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The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, July 15, 1922

Victrola

REG. U.S. PAT. OFF.

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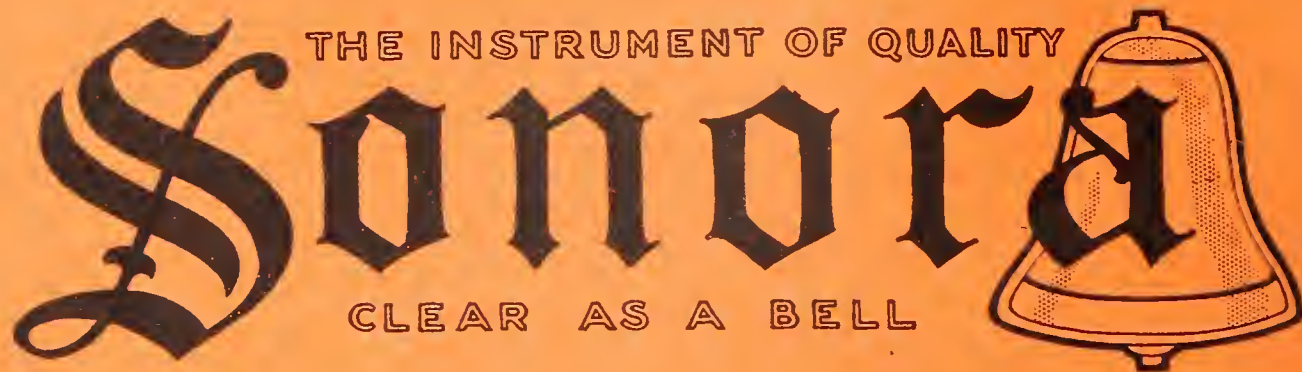


"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

Victor Talking Machine Company, Camden, N.J.

America's Leading Establishments
Sell and Endorse as a High Quality
Phonograph



The Highest Class Talking Machine in the World

Among the several thousand merchants selling Sonoras, many conduct the largest or leading establishment in their respective cities.

The latest establishments of national reputation to add the Sonora line are James McCreery & Co. and Abraham & Straus. And even now other great companies are negotiating for a much-desired Sonora representation. These famous firms are not opening new departments. Many of them have been selling only one line for years and are taking on the Sonora in addition because of the insistent demand for it.

The fact that these powerful stores sell the Sonora is a hint to you that you cannot afford to ignore. Notice the partial list of great Sonora agencies below, think it over, and write for our proposition.

NEW YORK

John Wanamaker
James McCreery & Co.
Bloomingdale's
Hearn's
Frederick Loeser & Co.
Abraham & Straus

PHILADELPHIA

N. Snellenburg & Co.
Lit Brothers
John Wanamaker

BOSTON

Jordan Marsh Company

CHICAGO

Rothschild & Company

DETROIT

J. L. Hudson Company

DENVER

Daniels & Fisher

LOS ANGELES

Barker Brothers

SAN FRANCISCO

City of Parish Dry Goods Co.

SEATTLE

Fraser-Paterson Co.

KANSAS CITY

The Jones Store Company

ST. LOUIS

Stix, Baer & Fuller

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, *President*

NEW YORK : 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

The Talking Machine World

Vol. 18. No. 7

New York, July 15, 1922

Price Twenty-five Cents

MARCONI INVENTS NEW DEVICE

Inventor of Wireless Exhibits Mechanism for Directing Radio Sound Waves Before Engineers

With a "baby wireless set" sending signals across about twenty feet of space, Senator Guglielmo Marconi at a lecture before 1,000 engineers in New York City recently demonstrated how a flying shaft of radio waves may be hurled in a desired direction, straight at a receiving station intended to receive it. It illustrated one of his most recent experiments—one on which he and his staff of engineers are still working.

He used the same midget apparatus to point out a vast undeveloped field of the radio—the field of the short wave, which, Senator Marconi thinks, is capable of as high development and use as the long-distance field employing waves of thousands of meters in length for hurling messages across oceans and continents.

Marconi received a welcome due the "master of the wireless" when he appeared in the auditorium of the Engineering Societies Building to deliver a lecture on recent developments in the radio and to receive the Medal of Honor of the American Institute of Radio Engineers for his discoveries in 1921.

In the shooting of the wave a reflector apparatus is used and the wave is caught at the receiving end on a horizontal metal standard. When the semi-circular reflector, a skeletonized apparatus covered with wires and resembling a dish cut in half, is turned with its open side toward the receiving stations the signals are strong and clear. When the open part of the apparatus is turned away the signals become inaudible.

With this system applied to telephony sounds are recorded in much clearer notes and reception is possible on the transmitting aerial while the transmitter is operating.

Telling of his experiments with the short waves recently Senator Marconi said that the greatest trouble to the experimenters had been caused by gas engines, because every ignition plant in a motor, in engine or boat is a potential wireless set, sending out waves from one to forty meters in length. These waves, especially in America, create an immense static condition all its own.

"If radio has already done so much for the safety of life at sea," he said, "for commerce and for commercial and military communications, it is also destined to bring new and, until recently, unforeseen opportunities for healthy recreation and instruction into the lives of millions of human beings."

APPROVE REORGANIZATION PLAN

Creditors of Pathé Frères Phonograph Co. Favor Reorganization Program

The plan of reorganization submitted by the reorganization committee of the Pathé Frères Phonograph Co. seems to be meeting with universal favor among the creditors of the company. The Music Publishers' Protective Association, through the medium of E. C. Mills, chairman of the board of directors, has placed his stamp of approval on the plan in a letter sent to Eugene C. Widmann, formerly president and now one of the receivers in equity of the Pathé Frères Phonograph Co. It was announced that the Association adopted a resolution recommending that the plan be supported and that each creditor member forward his agreement to the committee.

In closing his letter Mr. Mills stated: "Mindful of years of pleasant and profitable relationship with your company, we are anxious to co-operate in any and every consistent manner in assisting toward its rehabilitation. You have our best wishes and if there is anything we can do to serve you in the matter please do not hesitate to command us."

GRAND RAPIDS HOUSE ADDS CHENEY

Wurzburg Dry Goods Co. Features This Line in "Cheney Week"—Devotes Large Floor Space to Elaborate Display—F. C. Dietzel Is Manager

GRAND RAPIDS, MICH., July 5.—Van Korn-Shower Co., Michigan distributor for the Cheney phonograph, with headquarters in Detroit, is quite proud of the successful opening of a Cheney department by the Wurzburg Dry Goods Co., one of the largest department stores in this city.

Large advertisements in the local newspapers heralded the event and twenty-five feet of window display space, attractively arranged, invited passers-by to visit the elaborate exhibition in the store.

The Wurzburg Co. set aside an entire week and termed it "Cheney Week." About five thousand



Cheney Display at Wurzburg Co.

feet of floor space was devoted to the display of Cheney instruments, embracing every model. In addition to the large floor display the management placed a machine on the main floor facing the entrance to the store, where it could not escape the notice of every person entering the building. On all floors, directly in front of the elevators, machines of the upright type were placed, each one carrying a card on which was the message: "Cheney Week, Phonograph Department Fifth Floor."

The success of the opening is now making itself manifest in the great number of sales that are resulting from the first visits of prospective customers during the inauguration of the line.

F. C. Dietzel, manager of the music section and one of the best-posted phonograph and piano men in the country, states he is extremely gratified with the results he has attained with the Cheney line the short time he has had it. Every visitor to the phonograph department was presented with a package of needles and a song book during the opening week.

The Latona Talking Machine Co., of Evansville, Ind., has increased its capital stock by an issue of \$50,000 of preferred stock.

ALL SET FOR OUTING OF TALKING MACHINE MEN, INC.

Even the Cripples and the Blind Will Find Entertainment at the Big Picnic on July 26, for There Is Something Scheduled to Please Everybody—Make Your Reservations Now

As The World goes to press all plans are practically completed for the annual outing and games of the Talking Machine Men, Inc., which will be held at Karatsonyi's Hotel, Glen Head, N. Y., on Wednesday, July 26. The committee of arrangements, of which Sol Lazarus is chairman, has arranged a program that should serve to make the occasion most interesting and pleasant for everyone concerned, for there have been events programmed calculated to meet every one's desire for pleasure.

The outing party will leave East Fifty-seventh street, New York, between First and Second avenues, at 9 a. m. sharp and proceed to Glen Head, arriving at about 11 o'clock. Luncheon will be the first event, following which there will be a three-inning baseball game for dealers only, and then a baseball game for jobbers exclusively. The track and field events include a seventy-yard

NEW TALKING PICTURE INTRODUCED

Satisfactory Synchronization of Film and Talking Machine Record Demonstrated in New York—Some Details of the Mechanism

The synchronization of the talking machine record and the motion picture film, which has been attempted by many inventors during the past couple of decades, appears to have been accomplished to a degree at least by a combined mechanism being exploited by the Vocal-Educational Film Corp., with headquarters in New York.

The corporation, which controls a score or more patents known as Rogers and Ebling patents, has been conducting demonstrations of the new talking pictures on Broadway for the purpose of interesting the public in financing the proposition. In the demonstrations the picture and the voice are perfectly synchronized, although the volume and distinctness of the talking machine reproductions leave much to be desired. This problem will probably be solved satisfactorily in the future.

The synchronization is brought about through the use of a special film carrying perforations that serve to make contact with the electrical devices controlling the talking machine, thereby starting or stopping the record as desired. The talking machine and the projecting machine are operated by the same motor, thus insuring uniform speed. Ordinary disc records are used and arrangements are made whereby at the conclusion of the first record the second record can be thrown in operation without the slightest interruption, by changing the records intermittently. It is said to be possible to produce an entire opera, using a score or more of records in the operation.

The reproducer is of the electric type and the sound from the record is carried by wires to various parts of the auditorium and dispensed through the medium of amplifiers. It is possible to so regulate the film and the record that the sound will be heard only at intervals during the showing of the film if desired.

The corporation plans to place the machine in theatres, schools, etc., on a rental basis, but actual operations will not begin for some time in the future. Meanwhile, the inventors seem to have accomplished something real in the art, although there is still room for considerable development so far as the clearness of the voice and music is concerned.

Courage is not recklessness. A good example of pure courage is that of the salesman who grits his teeth after constant rebuffs and determines not to give in to any feeling of discouragement.

How a Saleswoman Created and Developed Talking Machine Business in Her Territory

[EDITOR'S NOTE:—The following practical paper, by Miss E. Stephens, of F. F. Herrmann's Store, Staten Island, N. Y., won the first prize in the suggestion contest on "How to Improve Victor Business," at the monthly gathering of Metropolitan Victor retailers, held under the auspices of the Knickerbocker Talking Machine Co., Inc., Victor wholesaler, last month. The varied means displayed by Miss Stephens in creating and developing business should prove of interest to our readers.]

The people of our section are Saturday spenders—men who wear working shirts most of the week and on Sunday dress up. You can spend a lot of time during the week going after them. I sold children's books for three years, rang door bells, and in that way came to know people. I made more money then than I probably ever will again.

During the last month I have made a house-to-house canvass of certain sections. I have charge of our store and have to be there a great deal of the time. But I gave half an hour a day to canvassing, and it has brought me three sales of No. 240 machines and one No. 50. This may not be much, but just now it is worth going after, and it shows the possibilities in this field. I have directly traced the selling of these machines to this campaign. When I call at the house I address the woman by her name and say, "We would like to put you on our mailing list. Do you receive the supplements from any other store?" If she does she is a good record prospect and if she doesn't she is a good machine prospect.

I am also interested in doing work for schools. You can do that sort of thing in every community. I gained access by getting in touch with the principal and explained that it was for the good of the school. I talked to her on nationality in music and asked her to let me try it. After permission was granted I brought some records to entertain the children. I started down South. Then we heard Indians, went to Hawaii and heard Hawaiian music, then Japanese and Chinese music. I showed them how there is a rowing rhythm to Italy's music. The children entered right into the spirit of it. I told them the name of the record, let them repeat it, had them sing it, made them pronounce it. We then went to Ireland and came home, all the children singing "Home, Sweet Home."

During the next two weeks I sold two or three of each particular record in that community.

I have classified three ways of getting business.

First, through children in the schools; second, through the home, and third, in the store. If a fellow comes into the store for a record I am going to try to sell him two instead of one. I try to get into the booth before he gets out. While I am wrapping the package I have the customer listening to another record in the booth. Of course, sometimes they will exchange the record for some other that they have already selected, but sometimes they take the new record, too. Then, again, it may be another thought to bring them into the store.

Before the customer goes out I ask if he is

*Just Read and Learn
How Miss Stephens,
Undaunted, Went After
and Secured Business
Despite Quiet Times*

in need of needles. This is a small item, but the record isn't good without them. I explain the value of the tungsten needle and what it does for the records. Just last week I let a saleslady go because she couldn't do that one thing right.

We call ten people every day on the telephone. On rainy days we manage to keep the operators busy. I think it is best to have a girl call, as she will always talk more graciously to another woman. The usual form of address is: "I am Miss _____, from _____ shop. Some one has given us your name for our mailing list (it may not always be true, but it works well). We will be pleased to mail you our supplements if you do not receive these from another store. If you are in our neighborhood and need anything in our merchandise, stop in. Ask for me. I would like to wait on you myself. My name is _____.

Have you a machine?"

If she says she hasn't, of course there is a prospect. If she says they have an old machine

tell her that you can put this old machine in first class condition. I have traced fifteen direct sales to our telephone this past month. I find very few people are rude; in fact, most of them thank you for calling up.

Even in a large community this will work out if you take the exchange nearest you. Every time I sell a machine I catalog that customer. I try to find out his tastes. A week after I have sold the machine I make a personal call and ask if I can come during the evening and play some records for the family. I tell them to invite some neighbor, relative or friend. I usually take ten records along with me—a little of everything—and give them an idea of the Victor records. Most record buyers do not know of the large variation you have in the Victor library. I have found that customers will take half, at least, of the records I bring up with me. Very often you meet Cousin George or someone there who has no machine and I try to interest him in something. For next month I have twenty-five in mind that I can call upon through these trips.

I go back and catalog the music they like and if it is, say, John McCormack, I call them as soon as I have a good record of his and say, "I have a record of John McCormack's I think you'll like and I'll lay one aside for you. If you don't like, there is no obligation whatsoever." It is well to catalog the likes and dislikes of your customer. Last month I called up twenty people who were piano enthusiasts, told them we had a new Rachmaninoff record, something they had never heard anything like before. Of the twenty we laid aside twenty were sold.

I am a confirmed Victor enthusiast. I like and have a lot to learn. I lie awake nights and think of little things to do to improve our business. The Saturday preceding Mothers' Day I realized we hadn't anything to attract for Mothers' Day. I dressed the window simply with John McCormack's record, "Little Mother o' Mine." I also put a card in the window saying, "I cannot tell you, mother, dear, how in my heart you shine." We sold a box of these records that day. I try to think of unusual things, not what everyone else tries out.

The man whose sole satisfaction in his work is the weekly or monthly stipend can safely quit business. His loss will be a relief to any concerned

THE TALKING MACHINE'S HELPMATE



DURABILITY

Nyacco albums are durable not only because of the quality and materials used and the strength of construction, but through the loose-leaf system of pockets giving long and lasting satisfaction.

The loose-leaf system allows a torn or soiled pocket to be immediately replaced by a new one, making the album as good as new.

Through the durability of Nyacco albums, dealers and manufacturers are making many satisfied customers.

NYACCO trade mark guarantees durability.

Quotations and Prices on Request.

New York Album & Card Co., Inc.

NEW YORK

23-25 Lispenard St.

A. W. CHAMBERLAIN

New England Factory Representative
174 Tremont St., Boston, Mass.

CHICAGO

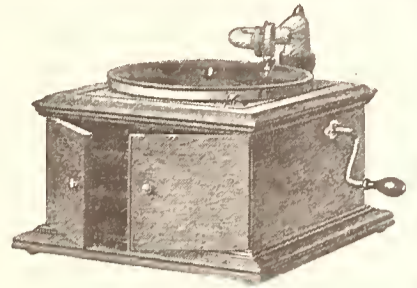
415-417 S. Jefferson St.



The Only Loose-Leaf Record Album on the Market

Victor supremacy is the supremacy of performance

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 IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 80
\$100
Mahogany, oak or walnut



Victrola No. 130
\$350
Victrola No. 130, electric, \$415
Mahogany or oak

Victor Wholesalers

- | | |
|---|--|
| Atlanta, Ga.....Elyea Talking Machine Co.
Phillips & Crew Piano Co. | Milwaukee, Wis.....Badger Talking Machine Co. |
| Baltimore, Md.....Cohen & Hughes
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc. | Minneapolis, Minn..Beckwith, O'Neill Co. |
| Birmingham, Ala...Talking Machine Co. | Mobile, Ala.....Wm. H. Reynolds |
| Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co. | Newark, N. J.....Collings & Co. |
| Brooklyn, N. Y.....American Talking Mach. Co.
G. T. Williams Co., Inc. | New Haven, Conn...The Horton-Gallo-Creamer Co. |
| Buffalo, N. Y.....Curtis N. Andrews
Buffalo Talking Machine Co., Inc. | New Orleans, La....Philip Werlein, Ltd. |
| Burlington, Vt.....American Phonograph Co. | New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co. |
| Butte, Mont.....Orton Bros. | Oklahoma City, Okla.....Oklahoma Talking Machine Co. |
| Chicago, Ill.....Lyon & Healy
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co. | Omaha, Nebr.....Ross P. Curtice Co.
Mickel Bros. Co. |
| Cincinnati, O.....Ohio Talking Machine Co.
The Rudolph Wurlitzer Co. | Peoria, Ill.....Putnam-Page Co., Inc. |
| Cleveland, O.....Cleveland Talking Machine Co.
The Eclipse Musical Co. | Philadelphia, Pa....Louis Buehn Co., Inc.
C. J. Heppé & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Columbus, O.....The Perry B. Whitsit Co. | Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co. |
| Dallas, Tex.....Sanger Bros. | Portland, Me.....Cressey & Allen, Inc. |
| Denver, Colo.....The Knight-Campbell Music Co. | Portland, Ore.....Sherman, Clay & Co. |
| Des Moines, Ia.....Mickel Bros. Co. | Richmond, Va.....The Corley Co., Inc. |
| Detroit, Mich.....Grinnell Bros. | Rochester, N. Y....E. J. Chapman Co. |
| Elmira, N. Y.....Elmira Arms Co. | Salt Lake City, U...The John Elliott Clark Co. |
| El Paso, Tex.....W. G. Walz Co. | San Francisco, Cal..Sherman, Clay & Co. |
| Honolulu, T. H....Bergstrom Music Co., Ltd. | Seattle, Wash.....Sherman, Clay & Co. |
| Houston, Tex.....The Talking Machine Co. of Texas | Spokane, Wash....Sherman, Clay & Co. |
| Jacksonville, Fla..The French Nestor Co. | St. Louis, Mo.....Koerber-Brenner Music Co. |
| Kansas City, Mo...J. W. Jenkins Sons Music Co.
The Schmelzer Co. | St. Paul, Minn....W. J. Dyer & Bro. |
| Los Angeles, Cal...Sherman, Clay & Co. | Syracuse, N. Y....W. D. Andrews Co. |
| Memphis, Tenn....O. K. Houck Piano Co. | Toledo, O.....The Toledo Talking Machine Co. |
| | Washington, D. C...Cohen & Hughes
E. F. Droop & Sons Co.
Rogers & Fischer |



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company
Camden, New Jersey

Records of Religious Numbers and Old-Time Ballads Having a Sales Vogue :: By Arthur H. Foster

Despite the demand for records of popular and dance music of every type many dealers report a very great demand from all classes of people, young and old, for sacred music. This is not surprising, for there are millions of people in the United States who still go to church and who love the old hymns that they learned in the Sunday school in their youth. This applies to every religious persuasion. Despite the modern trend, they like to have the records of these hymns in their home, and it is a question whether this fact is considered by a great many dealers.

In selling records it is always well to keep in mind every phase of merchandising and to appeal to the largest possible clientele of buyers. It must be remembered that the old hymns and the old songs make a very keen appeal to the millions of people who are middle-aged and who have little time to keep in touch with the fugitive jazz numbers, some of which ill deserve the term musical. If every dealer would sit down and consider how many middle-aged people there are in his territory, how many church-goers, and then ask himself how many of these people he has on his books as customers he will be able to get a fair idea whether he is "on the job" or not. It is the time for one to criticise himself—to just ascertain what is being done and what could be done to increase record sales. There is a great deal of empty talking, but not enough action—not enough real constructive performance.

Talking to a dealer along these lines about six weeks ago he admitted that he had not given serious attention to this matter of selling records of religious and old-time music—that is, making a special appeal or drive. The other

day this same dealer told the writer that after a six weeks' carefully developed campaign he had actually sold a surprisingly large number of religious and standard old-time records and, better still, a surprisingly large number of machines to people who heretofore did not seriously consider the value and importance of the talking machine. "Some of these people looked," he remarked, "upon the talking machine, because

Record Lists Should Be Analyzed Closely and Particular Numbers Picked Out and Featured to Advantage

of its association with jazz, as something unholy, but when these old church-goers realized that the old standard church hymns could be heard in their parlors on Sundays, as well as the old ballads, it delighted and consoled them, and not only have they become enthusiasts, but they have told their friends about it, with the result that the sales which I have closed from your suggestion have been beyond any calculations which I could possibly make."

Now, we venture to say that there are thou-

sands, yes, millions, of people in America just like those people who have just expressed themselves. And the point is, what are the dealers doing to get this trade? It is to be assumed that a great many dealers are covering this field intelligently and persistently, but there are hundreds, yes, thousands, of others who are doing nothing constructive to push their record business other than along ordinary every-day lines and depending largely upon the public to voluntarily visit the store.

Now, it is time to be up and alive to every opportunity. Dealers should study their lists closely and pick out the various types of records that appeal to the people of varied tastes. They should make special appeals to arouse interest and incidentally move their records more rapidly than they are doing now.

All this implies thought and planning, but that is the duty of every business man. There is no use in having a store and placing goods in it unless the owner can get close to the public and move his product. He can no longer wait for customers to come in; he must seek for trade, and the whole question centers on the modus operandi of seeking and, by seeking, finding customers.

MONTAUK MFG. CO. CHARTERED

The Montauk Mfg. Co., of Hoboken, N. J., has been granted a charter of incorporation under the laws of the State of New Jersey, for the manufacture of talking machines, with a capital of \$125,000. Incorporators are: William H. Hotchkiss, W. E. Hotchkiss, Henry L. Slade and William S. Stuhr.



Victor Victrolas—Victor Records—Victor Accessories

Sherman  Clay & Co.

Pacific Coast Distributors

Five Wholesale Depots for Your Convenience

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

10th and Santee Sts., Los Angeles, California

N.W. Corner 13th and Glison Streets
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Oceanic Bldg., Cor. University and Post Sts.
Seattle, Washington

330 W. Sprague Ave., Spokane, Washington

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak

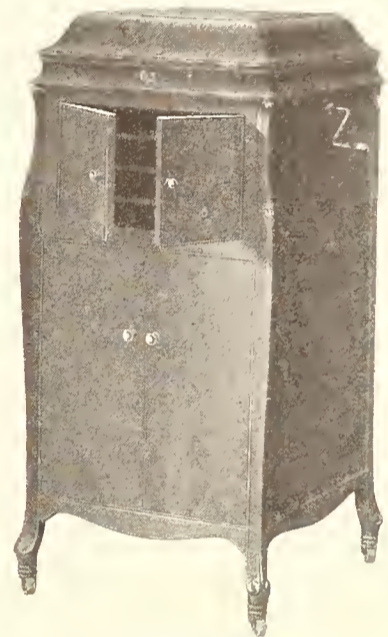


Victrola IX, \$75
Mahogany or oak

Actual accomplishments are better than promises and expectations. What the Victor has done in the past and continues to do today is the safe index of what the future holds in store for the musical instrument dealer.



Victrola No. 100
\$150
Mahogany, oak or walnut



Victrola No. 110
\$225
Mahogany, oak or walnut



Victrola No. 300
\$250
Victrola No. 300, electric, \$315
Mahogany, oak or walnut



Victrola No. 330
\$350
Victrola No. 330, electric \$415
Mahogany



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Camden, New Jersey

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

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UNUSUAL EFFORTS BRING BUSINESS RESULTS

SURPRISING as it may seem to some people, business is being done this Summer by those who are making strenuous efforts to secure it. Dealers who are obsessed with the idea that business is dead and that it is best to drift along until it gets better are, of course, not doing well, and naturally so. Those who are aggressively inclined and who believe that there is always business when properly sought are not complaining. This is briefly the situation in the talking machine trade this Summer.

A prominent member of the trade who has just come back from an extended trip covering important trade centers in the United States, when asked about the situation, thus sententiously summed it up: "Twenty per cent of the merchants who are intelligently active are doing the bulk of the business, while the other 80 per cent, the inactive ones, are complaining, more or less, about the situation."

From reports reaching The World office this remark covers fairly accurately the condition which, in a large measure, prevails throughout the country. Two or three live dealers in a locality report a volume of business equal to or exceeding that of a year ago, and a dozen or more of their competitors, while deprecating poor business, cast doubts on the statements of the prosperous ones.

Now, Mr. Dealer, the question arises in which category are you to be placed? It is in your hands to increase the 20 per cent who are actually doing business, or to augment the 80 per cent who are complaining about conditions. The choice rests with you. It is natural that if there is only a certain volume of business obtainable, and only 20 or 25 per cent of the merchants are really going after it vigorously and getting it, there is logically a mighty small proportion left for those who sit passively doing nothing but complaining and waiting for a change in conditions.

At no time in the history of the trade was it so necessary as to-day to recognize that unusual efforts must be made to develop sales. It is not a time for resting by the wayside; it is a time for pressing onward to victorious accomplishments, and this can only be achieved by the employment of aggressive methods of merchandising—in other words, going after customers rather than waiting for them to call at the store.

While these remarks apply to the sales of talking machines they are even more applicable in the sales of records. There has been a

slump in record sales largely because talking machine dealers and salesmen are not "selling music" to their customers. With many there has been no intelligent follow-up policy adopted; there has been no effort made to secure direct contact, and as a consequence talking machines are not being used as frequently as they should be in the home because the owners have not been educated to the idea that they should buy new records.

Now the progressive minority of dealers, referred to at the opening of this article, who are doing business, have secured the position they occupy by failing to recognize seasons. They have made their customers understand that records are just as entertaining in the Summer as in the Winter months, and as a consequence the output of records has shown a very large proportion of increase with these concerns. What these dealers are doing can be done by every other dealer who is awake to the necessity of aggressive merchandising. There is enough of Summer business to be secured to give every dealer who goes after it a rather satisfying share—if the effort is made.

PROSPECTS FOR THE FUTURE ARE BRIGHTER

THE message delivered to the members of the National Association of Talking Machine Jobbers at their convention last month by Ralph L. Freeman, Director of Distribution of the Victor Talking Machine Co., is one that is vital not alone to members of the Victor Co. family but to business men in general, who seek to establish their institutions on a permanent basis.

The text of Mr. Freeman's talk was fair dealing, and although every line of the message itself was of great importance the following paragraphs should find a place on the desk of many discerning business leaders:

"The Victor Co.'s message to you is one of good cheer. The shock of the inevitable post-war readjustment has not shaken the solid foundation upon which your business and ours was builded. The prospects for the future are much greater than anything that has been realized.

"New conditions, so large and far-reaching that it is difficult to visualize or comprehend them, are developing throughout the world. They represent greater opportunities for conscientious workers than have heretofore existed, and it is plain that we in this country must benefit from the position of advantage we occupy.

"There is, however, a condition that we must fulfill. We must be faithful—unto others as to ourselves—no less. No mad scramble for business can be allowed to benumb our sense of obligation and fairness else we shall deserve to lose and will lose our opportunity.

"This statement is not a mere platitude, referring generally to the public at large, but a definite fact to be applied to each of us individually who have it in mind to contend within our sphere for a share in the prosperity in the future. We must work and we must be faithful to the trust of those whose patronage we desire."

VALUE OF INDIVIDUALISM IN ADVERTISING

CO-OPERATIVE advertising in one form or another appears to be quite active at present in the music industry as well as in other lines of business, and viewed from the broad angle of increased publicity it is a progressive move. It would appear, however, that some of the plans recently broached are calculated to sacrifice individuality in the carrying out of a general campaign.

It is all well enough for wholesalers or manufacturers to join together and put over campaigns that will be beyond the means of the individual, but the results in proportion to the expenditure are likely to prove distinctly disappointing unless steps are taken to hook up the individual concern with the general campaign and to direct the thought of those appealed to in the general campaign along the proper lines.

In the talking machine trade the manufacturers have carried on for years extensive advertising campaigns—in fact, according to authorities musical instrument advertising in volume comes immediately after the advertising of passenger automobiles, and of this total volume over 90 per cent represents talking machine advertising. The value of this publicity, however, has rested chiefly in the fact that local dealers and distributors have hooked up their own advertising with the general campaigns, that with the desires of the public to purchase a given make duly stimulated, it has taken local advertising to bring the purchaser into the store where the machines or accompanying records could be purchased.

The same idea applies with equal force in the distributing field. It is well enough to flood dealers at regular intervals with stock publicity, but the value of that publicity will lie in the ability of the individual distributor to tie up with the general campaign. He either does that or he is paying a substantial proportion of his competitor's publicity expenses.

Advertising is one field where standardization alone does not make for profits. It is the individual appeal, the ability to persuade the purchaser, whether dealer or ultimate consumer, to do his purchasing from one particular concern—that of the advertiser—that makes the publicity worth while. The manufacturer spends his millions in building up recognition for the name and trade-mark of his product, and it is just as essential that the distributor and dealer devote themselves in some manner at least to building up recognition for their own ends. The firm establishment of a name value in the minds of buyers is the ultimate goal of any sound publicity.

WINDOW DISPLAYS FOR THE SUMMER BUYER

DURING July and August, the great vacation months of the year, talking machine dealers should make a special effort through window displays to interest vacationists in the portable talking machine and in a goodly number of records to carry along with them on their outings. There is no one factor that contributes more to the enjoyment of a vacation than the talking machine. It entertains with concerts in the evening; supplies dance music where necessary, and is a real friend in need on a rainy day. There is a superabundance of ideas that can be worked by the dealer into striking, suggestive window displays that should arrest the attention of vacationists, and contribute to a goodly increase of sales during the Summer months. It will pay to clear the window out and arrange some kind of a camping scene or install some original conception that will suggest the timeliness of the portable and a goodly supply of records during the vacation period.

HELPING DEALERS TO ELUCIDATE PROBLEMS

THE practice of manufacturers, and particularly distributors, either individually or in association with others in the same line, of bringing their dealers together at intervals for the purpose of discussing the problems of the trade as applied to their particular lines and mapping out campaigns that represent co-operative experience is a practice that is worthy of hearty endorsement.

Up to a few years ago the average dealer was, and felt himself, somewhat apart. His only contact with the manufacturer or distributor was through the medium of the salesman who called at regular intervals and the dealer's viewpoint regarding the business as a whole was obtained through salesmen, its accuracy depending upon the latter's ability to collect and then retail the ideas.

The conferences of dealers that have been and are being held at various central points have already accomplished much for them,

and have given to the weaker member the benefits of advice and experience of his successful fellow dealer. Even the successful man has been able to gather one or two ideas that are applicable to his own business.

The big thing, however, is to develop contact between the retailer and the distributor or manufacturer; to give him a new angle on the business; to acquaint him with the general plans for exploiting the product, and to make him feel that he is part of the institution—a partner in its success or failure. There can be no question but that this close contact established between dealers and distributing headquarters through the medium of annual or semi-annual conventions has an intangible value which it is impossible to measure in dollars and cents.

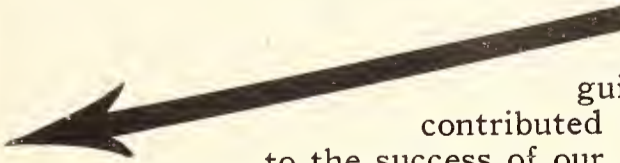
THE TALKING MACHINE AS AN EDUCATOR

DURING the last two decades the attention of educational authorities throughout the world has been directed to the need for broadening the cultural foundation of the schools, and music has become recognized as affording an unsurpassable basis for general culture. But musical art has in the past been the property almost exclusively of those who possess executive musical talent; that is, of a very few, comparatively speaking. Good listeners, however, are the greatest need, for trained, intelligent listeners alone can constitute the public audience which the musician, creative or executive, must have. Good listeners again are simply those who have been "exposed" to a sufficient quantity of music, who have, in fact, become familiar with it by much hearing and some intelligent guidance. The making of such listeners must naturally begin in the school-room with the rising generation.

Here the talking machine finds its place in the school. By its aid musical culture is taught to thousands who otherwise might never hear an orchestral performance or an orchestral instrument. By its use children are taught to know and love music, to sing and play for themselves, to want more and better music in their daily lives. Within a few years the educational side of the talking machine has assumed outstanding importance and to-day there is hardly a town of any size in the country which does not include at least some talking machine equipment among the items of its educational tool shop, making the talking machine, without a doubt, one of the most potential forces in modern education.

The value of the talking machine in this special field is, in fact, only beginning. The day is at hand when the value of this system of conveying instruction and artistic enjoyment to every corner of the earth will be recognized everywhere as supreme and as no more to be omitted from the school-room than the blackboard or the maps.

Dealers should keep in close touch with the educational authorities in their territories and emphasize strongly at every opportunity the paramount importance of the talking machine as a factor for the advancement of education.



This one word distinguishes Ormes service and has contributed not only to our success but to the success of our retailers.

Service that is out of the ordinary—not only in the supplying of merchandise but in helping Victor retailers develop their business.

ORMES, Inc.

Wholesale Exclusively

TELEPHONE NUMBERS
FITZROY 3271—3272—3273

15 West 37th Street

New York

The Importance of Manners and Their Relation to Effective Sales Work

By W. Braid White

Manner is more than merely manners. Yet good manners will make a man even where the more or less frequent distinction of "manner" is lacking. From the salesman's point of view the distinction is important.

The "manner" which distinguishes a man or a woman is the product of his or her birth, environment and education. Men are doubtless created equal in respect of political rights, but they are most decidedly unequal in respect of mental and physical attainments. Now, it is a complaint not infrequently or unjustly made that the men and women of the present generation are ill-mannered; that they have lost the idea of good temper and politeness; that they take an almost savage delight in showing themselves surly and rude. The belief appears to be that politeness is a form of servility and that one cannot show oneself an independent American citizen unless one adopts a tone of superiority or of insolence toward those who are thrown into contact with one in the course of business.

Salesmen ought particularly to consider these facts, for salesmen are particularly susceptible to the error just mentioned. The salesman must wait upon men and women of all kinds and, consequently, his or her success will very largely depend upon manner in general and upon manners in particular.

Manner vs. "Manners"

There is an enormous difference between manner and mere "manners." Any one can be educated into adopting certain external styles of speech and action, and so any one can be educated into adopting "good manners." But to attain to a natural "manner," to a manner which stamps one as a gentleman or as a lady, is a different sort

of thing altogether and calls for careful study, a fine character and a sincere attitude toward all men and all things.

In the first place, then, be it understood that politeness is not necessarily either familiar or servile. To learn how to smile, to learn how to shake hands, to learn how to give instant and unstudied attention to questions put by a customer, no matter how stupid they may be, all this can and should be learned without leaving

Manner Is One of the Prime Principles of Salesmanship and an Asset Worthy of Intensive Cultivation

upon the salesman's nature the slightest trace of servility. In fact, servility is a matter of inner-character. A man who looks down upon those who are less successful materially than himself or who carries favor with those who are higher up in the scale is servile, and though he disguise his servility under ever so many outer mannerisms or tricks of "independent" speech and manner he cannot conceal the essential fact.

The first thing to learn, then, is the lesson of sincerity and kindness. If we really believe that the men and women who pass before us each day in the course of our business and social dealings are really, alike with us, God's children, we shall respect them on the ground of our common humanity and shall therefore treat them as we treat whatever we respect. That is to say, we shall be neither servile nor insolent, but natural, simple and genial.

The prime requisite, in fact, for the attainment of good manners is this sincere belief that men and women are alike entitled to courtesy and attention. It is the mark of ignorance to suppose that insolence or discourtesy are marks of independence. They are simply marks of stupidity and swinishness. The greatest aristocrats are often the most suave, polite and courteous of beings.

The Brotherhood of Humanity

A salesman has to meet persons of all sorts. No artificial manner will suffice for the proper handling of them all. It is therefore the salesman's duty to learn to believe in his fellow men, to realize that each of them has a right to exist in the world, and to get over the idea that any one is fundamentally better than any one else. Variety is indeed infinite. Men and women are not equal in respect of wealth, opportunity or culture, birth or breeding. But all men and women are nevertheless men and women, enrolled in the brotherhood of humanity and entitled, even when they are themselves bad mannered, to recognition as our fellows.

To recognize this brotherhood in humanity with one's customers is the most important part of that priceless asset, a good manner. For a good manner, as said before, is the natural, unspoiled product of a sincere belief in the fundamental goodness and decency of human beings.

The external accompaniments and signs of the fine manner are, of course, to be found in that natural courtesy that radiates from men and women of fine, broad mentality. Courtesy is expressed in many ways. Courteous men and women do not raise their voices, because they know that a noisy voice usually distresses or disgusts. They do not tell funny stories to casual acquaintances, because they know that many men and women resent such familiarity. They are never effusive, for they realize that excessive politeness too easily degenerates into the manner of the second-hand clothing salesman. They, on the contrary, never refuse a request, are never too busy to stop and listen, never take advantage of the helplessness or ignorance of the aged or of foreigners, and, above all, never laugh at distress or trouble. They are kind to children, but they do not slobber over them. They are polite to all, but they never allow themselves to be known for their extreme politeness. They wait till they are asked to talk and when they talk they say what they mean, without falsehood or rudeness.

The foundations of a fine manner are sincerity and love. Given these, everything else follows. The foundations of good manners are restraint, good temper and consideration for the feelings of others. Both can be acquired. Both are singularly lacking in the equipment of most young men and women who essay to sell. Yet the higher reaches of salesmanship simply cannot be attained without both.

OHIO FIRM CHARTERED

The Columbia Music Shoppe Co., of Lakewood, O., has been granted a charter of incorporation in that State, with a capital of \$1,000. Incorporators are W. W. Du Breinl, Anna E. Du Breinl, M. L. Stener, D. C. Rolli and E. L. Coopson.

SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building Record Brush.

YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers

138 West 124th St.

New York City

Peerless Builds Confidence

REPUTATION

Reputation is, above all else, the merchant's greatest asset. Fire can burn him out, competitors can harass him with their bargain sales and imitators can steal his thunder, but—if the established reputation remains—his business goes right on.

"— and Son," or "Established in 18—" are mercantile mile stones which people follow instinctively because of a feeling of certainty in dealing with a store which is founded on reputation and has endured through many years.

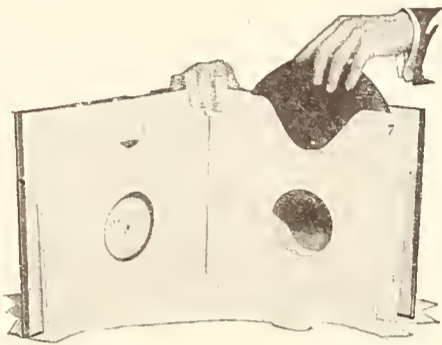
A Bazaar is brilliant, noisy and sometimes does a good business, but it passes quickly away and is forgotten, while the names of reputable business institutions are bred into the very conscience of the people.

And a merchant's reputation unquestionably is established on the quality of merchandise he handles.

Phil Ravis



There exists today a new relationship between the retailer and his clientele. It is that of solid confidence and loyalty which merits the approval of all far-seeing merchants and their customers.



Showing how 10 inch records fit into Peerless Big Ten.

Now is the time to build your business by giving careful attention to the quality and intrinsic value of every article you offer for sale. Give a thought to the most important accessory of the industry and start your "Confidence Campaign" right by selling

PEERLESS

—the Album

Have a supply of twelve-inch albums with ten-inch leaves known as Peerless Big Ten; an album which maintains filing uniformity of any phonograph or record cabinet. It is a book which meets the approval of every purchaser of cabinets containing shelves.



Display This Sign—It Will Sell Peerless Albums for You—Send for Yours at Once.

Send for a sample today—and see for yourself that—

It Does Make A Difference What Albums You Sell

NOTE: *Albums, particularly Peerless Albums, do sell records just the same as an empty garage invites an automobile. We said this more than three years ago and have continued saying it; and nothing but the confirmation of the fact has come to us from the trade. What are your ideas on the subject?*

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
26 Sudbury St.

Some Window Display Ideas That Should Help to Increase Record Trade :: By F. H. Williams

Arrange a display of all the records you carry which are designed for the entertainment or amusement or soothing of babies. Then from some local photographers secure photos of babies and place these photos in the window with the records. See to it that the price of each record is clearly indicated. Use a placard with this display emphasizing the fact that a talking machine is a great help in taking care of babies and that you have a particularly big and comprehensive stock of records for the entertainment and amusement of the infants. People are always interested in babies, so this sort of a display would get a lot of attention and help you greatly in selling more records of this sort.

People are always interested in diagrams. This being the case, it would be a good stunt to have a sign painter get up a sign on which would appear a large circle divided into segments representing the amount of business you do in records of various classifications. For instance, one segment could be labeled "Volume of dance records," another could be labeled "Volume of operatic selections," a third might show the amount of business you do in dialogue records, and so on through the various classifications. Above the diagram you could have this inscription painted, "This is a well-rounded store—we do a good business in all lines of records. You can find here the very record you want." In front of the diagram there should be a display of some of the more popular records in all the various classifications. This sort of a stunt would be sure to make a big impression on the folks who looked in at your window.

Everybody knows about the "blues" in music, but who is as familiar with the "reds"? You have

a large number of titles among the records you carry in stock in which the word "red" figures. Why not get some of these records out, place them in your show window, decorate your show window appropriately in red and then place in the foreground of the window a placard reading like this: "You've heard about musical 'blues'—here's where you learn about some of the popular musical 'reds.' Every one of these records has

The Cheapest and Most Effective Sales Medium for the Talking Machine Dealer Is the Attractive Window

something red about it and all of them are popular. Come in, get a red record now."

In what shape do you get your shipments of needles? How many different kinds of needles do you regularly carry in stock? It would be interesting to all owners of talking machines to see a window display in which you showed the original packages in which you get your needle shipments and in which you showed the various kinds of needles you carry in stock and in which you told about the special advantages of these

various kinds of needles. Such a window display could be very easily arranged and it would be different from the usual run of phonograph store window displays.

Put a record display stand in the foreground of your show window. Over it place a little placard reading like this: "This is the first record we sold to-day. Come in and get one for your machine." Then on this stand each day place another one of the first records you sell each day. This sort of a stunt would be timely and different and, for that reason, would attract more attention than the ordinary kind of a display and help more than the ordinary display in selling more records.

Paste some of the more popular records on the inside of the glass of your main show window just above the range of vision of the person of average height. Above each record paint the price of the record and some such selling phrase as this: "Snappy dance record," or "Very popular vocal," or something of that sort. All passers-by would be attracted by the unique appearance of your window and in this way you'd get an extra amount of attention for the records and make more than the usual number of sales.

All of these window display ideas can be easily used in your store without much trouble and without much expense. Use them now!

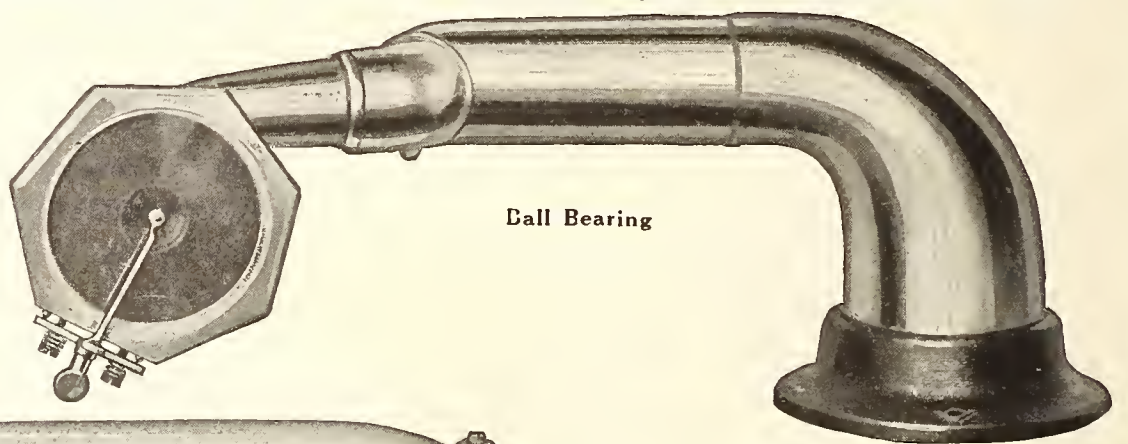
BUSINESS IS LIKE A TREE

A business can be likened to a tree. The store is the trunk, the salesmen the roots and the customers the leaves. If the roots lack nourishment (knowledge) the trunk withers and there will be no leaves.

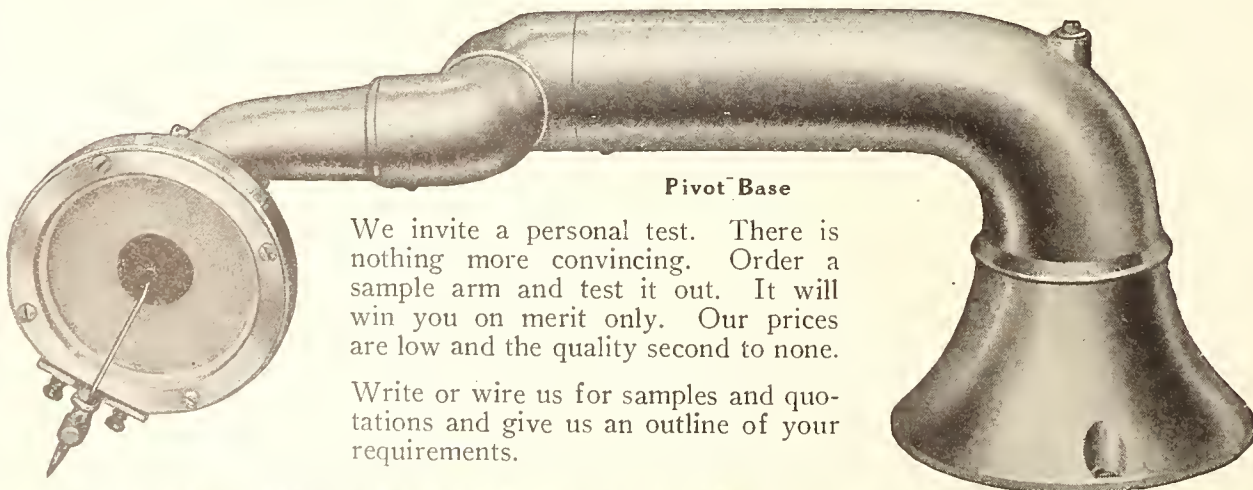
THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
Machines.



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.

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

Trend Toward Co-operative Advertising Is Evident Throughout the Country :: By W. B. Stoddard

The old adage that "in union there is strength" finds its modern counterpart in co-operative advertising, many firms having found that it is not only cheaper but more effective to advertise with a group of merchants in their own or related lines than it is to advertise individually. Some very interesting campaigns have thus been undertaken by groups in different cities, sometimes independently, at others in co-operation with a live newspaper. One of the best of the latter is the campaign just concluded by a group of Louisville, Ky., merchants. A dozen leading firms took a page and divided it between them. They then announced that they were in the market for ads to fill these spaces. Each week each merchant gave five dollars in merchandise to the best ad submitted to him, and that one was used as his ad for the succeeding week. Each merchant also offered a special prize for the best ad submitted during the entire contest, and the ad was chosen from the prize-winning ads submitted each week during the eight weeks of the campaign. Best of all, the newspaper under whose auspices the campaign was conducted offered a cash prize of \$75 for the best ad submitted during the eight weeks, the winner being chosen by having the twelve firms each submit their best ad, and these twelve were laid before three judges—who were among the best advertising men in the city—who selected the one that in their judgment was the most effective. Among the firms co-operating was the Baldwin Piano Co., and the text of the prize-winning ad which it submitted to the judges was as follows:

"Is your home equipped for your own pleasure, or do you have to go elsewhere for your enjoyment? Try an evening at home with a phonograph."

This text, of course, was very effectively displayed.

Up in Oregon one of the local papers, in connection with a number of leading merchants, offered a school children's popular home necessities educational contest. Nineteen dealers in conjunction with the editor of the paper offered an aggregate of \$500 in prizes for a contest extending over twenty weeks, \$25 in cash being given each week in the form of one first, second, third and fourth and five additional \$1.00 prizes. The contest was open only to children under the age of eighteen and only one prize could be won by any family—this being to distribute the prizes more widely and to prevent one gifted member of a family submitting ads under different names. The idea in the contest was to write in prose or verse an ad of not more than fifty words telling why the wares of a certain merchant should be purchased. The children were at liberty to choose any of the firms on the page, and as many as four ads could be submitted each week by any child, provided they were all concerning different firms. The Oregon Eilers Music House, Portland, was one of the participants in this contest and laid special stress on its records—the winning ads generally having reference to the enjoyment obtained from the dance and concert records rendered on the phonograph.

For all-the-year-around advertising it would be hard to surpass the plan of a group of merchants of Iola, Kan. They got together and formed an association with a duly elected president and secretary. Their first step was to get out a four-page bulletin, which they ran as an insert in the local newspaper. This prospectus stated in part:

"This particular bulletin is the first of a series you will receive regularly once a month. The purpose of it is to notify you that the merchants of Iola, whose names are mentioned herein, will hold a special sale Saturday, to which you are cordially invited.

"Every merchant announces an especially low price on some one article of common use, and, since every dealer announces a price on a different article, you will be able, by going from one to another, to make a long list of purchases at reduced prices."

C. G. Nelson, secretary of the Association, explained in detail the workings of the plan, which has been in successful operation for a year:

"The bulletin mentioned above is issued every month. Every article on the two inside pages is censored by our advertising committee and the merchandise must be a real bargain or the

Dealers in Many Sections of the Country Find Co-operative Advertising Economical and Most Resultful

ad is turned down. The spaces in the bulletin cost \$4.00 each. On the inside pages no advertiser can combine spaces, use cuts or name plate. This is for the purpose of giving the small advertiser the same benefit as the larger one. On the outside pages there are no restrictions—cuts and name plates can be used and any number of spaces up to four may be combined to form a single ad if the merchant wishes."

Another plan carried out by these enterprising Iola merchants to secure the rural trade is the monthly auction sale. These sales are held at a regular auction pavilion, with entranees on two streets. Household goods, farm implements, automobiles and live stock are sold on commission, the first two classes being auctioned off in the morning, the latter two in the afternoon. No

charge is made for listing goods to be sold, and free pens are provided for the live stock. A commission of 2 per cent is exacted on live stock and automobiles and 5 per cent on all other merchandise. Auctioneers are provided by the Association, but any one who wishes can bring his own auctioneer. These monthly sales have brought much trade to town that formerly went to the mail-order houses and have made for closer relationships between town and country. The John V. Roberts Music Co. was among the co-operative group and specialized on records, their offer being three double-disc records.

TEMPLE OF MUSIC OPENS STORE

Brunswick Line Featured by Attractive New Establishment in Allentown, Pa.

ALLENTOWN, PA., July 3.—The formal opening of the Temple of Music, 940-942 Hamilton street, this city, was held late last month with daily concerts, which were well attended. This is one of the finest establishments in this part of the State and, in addition to a complete line of pianos of well-known makes, the Brunswick line of phonographs and records will be featured by the firm. The main floor of the establishment is used as a display room and the mezzanine floor has been converted into a demonstration department, a number of booths having been constructed here. The basement has been turned over to a completely equipped repair department.

DUPLEX RADIO PHONO. CO. FORMED

The Duplex Radio Phonograph Co., of New York City, has been granted a charter of incorporation under the laws of the State of Delaware, with a capital of \$500,000.

FILES BANKRUPTCY SCHEDULES

Talking Motion Pictures, Inc., of 203 West Fortieth street, New York City, has filed schedules in bankruptcy, listing liabilities of \$120,822 and assets of \$3,864.

Sonora DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island and the lower Hudson Valley

Greater City Phonograph Co., INC.
311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

The superiority of the **Sonora** is as marked
as the ease with which it sells.

Just compare any record of any make with the needle cut Pathe Actuelle and then you will know why the Pathe Actuelle is—

The Best Record in the World

For Example, try "Stumbling"—Our Record No. 020746

Play on any phonograph with steel needles

Double Disc
Classical
Records by
famous Artists

Pathe
Actuelle
REG. U.S. PAT. OFF.
~ RECORDS
Needle Played

Standard
Selections
also
First with
the hits

2 for \$1.00 - 55c each

(59c in Rocky Mountain States)

Partial List of Famous Artists—

Tito Schipa
Yvonne Gall
Adamo Didur
Margarethe Matzenauer
Rudolph Ganz
Anna Fitziu
Eleonora de Cisneros
Claudia Muzio
Luigi Montesanto
Kathleen Howard
David Bispham
Grace Hoffman
Alexander Debruille
Helen Yorke
Roberto Rotondo

DEALERS—

Write to us at once for information regarding the Blue Ribbon Order.

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue

Brooklyn, New York

An Appealing Store Atmosphere Is Necessary for Business Growth on a Sound Basis

Probably one of the most effective methods of retaining patronage after advertising, canvassing, correspondence, window displays, etc., have done their work in bringing the customer to a mental state of desire and interest in the line handled is through the medium of an atmosphere in the store which is pleasing to the customer or prospect.

Many concerns spend large sums of money in advertising, circularization and other methods of interesting the public in their goods and then they neglect the most important element entering into the building of a successful business enterprise. As an example of this point: A man prominent in the advertising world, while reading the newspaper, was so favorably struck with an advertisement that he decided to visit the store. He had already made up his mind that he would purchase the article advertised and, although the store was a considerable distance out of his way, the influence of the ad was so strong that he could not resist its appeal. When he entered the store, instead of the high-class service suggested by the advertisement, he met an attitude of indifference that left him cold and he went out without making the purchase. The atmosphere of that establishment was repellent.

Atmosphere depends on many things; dignified and attractive arrangement of stock, cheerfulness on the part of the sales staff, quick service, honesty, courtesy, etc. A merchant can spend a fortune on his establishment and without these attributes his store will prove uninviting to customers.

A good example of store atmosphere which was favorable from the standpoint of customers

was found in a medium-sized city recently by the writer. Out of about a dozen stores visited this was the only one which could boast of a really appealing atmosphere. In the first place the store was a model of cleanliness and attractive arrangement. From the windows to the rear of the place everything was in order and, what is more important, there was no evidence of that

*Attention to Details
Commonly Called Service
Is Necessary to
Hold the Unswerving
Loyalty of Customers*

stiffness which is evident in many establishments. An interview with the proprietor was illuminating. In answer to an inquiry he explained some of his policies as follows:

"I do not tolerate anything but cheerfulness on the part of my sales staff. From experience I have discovered that the grouch is the most detrimental factor in a business enterprise. I make it a point to learn my customers' names and their likes and dislikes in the way of music, so that when they come in I can greet them as a friend and make suggestions concerning rec-

ords which I am quite sure will please them. This alone has been instrumental in building up a large and steady clientele of record customers.

"Another thing many dealers do not seem to realize is the important part children play in the selection of music. A source of great personal as well as profitable satisfaction to me is the fact that I find it easy to make friends with the children. They like to come here with their parents and I have made many record sales through the child's liking for music. Along this line also it is possible to influence the parents toward the selection of music which is bound to prove beneficial to the welfare of their children from the standpoint of education. It must be borne in mind that the majority of record customers in any community are women, many of whom have children.

"Advertising and all the other mediums for bringing the customer into the store are practically worthless unless the people are handled in the proper manner once they have been induced to enter. It is better not to have a prospect come into the store at all if he is to be handled in a manner that will arouse a feeling of dislike and distrust in the concern. It is not only the losing of that one customer, but because of the fact that the disgruntled one spreads the story of his ill-treatment or imagined slight and several other persons have been added to the list who will do their shopping elsewhere."

Theodor Chaliapin, the noted Russian singer and Victor artist, will soon leave Russia to settle permanently in the United States with his family; according to a report reaching the United States from Copenhagen.



94.7%

Send your record orders to Pearsall. Our stock is 94.7% perfect.

That's Pearsall Service.

Ask any Pearsall Dealer—He'll tell you

"Desire to Serve Plus Ability"

10 EAST 39th ST.

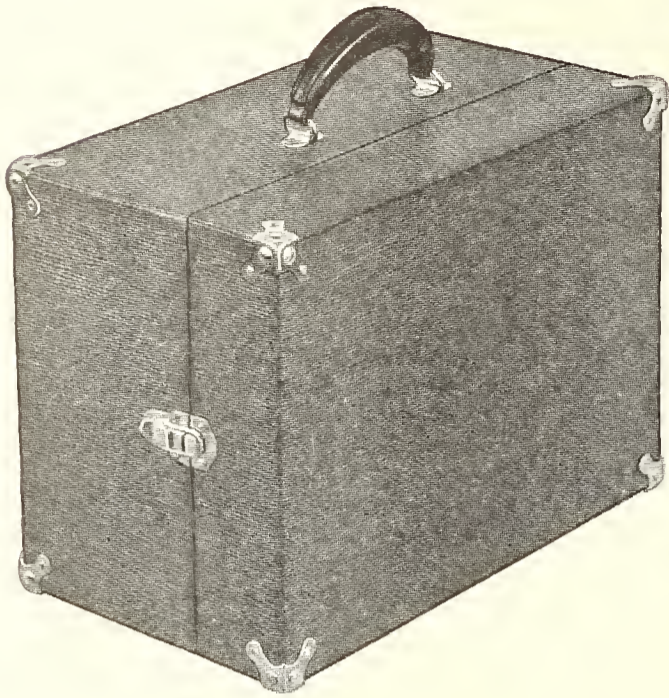


NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

A Portable of Distinction



INTO the Columbia Portable Grafonola have been built the requirements of the finest musical instrument. Sturdy and compact in form, it has still all the best reproduction features of the cabinet Grafonola. From the sound chamber in the upper lid, regulated by adjustable tone leaves, there is produced a volume of tone which will surprise you. And the scientific perfection of its construction loses nothing of the sweetness and purity.

Here is an instrument that is always ready to play. Every part has been cleverly fitted into this small cabinet in the most convenient position. Lift the lid, insert the winding crank and everything is ready. The Columbia Portable will find a place of usefulness in every home. The young folks can move it to the porch for summer evenings of dancing and the children can make it their own. Its sturdy construction is made to withstand the hardest usage.

For vacation time it is an ideal partner—an asset to every outing. Music out of doors—on the river—at the summer camps—on lawn parties—picnics—what a sales vista this opens up among your customers.

Into the Columbia Portable Grafonola go only the finest selected materials and careful workmanship. You will be pleased at the perfection of detail of this instrument. Metal tops fit tightly over the needle cups when the cabinet is closed, and every part fits snugly for a journey. The handle of the case has been given a perfect adjustment, which makes carrying easy. You will not find such a list of sales features embodied in any other portable.

You can make many summer sales with this instrument that you can make in no other way. Put it on display in your windows and its appearance alone will produce inquiries. Demonstrate its compactness, its lightness, its perfect musical qualities, and sales will follow.

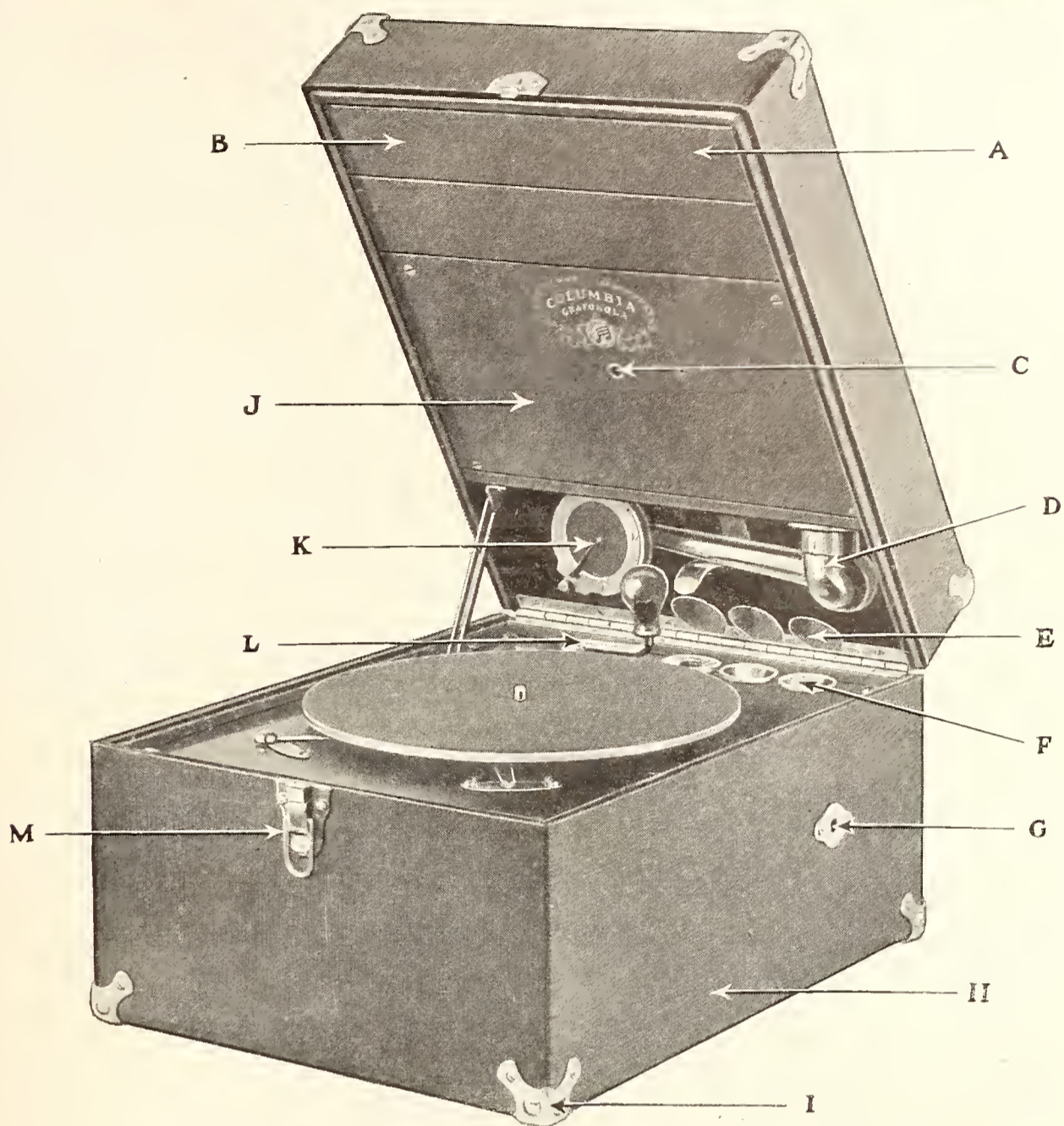
COLUMBIA GRAPHOPHONE COMPANY

NEW YORK



Columbia





- a*—Two-pivoted tone-control leaves at the mouth of the amplifying chamber permit modifying the volume of tone as desired.
- b*—The cover encloses the scientifically shaped amplifying chamber (or horn) which permits the full and natural development of the sound-waves (as in the big cabinet Grafonolas) from the neck of the tone-arm to the mouth of the horn.
- c*—An escutcheon at this point fits over the motor pinion and secures the turntable against rattle or damage during transportation.
- d*—The standard Columbia bayonet-joint tone-arm conveys the sound-waves directly into the amplifying chamber in a continuously widening channel without obstruction or the necessity of employing special turns or adjustments to suit this type of a phonograph.
- e*—Needle cup covers seal needle cups when cover is lowered for carrying.
- f*—Three shaped nickel needle cups (one for used needles) prevent aggravating forgetfulness.

- g*—The position of the winding spindle gives the crank a wide swing which permits easy and safe winding of motor.
- h*—Complete exterior is covered with the best grade of heavy black Fabrikoid.
- i*—Heavy nickeled corner protectors give strength, withstand abuse and save scratching of furniture.
- j*—The inside is finished in highly polished Red Mahogany which, with the highly polished nickel parts and black Fabrikoid exterior, makes this instrument very attractive in the playing position.
- k*—Tone-arm and improved standard Columbia reproducer swing back without adjustment and are safely positioned by a spring for carrying.
- l*—Winding crank is conveniently positioned here for transportation.
- m*—Ingenious safety catch permits dust-proof closing of cover.

Portable Grafonola

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.

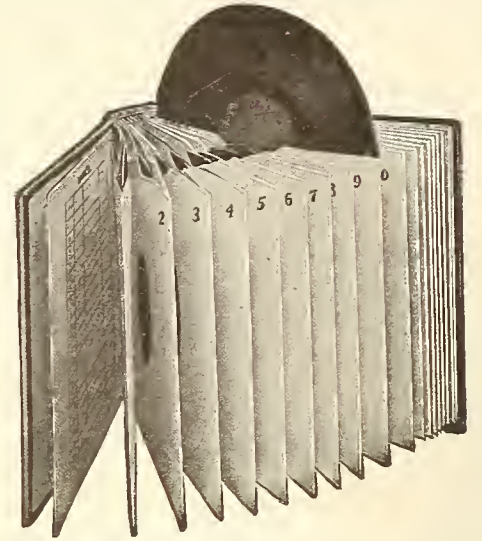
Our large and growing business is due to satisfied customers and repeat orders.

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

"DAILY DOZEN" POPULAR IN SCHOOLS

Health Builders' Records Proving Boon to Many Schools—Increased Use of Talking Machines in Institutions of Learning as a Result

The talking machine has long figured prominently in the curriculum of public schools of this country, particularly in the period devoted to physical culture exercises. The advent, however, of the Health Builders' course, which is

appropriation does not allow for a physical culture director the Health Builders' course is supplying a long-felt want.

Robert B. Wheelan, president of Health Builders, Inc., New York City, has received many enthusiastic letters of commendation from school teachers in all sections of the country who are using this course in their classrooms. Many have had photographs taken and sent them in showing their classes going through the exercises. The accompanying photograph depicts the Mont-

MAKES RECORDS OF TRIBAL SONGS

Member of Taos Indian Tribe Aids Smithsonian Institute in Work of Preserving Historical Data—Has Made Many Interesting Records

WASHINGTON, D. C., July 8.—Rosendo Vargas, a member of the old Taos tribe of Indians of New Mexico, has been lending valuable aid to the Smithsonian Institute of Washington in its splendid work of preserving historical data. He has made a number of talking machine records of the tribal songs of his people in their native language.

These songs, including examples of every kind of singing practiced by the Taos Indians, carry the atmosphere of old New Mexico and reflect the spiritual thoughts of a tribal people that once was in a high stage of cultural development. Some of the words of the songs—expressed in a language which, although extremely complicated, is capable of expressing an infinite variety of intricate thoughts, and discloses an advanced stage of mental development—are very long and have delicate shades of meaning that are difficult to translate into English.

Many of the songs are action-songs—one of them being called a "going song," which simply means a song that is sung by the Indians when going into the fields to work or when starting out to catch their horses preparatory to going on a trip—in fact these records reveal the traits and habits of the Taos tribe.

PHILADELPHIA INCORPORATION

Everybody's Talking Machine Co., Inc., of Philadelphia, Pa., has been chartered in that State, with a capital of \$25,000. I. B. Grabuski is the incorporator.

The Branford Music Shop, Victor dealer, was recently opened at 282 Main street, Branford, Conn.



Montross, Va., Scholars Doing "The Grind"

Walter Camp's "Daily Dozen" set to music, has materially increased the use of the talking machine in public schools for physical culture purposes.

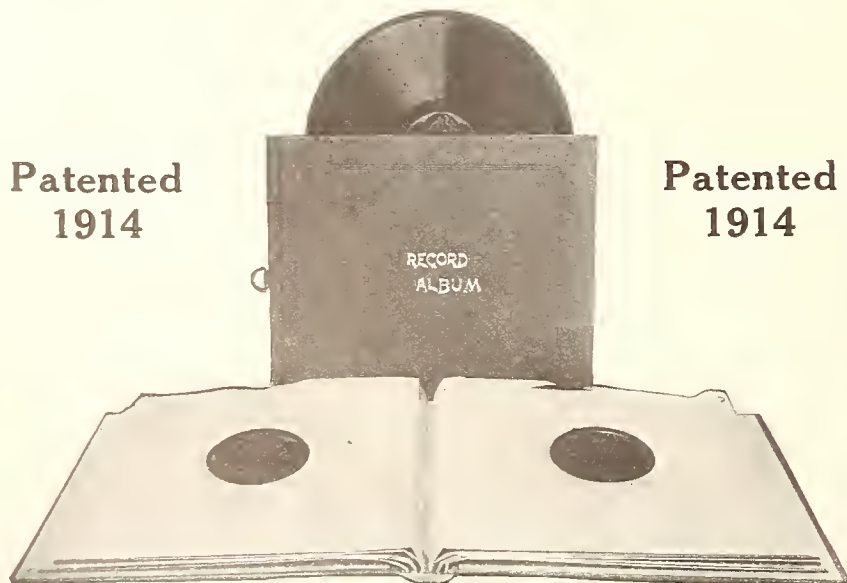
In the Health Builders' course, constituting twelve distinct exercises, the music is not only supplied, but the instructions and commands as well. Thus while the exercises may be given under the capable direction of the physical culture director of the school the pupils, with the help of the Health Builders' course, are able to efficiently go through the entire twelve exercises under the guidance of a monitor selected from their number. In rural districts where the school

ross School, of Montross, Va., doing the "Daily Dozen" to the accompaniment of the talking machine. This period is an eagerly anticipated daily event for the children.

Talking machine dealers who retail the Health Builders' sets are bringing them to the attention of the local school boards with much success, and one dealer in Virginia recently set out in his car to visit in turn every school in the State on the proposition.

In the last analysis knowledge and the ability to apply knowledge practically is the only road to success in any job.

Patented
1914



Patented
1914

MONTH by MONTH

The growth of the Boston Book Co.'s business has been neither hectic, spotty nor other than steady and consistent. When one stops to consider the reason, namely, that Boston albums are handled by successful merchants, who appreciate the fact that satisfied customers mean increased business, there is no room left for discussion.

Since their introduction in 1914, Boston Albums, as the trade well knows, have set the pace, for others to follow. The wise dealer takes cognizance of this fact and his business grows accordingly.

Because of their wooden backs and interchangeable leaves, **Boston Albums** are **Business Builders**. Have you sent for a sample of the latest Bostonian?

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

ATTRACTIVE INTERIOR ARRANGEMENT

Jones Store Co., of Kansas City, Designs Unusually Practical Arrangement of Service Counters and Demonstration Booths

KANSAS CITY, KAN., July 3.—The Jones Store Co., of this city, now has one of the most attractive and convenient talking machine departments in this part of the country. It is in striking contrast to what the department was the first of the year when C. R. Lee, the present manager, took hold of it. The principal change has been in arranging the booths around the space,



View of Jones Store Co. Warerooms and in the center of the space, building in the counters and record files.

These counters are in easy reach of all the booths and have openings so the clerks can get in and out readily to serve the customers. In the racks there are spaces for 12,500 records and they are well filled up at this time. When Mr. Lee took up the work the stock of records consisted mostly of the current month's supply, but since then he has filled up his files, and now claims to have every record the Victor Co. puts out that he can get from his jobber. In addition to this he has on hand something over 1,500 Columbia records.

The department is now well supplied with Victor, Columbia and Sonora models and the case for parts and needles is well stocked up. In fact, the management of the Jones Store Co. has given Mr. Lee a free hand in building up the department, and he has used his opportunity to the limit. Mr. Lee is assisted by Mrs. Marie Walker, formerly of the Park Music Co., of Hannibal, Mo., and Miss Vera Kelly, until recently with the Peck Dry Goods Co., of this city. The talking machine department is situated just off the woman's rest room and furnishes concerts for the people who gather there. One of the features of the Jones stores are their very complete mailing lists, which are used to push the talking machine business, as well as other departments. This department of the work is under the direction of a former employe of the post office and he is wonderfully efficient. He now has a list of 6,800 talking machine owners and 60,000 names.

GOOSMAN CO. BUYS STARR STORE

Starr Piano Co. Closes Out Toledo Branch in Line With New Policy—Goosman Piano Co. Secures Local Agency for Starr Line

TOLEDO, O., July 1.—The Goosman Piano Co., 314 Jefferson avenue, this city, has purchased the entire stock of pianos, player-pianos, talking machines, etc., of the local branch of the Starr Piano Co., of Richmond, Ind. The Starr branch has been located at 318 Jefferson avenue for twenty years.

The closing out of the local Starr store is in line with the policy of the company of establishing agencies where the concern does not have proper representation and of closing out stores where the agency can be placed with reliable and aggressive concerns, according to R. E. Taylor, district manager of the Starr Piano Co.

The Goosman Piano Co. has been established since 1912 and was but recently granted a charter of incorporation. At a meeting of the stockholders of the company it was decided to increase the stock to \$100,000, the additional capital being necessary to finance the combined stores operated by the company.

RECORD TRADE WITH THE INDIANS

How J. F. Neece, Jr., Has Established a Demand Basis of Twelve Records Per Order in Oklahoma Territory—Doing Big Victor Trade

OKMULGEE, OKLA., July 8.—James F. Neece, Jr., has established a remarkable record for selling records to the Indian residents in this section of the country. He is known to them under various familiar titles or cognomens and has established a demand on the basis of not less than twelve records per order. In other words, his Indian customers have been educated to buying in dozen lots, the same as in buying razor blades, etc. Mr. Neece is manager of the Carney-Neece Music Shops, which operate in both Okmulgee and Henryetta, Okla. This concern is doing a \$5 per capita Victor business in the territory it serves, principally through new applications of proved selling ideas.

If you have a job to do attend to it promptly and make a good job of it or let someone else attend to it who knows how.

INGLEWOOD MUSIC CO. OPENS STORE

New Grafonola Shop in Coast City Under Management of Carroll Scroggs

INGLEWOOD, CAL., July 3.—The Inglewood Music Co., a new concern, recently opened an attractive store in which the Columbia line of machines and records is featured exclusively. The store has been handsomely fitted up with the most modern fixtures obtainable and an aggressive campaign in the interest of the Columbia Grafonola is under way. In addition to machines and records pianos are handled. The establishment is under the management of Carroll Scroggs, who has had a wide experience in the talking machine field and is well known to the trade in this section of the country.

REGULAR VICTOR DIVIDEND

The Victor Talking Machine Co., of Camden, N. J., has declared the usual quarterly dividend of \$10 per share on common stock, payable July 15, to stock of record June 30.

HARPONOLA

The Phonograph with the "Golden Voice"



Announcing A Superb New Line of Models

Words fail in describing the new HARPONOLA models, just produced.

The beauty of this line, together with our price quotations, constitute a combination that is simply unbeatable.

Information will be ready for dealers and jobbers by the time this announcement appears.

Write or wire for the Harponola Proposition at once, it's a profit-maker that you can't afford to overlook.

THE HARPONOLA COMPANY

101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President

TOTEMS

The Totem—

Likeness of a bird or beast used by Indians as a symbol for family or clan



THE Indian Chief displays in the most prominent place before his house, a sign by which he is proud to be known — his Totem. In the Indian picture language it gives the history of his family, and represents the great achievements of his clan.

Victor dealers have a Totem. It means no less to them than does the Indian chief's totem. The Victor dog, listening at the horn, tells in civilized picture language a more wonderful story than ever an Indian totem could hope to tell. It tells of a line of merchandise that, for a generation, has unfailingly demonstrated its quality, its dependability and its beauty in every corner of the earth. In every clime, and by every race the unimpeachable sincerity of Victor products is recognized, and the symbol is that modernized totem—the Victor Dog.

The right to use it is surely something to be highly treasured. Victor dealers should respect the Victor Totem and be ready to defend it against unfair competition.

The name Blackman is our Totem reflecting in Service all that the Victor Totem does in manufacture.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

A Thorough Knowledge of Operating Costs Reduces Danger of Undercharging

By Thornton Hall

About a year ago there was a small musical instrument store in a busy section of upper New York. This store was notable for the almost constant stream of customers who daily entered the establishment and who purchased liberally. It was located in one of New York's uptown shopping streets which has many talking machine, piano and musical instrument stores, but this little shop seemed to do a business that was decidedly more than its share.

The reason for its phenomenal sales record was its low-price policy. Merchandise was offered at figures drastically below the ordinary level in force in the neighboring shops. It was the price concessions that drew the customers into the store. Business was apparently unusually good. It was so good, in fact, that the sales manager of one of the companies whose product was handled by the dealer paid him a visit one day to find out how he was doing it. He spent a day in the store, observing the sales activities of the clerks and noticing how business was done. He plied the proprietor with a number of important questions.

"Just as I expected," was the sales manager's report upon returning to the office. "Although he does not know it, he is losing money on every sale he makes. He keeps no record of costs and has no idea of how much it is costing him to do business. I predict that in a year's time he will be out of business."

He was right, except that the dealer is still doing business. He is doing it on a different basis, however, and while the bargain-hunting crowd is no longer storming his doors he is doing a tidy little business at legitimate, profit-allowing prices.

Just as the sales manager predicted, there eventually came a time when this dealer found that he could not keep on eating his cake and having it, too. He came to the manufacturer and asked to have an extra extension of credit. The reply was that credit would be extended only upon the absolute acceptance of very stringent conditions. The panicky dealer would have accepted any conditions, so with the credit terms went one of the company's accountants, who introduced into the

modern method of storekeeping. His new selling prices were to be arrived at by adding to the cost of the merchandise the exact (no guesswork) cost of selling it and a fair profit. The important points in the system he is now using successfully are well worth the consideration of other dealers.

The first item he keeps a record of is the expense of buying. All of the buying is done by himself and one of his more reliable clerks. He is able to estimate fairly accurately the amount of time spent by each in the duties of buying merchandise, and a proportionate amount of the salaries is allotted to this expense. Under this head he places all time consumed in examining stock, making stock records, ordering goods, inspecting salesmen's samples, interviewing salesmen and making buying trips. Traveling expenses in quest of merchandise, of course, are included.

Then there is the item of selling expense, and a large item it is. First, under this head come salaries and wages of the members of the sales force. All of the time devoted by buyers or the proprietor or any other member of the organization to selling effort should be included in this item and properly charged to selling expense. Whatever method is used in paying sales employees it must all be figured in. Premiums or prizes of any sort, commissions on volume of sales or bonuses must be added to the salaries or wages and applied to the expense of selling the merchandise.

Then there is the matter of advertising, the cost of which is quite properly a selling expense, and must be so reckoned. According to modern standards of musical instrument merchandising

(Continued on page 22)

The Dealer Who Keeps a Record of the Cost of Doing Business Increases His Chances of Making a Success

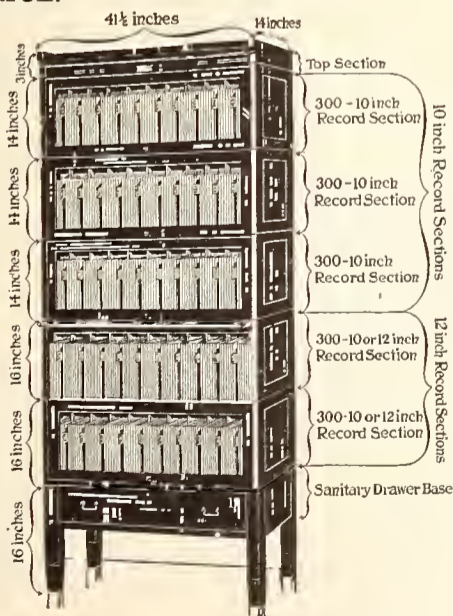
establishment a rigid system of cost finding. Every little item in the cost of retailing musical instruments was included and the merchant began to learn how he had been losing money while his sales were so great.

Gradually he began to realize what a fool he had been and with this humiliating realization came a determination to prove that he could make good on a new basis. This new basis was the

Improve Your Service AND Increase Your Sales

By Equipping With The OGDEN "UNIT" or Sectional System

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



Model No. 1 and No. 31 Sectional Cabinet

FILES YOUR RECORDS so you can find them for QUICK SALE and SERVICE. Fits any space and Stock. Visible Tab Indexes locate every Record Instantly. \$14.00 per 1,000.

ORDER PORTABLE VICTROLAS NOW

and be ready to "Tie Up" with National Advertising and "Cash In" this opportunity for an extra profit by Selling

OGDEN STAND YOU-NITS

For the Portable Victrola No. 50, Also No. IV and No. VI

Don't wait but be ready and go after the Summer Business with a VICTROLA-STAND OUTFIT for Sea Shore or Camp,—Town and Country, with Music for every Occasion.

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.

Positively Rigid and Strong

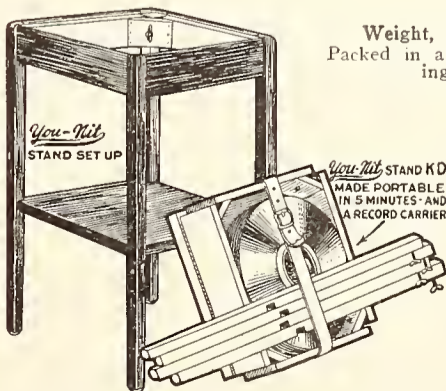
Matches the Victrola in Material, Finish and Design. If your Jobber does not have Stock order direct and we will deliver them FREE.

Improved Model No. 50a is a dandy.

Delivered \$7.00 each

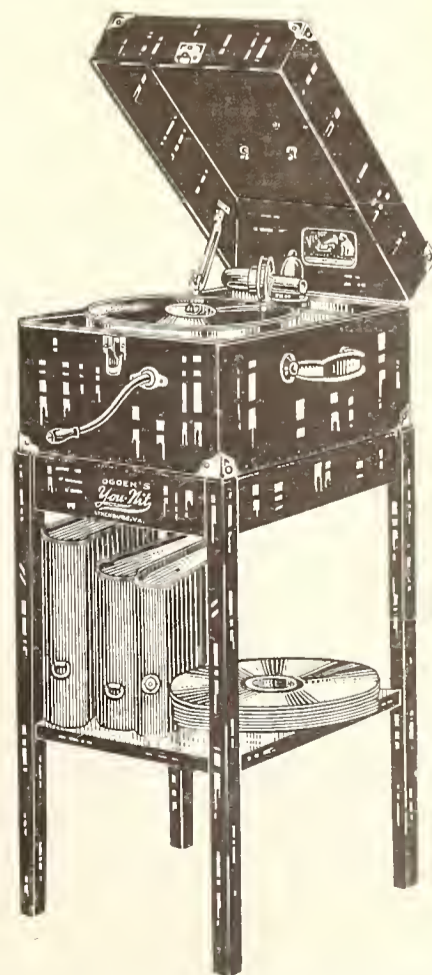
Write for New Catalogue and Cuts free.

OGDEN SECTIONAL CABINET CO., Inc. LYNCHBURG, VA.



Weight, each, 10 lbs. Packed in a Portable Carrying Case.

Six Pieces Assembled or "Packed Down" as a Record Carrier in Five Minutes



KNOWLEDGE OF OPERATING COSTS

(Continued from page 21)

advertising expense is considerable. The pre-sale cost of advertising, however, is not so very large, for a large advertising expenditure means a rapid turnover. In the cost of advertising should be included all money spent for newspaper and periodical advertising, circulars and letters for sales promotion, billboards and electric signs, theatre and other local entertainment programs, gifts, premiums, trading stamps, coupons, etc.

There are a number of miscellaneous items hard to classify that should be charged to selling expense if the dealer is to keep an accurate cost record that will enable him to fix his prices properly. Such things as wrapping paper and twine must not be forgotten. Many times goods come back for alterations and repairs without charge. These alterations and repairs must be paid for by the store and are a proper part of sales expense. Also there often will be returned articles which entail a certain amount of expense and loss—a natural part of selling expense.

All of these various selling expenses must be carefully recorded if you would run your store on a systematic basis and keep any sort of intelligent tabs on your business. They must all be lumped each month and a pro rata allotment made to each machine and article of merchandise that you carry.

Besides buying and selling expense, most dealers also have the item of delivery expense. This includes the wages of such of your help engaged in delivery work for the actual time devoted to this part of the business, stable or garage expenses, by which it is meant to include the cost of operating the truck in delivery of merchandise. Whenever a dealer uses his own car in delivering merchandise he should not fail to estimate the operating and depreciation costs incurred during the time spent in delivery and charge these costs to this item. Express, mail and freight shipments must be listed under this head, as well as miscellaneous expenses that every dealer knows will occur from time to time.

Then there are certain expenses in the operation of any retail store that properly come under

the head of management expenses. This will include such effort as hiring and training employes, supervising their work in the store and other managerial duties. Such portion of the time of the proprietor or manager as is spent in these duties should be recorded as management expenses.

Office expenses are fixed and include the salaries of bookkeepers and stenographers, or the salaries of other clerks for that portion of their time that they may spend in these duties. They include also the salaries and wages of cashiers, inspectors and office messengers. The cost of office supplies comes under this head, including stationery, printing, postage, account books, etc.

There are certain definite fixed charges that should be grouped together. Rent must be charged, whether the dealer owns his own store or not. This seems quite obvious, but it is surprising to discover how many dealers are placing false profits on their books because they omit to allow for rent on buildings that they own themselves. Rent includes both the store premises and storage warehouse. This group of charges includes heat, light, power and insurance, fire, burglary, fidelity, plate-glass, employer's liability, elevator accident, sprinkler system water damage, warehouse, merchandise en route, life insurance payable to firm. Another important item is that of taxes on the property, stock and store equipment.

A charge must be estimated for the cost of upkeep and depreciation, both of store and of stock. This will include repairs and renewals of equipment and depreciation of equipment and merchandise stock.

In concluding a list of charges that must be made in accurately recording the expenses of operating a musical instrument store mention must be made of a few miscellaneous expenses that are bound to be incurred. The individual merchant will best know what these charges are likely to be in his particular store. They will probably include telephone and telegraph service, water and ice, care of the store, including janitor's service, cleaning, tips, etc.

The above review of store-operating costs shows a great many items that are very often neglected by dealers in estimating their expenses. Too many retail failures are due to inefficient cost keeping. False profits very often give a false sense of security and lead to the practice of pricing merchandise on a basis that allows an insufficient profit. The writer suggests that those dealers who maintain an accurate cost system go over this system with the various points made in this article. For those dealers who employ the hit-or-miss system of estimating operating costs the points made in this article will serve as the basis for installing a very good, workable system.

MALCOLM MUSIC HOUSE OPENED

FLINT, MICH., July 4.—The Malcolm Music House, which for the past six years had been located at 113 East Kearsley street, this city, is now located in attractively arranged new quarters on West Kearsley and Buckingham streets. The third floor of the establishment has been turned over to the display of talking machines. Modern equipment has been installed, including sound-proof demonstration booths, record racks and service counters.

CANARY MASTERS JAZZ MUSIC

Peggy, a canary belonging to Mrs. G. R. Farley, of Seattle, has mastered jazz. This high-bred bird of the German roller variety for years has discoursed the best quality of bird music, but the advent of some jazz whistled records into the home turned the classically educated brain into a syncopated one.

Now every day Peggy nearly drives her dainty mistress frantic by such tunes and antics.

In addition to imitating the syncopation of the latest productions, Peggy has a habit of joyfully dancing a rhythm, hopping up and down on her swinging perch, or leaping to the floor of the cage and back to the swing.

WIDENER (N. Y.) Sells 1,003 GRANBYS

GRANBY EDITORIAL LETTER

Number Four

From Granby Phonograph Corporation, Newport News, Va.

"In a period of one year, beginning the last half of 1921 and continuing up to this day (May 25, 1922) we have sold exactly one thousand and three (1003) Granby Phonographs." This is the statement made on May 25 by Mr. Speare, Manager of Widener's, 4 West 37th Street, New York.

When asked to explain his selling methods, Mr. Speare replied:



"We push the Granby because we are in business to make BIG PROFITS right NOW. We push the Granby because it also builds for us bigger FUTURE PROFITS.

"For instance: The Granby owner grows used to the beauties of the full round tone. When she (or he) hears a different machine, with a less resonant tone, the boosting begins. She tells the owner of the other machine how much nicer her own is—and tells it enthusiastically, because she has noticed the decided difference in the roundness of the tone, and that makes

her realize just WHY she likes her Granby better. This starts her talking.

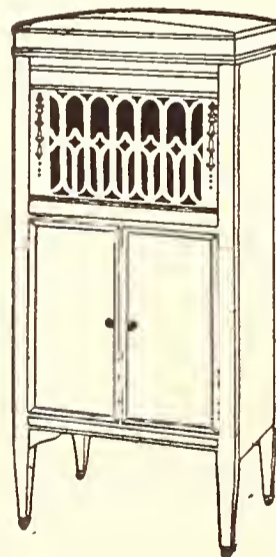
"I don't mean to say that Granby owners go around talking all day long about their machines," Mr. Speare continued, "That wouldn't be true.

"But the fact is, WHEN THE SUBJECT COMES UP a Granby owner is right Johnny-on-the-spot to tell how different the tone really is! 'As Mellow as Southern Moonlight' is how they say it in the ads.

"Another odd thing I discovered is that the old owner is a better word-of-mouth advertiser than the new owner. The old owner has heard the Granby more often, and therefore has a BETTER MEMORY of the individualities of the tone—and so when she hears another machine, she UNDERSTANDS WHY she likes her own machine better. That is why she boosts.

"We sold 1,003 Granby Phonographs in our first year, just ended. We reached this figure not alone because we ourselves made more money on each machine sold and therefore PUSHED IT, but also because we had first 100, then 200, then 400, then 700, and now 1,003 boosting owners doing WORD-OF-MOUTH ADVERTISING in New York for the Granby."

The Granby proposition is a very liberal one, with BIG PROFITS, and terms that we shall be glad to give you when you write for them. Write now, and say, "Explain, please, the big profits and liberal terms offered by the Granby Corporation."



GRANBY No. 13, \$135

"Especially popular,"

says MR. SPEARE

GRANBY Phonograph CORPORATION

Capital, \$2,500,000.00

Offices and Factory

Newport News,

Virginia



HERE IT IS!

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., 6 East Lake Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

TONE ARMS
Fletcher
 REG. TRADE MARK
REPRODUCERS

Fletcher
 REG. TRADE MARK



Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

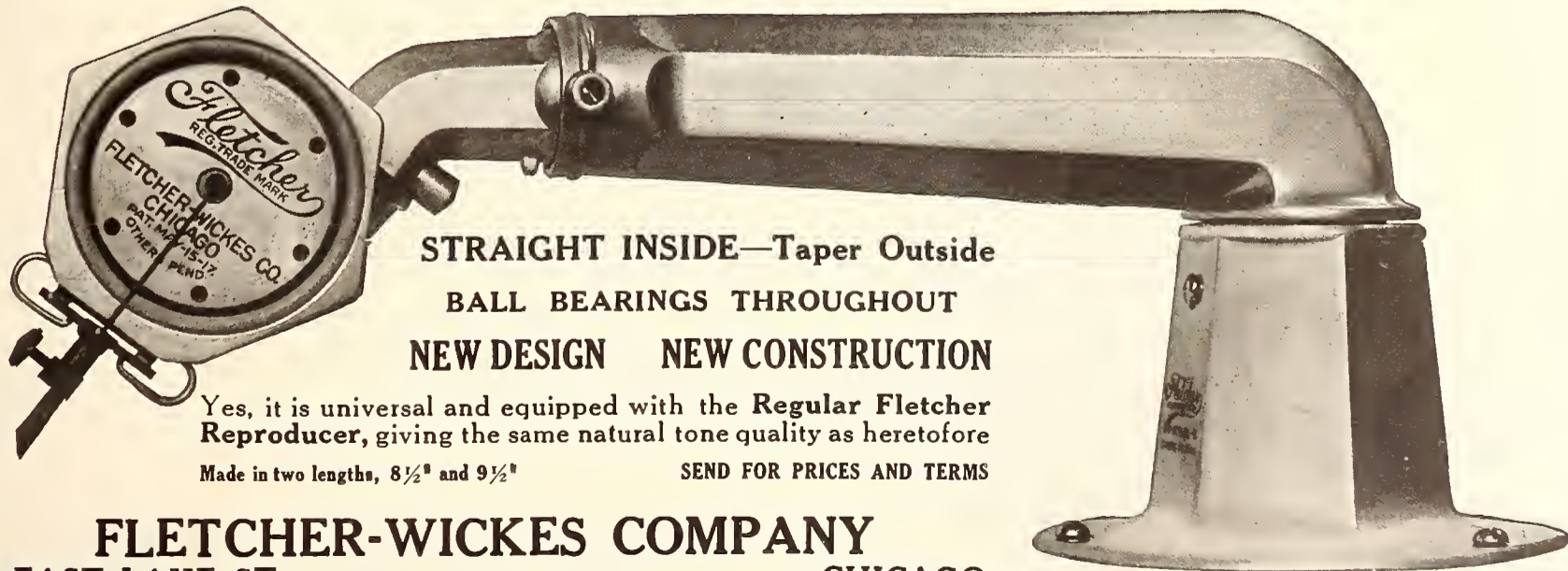
Dealers, Send for Prices and Terms

FLETCHER-WICKES CO.

6 East Lake St., Chicago, Ill.

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"



STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION

Yes, 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
6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

Determining Realized and Unrealized Profits on Instalment Sales :: :: :: :: By M. L. Seidman, C. P. A.

of Seidman & Seidman, Certified Public Accountants

The method of determining income on instalment sales is the most perplexing problem with which instalment dealers have to contend when preparing income tax returns or computing profits. Mr. Seidman points out in a simple, yet precise manner, by means of practical illustrations, just how readers may take fullest advantage of the rulings of the Revenue Department in keeping their books.—EDITOR.

The Internal Revenue Department has raised a question in a number of instances as to the accuracy with which instalment dealers determine realized and unrealized profit on instalment sales. In a number of cases the Treasury Department has thrown out entirely the right of instalment sales dealers to report their profits on the basis of cash collected from instalments instead of the full sales price, because these dealers could not definitely establish the exact facts in connection with when the profits were finally realized.

The question the Internal Revenue Department raised rests upon the proper method of determining what year's unrealized profit reserve is affected when cash is collected on account of an instalment contract. The usual practice of instalment dealers is to set up a reserve for unrealized profit on account of uncollected instalment sales measured by the uncollected gross profit on such sales. For different years this unrealized profit might be a considerably different percentage. The following is a typical example:

	1918	1919
Sales	100%	100%
Cost of Sales	70%	50%
Gross profits to be realized	30%	50%

In setting up the reserve for unrealized profit for the various years in question an instalment dealer should include all sales made for which cash has not been collected. For the year 1918, the above case, for instance, this reserve would be thirty per cent of the sales price of uncollected instalment contracts entered into during 1918. In 1919 he would set up fifty per cent, etc.

The trouble has been that when cash is finally collected on the instalment sales for these various years dealers have not tried to determine what year the cash collection applied to, but usually computed the realized profit on such cash collection on the current year's gross profit percentage. It is to this method that the Internal Revenue Department objects.

A number of ways have been suggested to determine the year against which cash receipts apply. Most of them, however, are very cumbersome and impractical of operation. For instance, a number of instalment houses are attempting to designate each check as it comes in with the year against which it applies. It is apparent

what an enormous job this is where a large number of customers are on the books and how expensive and impractical this method is in getting at the facts.

It will be noted that in order to properly ascertain the annual profits when a dealer keeps his accounts on an instalment basis for income tax purposes it is necessary to know the following:

- 1—The amount of instalment sales made during a given year.
- 2—The amount of cash collected during a given year and the year or years to which the cash collections apply.
- 3—The determination of gross profits to be realized on the instalment sales made during a given year and the amount of such sales uncollected at the end of the year.

The following method is submitted as one that will meet the requirements of the Internal Revenue Department and gives the above information in practical and acceptable form:

It should be noted that permission to report on an instalment sales basis was not granted until a comparatively recent date. Very few instalment dealers therefore reported on the unrealized profit basis until the year 1918. In this respect, the department has ruled that where a dealer has previously been reporting his sales in full in the determination of taxable profits such taxpayer when changing to an instalment sales basis does not have to report the cash collections received on account of sales of prior years in arriving at his taxable income. The reason for this is obvious. The reporting of a sale as realized profit has resulted in paying the tax at that time and therefore to take the cash collection on such sales in again as profit to be accounted for would make a duplication in taxation.

Assuming, therefore, that an instalment dealer begins reporting on a "cash" or "unrealized profit" basis beginning with the year 1918. As of January 1, 1918, therefore, all instalment accounts receivable represent items upon which the tax has already been paid. All such accounts collected subsequent to January 1, 1918, should therefore not be included in the tax calculation for such subsequent year.

For example, assume that X Furniture Co. had outstanding on instalment accounts as of Jan. 1, 1918

That during the year 1918 it sold on instalment contracts, which included sales both to customers that had balances on the books as of Jan. 1, 1918, as well as to new customers opened during the year 1918	\$180,000.00
That during the year 1918 cash or its equivalent was received from the old customers on their old accounts and on their new purchases for 1918 as well as from the new customers for sales during 1918. The total amount for all being	300,000.00
	\$230,000.00

At the end of the year, therefore, there was a balance outstanding for instalment contracts in the amount of \$250,000, made up as follows:

Instalment accounts receivable Jan. 1, 1918	\$180,000.00
Instalment sales, 1919	\$300,000.00
Instalment cash collected, 1918	\$230,000.00
Instalment accounts receivable Jan. 1, 1919	\$250,000.00

It is apparent that the outstanding accounts receivable as of January 1, 1919, are made up of two classes, as follows:

1—Accounts outstanding as of January 1, 1918, which are still outstanding on January 1, 1919, but which balance has been either increased or decreased during the year 1918 by purchases and payments.

2—Accounts newly acquired during the year 1918 resulting in a balance at the end of the year 1918 for transactions which occurred wholly during the year 1918.

The problem confronting us is to determine how much in dollars and cents of the instalment accounts receivable that were outstanding January 1, 1918, were still outstanding on January 1, 1919. If we determine that factor we can then tell what portion of our collections or other receipts for the year 1918 went to pay the balance outstanding as of January 1, 1918. In that way we can determine how much of the collections apply to sales prior to 1918 and how much to 1918.

To arrive at these figures the following method is suggested:

When taking a trial balance of the instalment accounts receivable ledger as of January 1, 1919, instead of showing only the balance of each account, it is shown in five columns, as indicated in Tabulation No. 1, at bottom of this page.

It will be noted from this tabulation that we have the following information:

(Continued on page 26)

Account	Balance Jan. 1, 1918		1918		Balance Jan. 1, 1919	
	Dr.	Cr.	Dr.	Cr.	1917 Accounts	1918 Accounts
John Smith	\$ 200.00					
Jas. Brown	300.00	\$ 100.00		\$ 250.00	\$ 50.00	
Henry James	100.00	100.00		200.00	100.00	100.00
Tom Whitson	75.00	200.00		200.00		100.00
Wm. Roe	300.00	250.00		100.00		225.00
John Kelly		200.00		125.00	175.00	200.00
Alfred Ames	500.00	300.00		100.00		200.00
L. Harding	400.00			400.00	100.00	
		500.00		900.00		
Total	\$180,000.00					
Balance		\$300,000.00		\$230,000.00	\$ 70,000.00	\$180,000.00



The General Phonograph Mfg. Co.
Model "E"
TABLE PHONOGRAPH
The Greatest Value on the Market
 IMMEDIATE DELIVERIES IN ANY QUANTITY
 Plays All Makes of Records
 Superior Tone Quality
Write for our Proposition
The General Phonograph Mfg. Co.
 ELYRIA, OHIO

The Swanson

PORTABLE PHONOGRAPH

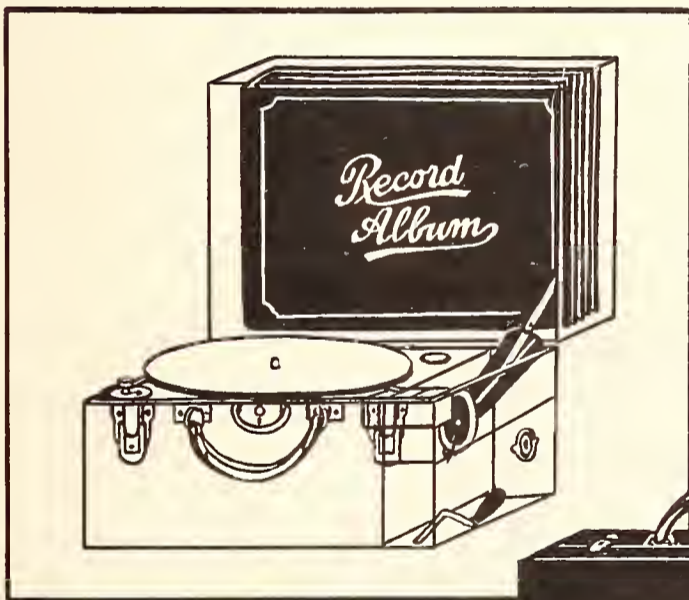
It's A Marvel

The only portable on the market equipped with a wooden tone arm, the recognized acme of perfection in tone production. Standard double spring Heineman No. 36 motor, high-grade sound box and speed regulator. Needle containers at right of turntable.

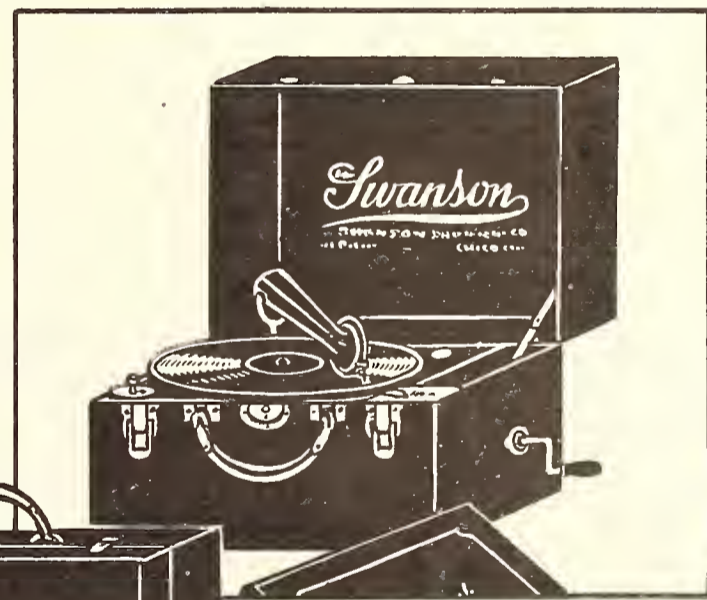
Compact, attractive and absolutely fool-proof. No clamps, hinges or push buttons to get out of order. Furnished in handsome black case and equipped with record album.

The lightest portable ever manufactured; a *real portable*.

Weight—15¼ lbs.

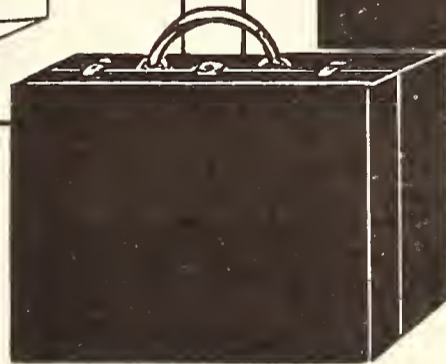


Phantom View—showing each part in place ready for carrying



The Swanson—ready for playing

List price of the SWANSON — \$40. Unusually liberal discounts to live jobbers and dealers. Write our nearest sales office for details.



Weight complete, 15¼ lbs. Dimensions, 11⅛" x 13" x 7½"

We have an exceptionally attractive sales proposition for successful established jobbing houses. *Wire* our nearest office today. Territory now being allotted.

Swanson Sales Company

R. W. MOON, General Manager

1133 Broadway
New York, N. Y.

308 West Ontario Street
Chicago, Ill.

536 Merchants Nat'l Bank Bldg.
Los Angeles, Cal.

DETERMINING REALIZED AND UNREALIZED PROFITS ON INSTALMENT SALES—(Continued from page 24)

1—The balance of each account outstanding on January 1, 1918.

2—The debits or purchases made during the year 1918.

3—The credits or cash receipts from each customer during the year 1918.

4—The balance outstanding on each customer's account for purchases made up to January 1, 1919, and still unpaid for, showing the amount unpaid on account of the current year's purchase and the amount applicable to prior years.

In arriving at our balance applicable to each year we assign the credits on payments during a given year as applying to the last balance until such balance is wiped out rather than applying any of it to the current year's purchases.

"In case of continuous accounts covering sales of personal property, the income from which is reported on the instalment plan as provided in T. D. 3082 (C. B. 3, p. 107), the cash payments received should be allocated in accordance with the generally recognized principle of law governing such cases—that is, that failing application by the vendee, the cash payments should be applied to the earliest items of the account."

Thus applying this fundamental ruling to the above facts, we can arrive at the collections for the year 1918 made on account of sales prior to 1918 as follows:

Table showing instalment accounts receivable outstanding as of Jan. 1, 1919, and collections for 1919. Total collections for 1919 are \$260,000.00.

Thus we know that in the total cash collections or other credits of \$230,000 from instalment accounts receivable for the year 1918, \$110,000 was collected on account of purchases made prior to January 1, 1918, and \$120,000 on account of purchases made during the year 1918.

Table showing uncollected portion of \$180,000.00 and gross profit for 1918 realized of \$54,000.00.

It will be noted that we have automatically by a simple analysis of the trial balance arrived at

Tabulation No. 2: A T-account showing balances for 1917, 1918, and 1919 for various accounts like John Smith, James Brown, etc., with a total of \$250,000.00 for 1919.

the distribution during the year 1918 of cash and other receipts divided as between the portion applicable to the current and previous years.

It will be noted from the above that our instalment ledger trial balance as of January 1, 1919, shows the balance of each outstanding account divided as to whether that balance is applicable to the period ending January 1, 1918, or January 1, 1919.

In order to show the workings of this method for subsequent years we will assume the following:

The X Furniture Co. made instalment sales during the year 1919 of \$250,000.00. That it made collections on instalment accounts of \$260,000.00.

We proceed by taking off our instalment contract trial balance in the same manner as illustrated previously except that our opening balance will be carried forward in two columns showing the 1918 and 1919 balance separately.

The distribution of the \$240,000 accounts receivable as of January 1, 1920, is therefore as follows:

Table showing distribution of \$240,000.00 as of Jan. 1, 1920, with a total of \$240,000.00.

From these figures we arrive at the distribution of the collections for the year, as follows:

Table showing accounts receivable outstanding Jan. 1, 1919, and collections for 1919, totaling \$260,000.00.

We can now determine our gross profit for tax purposes from the above figures as follows:

Table showing gross profit realized on account of collections applicable to period prior to Jan. 1, 1918, and for 1918, totaling \$85,500.00.

The above method can be continued from year to year in the same way as illustrated above, keeping account of the balance outstanding as at the beginning of each year distributed into various years to which the balances are applicable.

The question might be raised as to the effect of the method outlined above of "reverts" and other similar credits that might be made to instalment contract accounts, other than cash receipts.

PLAN WISCONSIN ASSOCIATION

Victor Dealers of Eastern Part of State Meet and Take Preliminary Steps Toward the Formation of an Association

FOND DU LAC, Wis., July 1.—At a recent meeting of Victor dealers from the eastern part of the State at the Hotel Appleton here the first steps toward the formation of an association were considered.

During the meeting here L. C. Parker, of the Badger Music Shop, Victor dealer of this city and Milwaukee, described in an interesting manner the good work accomplished by the Milwaukee Dealers' Association, and H. A. Goldsmith and O. Schopen, representing the Badger Talking Machine Co., of Milwaukee, discussed the success of similar associations throughout the State.

Among those who attended the meeting were: D. M. Groniz, Green Bay; T. R. Bowring, DePere; H. G. Brauer and Otto Look, Kaukauna; Ray Peters, Neenah; Ralph Wilson, Oskosh; James Sandee and W. J. Augustin, this city; Henry Clusen, Manitowoc; Harry Stoffels and E. J. Carroll, of Appleton.

Isn't it funny how many salesmen there are who call other people stubborn for possessing a certain quality which in themselves they call firmness? Tolerance of the other fellow's ideas is worth cultivating.

Advertisement for BRUNS MADERITE DELIVERY COVERS, PORTABLE TALKING MACHINE COVERS, and MADERITE DUST COVERS, featuring an illustration of a cover and contact information for A. BRUNS & SONS, 50 RALPH AVE., BROOKLYN, N. Y.

Four-Minute Conference on Business Topics

No. 3—Your Losses—Their Prevention

[This is the third of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

Loose collection methods cause much business embarrassment.

Money talks, and the business man who is up to date will bring his affairs to as nearly a cash basis as possible in order to prevent leaks and to insure his own ability to discount his bills. Banks are now using extra precautions in making loans in order to discourage the over-expansion of credit, for only by this means can sound business conditions be fostered.

If you, the business man, are to pay your bills promptly you must be careful to extend credit only to those who are entitled to credit, and you must inaugurate a system which will make courteous but tactful and businesslike insistence on prompt payment.

It is exceedingly important that all invoices and statements be made out and mailed promptly; that the printed terms upon which credit is granted shall appear upon the letterhead; and that delinquents will be followed up with polite firmness in a letter stating that you, as a modern business man, cannot conduct your affairs in a manner to give the best of service and rock-bottom terms without having the cash to reinvest regularly. This will usually bring a response in money or an explanation as to when money may be expected.

The right sort of business men observe their due dates and try to have the cash in their creditors' hands on that date instead of twenty-four or forty-eight hours late. Individuals who pay no attention to their obligations are not entitled to credit concessions.

It is undesirable to offend patrons, but hav-

ing a regular system which is known as a policy of the firm a precedent is soon established which is taken for granted. It is true that an individual may have a good deal of property, but if this is not in the form of cash with which he can pay it does not avail you very much.

Another loss comes through permitting high-priced and skilled men to do work which could be handled as well by less skilled and much cheaper labor.

In one concern the employment of a young fellow of seventeen years of age relieved three trained men so that they did the work previously done by four of them. That is, the young fellow who was paid \$12 a week made it possible to dispense with one who had been paid \$50 a week, thus effecting a saving of \$38 a week, or \$1,976 a year.

Another ease of loss is through the excessive reduction of working hours and laxity about tardiness. Employees respect their work and their employers more when it is managed in an efficient and worthy manner.

VICTOR PUZZLES FOR THE TRADE

Clever New Picture Puzzles Just Issued for Distribution by Dealers at Fairs, Celebrations, Store Openings and Other Local Events

The Victor Talking Machine Co. has just issued an attractive and interesting picture puzzle for the use of dealers for distribution at fairs, anniversaries, school celebrations, store openings, etc. The puzzles are of the sort that should make a general appeal both to children and grown-ups, and when put together the various sections make up a replica of a Victor record with the faces of many of the noted Victor artists thereon.

Each puzzle comes in a separate envelope upon which there is left sufficient room for the dealer's own imprint and they are offered to the trade at a nominal price considerably below cost. The puzzles were introduced at the Jobbers' convention at Atlantic City recently and were strongly endorsed.

E. E. HOHMANN COMPLETES TRIP

General Sales Manager of Modernola Co. Returns From mid-West—New Portable Popular

JOHNSTOWN, PA., July 1.—E. E. Hohmann, general manager of sales of the Modernola Co., Inc., of this city, recently returned to headquarters after completing a four weeks' trip throughout the Middle West. Mr. Hohmann visited Chicago, St. Louis, Louisville and other important trade centers. On this trip he not only traveled in the interest of the Modernola, but in the interest of the Modernolette as well. This new portable has already attained considerable popularity throughout the trade and it is expected that it will prove not only an exceptionally big Summer seller, but will enjoy considerable sales throughout the year. Mr. Hohmann stated that he did very good business on the trip and that a number of new agencies were established for the Modernola and its small edition, the Modernolette.

TALKING MACHINE IN AMBULANCE

Memphis Concern Adopts Innovation for Soothing Ambulance Patients

MEMPHIS, TENN., July 1.—Music while you suffer is the latest refinement in ambulance service in this city. The innovation is found in Collins-Sturla's new ambulance, just put into service, and which is equipped with an excellent talking machine and a large library of records ranging from opera to "blues." While en route in the ambulance the patient is allowed to select his own music and, according to Elmo Cullen, ambulance attendant, the "blues" are the most popular with the sick and injured. The instrument is placed near the pillow of the patient and the tone properly subdued through use of fiber needles.

PORTABLE PAL PHONOGRAPH

*This
is a
portable
year!*

"PAL" has met with a national response!

Dealers have been quick to recognize PAL's value!

Many orders have come to us! Many complimentary messages have been sent in. It seems that everybody is expressing genuine favor toward the PAL machine!

People see that PAL is the kind of a portable they have been waiting for—in tone quality—design—price!

They know that PAL gives full \$50 worth of value. They are satisfied—in every way!

That is why they are buying.

And that is why PAL dealers find that PAL brings good business all around.

Order a sample—Today!

DEALERS' PRICES

WOODEN CASE . \$20
COWHIDE CASE . \$25

SPECIFICATIONS

Walnut or Mahogany finish or Cowhide case; 12" wide, 18" long and 8½" high. Weight, about 20 lbs. Equipped with a high-grade motor, playing three 10" records with one winding. Extra fine universal tone arm and soundbox playing all types records. Special sounding board. Equipped with a 10" record album. Heavy nickel plated brass hardware, strong handle for carrying purposes.



PLAZA MUSIC CO.

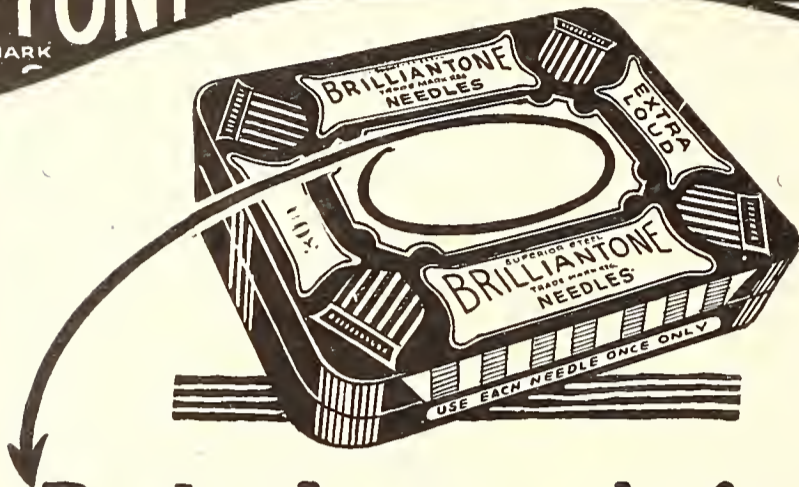
18 West 20th Street New York

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES



Packed expressly for YOU
 with your Name

On An Order For
175 Tin Boxes

Three Tones: Extra Loud, Loud, Medium

300 needles in each attractively decorated and colored tin box. Think of the value of having your name go into the homes of your customers! Think of the value of having your name seen every time a phonograph is played! Your name on each box of needles will be a constant advertisement for you.

Link Your Name With
Brilliantone Needles

The largest manufacturers of talking machine needles in America.

Prices and samples upon request.
 Tell us to whom you desire shipment billed.

BRILLIANTONE STEEL NEEDLE CO.
 OF AMERICA, Inc.

Selling Agent for W. H. Bagshaw & Co.
 Factory: Lowell, Mass.

347 FIFTH AVENUE

NEW YORK

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES



NO. VII

Dear Bill:

At last the fine, warm Summer days are at hand and, as usual, there are signs everywhere which indicate that many so-called business men have not awakened to the important fact that opportunities for doing business during this season are just as favorable as during the Winter months. Honestly, it gives me a pain the way some dealers accept this as an indisputable fact and make not the slightest effort to find out for their own satisfaction whether people will buy in the Summertime.

Perhaps it is natural to lie down on the job during these enervating days, but no prosperous business can be built up in that way. There are many opportunities for business if the dealers have energy enough to make a stab at getting some of it. Certainly, sitting in the office and telling fish stories will not achieve this highly desirable result.

Knowing you as I do, Bill, old pal, I strongly suspect that you are spending a great deal of your time poring over vacation folders and sitting at your desk dreaming of the fishing and golf which you are shortly to enjoy and, therefore, I am working on the old bromide that "an ounce of prevention is worth a pound of cure" in an effort to make you realize what an opportunity you are letting slide.

You certainly can't afford to sit back in your office chair twiddling your thumbs while a golden opportunity like this slips by during the brief vacation period. Of course, there is a temptation to do this very thing. I have been through the mill myself and I know how it is, but you can wager anything you wish that you are due for an unprofitable rest if you don't roll up your sleeves and go to it.

As to ways and means of getting Summer business, they are varied. The first thing to do is to carefully plan a campaign in which consideration should be given to advertising, circularization, special window displays, personal letters and a Summer service. All of these should be designed especially to carry an out-of-doors appeal. The copy should be of a character which will show the utility of the talking machine as a vacation adjunct, an instrument without which the greatest enjoyment cannot be obtained from any trip. The window displays offer a fine opportunity of impressing the public with the value of the small portable machines for use on trips, etc., and right here I want to stress the fact that when a portable machine is sold during the Summer you have a live prospect for a larger machine when the vacation is over and in either case you have a good prospect for future record sales.

Now, as to special Summer service. The annual migration to and from town can be made the source of profit through increased record sales by making provision to keep these people in touch with the latest records no matter where they are, and it is also a wise and effective stunt to establish a record mail service so that they can be supplied with records without loss of time should they desire any. As your customers return it might prove valuable in building good will if you sent them a list of records which you think they might be interested in, together with a little note stating that you are glad to see that they have returned, expressing the hope that they have had a pleasant time, etc.

Hoping this hits the spot and makes you sit up and take notice, I am,

Your friend,

Jim.

MAGNAVOX SHIPMENT FOR LONDON

Full Carload of Radio Amplifiers Sent by Express From Oakland, Cal., to London to Fill a Special Rush Order—Liked in England

OAKLAND, CAL., July 3.—So great is the demand for American radio equipment that one American firm, the Magnavox Co., of Oakland, Cal., found it necessary to fill an English order by shipping a full carload of amplifiers by express over the six thousand miles between this Pacific Coast city and London.

It is estimated that the shipment will be less than fourteen days on the road and that two weeks after the last box was placed in the express car here the instruments will be on the shelves of London dealers.

Indicating the great increase in radio business



Magnavox Shipments by Express to England are the output figures of this same Oakland factory. One year ago the daily production of radio amplifiers was five; to-day approximately 800 are being produced every day. It is expected this figure will be nearly doubled within the next six months.

The chap who is always bragging about how he told this and that customer where he got off at when the patron came in to make a complaint is not doing himself or the firm any good.

INTRODUCES THE PHONOGAME

Cleverly Conceived Game to Be Used in Conjunction With the Talking Machine—Sales Tests Are Favorable—Campaign Planned

A new concern recently entering the talking machine field is the Phon-O-Game Co., of Elizabeth, N. J., which is manufacturing a specially designed game to be used on the talking machine turntable. This game is in the shape of a round disc with several figures and a dial. The turntable is released and the break applied after a few revolutions and the number opposite the dial when the machine stops designates the number of moves which the player can make on a board nearby. The company has had considerable success in the past few weeks in marketing this new product, and is planning to introduce it to the talking machine trade throughout the country. Sales tests have been made in several stores in New Jersey to try out the sales possibilities of this device, and it was found that this article could be successfully merchandised by the talking machine dealer. In consequence the company is now planning an extensive campaign, and it is expected that within a very short time talking machine dealers throughout the country will carry this device as a part of their regular stock to meet the demands of the buying public.

OSCAR W. RAY TO VISIT COAST

Manager of Wholesale Vocalion Record Department to Call on Trade in Principal Cities in Course of Transcontinental Trip

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., left New York on July 5 on an extended transcontinental business trip, in the course of which he will visit the Pacific Coast as well as call upon the trade in the principal cities enroute. Mr. Ray expects to be away about a month.



Wall-Kane Needles Protect the Record

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

JOBBER ONLY—APPLY FOR SPECIAL PROPOSITION

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

The Greater New York Novelty Co.

Sole Manufacturers of

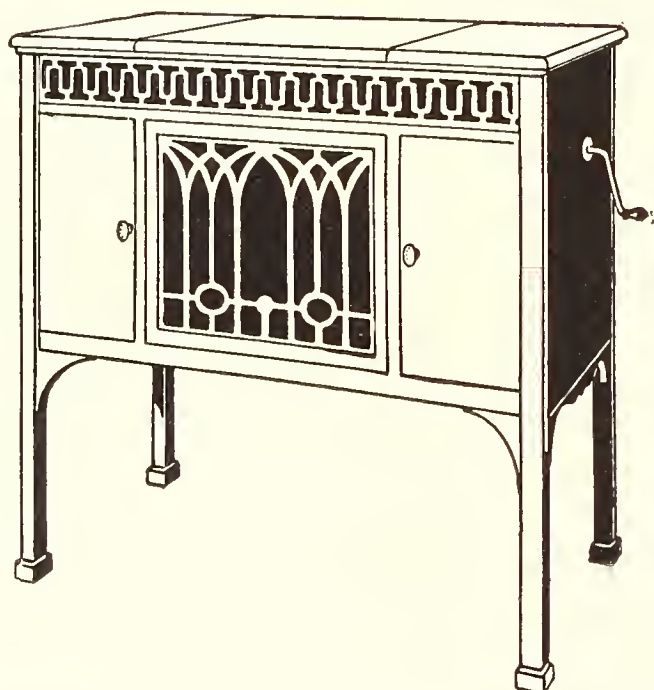
WALL-KANE NEEDLES

3922 Fourteenth Avenue

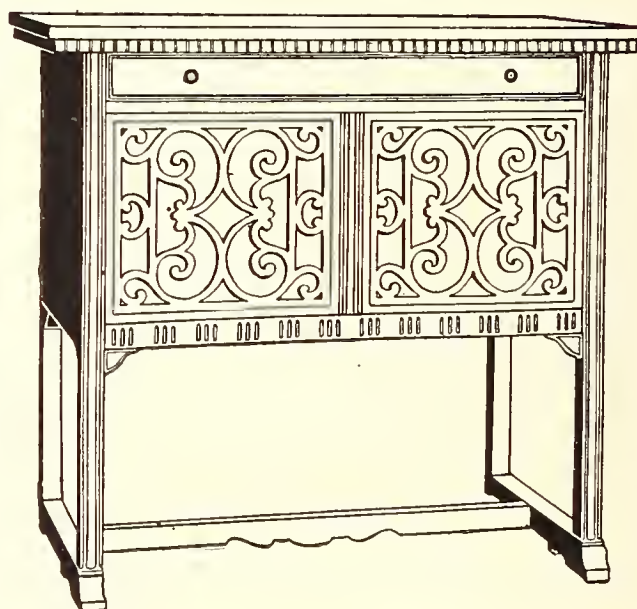
Brooklyn, N. Y.

The NEW

*Chippendale
Console
\$295*



*Italian (Umbrian)
Design
\$350*



“THE period cabinets which Mr. Edison has adopted for his phonographs are in pleasant contrast to the rather grotesque cases which one so frequently sees. From the characteristically diminutive and graceful Hoppelwhite to the costly replicas of historic pieces, the superior furniture value of Edison cabinets can scarcely fail to impress the lover of good furniture.”

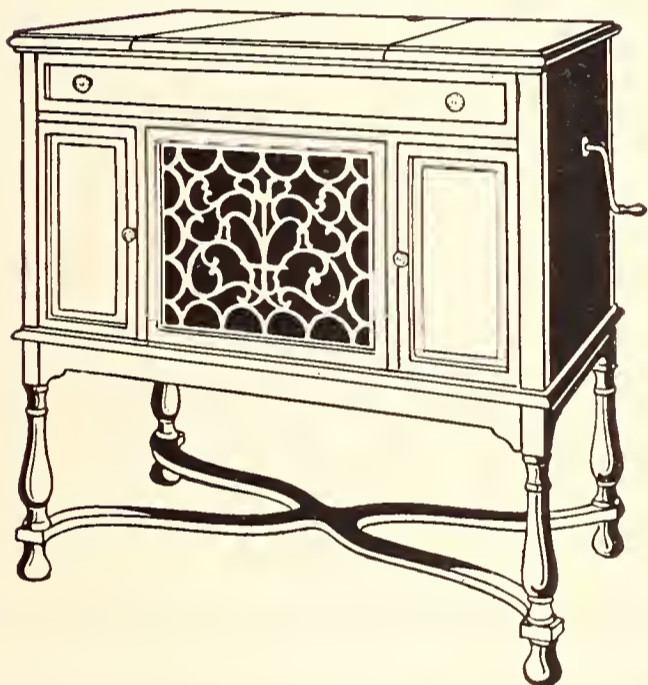
ELSIE DE WOLFE
Author of "The House of Good Taste" and celebrated designer of household interiors.

EDISON

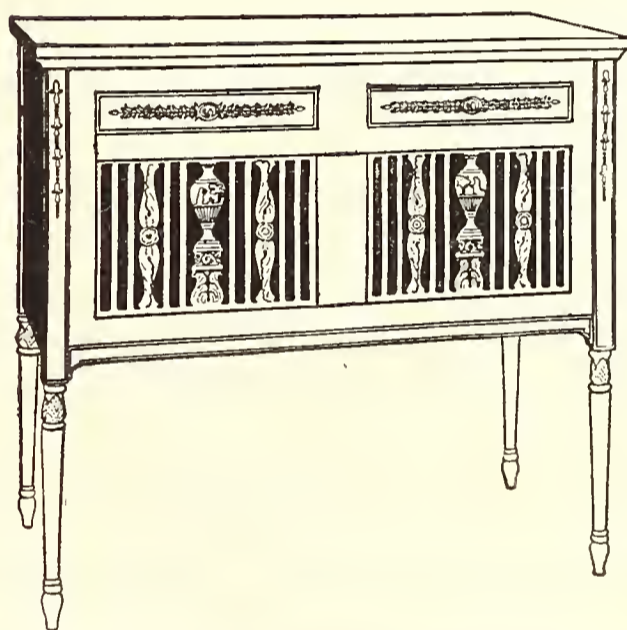
THE New Edison Consoles, in period designs, have merited even the approval of those who instinctively look for flaws in every attempt that is made to reproduce the

achievements of the master craftsmen of other days. The New Consoles will bear comparison even with the originals of the various periods that they represent.

*William and Mary
Design
\$325*



*XVIII Century English
(Adam) Design
\$375*



HERE indeed is mechanical perfection enclosed in cabinets that are to Mr. Edison's latest triumph what the faultless case is to the masterpiece of the watchmaker.

Coupled with the high sense of public appreciation that has always been accorded Mr. Edison's achievements, the undeniable charm of these new designs is almost certain to result in an unprecedented demand that every Edison dealer will be called upon to satisfy.

THOMAS A. EDISON, *Inc.*
ORANGE, NEW JERSEY

INSECTS AND LUCKY DOGS

By EDWARD FRASER CARSON

Out in the Pacific Ocean there are thousands of tiny islands. Verdant and bright with flowers they are veritable garden spots and they are the homes of thousands of people, who, though they may not know it, owe their beautiful island homes to the wonderful work of insects.



Edward Fraser Carson

Ages ago the coral insects began their work. Their life was but of a few days' duration, and when they died their skeleton remained as the foundation on which succeeding generations of insects built their homes and likewise died. In the building of those islands untold billions of insects had a part. That part did not amount to much—but it counted. It was part of the final structure which finally reared itself above the level of the sea and became an island.

The work of those coral insects holds a great lesson for man, and that lesson is not to despise the little things. It is the little thing that counts, that becomes an integral part of the big thing. It is the trifle that makes perfection—and, added Michelangelo, perfection is no trifle.

But it is in its application to thrift that I mentioned the coral insect. Take the smallest coin we have—the humble copper cent. Save one cent a day and you have \$3.00 a year—counting only business days. In fifty years that is \$150

and at compound interest at 4 per cent it will amount to nearly \$500. Truly did Poor Richard speak when he said, "Take care of the pennies and the pounds will take care of themselves."

The way money grows when once you get the habit of saving regularly is simply astounding. Ten cents a day—60 cents a week—saved for twenty-five years and put in the bank at compound interest will run up to \$1,270 or more. And in fifty years it will amount to nearly \$5,000.

It is so easy to spend money that the ordinary chap is perpetually and everlastingly "broke." But while he is enjoying all the money he makes his careful companion is putting something by for the future.

Take, for instance, yourself. You are twenty years old. You are making, say, \$25 a week. You have none but yourself to support. You can easily save \$10 of it. And \$10 saved each week will make you independent of a job in twenty-five years. In that time you will have \$21,000—and you'll still be a young man, as age is reckoned in these beardless days. Keep it up till you are seventy and you'll have \$80,000 or more.

You, young man who read this—wouldn't you like to know that when you are forty-five years old you would have an income of \$1,000 a year—or at seventy an income of \$3,200—about \$60 a week?

It's all up to you. Barring illness or idleness beyond your power to prevent you can do just that.

Save money. That's as good advice as anyone can give you. Money has been called the root of all evil. That's not so. It's the mania to

get it too fast. Money, in truth, is the root of all blessings—or of many of them.

If you have money in the bank you can hold your head up. You can afford to be independent. Sickness loses many of its terrors.

Every young man who has red blood in his veins dreams that some day he will go into business for himself. He sees some of his friends doing it. He calls them "lucky dogs" and wishes that he, too, might start his own business, be his own boss and eventually boss others.

But the other fellow isn't simply lucky. Nine times out of ten he's a "wise bird" rather than a "lucky dog."

Not a man who can work—and this includes you—but can save something. And the man who saves can "look the whole world in the face, for he owes not any man."

FORM BUSINESS RESEARCH BUREAU

Providence Chamber of Commerce Co-operates With Brown University in Bureau Formation

PROVIDENCE, R. I., July 3.—What may be the first comprehensive organization established for active co-ordination between business organizations and a university has been devised by the joint action of the board of directors of the Providence Chamber of Commerce and the faculty of the economics department of Brown University, to be known as the Brown Bureau of Business Research. Any individual, firm or corporation residing or doing business in the State of Rhode Island may apply for the service of the Bureau.

AN ANECDOTE WITH A POINT

A well-known advertising man once answered a man's disbelief in the value of advertising in the following manner: "You can't see the wind, can you?" The man answered, "No." "But you can feel it and see its effects, isn't that right?" "Yes, that's very true," answered the incredulous one. "Well, it is just so with advertising," concluded the ad man.

YES—THE BEST

De Luxe Needles may cost more but they are made to deliver a Result and not fit a price

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



Medium Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)

TALKING MACHINE EXHIBITS AT GRAND RAPIDS SHOW

Furniture Exposition Well Attended—What Talking Machine Men Are Showing—Optimistic Feeling Over Business Outlook—Stocks Are Low Throughout Country—Exhibits Reviewed

GRAND RAPIDS, MICH., July 8.—The semi-annual furniture exhibit in this city, which opened on June 15 and closes on July 15, produced a rather unexpected volume of business. Although the number of buyers at the market so far this year has been a record-breaking one, the hotels proved by means of their reservation list that hundreds of buyers will be in before the end of the show. In the furniture as well as the talking machine lines the unexpected rush of buyers with large orders caught manufacturers in many instances unaware and numerous orders have been held up by the failure of new offerings to be ready for display. Quite a number of firms were unexpectedly held up in business by the non-arrival of the samples of their products.

Buying is very liberal this season. Many dealers frankly declare that their stocks are exceptionally low and that they are anxious to have a supply of good merchandise on hand for anticipated Fall business. The number of jobbers and dealers who are placing orders this way is rather surprising. The dopesters around town, at least all who are in the manufacturing end of the game, firmly believe that many dealers are going to be caught with short lines because of this unexpected increase in business. They reason that the building boom, which is general all over the country, is bound to result in great demands for high-grade talking machines and furniture.

One outstanding feature of this Summer show is that all exhibitors made their spaces attractive with carpets, wall hangings and fancy partitions, which showed up their lines to the best advantage. This line of decorations was followed with great care this year by all the exhibitors, who certainly spent more money in decorations than ever before. In most of the exhibition buildings the dolling-up process was carried out to the Queen's taste, displaying the various lines of goods as they might appear in the home of the ultimate purchaser. Some hotelkeepers visiting these spaces were struck with their possibilities and assert that their own places of business would go through the decorating process immediately upon their return home.

The Cheney Talking Machine Co., as usual, had a beautiful display in the showrooms of its building on Munroe street. The entire line of Cheney instruments was on display and attracted favorable comment. Many visiting buyers, even though not in the talking machine game, were drawn to this exhibit. The sales department of the Cheney Co., headed by Professor Forrest Cheney, formed a reception committee for visitors, being augmented from time to time by Cheney distributors who were visiting Grand Rapids.

Up in the Gilbert Exhibition Building the talking machine line which attracted the most attention was that of the Consolidated Talking Machine Co., which held forth in Room 521 under the direction of L. Weguson, local representative. A full line of the products handled by the Consolidated Co. was on display, and much attention was given to the Strand talking machine, which is jobbed by this company.

Another interesting display was that of the Udell Works on the second floor of the Klingman Exhibition Building. This display was in charge of Tom Griffiths, sales and advertising

manager of the Udell Co. Visiting buyers had an excellent opportunity of looking over the entire Udell lines, consisting of talking machine cabinets, piano roll cabinets and portable talking machines. This concern placed attractive invitation cards in the mail boxes at all the hotels. The cards were printed in red and showed portraits of the Udell products. Pasted on top of each card was a small envelope containing a large-sized Baltimore cigar. Immediately under this cigar was printed the invitation to visit the Udell demonstration.

The Player-Tone Talking Machine Co., of Pittsburgh, held its exhibit in the Klingman Building, with I. Goldsmith in charge. This concern exhibited its full line of ten standard models, consisting of cabinets, period and table talking machines. Mr. Goldsmith is an old-time furniture man who for many years prior to his entrance into the talking machine business was engaged in the furniture field. There are very few dealers visiting in Grand Rapids who are not acquainted with him. His line of instruments is in big demand at the show.

H. C. Naill, secretary and sales manager of the George A. Long Cabinet Co., of Hanover, Pa., was in charge of the Long exhibit, also in the Klingman Building. Much interest was centered about this line of three handsome and popular console models, which it has been advertising to the trade for the past two months. In a few weeks the cost of these cabinets will revert to former prices. Mr. Naill stated that the customers had a great opportunity to take advantage of these models and that this was one of the reasons why the Long exhibit was so crowded.

J. G. Griswold and M. A. Guest were on deck, as usual, at the beautiful Widdicomb display held at the Widdicomb factory. For many years the Widdicomb Co. has been a leader in the construction of aristocratic furniture. Dealers who visited this exhibit soon found that the Widdicomb console talking machines in period styles are faithful interpretations of the best designs of the old masters in the art of wood fashioning. The artistry of cabinet designs and finish was shown at its best and the handiwork of this organization, which has for the past three generations enjoyed the reputation of a leader in the design of real furniture, was exploited to the highest degree.

The Bush & Lane factory at Holland, Mich., was also the scene of much activity during the show. Bush & Lane dealers from all over the country, who visited Grand Rapids, hied themselves Hollandward with their friends to make the rounds of this big plant. Walter Lane, president; F. J. Congleton, vice-president; C. L. Beach, secretary, and W. H. Beach, treasurer and general manager, with a large corps of their travelers, were on deck to welcome the visitors, who, after being shown over the plant and its workings, were entertained at the Ottawa Beach Hotel, at Ottawa Beach, a suburb of Holland. The Bush & Lane Co. showed the visitors its new line of beautiful console and period models which is being prepared for the Fall trade. This line is entirely new, every instrument in it having just been designed by President Walter Lane.

(Continued on page 34)



POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records \$.75 Each

- 1007 Pulcinella Ad Una Festa Da Ballo. Scena Comica. Un Balbuziente in Tribunale. Scena Comica.
- 0991x L'Altalena. Song.....Cav. G. Godono
E L'Ammore. Song.....Cav. G. Godono
- 1000 'O Guarracino. Part 1. Song, P. Mazzone
'O Guarracino. Part 2. Song, P. Mazzone
- 0957x Luntano 'A Te, Mari'. Song, Cav. G. Godono
L'Acquaiola. Song.....Cav. D. Giannini
- 0997x Serenatona. Song.....R. Ciaramella
Vipera. Song.....Jole Baroui
- 0955x Tie-Ti-Tie-Ta. Song.....R. Ciaramella
Pierrotta. Song.....R. Ciaramella
- 0993x Venerdi'. Song.....F. Rondinella
'E Ssignurine D' 'O Palazzo. Song, R. Ciaramella
- 0989x Mia Dolce Amica...Cav. Uff. G. Godono
Voce D'Amor.....Cav. Uff. G. Godono
- 0995x Totonno 'E Quagliarella.....Ciaramella
Niru TeLangella
- 1001x Signora Mia (Duetto),
Donnarumma-Ciaramella
'A Cura 'E Mamma' (Duetto),
Donnarumma-Ciaramella
- 1003x Canzone AmericanaDonnarumma
Donna Fifi'Ciaramella
- 1005x Mo Esce Achille. Scena Comica.
Il Cavamaachie. Scena Comica.
- 1019x Momenti Gioiosi. Orchestra.
Al Bosforo. Polka.
- 1021x Carmen (Selection). Bells.
Nozze D'Oro. March.
- 1033x Abat—Jour (Salomè),
Ciaramella-Rondinella
Ninnolo....Cav. Uff. G. Godono, Tenore

We Are Also Manufacturers & Distributors of
Italian Popular Music Rolls

New Hits Released the 15th of Each Month

JUST OUT

- 190—Donna. Versi e Musica di A. Giuliani.
(Word Roll)\$1.25
- 230—Tarantella A Cunailante. Versi di L. Sica. Musica di R. De Luca (Word Roll) 1.25
- 202—Dichiaramento. Versi di A. Scala. Musica di F. Buongiovanni. (Word Roll) 1.25
- 213—Fior Di Campo. Waltz, by D. Ietti... .90
- 057—L'Incantevole. Mazurka, by J. Gioè .90
- 218—Coscienza. Versi di S. Baratta. Musica di R. Falvo. (Word Roll)... 1.25
- 203—L'Epoca. Marcia Sinfonica di C. Papa 1.00
- x201—Te Chiamme Maria. Versi di L. Bovio. Musica di G. Lama. (Word Roll)\$1.25
- x180—Acqua Mmoeca. Versi di R. Chiu-razzi. Musica di R. Falvo. (Word Roll) 1.25
- 051—Napule. Addio! Versi di R. Cacace. Musica di D. Ietti. (Word Roll) 1.25

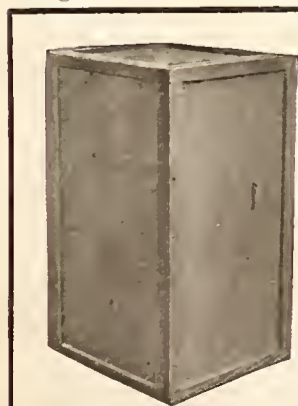
ITALIAN BOOK CO.

Music Dep't

145-47 Mulberry St.

New York City

DISCOUNT TO DEALERS—ASK FOR CATALOGUES



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.



For straight slap-stick song-and-dance comedy "Skeeter and The June Bug," by Harry C. Browne, gets the horse hair handkerchief. This hick act is backed up by a coon classic, "Dars a Lock on de Chicken Coop Door." A-3622.

Columbia Graphophone Co.
NEW YORK

EXHIBITORS AT GRAND RAPIDS SHOW (Continued from page 33)

True to Bush & Lane fashion, these instruments are made throughout in beautiful piano finish.

Across the street from the Pantlind Hotel, in Grand Rapids, are located the big showrooms of the Aeolian Co., wherein was displayed the Aeolian Co.'s line of graceful new Queen Anne period models. All these instruments were equipped with the famous "Graduola" tone control, which makes the Vocalion a musical instrument par excellence. Besides the line of talking machines a complete library of Vocalion Red records was shown.

Visitors to the plant of the Grand Rapids Brass Co., on Scribner avenue, were shown around by J. L. Murray, vice-president, who explained in detail the manufacture of brass hardware for talking machines. This company manufactures automatic stops, cover supports and cabinet hardware of all descriptions and designs. The visitors received a liberal education in the manufacture of these parts and soon discovered that it is no simple matter to turn them out. Many of them took advantage of this little schooling from an educational standpoint and admitted that heretofore they had confined their sales arguments to cabinet manufacture and tone production, with very little attention to the hardware. Now, however, a great many of them intend giving the prospect some insight into the production of hardware.

J. Kersten, president and general manager of

the Kersten Composition Products Co., Inc., of Grand Rapids, brought out the fine points of his amplifiers before the visitors to his plant. The company manufactures the well-known Kersten composition talking machine horn and makes a specialty of building horns to order. Quite a number of very high-grade talking machines of repute now on the market use this company's product exclusively and Mr. Kersten pointed out the reason for their doing so to his listeners. Not only were composition horns shown to the visitors, but all products of this company were shown as well. These embraced manikins, dress models and so forth for the use of window decorating. The decorations are used in turn by all commercial houses in windows for displaying clothing, household things and so forth.

The Ionia street plant of the American Phonograph Co. was also very active during the show season. E. L. Meeuwesen was kept busy entertaining out-of-town buyers who were interested in talking machines. The new model put out by this concern attracted considerable attention.

One of the interesting novelties in talking machines to be shown during the show was the "Davenola," manufactured by Andy Mouw, Inc., in the Gilbert Building. The "Davenola" is an interesting combination of the davenport and talking machine. The davenport is of a regulation overstuffed style, with the arms on either side constructed so as to tip back to reveal the instrument. The talking machine itself is concealed in one arm and the other is given over to a record-filing case, which will hold fifty or more

records of either ten or twelve-inch size. The talking machine part may be had with either a spring or electric motor. The amplifier is of standard size and swings down toward the bottom of the arm.

NEW VOCALION DISTRIBUTOR

Woodside Vocalion Co. Has Very Attractive Quarters in Portland, Maine

The latest addition to the growing list of Vocalion and Vocalion record distributors is the Woodside Vocalion Co., 134 High street, Port-



Woodside Vocalion Co. Warerooms

land, Me., which has for its territory the entire State of Maine and has already established a number of very promising dealers for both phonographs and Red Records. The company has very attractive and commodious quarters for the display of the Vocalion line, as is indicated by the illustration herewith, and has on hand a complete stock to provide for the prompt filling of orders.

RADIO AS A CURE FOR CANCER

Chicago Physician Reports Successful Experiments With Some Forms of Disease

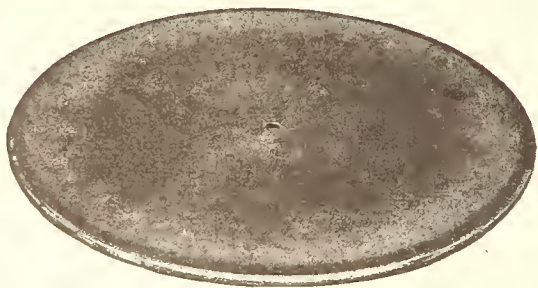
CHICAGO, ILL., July 8.—Radio is now taking its place in the scientific treatment of human ailments, according to Dr. T. Howard Plank, of this city, who says that some forms of cancer, considered incurable for years, can be cured through this agency, and naming two persons who were so healed.

In describing the method in which the radio is used as an aid to a cure before the National Society of Physical Therapeutics at the national convention of the American Institute of Homeopathy Dr. Plank said: "The electric scalpel is run by radio. The machine uses the same current that is used in sending radio messages. There is no actual contact between the diseased tissues and the knife, because as soon as the instrument approaches the infected part the tissues wither up and disappear. In four or five days the patient is out of bed and in ten days he is on the street again."

Criticism is a bad thing unless it is constructive.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845



RICHARD STRAUSS
Dean of European Composers



ELLY NEY
International Pianist



FLORENCE EASTON
Prima Donna Soprano
Metropolitan Opera Company

BRUNSWICK (Double-faced) Gold Label Records

Win Nation-Wide Popularity
with Dealers and Public

The record-buying public is fast learning two things of vast importance to Brunswick dealers:

First; that Brunswick Artists are supreme in their fields and that whenever they desire the world's best music rendered with the greatest beauty and fidelity, the Brunswick is the record to buy.

Second; that in purchasing a Brunswick Gold Label (double-faced) Record they are getting something that will forever prove a valuable possession in the home, a living inspiration at all times.

Strauss, Chamlee, Easton, Rosen, Dux, Godowsky, Danise, Pavloska, are only a few of the internationally famous Brunswick artists who are now recording on double-faced records—giving record buyers twice the value for just a little more.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845
CHICAGO—NEW YORK—CINCINNATI
New England Distributors: Kraft, Bates & Spencer, Inc.
1265 Boylston Street, Boston, Mass.
Canadian Distributors: Musical Merchandise Sales Co.
79 Wellington Street West, Toronto, Ont.

Brunswick
PHONOGRAPHS AND RECORDS

Other noted Operatic and Concert artists of the day recording exclusively for Brunswick are:

Richard Bonelli	Theo Karle	Marie Tiffany
Elias Breeskin	Elizabeth Lennox	Irene Williams
Max Rosen	Virginia Rea	Willem Willeke



BRONISLAW HUBERMAN
Sensational Violinist of the Day



IRENE PAVLOSKA
Soprano
Chicago Opera Association



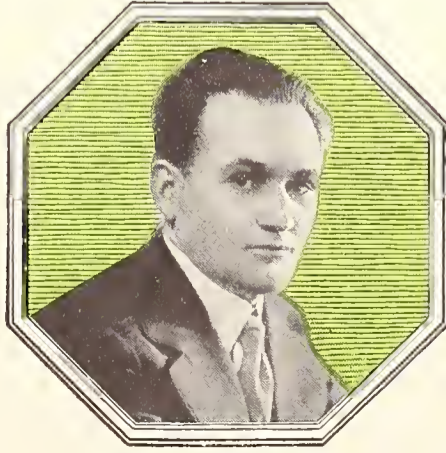
GIUSEPPE DANISE
Premier Baritone
Metropolitan Opera Company



CLAIRE DUX
Soprano
Chicago Opera Association



LEOPOLD GODOWSKY
Master Pianist



MARIO CHAMLEE
Tenor
Metropolitan Opera Company

DISCOVERED!

A Brand New Method of Learning

The Radio Code Quickly—

Mr. J. C. H. Macbeth, author of this new method, was able to train thousands and thousands of men in the British Signal Forces, in one-tenth the usual time required to learn the Radio Code. This phenomenal short cut to code study and a code practice record has been recorded exclusively

on

Okeh Records

The Records of Quality

By JACK BINNS, the famous wireless man and Radio Editor of the New York Tribune.

The American Code Company has published this system in book form, to retail for 50c per copy. The records mention the book and the book advertises these Records. Okeh Dealers can sell both records and books.

Hundreds of thousands of Radio Fans are eagerly looking for a quick and easy way to learn the Radio Code. Okeh dealers will have this field to themselves! Write to the nearest Okeh Distributor today for full details on this proposition. The records will soon be released.

COMPLETE LIST OF OKEH DISTRIBUTORS

CALIFORNIA—*San Francisco*,
KOHLER & CHASE, 26 O'Farrell St.

COLORADO—*Denver*,
MOORE-BIRD Co., 1751 California St.

GEORGIA—*Atlanta*,
J. K. POLK FURNITURE Co.,
294 Decatur St.

ILLINOIS—*Chicago*,
CONSOLIDATED TALKING MACHINE Co.,
227 W. Washington St.

W. W. KIMBALL COMPANY,
Wabash Ave. & Jackson Blvd.

INDIANA—*Indianapolis*,
KIEFER-STEWART Co.,
Capitol Ave. & Georgia St.

LOUISIANA—*New Orleans*,
JUNIUS HART PIANO HOUSE,
703 Canal St.

MARYLAND—*Baltimore*,
A. J. HEATH & Co.,
321 Park Avenue.

MASSACHUSETTS—*Boston*,
THE BAY STATE MUSIC CORP.,
142 Berkeley St.

MICHIGAN—*Detroit*,
CONSOLIDATED TALKING MACHINE Co.,
2957 Gratiot Ave.

MINNESOTA—*Minneapolis*,
DOERR-ANDREWS & DOERR
MISSOURI—*St. Louis*,
THE ARTOPHONE CORP., 1103 Olive St.

NEBRASKA—*Omaha*,
LEE-COIT-ANDRESEN HARDWARE Co.,

NEW YORK—*Buffalo*,
IROQUOIS SALES CORP., 210 Franklin St.

New York City,
BRISTOL & BARBER Co., INC.,
3 East 14th St.
NEW YORK DISTRIBUTING DIV.,
15 W. 18th St.

NORTH CAROLINA—*Goldsboro*,
INDEPENDENT JOBBING Co.,

OHIO—*Celina*,
HARPONOLA COMPANY

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

Cincinnati,
STERLING ROLL & RECORD Co.,
137 W. Fourth St.

PENNSYLVANIA—*Philadelphia*,
A. J. HEATH & Co.,
27-29 So. Seventh St.
SONORA COMPANY OF PHILADELPHIA,
1214 Arch St.

Pittsburgh,
THE RECORD SALES COMPANY,
806 Penn Ave.

Williamsport,
RISHELL PHONOGRAPH Co.

TEXAS—*Dallas*,
SONORA DISTRIBUTING Co. OF DALLAS
Houston,

HOUSTON DRUG COMPANY.

WISCONSIN—*Milwaukee*,
YHR & LANGE DRUG Co.,
207 E. Water St.



General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT



25 West 45th Street, New York City

GOLF TOURNAMENT OF JOBBERS

Interesting Annual Contest Followed Jobbers' Convention—C. Alfred Wagner Proves Champion for Year, With Low Gross Score of 87—C. A. Grinnell Wins The World Cup

Immediately following the annual convention of the National Association of Talking Machine Jobbers at the Hotel Ambassador, Atlantic City, N. J., the golfers of the Association adjourned to the Seaview Golf Club, at Absecon, for the purpose of participating in the annual golf tournament of the Association, which proved a distinctly interesting contest.

C. Alfred Wagner, of the Musical Instrument Sales Co., proved the tournament champion by



C. Alfred Wagner Is Champion

winning the prize for the low gross score, this being the R. S. Steinert trophy, with a score of 87.

C. A. Grinnell, of Grinnell Bros., Detroit, captured The Talking Machine World trophy with the second low gross score of 89, while French Nestor, who made such a good showing in last year's tournament, captured the Walter Staats ringer trophy with a low net score of 77.

All the other prizes, and they were numerous, were awarded for net scores. L. W. Collings captured the Eldridge R. Johnson trophy, with a low net of 79; C. G. Campbell, the J. N. Blackman trophy with 84; J. S. MacDonald, the A. A. Grinnell trophy with 84; R. S. Steinert, the George A. Dodge trophy with 85; A. A. Grinnell, the J. C. Roush trophy with 86; G. T. Williams, the Louis Buehn trophy with 87; W. H. Russell, the George E. Mickel trophy with 87; Norman Cur-

tice, the L. W. Collings trophy with 88; Lloyd L. Spencer, the Knickerbocker Co. trophy with 89; A. A. Trostler, the T. H. Towell trophy with 89; W. F. Davisson, the A. A. Trostler prize with 90; F. P. Oliver, G. P. Ellis, E. J. Dingley and A. D. Geissler, with low net scores of 91, each were awarded a dozen golf balls presented by the Schmelzer Co.

WILL DO GENERAL RECORDING

Bell Recording Corp. Announces Plans—C. R. Johnstone General Manager—Associated With National Metals Depositing Corp.

The Bell Recording Corp. was recently incorporated under the laws of the State of New York, for the purpose of making records for individuals and the trade in general. The recording is under the personal supervision of C. R. Johnstone, who has been identified with the recording industry for thirty years and who was formerly associated with the Aeolian Co.

The Bell Recording Corp., whose offices are located at 9 East Forty-seventh street, New York, is associated with the National Metals Depositing Corp., Mt. Vernon, N. Y., which for the past year has been an active figure in the production of masters, mothers and stampers. The executive personnel of the two companies is similar, Louis G. Young being president of both companies, with Milton G. Lumsden secretary and treasurer of the two concerns.

MUSIC HELPS GOLF STROKE

President of California Golf Association Demonstrates Value of Music in Golf

LAKE PLACID, N. Y., June 26.—Rhythm enters in a large degree into successful golf playing and one may accomplish much toward mastery of the game through practicing strokes to talking machine music, Everett H. Seaver, president of the California State Golf Association, and former amateur champion of the Western States, told 450 delegates of a Cleveland firm in convention here. Mr. Seaver demonstrated his contention by driving imaginary golf balls from an improvised tee on a hotel rug, at the same time indicating how his movements corresponded with the tempo of waltz music played by a pianist.

MOVES TO NEW QUARTERS

The American Phonograph Exchange, jobber of phonographs, records and accessories, moved recently from 339 Central avenue to 366 Wilson avenue, Brooklyn, N. Y., where the company has increased facilities for supplying dealers.

NYOIL
FOR YOUR PHONOGRAPH



IN THE HANDY CAN

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.

M. PHILIPS IN NEW LOCATION

Grafonola Shop Now in Heart of Business District—Van Veen Installation

WASHINGTON, D. C., July 6.—The Grafonola shop of M. Philips has been moved into attractive new quarters at 1128 Seventh street, N. W., the heart



M. Philips Grafonola Shop

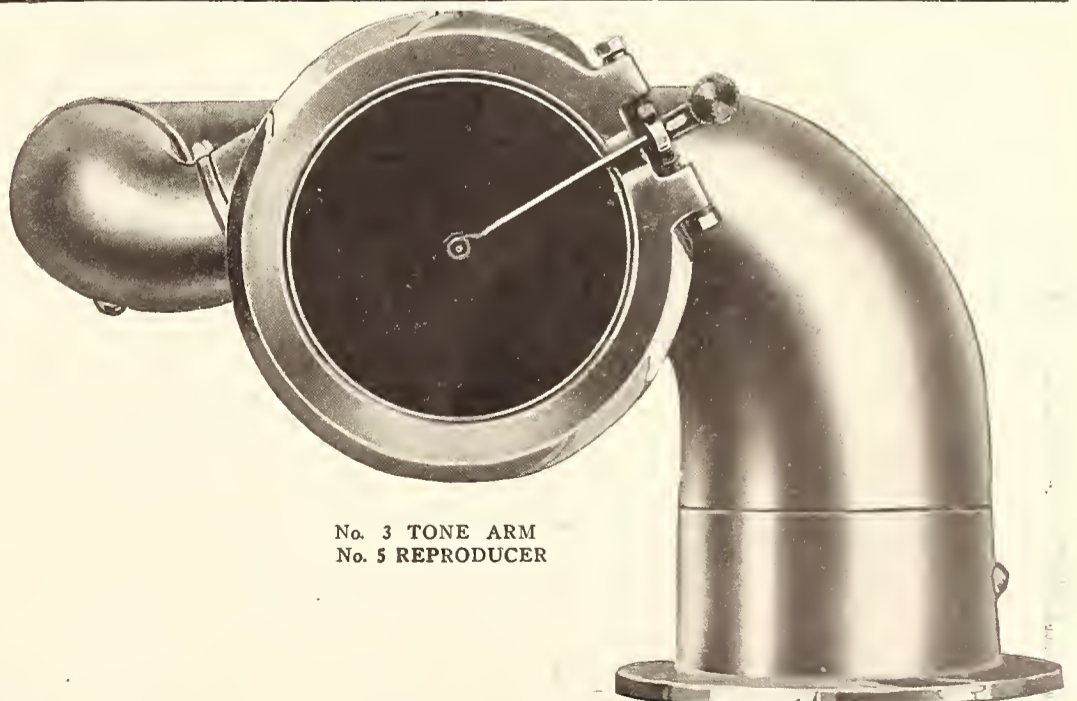
of the business section of this city. Before moving into the new location the entire store was remodeled and tastefully decorated. The forward portion of the store is taken up with the service counters, accessory display cases and a large record rack. On both sides of the rear of the establishment are located sound-proof record demonstration booths, and the center of the floor contains the display of Grafonola models. The fixtures were installed by Van Veen Co., Inc.

MUTUAL
TONE ARMS & SOUND BOXES

There are three things that go to make up satisfaction:

1. QUALITY
2. SERVICE
3. PRICE

And we can satisfy you in each particular. A test will convince you that Mutual Tone Arms and Sound Boxes are the Best on the market. We give prompt and efficient service. Prices from \$2.15 up.



No. 3 TONE ARM
No. 5 REPRODUCER

Mutual Phono Parts Manufacturing 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

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season



Sample
Price **\$19.50**

GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

PHONOGRAPHIC EPIGRAMMATICS

By

HAYWARD CLEVELAND

Mourn not the "Nothing down—Nothing a month" competitive sale you have lost. That is the other fellow's funeral now and it may be his funeral in more senses than one before he has done with that sort of business.

When writing a letter soliciting business do not turn the page. Let the other party see the end from the beginning. He will then take time to read.

Dr. Alexander McL. Hamilton, the great alienist and grandson of Alexander Hamilton, once said: "We are none of us at all times sane." Should not this make us more charitable toward the eccentricities of others?

The window—let it not be said that "Now we see through a glass darkly," but display "With such a luster he that runs may read." Observe, appreciate and enter.

When despondent ask yourself this question: Would I exchange places with another without knowledge of his past and a look into his future? Then cheer up!

CIRCULAR BOOSTS PORTABLE SALES

G. W. Haltom, Fort Worth Victor Dealer, Boosts Record Business by Monthly Letters Calling Attention to Special Records

FORT WORTH, TEX., July 6.—G. W. Haltom, jewelry and talking machine dealer at Seventh and Houston streets, is taking advantage of the vacation season to boost the sale of portable Victrola models in a result-getting manner. The plan consists of an attractively prepared circular with illustrations of the various types of portable models. The text is in tune with the vacation spirit. The circular has brought good returns.

Each month also a circular letter is sent to customers calling attention to four or five special records. These letters are sent out just before the new record releases are received and have resulted in a considerable stimulation of business during the period of each month when record buying is inclined to lag.

RECORD MUSIC CURES STAMMERING

Well-known Professor Cures Impediments in Speech With Aid of Special Records

Talking machine record music has been used for many strange purposes, not the least of which is its aid in the curing of diseases and as an aid to physicians. One of the latest uses to which record music has been put, however, is as a cure for stammering.

Professor O. H. Ennis, who has gained national fame for his work in the curing of this form of disease, is responsible for this latest use of the talking machine and the music which it reproduces. He has recorded three double-disc records which contain a complete course of instruction for the correction of stammering. A number of children and adults who have been handicapped through stuttering have already been cured.

TALKING MACHINE SHOP OPENS

HAGERSTOWN, MD., July 5—The Talking Machine Shop, an exclusive Victor establishment, was recently opened in the Young-Stickell Building, South Potomac street, this city. The Victor line is displayed to advantage in the spacious and attractive quarters, which have been entirely remodeled to meet the demands of the business.

THE WIDE APPEAL BUILDS BUSINESS

An Enterprise Can Grow Only in Proportion to the Growth of the Number of Customers and These Can Be Materially Increased by Reaching a Greater Number of People

In every mercantile enterprise growth depends entirely upon the number of customers who patronize the establishment. This is one of the fundamental principles of business building. Naturally, then, the rapidity with which the business grows depends upon the speed with which the customers are secured and the success of the efforts of the dealer in holding them once they are secured.

There are many ways in which customers can be induced to enter the store, one of the most important of which is through the advertising, and right here is where many dealers make a serious error. They make up their minds that they want to cater to some one particular class of people and all advertising is prepared with this particular object in view.

The population of the average city or town consists of the wealthy people, middle class and poor. Included in the wealthy and middle classes are people of various nationalities, and this fact offers the talking machine dealer a further opportunity of enlarging his clientele by well-directed advertising pushing his foreign records. The first two classes of people mentioned are the ones which the dealer should cater to if he is to attain a maximum degree of success. The very poor people offer little opportunity for profitable selling and at any rate the time spent in this

direction could be put to better and more profitable use by devoting it to sales promotion work with the others. A sales campaign planned with these facts in mind which has for its basis intensive selling is bound to produce results.

VOCALION RECORD CUT-OUT PLAN

Aeolian Co. Announces Cut-out Plan Effective on July 1 and Applying to Popular Records—Will Affect Over 10 Per Cent of Catalog

In effect on July 1, and continuing until August 15, the Aeolian Co. has announced a special cut-out plan for Vocalion Red records which will affect over 10 per cent of the popular records in the catalog and which is expected to reduce materially the stock in the hands of distributors. The cut-out exchange applies to the 14,000 series and the plan provides that distributors shall purchase two new records of the same series as the records returned in the cut-out list or that they shall have the option of purchasing three records from any series other than the 14,000 for two records returned in the cut-out list.

Only records that are in perfect and salable condition can be returned. All records are returned at the distributor's risk, with transportation charges prepaid, and no records will be received under the cut-out arrangement after August 15.

It is believed that the cut-out arrangement will prove of distinct advantage to the distributors by enabling them to get their stocks of live records in first-class shape before the coming of the Fall season.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.
Jamestown, N. Y.

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all around
Genuine Mahogany, Walnut or Oak

The Biggest Value on the Market. A Trial Order Will Convince



Never such **REALISTIC**
Volume of Sound from
a Phonograph before!

To play a band or dance record for a customer with a volume of sound equal to that made by the original musicians, and yet retain with that volume all the sweetness and harmony of Sousa's leadership—that is what the MAGNAVOX TELE-PHONOGRAPH is doing for phonograph dealers—doing it for more of them every day.

Selling records (while important) is just a beginning of what it will do for you and your store.

It is bringing new business to hundreds of dealers.

The Magnavox Tele-Phonograph is a simple attachment

to the phonograph. It is a genuine business-builder and money-earner.

Every phonograph owner is a prospect for

The MAGNAVOX TELE-PHONOGRAPH

—and we help you sell them.



On the veranda of a summer hotel—full strength dance music—as much like band or orchestra as the real thing

Write our nearest office for full information about this truly wonderful instrument.

THE MAGNAVOX COMPANY
General Offices and Factory
2701 East 14th Street, Oakland, Cal.
New York Office:
370 Seventh Avenue
Penn. Terminal Building

MAGNAVOX
Tele-phonograph

The roads in all directions are alive with motorists. Columbia road signs, imprinted with your name, along your highways will catch them coming and going. See the Columbia Dealer Service Man about a supply of these signs.

**Columbia Graphophone Co.
NEW YORK**



GRANBY CORP. IN NEW YORK CITY

Takes Possession of Central Quarters at 37 West Twentieth Street, With O. P. Graffen in Charge

The Granby Phonograph Corp., of Norfolk, Va., has taken possession of its new headquarters for the New York sales offices of the company. The suite of offices located on the ninth floor of the building at 37 West Twentieth street provides excellent display rooms as well as business quarters. One room will also be devoted to



O. P. Graffen

storage purposes. These offices will be conducted in addition to the warehouse on Sixteenth street. It is expected that these greatly increased facilities will provide remarkably increased service for Granby dealers in the metropolitan district.

O. P. Graffen, well known throughout the talking machine industry, is in full charge of the offices as New York sales manager. His training well qualifies him for his important duties in this respect. He has been closely connected with the talking machine industry for almost seventeen years, two of which were spent with the Victor Talking Machine Co. and fourteen years with the Columbia Graphophone Co. Mr. Graffen is not only a thoroughly experienced talking machine man, but numbers many friends throughout the trade.

PREPARED FOR LARGE FALL TRADE

WINSTON-SALEM, N. C., July 1.—Mrs. Gloraine Hastings Miller, manager of the Watkin's Book Store, of this city, recently returned from a two months' trip to the Pacific Coast. Mrs. Miller had a very enjoyable trip and visited all points of interest. Referring to future business conditions she states that she is preparing for a very large Fall business and is entirely optimistic over the outlook for the balance of the year.

The Harklin Store, of Goshen, Ind., is planning to open a talking machine department.

MECCA BAND ON OKEH RECORDS

Four Mecca Shrine Numbers Now in Hands of Okeh Dealers — Interesting and Popular Marches Well Played by Mecca Band

The Mecca Band of the Mecca Temple of New York has recorded four of its six most popular numbers on two Okeh records, and these records are now in the hands of Okeh dealers throughout the country. One of these records, No. 4536, carries on one side the Mecca song written by Mack Stark and on the reverse side the popular march, "Turque," so long identified with Shrine ceremonial work. The other record, No. 4583, features on one side the march, "Tartare," now used by Mecca Temple for processional work, and on the other side, "Cyrus the Great," also used during the ceremonials.

These Okeh records were made by the Mecca Temple Band, under the direction of Arthur H. Hoffman, conductor, and a royalty is paid to the band for the records, the proceeds of which will be invested in bonds for the new Mosque.

GOES AFTER VICTOR PUBLICITY

HERRIN, ILL., July 5.—Fay Luyster, manager of the Victrola department of the Cline-Vick Stores, which operate a number of branches in this State, took advantage of a Country Club dance recently to demonstrate some of the latest Victor records to the dancers. The demonstration was received with enthusiasm and much good publicity resulted.

OPENING OF ALEXANDER'S SHOP

Handsomely Equipped Establishment in Long Branch Is Well Laid Out—Opening Well Attended—Floral Pieces Sent by Jobbers

LONG BRANCH, N. J., June 27.—Alexander's Music Shop, Victor retailer, had its formal opening here on Saturday, June 24. The new showroom, located in the Imperial Hotel Building, is attractively and efficiently laid out and is said to be one of the show places of the city. Eight demonstration booths have been installed and another showroom is devoted to pianos and other musical instruments, as Mr. Alexander is also the local agent for J. & C. Fischer pianos. The opening was well attended; flowers were sent by C. Bruno & Son, Inc., New York City; the Knickerbocker Talking Machine Co., of New York; and Collings & Co., of Newark. Other attractive pieces were also sent by personal and business friends of Mr. Alexander outside of the trade.

A. Murray, of the sales staff of C. Bruno & Son, Inc., Victor distributors, spent the evening assisting Mr. Alexander, who stated that on the opening night he made over 250 sales. An appreciation of Mr. Murray's co-operation was to be found in an advertisement of the company appearing in the local papers the following week, in which this paragraph appeared: "We also wish to thank Mr. Murray, of New York, representing Bruno & Son, Victor distributors, who so kindly assisted us."



Superior Tone Quality

Bell Hood Needle

does it

Most natural tone reproductions

Try your favorite record with a Bell Hood Needle

BELL HOOD NEEDLE COMPANY
183 Church Street, New Haven, Conn., U. S. A.







JOHN V. DUGAN HONORED

Well-known New Orleans Dealer Now President of Southern Victor Dealers' Association—Well Qualified for This Very Important Post

At the recent convention of the Southern Victor Dealers' Association, held in Mobile, Ala., John V. Dugan, of the Dugan Piano Co., New Orleans, La., was elected president. Mr. Dugan's election was a matter of keen pleasure to every member of the Association, as for the past four



John V. Dugan

years he has been an active factor in all of the Association activities.

As a progressive Victor retailer Mr. Dugan has left nothing undone to make his establishment in New Orleans one of the most attractive Victor stores in that city. His thorough knowledge of every phase of retail selling has enabled him to give splendid service to his clientele and he is planning to give the same kind of service to the Southern Victor Dealers' Association during the coming year.

STUDENTS MAKE GOOD CANVASSERS

A certain talking machine dealer has secured a number of live prospects and closed several machine and record sales as a result of hiring high school boys and girls as canvassers.

GERMAN PHONOGRAPHS AT ADEN

Germans Making Inroads Into Market That Is Neglected by American Manufacturers, According to Report by United States Consul

German machines have for the first time recently appeared on sale at Aden, says Consul Cross in a report to the Department of Commerce. These machines are small but attractively painted, a feature which appeals strongly to the native purchaser. They are of the hornless type, which also is an attraction, because the careless use to which the horns were subjected in many cases speedily ruined the sound box on the old machines. Other minor features such as the detachable character of the sound box when not in use also are arousing favorable comment.

The most attractive aspect of the new machines, however, is the price. The Austrian machines were sold at Rs. 65 each. The German instruments can be purchased for Rs. 23, including six small records, put up in an attractive album. The records are only four inches in diameter. The selections are exclusively instrumental and band pieces. The machines will, however, play full-sized records.

If the promise of the importers of the German instruments that records in Arabic and Hindustani will shortly be available for these instruments proves true, there will be a very strong attraction for the purchase of the instruments by the wealthier classes of the population. Such records would find a ready sale in this district, for the number of old machines in the possession of families is large.

American phonographs occasionally reached this market in the pre-war days and still have the reputation of being the best, but the market has recently been almost wholly neglected by American exporters.

The consul thinks it would be well worth while for the American manufacturers to place a small, cheap machine on the Aden market, since with the cessation of intertribal warfare in the interior the back country demand for phonographs and records should be good. The phonograph is the one musical instrument which appeals with equal force to the miscellaneous races of the Red Sea district.

The voluble salesman who drives customers from the store because he did not know when to stop talking is a poor investment. It is a well-known fact that the fellow who talks the loudest and longest often has the least to say.



Okeh Records

**GRANBY PHONOGRAPHS
MASTER-TONE TALKING MACHINES
OUTING PORTABLES**

NEEDLES

Okeh — Truetone — Wall Kane
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin St. BUFFALO, N. Y.

NEW VICTOR RECORD SALES MANUAL

Latest Edition of Helpful Volume Just Issued—
Has Proven of Great Practical Value

There has just been issued by the Victor Talking Machine Co. the 1922 edition of the Victor Record Sales Manual, previous editions of which have proved of tremendous value to Victor salesmen throughout the country.

The book was originally tried out in connection with the classes in salesmanship at the Victor factory and its value thus established. Since being issued to the trade at large, it has proven a distinct factor in improving the caliber of record salesmanship in many quarters.

The volume contains carefully classified lists of all records in the Victor catalog for 1922 except dances and selections in foreign numbers. The records are classified according to types of music offered, according to voices, such as bass, tenor, etc., according to various periods of the year, such as Easter and Christmas, and are otherwise classified so carefully that the record salesman has but to learn of the general desire of his customer to be able to offer a series of records all calculated to meet that particular desire.

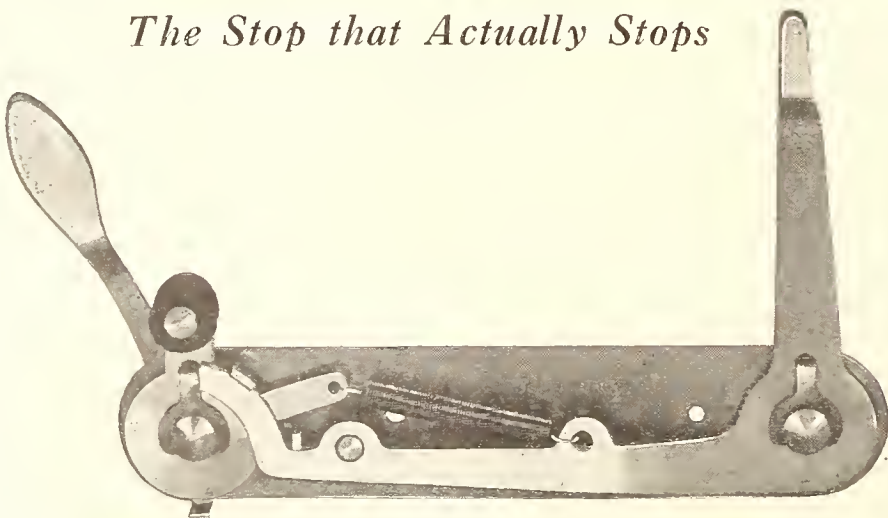
The opening page of the book gives general instructions for utilizing the information contained therein, and there are blank spaces under each classification to be filled in by the salesman from the current supplements, thus keeping the volume up to date for reference purposes. This is but another of the many practical sales helps that have been established for the benefit of the Victor trade.

INTRODUCES THE CLAROPHONE BANJO

The Fred Gretsch Mfg. Co., manufacturer of musical instruments, has announced a new banjo named the Clarophone, which was designed to meet a popular-priced demand. The Clarophone is in three models, consisting of a tenor banjo, banjo-mandolin and a banjo-ukulele, and has an improved resonator back and sound holes. The Clarophone has been developed particularly for Summer selling, when price is more important than during the Fall and Winter, although it is expected that the new instrument will have an all-year-around demand. It is made entirely of maple, with rock maple rim and neck, and it is planned to retail this instrument at \$15, allowing an adequate profit to the dealer, and it is said that the new instrument compares very favorably, indeed, with many higher-priced banjos. The tone value is notable and is a surprise to the dealers who have seen this new instrument.

Sherburne Automatic Stop

The Stop that Actually Stops



You Manufacturers who are having trouble with your automatic stop — Investigate the Sherburne Stop.

Sample sent upon request.

SHERBURNE MANUFACTURING COMPANY

948 Penobscot Building

Detroit, Mich.



Announcement

Through an alliance recently achieved, Jewett will be represented in Detroit by the

Max Strasburg Co
1264 Library Avenue

Mr. Strasburg is Michigan's pioneer phonograph merchant.

His choice of the Jewett was based on a long and searching investigation in which Jewett superiority was carefully analyzed and elaborately proved.

This alliance of Jewett and Strasburg is typical of many similar arrangements in steady process of ratification everywhere.

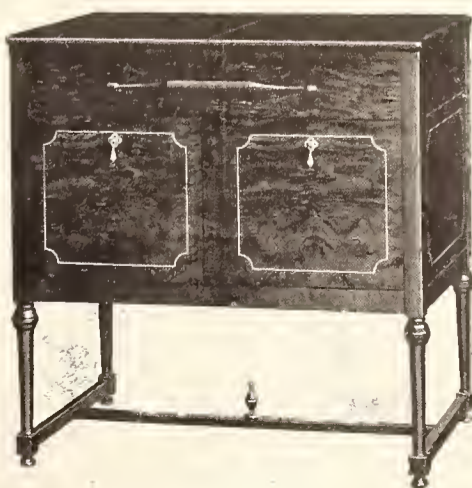
Far-seeing phonograph merchants desiring a medium for their salesmanship on which they can rear a growing and permanently profitable business are showing universally an increasing preference for the Jewett line.

JEWETT PHONOGRAPH CO.
DETROIT, MICH.

JEWETT
PHONOGRAPHS



Style No. 5
\$125



Style No. 9
\$185



Style No. 7
\$175



Only lead feet can resist the wheedling, tricky accordion playing of Guido Deiro. Here is a pair of fox-trots that will make the heaviest feet get happy. "You Won't Be Sorry" and "Mona-Lu." You'll say he can play. A-3620.

Columbia Graphophone Co.
NEW YORK

COLUMBUS

Business Volume Increasing Steadily — Greenfield Piano Co. to Move—Month's News

COLUMBUS, O., July 3.—According to F. L. Fritchey, special representative of the Perry B. Whitsit Co., Victor wholesaler, the talking machine business is slowly increasing in volume, particularly in the rural districts. "In traveling through the various parts of Ohio," said Mr. Fritchey, "I find that some dealers make a large portion of their sales by developing new prospects and selling machines through sound salesmanship talk to old prospects."

The Greenfield Piano Co., Victor dealer, of Greenfield, O., will shortly move to a new location in the Public Square, which is considered the best location in that city. Not only will all the fixtures be changed and improved, but the floor space will be doubled. This additional room will enable the firm to install more sound-proof booths than it formerly had and offer more conveniences to its patronage in other ways. Oscar Heidingsfeld and D. R. Cowman are the owners of this concern.

The Spence Music Store, Zanesville, O., reports a remarkable sale of records during the school

year. So far advanced is the music appreciation course in that city that during the last year there were enough Victrolas in the public schools to permit one Victrola to each floor and both the Board of Education and the students have been instrumental in building up a large record library.

Through the co-operation of the Home Furniture Co., Athens, O., with the Ohio University, located in the same city, the Victor Co.'s literature has been introduced in that university and the books entitled "What We Hear in Music" and "Music Appreciation for Little Children" are used in the music department. Both Victrolas and Victor records are also used for demonstration purposes and concerts in the music department of this institution.

Miss Edna Gray, of the Wainwright Music Store, Marietta, O., has been in California since the early part of March. Returning from the West, Miss Gray will visit many places of interest, including Yellowstone National Park.

"Business has picked up splendidly in the last week," said E. M. Levy, of Heaton's Music Store, 168 North High street. "Victor machine business is particularly good. Our record business has also improved considerably." At the present time carpenters have about completed enlarging the display windows of this firm.

F. J. Connor, manager of the Victrola department of the Z. L. White Co., 106 North High street, gives an encouraging report on the in-

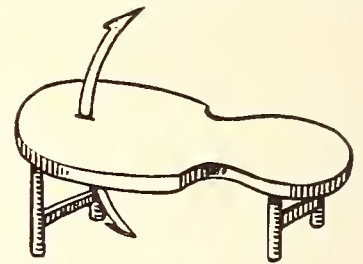
crease of business during this month in comparison to last month.

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., returned last month from the convention of the National Association of Talking Machine Jobbers at Atlantic City very enthusiastic regarding the success of the meeting. Mr. Davisson was elected secretary of this important Association.

NEW PLAN TO SELL RECORDS

Illustrated Chart Prepared for Popular Odeon Record—Chart Illustrating Song Is Sold Together With Record—A Novel Proposition

The foreign record division of the General Phonograph Corp., New York, has just worked out a new plan to sell records by illustrating the song with pictures that are sold together with the



IST DAS NICHT 'NE Schnitzelbank?—

Odeon Record Song Chart

record. The first selection to be introduced in this way is the famous German song, "The Schnitzelbank," and the General Phonograph Corp. has prepared a chart of distinctive and humorous drawings illustrating the various paragraphs in the song. This chart is sold together with the record and dealers who have visited the company's headquarters in the past few weeks are enthusiastic regarding the sales value of this new plan.

The Odeon record of "The Schnitzelbank" is made up in two parts and is sung by the well-known German comedian, Paul Bendix. The first part begins with a few humorous verses, with orchestra accompaniment, and is followed by Mr. Bendix in a comical monologue explaining just how "The Schnitzelbank" was conceived. The second part features twelve entirely new subjects in the usual way, and is also sung with orchestra accompaniment. The chart that has been prepared to accompany the record shows twenty-four illustrations, twelve of which are mentioned in the record. The additional twelve are supposed to be sung by the purchasers of the record and their friends, giving a community spirit to the rendition of the song.

"If the mountain will not go to Mohammed, Mohammed must go to the mountain," quoted a prominent dealer in an interview recently in explaining the reasons for his success. "The answer to the whole question is sustained effort," said this merchant.



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 1922-1923
Sample program and particulars upon request

P. W. SIMON, Manager
1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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

OGDEN SAYS IT'S TIME TO GET BUSY

Prominent Cabinet Man Sends Out Forceful Letter Telling of Improved Conditions and Urging Dealers to Increase Their Activities

A betterment in general business conditions is reported from various sections of the country. Rush business in other industries that were formerly very quiet is a strong indication of the good business that can be safely expected during the Fall and Winter season in the talking machine industry. In many lines experienced workmen are at a premium and generally increased employment throughout the country is bound to enlarge the buying power as it affects our industry.

J. B. Ogden, president of the Ogden Sectional Cabinet Co., Lynchburg, Va., has pointed out, for the benefit of the talking machine dealer, many of these optimistic signs and has also incorporated in a letter addressed to the trade some excellent suggestions and how to take advantage of these opportunities. The letter states in part:

"A runaway market on lumber for building purposes is a result of an unprecedented home-building boom. Building and hardware manufacturers are 'sold up' for Fall delivery. More auto-camp equipment was sold in April and May than in the past two years. The main highways are getting full to the point of a procession. Many are out for cross-country trips and more automobiles were sold in May than in the four months previous. This looks as though the hard times were behind us; anyway, people are spending money.

"This should benefit every dealer—if he is willing to work.

"Get a list of new homes now. Find out who is going or gone camping and by mail and personal calls suggest the outfit best suited to each condition. Drop an invitation in the cars that stop over in garages at night (if you can't meet them personally). You will be surprised how many will welcome a little music and then note how easy it is to sell a portable that will fit in a small nook.

"But before they come 'stack the deck' and 'deal out' some good old familiar hymns or songs your mother sang, also instrumentals that put the tickle in the feet and bores under the skin. Then if you can't get business we suggest a change—for instance, the undertaker. He sits and waits till they die and someone has to spend money, but without getting the pleasure received by exchanging cash for musical joy."

PAGING GUESTS BY RADIOPHONE

Boston Hotel Adopts This Plan and Eliminates Noisy Boy Pages

BOSTON, MASS., July 1.—This city now boasts paging by radio in one of its first-class hotels. The plan is operating most successfully at the Hotel Essex, near the South station. There is no longer a "flock" of noisy boys running through the main dining-room shouting names of various guests wanted at the telephone desk. Instead, the soft but distinct voice of the telephone operator is sent out to various parts of the hotel through devices from the telephone switchboard.

"Mr. Brown is wanted on the telephone—Mr. Brown on the telephone," calls the operator into a transmitter beside her switchboard, and out in the hotel her tones are carried by amplifying apparatus.

HAHNE & CO. OPEN BRANCH STORES

Extend Business by Opening Stores in Butler and Boonton—Display Talking Machines

NEWARK, N. J., July 5.—The music department of Hahne & Co., this city, has opened two branch stores in Boonton and Butler in an effort to extend its activities. In addition to the pianos handled here the Victor, Sonora and Widdicomb talking machines are on display. Frank McClusky, of the sales staff of the local store, is in charge of the Boonton branch and Jack Henderson, of the local store, manages the Butler store.

McCORMACK'S VOICE UNIMPAIRED

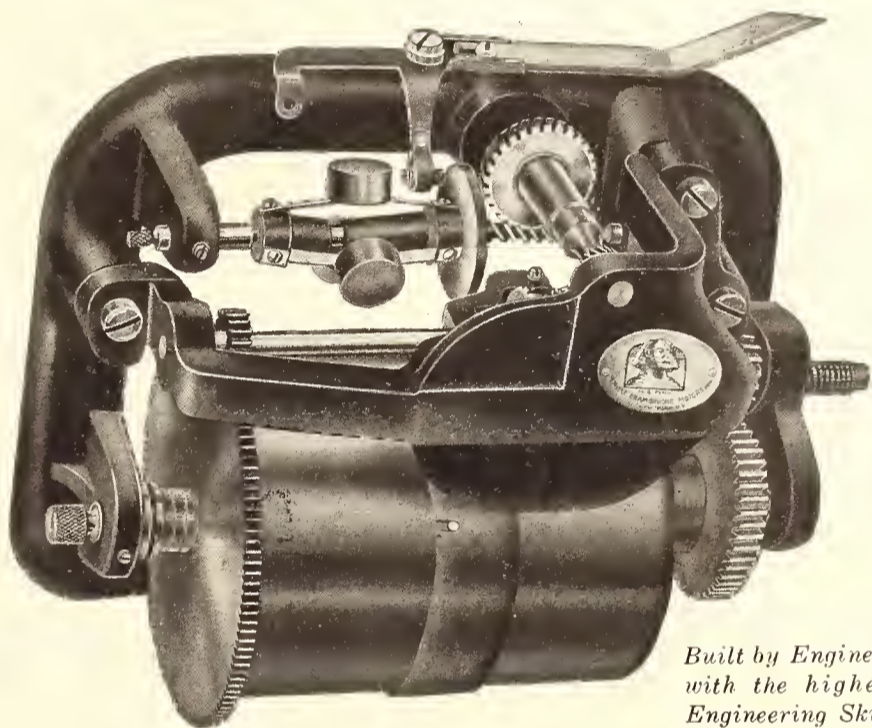
Famous Tenor Sings at Birthday Party at Summer Home Outside of London—Entertains American Friends Who Enthuse Over Him

According to a dispatch from London to the New York Herald, John McCormack's voice has not lost any of its richness through his illness. The popular tenor and Victor artist demonstrated that to a select gathering of friends, including many American singers, who assembled at his country home outside of London recently to celebrate his thirty-eighth birthday. A day or two before his birthday Mr. McCormack drove into London, made a tour of the leading hotels, picking up all the friends he could find, and sent them in motors to his place. Among the notables present were: Clarence Whitehill, Barbara Maurel, Mischa Elman, Vladimir de Pachmann, Fred Powell, Charles Wagner, his manager; Madge Titheridge and Mary Anderson de Navarro. The tenor, looking almost his old-self, but slightly thinner and paler, presided at an informal dinner, which was made delightful by

his high spirits as well as charming personality. His friends naturally were very anxious about his voice. He kept assuring them that it was as good as ever, and when they appeared still unconvinced he sang for them. In "Asthore" and a cradle song, both of which are familiar to record lovers, he convinced his friends that his voice was as charming and pleasing as ever. Mr. McCormack's voice continues to be exceedingly popular in English homes, and the increased sales of his records since his illness has almost equaled the rush for Caruso's since his death.

THALLMEYER ON LONG TRIP

A. Thallmeyer, manager of the foreign record department of the General Phonograph Corp., New York, left Wednesday, June 28, for a two months' trip. According to his present plans, Mr. Thallmeyer will visit Okeh jobbers and dealers throughout the Central West, co-operating with their sales organizations in the introduction of plans that will develop the demand for foreign language records.



Built by Engineers with the highest Engineering Skill.

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

OPERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

**DON'T
SHOW
THIS
GAME
IN
YOUR
WINDOW**

—until

you first prepare for enormous, immediate sales. You won't be able to supply the public demand for these Phon-O-Games the first four weeks you have them in your store. Phon-O-Game actually sells itself on sight and every sale brings at least three more. Profits to you are 50% to 100% (see price list above). Put the Phon-O-Game on the phonograph and watch the crowds collect. What's more, watch your cash register get into action.

The **Phonogame**



Prices To You:		
	Per Doz.	Profits
1 doz.	\$8.00	50%
2 doz.	7.50	60%
6 doz.	7.00	71½%
12 doz.	6.00	100%

Retails Easily
for \$1.00

Sure Sales and Rapid Turnover Assured by Our Advance Sales Test

Before offering you the Phon-O-Game as a business booster we thoroughly tested its selling value and thus proved in advance that there is a tremendous natural demand for this game. One dealer in each of seven towns was selected for the test. **IN THREE DAYS SALES RAN UP TO 92 DOZEN PHON-O-GAMES, SHOWING AN AVERAGE DAILY PROFIT OF \$19.92 per dealer!**

Description of the Phon-O-Game

Consists of (1) a 12-inch disc resembling a record; (2) a chart of "key" numbers on heavy Kraft paper, size 24 x 30 inches; (3) a brass pointer; (4) official rules. Attractively packaged, with full color illustration on the front. Disc contains 36 red and black numbers and 2 "zeros." To play, spin the disc on phonograph, like any record; apply brake; pointer indicates winning number. Five hundred points win game. Can also be played in other interesting variations as shown in rules. Green section on disc also makes this a PUT AND TAKE game. Two games in one. For home, clubs, parties, entertainments, camps, or wherever men meet for a sociable time. A fun-maker for your customers, a money-maker for you.

**Mail in your order at ONCE
or write for FREE sample**

Dealers sending orders for 2 to 6 dozen will be given the privilege of earning the lower price on larger quantities if the second order is placed within 10 days after the first order.

The Phon-O-Game Company

128 Fulton Street

Elizabeth, N. J.

Big news! Eddie Cantor has signed up to record exclusively for Columbia. On the August list you'll find his first—two typical Cantor songs. "I Love Her—She Loves Me" and "I'm Hungry for Beautiful Girls" from "Make It Snappy." Both are on the one record. A-3624.

**Columbia Graphophone Co.
NEW YORK**



STRIKING SUMMER DISPLAY WINDOW

Camping Scene Featuring Portable Victrola Planned by C. Bruno & Son, Inc., a Sales Producer—Popular With Dealers

The window display of the camping scene featuring the portable Victrola, which was shown in the window of William Waldman, Victor retailer, located at Forty-third street and Ninth avenue, New York City, was such a decided success that three duplicates were made of it by C. Bruno & Son, Inc., Victor distributors, New



Bruno Window Much in Favor

York City. The original display in Waldman's window was planned by C. Bruno & Son, Inc., and successfully executed by E. G. Evans, of that organization. It has proved an actual sales producer. Mr. Waldman reports that he has traced four sales directly to it, one amounting to \$90.

The display is not a cardboard cut-out, but all real. The window consists of an outing-clad figure, with pipe in hand and sitting on a tree stump, listening to the Victrola located on an adjacent stump. A regulation "pup" tent, log camp fire, camp cooking and dining equipment, canoe paddle, fishing tackle and grass mat are among the other material used, together with a big drop-curtain of a lake scene. Through the means of blue and green electric bulbs many artistic lighting effects can be obtained, such as twilight, daylight and night effects. The display is adaptable to any window of a minimum five-foot depth and six-foot width.

C. Bruno & Son, Inc., have placed these four displays at the disposal of their Victor retailers and are putting them out on a small rental basis for a period of two weeks to each dealer.

The demand for the displays has been so heavy that it has already become a problem to arrange the bookings, as all four are booked solid for some weeks ahead. The display has proved an undoubted success in stimulating interest in portable models.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

HARRY GENNETT HEADS STARR CO.

Former Vice-President Elected to Succeed the Late Henry Gennett

RICHMOND, IND., July 5.—The Starr Piano Co., of this city, has announced the election of Harry Gennett, formerly vice-president of the company, to the position of president to fill the vacancy occasioned by the recent death of Henry Gennett. Harry Gennett has already assumed his new duties, with which he is quite familiar.

The Secretary of State has authorized the increase of the capital stock of the Starr Piano Co. from \$200,000 to \$2,500,000. Of this latter sum \$1,000,000 is common stock and \$1,500,000 is 7 per cent preferred stock. A stock dividend of 300 per cent has been declared payable to the common stockholders in the new common stock. The balance of the common stock and the preferred stock remain in the treasury of the company, but will be used to advance the interests of the company, particularly to further extensions of the plant at Richmond, Ind., and the Gennett Recording Laboratories in New York.

BRICK'S MUSIC HOUSE CHARTERED

Brick's Music House, of Brooklyn, N. Y., has been granted a charter of incorporation in this State, with a capital of \$5,000. The concern, which will deal in talking machines, was incorporated by C. and M. Brick.

MAKES ENVIABLE SALES RECORD

Columbia Dealer Sells 132 Grafonolas in Less Than Eight Weeks—Intensive Sales Drive Produces Results of Satisfactory Kind

BREWTON, ALA., July 6.—Grafonolas to the number of 132 sold in less than eight weeks is the record of the Hainje Specialty Co., of this city, as the result of a strenuous advertising campaign, which was coupled with efficient and intensive salesmanship. J. A. Hainje, president and general manager of the company, seems to be determined to place a Columbia Grafonola in every home in this section, and at the present rate he is moving will undoubtedly reach his goal. The 132 Grafonolas sold in less than eight weeks represented a carload shipment and the Hainje Co. accomplished what was considered the miraculous in disposing of these instruments in such a short while. Starting business here a few years ago Mr. Hainje has specialized in the sale of Columbia Grafonolas and records. While he deals in other lines of household specialties the Columbia line is handled exclusively in his music department, and his record business is increasing so rapidly that additional facilities will soon be required to meet the demands of a growing clientele.

The Belvidere Disc Co. was recently incorporated in New York, with a capital of \$25,000, by J. Black, E. E. Efron and S. Baum.

FELT

We are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.

Reasons

Sonora

is the easiest

\$50.00



The Sonora Portable is the surest cash-sale maker for the summer months ever offered to phonograph dealers. It is the easiest portable to sell because it combines in the highest degree possible the two qualities a portable should have—compactness and tone quality.

Easiest to Carry. The Sonora Portable is not only small and conveniently shaped for carrying, *but weighs only 16 lbs.*

Large Record Capacity. Carries 18 records in perfect safety in its own case—enough for many weeks' outing.

Finest Tone Quality. With the utmost economy of space and bulk, the Sonora Portable has been so scientifically developed that its tone quality is typical of the clarity and volume for which Sonora is famous.

Handsome in Appearance. As a traveling piece the Sonora Portable—with its cover of genuine calf-skin—excites the same admiration produced by the finest English hand-luggage.

The Highest Class Talking

Gibson-Snow Co.,

Syracuse, N. Y.

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

Griffith Piano Co.,

605 Broad St., Newark, N. J.
State of New Jersey.

Hessig-Ellis Drug Co.,

Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,

Indianapolis, Ind.
State of Indiana.

Lee-Coit-Andresen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M S & E,

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
Michigan, Ohio and Kentucky.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, northern Idaho, Hawaiian Islands.

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,

310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

The Fox-Vliet Drug Company,

Wichita, Kans.
Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

Doerr-Andrews-Doerr,

Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota.

Why the

Portable

portable to sell

Most Compact. Its dimensions, 14½ in. x 14½ in. x 9 in., make it possible to tuck the Sonora Portable away in almost any space, in the canoe, motor, motor-boat or tent.

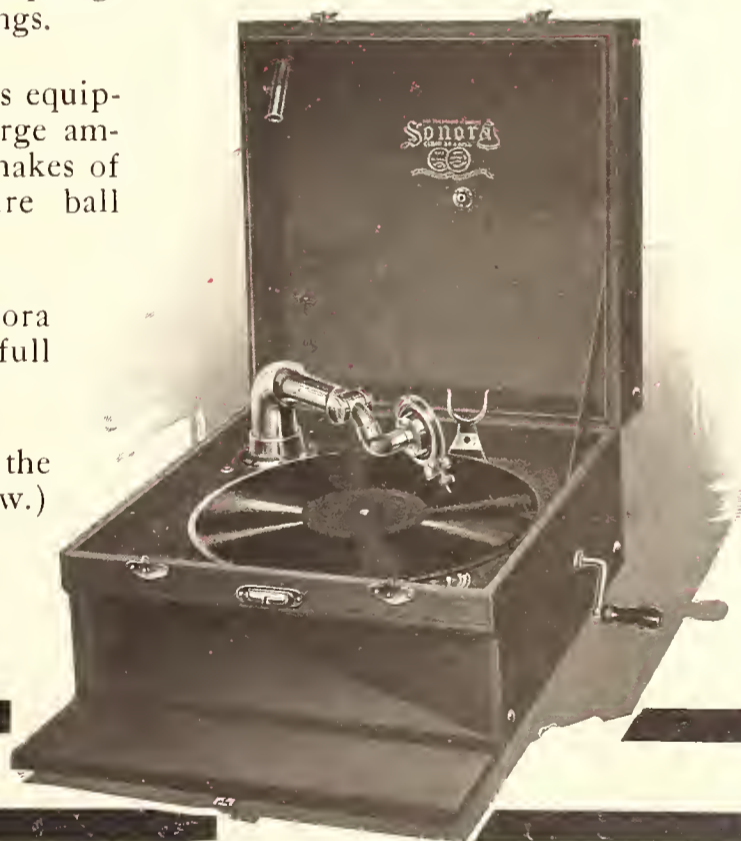
Best Materials Throughout. In addition to the calf-skin cover, the Sonora Portable is provided with stout spring-locks, strong leather handle, and nickel-plated trimmings.

A Full-fledged Phonograph. The Sonora Portable is equipped with a substantial motor of double-spring type, large amplifying chamber, regulation tone arm, and plays all makes of disc records, including diamond point and sapphire ball records.

Guaranteed. Like all Sonora phonographs, the Sonora Portable is covered by a guarantee expressing the full confidence of the manufacturer.

Sell this wonderful money-maker this summer. Write the jobber in your territory for particulars. (See list below.)

\$50.00



Machine in the World

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.

Missouri, northern and eastern part
of Kansas and 5 counties of N.E.
Oklahoma.

Moore-Bird & Co.,

1751 California St., Denver, Colo.

States of Colorado, New Mexico and
Wyoming east of Rock Springs.

Strevell-Paterson Hardware Co.,

Salt Lake City, Utah.

Utah, western Wyoming and south-
ern Idaho.

C. J. Van Houten & Zoon,

720 S. Michigan Ave., Chicago, Ill.

Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.

Wisconsin, Upper Michigan.

Sonora Co. of Phila., Inc.,

1214 Arch St., Philadelphia, Pa.

Eastern Pennsylvania, Maryland, Del-
aware, District of Columbia and Vir-
ginia.

Sonora Dist. Co. of Pittsburgh,

505 Liberty Ave., Pittsburgh, Pa.

Western Pennsylvania and West Vir-
ginia.

Long Island Phonograph Co.,

150 Montague St., Brooklyn, N. Y.

All of Brooklyn and Long Island.

Greater City Phonograph Co., Inc.

311 Sixth Avenue, New York.

Counties of Westchester, Putnam
and Dutchess; all Hudson River
towns and cities on the west bank of
the river, south of Highland; all ter-
ritory south of Poughkeepsie, includ-
ing Greater New York, with the ex-
ception of Brooklyn and Long Island.

PONSELLE AT TEXAS RADIO STATION

Famous Columbia Artist Broadcasts at Kelley Field—San Antonio Concert a Signal Success

Upon her recent visit to San Antonio, Tex., Miss Rosa Ponselle, famous operatic soprano and exclusive Columbia artist, was prevailed upon to have her voice broadcasted at Kelley Field, where the United States Government radio station is located. The singing radius of this station is 2,000 miles and Miss Ponselle's concert was heard in Laredo, Brownsville, Eagle Pass and El Paso.



Miss Ponselle at San Antonio

At the concert that she gave in San Antonio Miss Ponselle was obliged to give fourteen encores and the newspaper critics devoted considerable space to the wonderful performance given by this famous operatic soprano.

MAX LANDAY "SOME" GOLFER

Max Landay, of Landay Bros., the prominent Victor dealers of New York City, recently spent a few weeks' vacation at beautiful Otsega Lake and Cooperstown, N. Y., accompanied by his wife and family. He participated in the annual golf tournament of the American Association of Advertising and displayed quite some form in this ancient and honorable game of the Scots, which has been so wisely adopted by wide-awake Americans as a means of relaxation and physical well-being.

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.
57 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

C. ALFRED CLARK A REAL SAILOR

Managing Director of Gramophone Co., Ltd., Has Crossed the Ocean Seventy Times

One of the interesting personages who attended the convention of the National Association of Talking Machine Jobbers at Atlantic City last month was C. Alfred Clark, managing director of the Gramophone Co., Ltd., London, England, who spent some weeks in conference with the Victor Co. officials. While Mr. Clark was being introduced at the convention a newspaper man saw a real opportunity of asking the conventional question: "What do you think of the United States?" "Quite well," replied Mr. Clark. "You know this is my seventieth crossing." The laugh was general. Mr. and Mrs. Clark sailed for home late in June.

MAKES PLEA FOR THE RECORD

Recently in one of the large hospitals an unfortunate soldier who had been severely wounded during the late war and who is now in a state of slow convalescence was so deeply impressed with the joy and pleasure caused by the music rendered on a Victor record that its frequent abuse, which often came under his observation, aroused his indignation and the poetical effusion herewith was the result of his rumination:

A Victor Record Speaks

No one seems to think of me,
They keep me in a rack;
Sometimes I'm thrown around the room,
Or piled up in a stack,
They only want to use me
When they want a dance or song,
And the way that I am treated
Is a shame—I say it's wrong.

Don't let a worn-out needle
Ever travel 'cross my rills,
For if it's not sharp it scratches,
And gives me nasty chills.
You'll find that I'll do better,
If you'll brush me ere I start;
And if you do not speed me
I'll sing and dance my part.

ANNOUNCES NEW STARR CONSOLE

Style 19 Added to Starr Line—Has Many Attractive Features—Dealers Pleased With Its Appearance—Plan Fall Campaigns

The Starr Piano Co., Richmond, Ind., has just introduced the Style 19 Starr phonograph, which bids fair to become one of the most popular models in the Starr line. The accompanying illustration will give some idea of the artistic



New Starr Console, Style 19

appearance of this new instrument, and Starr dealers throughout the country are planning to use the Style 19 as the basis for their Fall publicity campaigns.

This new Starr model is thirty-three inches high, thirty-six and one-eighth inches wide and twenty-one and one-eighth inches deep. Its mechanical equipment includes all of the distinctive Starr features that have contributed so materially to the success of this well-known line, and its cabinet design is in keeping with the attractiveness of the general Starr line.

TONE ARMS for Portable Machines

TONE ARMS for Medium Priced Machines

TONE ARMS for High Grade Machines

Quantity prices from **\$2** up, including sound box

Let us know your requirements and we will quote you prices

The Phillips Octagon Throw Back Arm No. 5
Equipped with No. 3 or No. 5 reproducer
Special Quantity Prices on Request

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street New York City

The Six Essentials in Retail Store Success

By FRANK H. WILLIAMS

What are the six most essential things in making a success of a retail talking machine store?

Here's what they are, according to a successful Middle Western dealer in this special field:

- 1—The right goods.
- 2—The right prices.
- 3—A good location.
- 4—Courteous, efficient sales people.
- 5—Attention-arresting newspaper advertising.
- 6—Attractive window displays.

What are the six things you have found in your experience, Mr. Talking Machine Dealer, to be the most essential in making the success you have made of your establishment?

Certainly it does seem as though the above six things are just about as important as anything in the world in making a success of a store

unless the matter of adequate capital might be added. Certainly no dealer can sell talking machines unless he has satisfactory, well-known instruments to sell. Nor can he sell machines and records unless his goods are priced right. A merchant can, of course, get people under some conditions to come to an out-of-the-way location, but a good location is, undoubtedly, a big asset. Courteous, efficient sales people will satisfy and hold the trade while attention-arresting newspaper advertising and attractive window displays will get people into the store where the sales people can sell them.

Consider these points in connection with your store, Mr. Dealer. Are you slipping up on any of these essentials to the making of a big success in the retail talking machine business?

COMPARES TRADE WITH A YEAR AGO

Dealers Are Too Busy to Think of Summer Dullness, Says Dun's Review

Existing business conditions contrast sharply with those of a year ago. Instead of the repressed demands of the earlier period current buying in various lines reflects breadth and activity, and price advances, rather than declines, now predominate. Less is heard at present than was the case last year of the quieting influence of the hot weather Summer months, because there is more work to be accomplished, and it is significant that the question as to whether business has improved has changed to discussion of the extent and scope of the revival.

While the recovery has actually been in progress for many months, it had come so slowly and irregularly in different quarters as not to be widely noticed, and some unsatisfactory phases had raised doubts as to the character of the forward movement. Recent statistical exhibits, however, have caused a more general recognition of the fact that the commercial situation has

taken a decided turn in the right direction, gains in iron and steel output, in building permits, in railroad traffic and in bank clearings being among the favorable indices. Supporting these and other measures of progress is the more confident sentiment in many channels and the increasing disposition to anticipate future requirements.

GILLINGHAM SAILS FOR JAPAN

Well-known Recording Expert Joins Forces of Nipponophone Co., of Yokohama—Identified With the Industry for Many Years

Lewis E. Gillingham, one of the best-known phonograph recording experts in the East, left New York on July 1 for Yokohama, Japan,



and will be associated with the Nipponophone Co., of that city, as research engineer. Mr. Gillingham has had extensive experience in the record manufacturing industry, having been identified for more than eighteen years with the Victor Talking Machine Co. For several years he was head of the Aeolian Co.'s recording laboratory and was also general manager of the Rodebeaver Record Co. For some time past he has been associated with the engineering department of the Columbia Graphophone Co., at Bridgeport, Conn.

A MOST ARTISTIC ANNOUNCEMENT

Fitzgerald Music Co. Tells Public About Acquisition of Brunswick Line by Means of an Unusually Artistically Prepared Folder

LOS ANGELES, CAL., July 3.—One of the cleverest and most artistic announcements of the acquisition of a line of talking machines that has been produced in a long time is that of the Fitzgerald Music Co., 727-729 South Hill street, this city, which recently added the Brunswick line of phonographs and records to its stock.

The announcement is in the shape of a folder on heavy brown stock, which bears the title on the outside, "For the Advancement of Music." The text on the inside, arranged on old ecclesiastical lines and printed in dark brown, calls attention to the tone and quality of the new line and mentions several of the famous artists who record for the Brunswick.

MME. SCHUMANN-HEINK HONORED

LOS ANGELES, CAL., July 5.—Mme. Ernestine Schumann-Heink, world-famous contralto, was made an honorary Doctor of Music by the University of Southern California here recently on the occasion of her sixty-first birthday. Mme. Schumann-Heink will remain in California some time before returning East.

H. N. McMenimen

Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484




REGAL

Regal has been a consistent leader in the popular-priced record field—from the first!



Naturally!

Regal offers release priority—a superior quality—



—and dependable dealer service; plus—



—a larger Regal catalog to fill the wider Regal demand.



That explains Regal's leadership — quality — service!

Write us today for details!

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



Al Jolson has gone Coo Coo. His morning's morning of bird seed finally set him twittering and "Coo Coo" is the result. It's a scream. Frank Crumit, on the other side, comes right back with "Stumbling." We hope to be able to make enough of this record to go 'round. A-3626.

**Columbia Graphophone Co.
NEW YORK**

STUDIES CAUSE OF SALES DECLINE

Interesting Results of Questionnaire Regarding Talking Machine Sales Sent Out Recently by National Retail Dry Goods Association

The National Retail Dry Goods Association, which some time ago made a very exhaustive survey of the talking machine field, particularly in relation to the handling of machines and records in department stores, recently sent out a questionnaire in an effort to discover the cause of the decline of sales in that field. The questionnaire, it must be remembered, covered talking machine conditions in the department stores in which the Association is naturally interested. It therefore does not give a fair approximation of the actual conditions in the talking machine industry, particularly as it does not fully consider the accomplishments of the small dealers, who by their individual efforts and more strenuous campaigning have built up a fairly good business when compared with the talking machine sections in the department stores. The results of the questionnaire embodied in the report give the following conclusions in part:

"From figures just received from forty-six leading stores there was evident during the months of February, March and April a curtailment of phonograph buying by the public amounting to about 15 per cent in dollars-and-cents volume as compared with the same period last year.

"On the other hand, thirteen out of the forty-six stores replying showed increases up to 146 per cent and the average increase for these stores during the months of February, March and April was about 30 per cent. These increases have been

due to special stimulation—special prices, offering lower and longer terms of payment on instalment purchases, adding more lines to give great variety to the department, featuring special low-priced machines or the introduction of other new merchandising appeals.

"Twenty-eight stores reported decreases for the same period as compared with last year's business, these running as high as 75 per cent. Numerous reasons were given for this falling-off. Several stores expressed the opinion that phonographs were essentially a luxury commodity, and the curtailed purchasing power of the public, reacting against luxuries, has, therefore, directly affected the sale of these articles. This was especially evident in replies from mid-Western stores in agricultural communities.

"The lack of construction of new homes has been given as another reason, as it was pointed out that during the last two years the intensified selling efforts made by phonograph companies have almost saturated the market, and machines will only be purchased by people opening up new homes.

"Several stores put some of the blame for the decrease on the popular interest in radio. On the other hand, a number of stores varied in this opinion, stating that radio was more of an individual hobby for men and boys, and was not a home proposition as yet, so that it could not be compared with the phonograph.

"The high prices of phonograph records was another complaint made by the stores for decreased sales. Many of the stores which have been able to increase business during this period have done so through the sale of low-priced records selling for about 49 cents."

ENLARGE "TALKER" DEPARTMENT

L. Bamberger & Co. Open Fine New Department—Unit Construction Co. Installs Demonstration Booths—C. W. Morgan in Charge

NEWARK, N. J., July 6.—The large addition to the L. Bamberger & Co. store on Market street, this city, has resulted in greatly increasing the space of the talking machine department, which has been moved to a portion of the sixth floor adjoining the piano department.

The new location is most attractive and twenty-two sound-proof record demonstration booths have been constructed on the sides of the department, leaving the center of the floor space clear for the display of the Victor, Brunswick and Pooley machines, which the firm handles. The installation of the booths was made by the Unit Construction Co. and the department is undoubtedly one of the most handsome in this section of the State. The booths are finished in old ivory and their attractive arrangement makes this a convenient place for shoppers. The entire music department is under the supervision of W. J. Connelly, and C. W. Morgan has succeeded C. A. True as manager of the talking machine department. Mr. Morgan has had wide experience in the talking machine business.

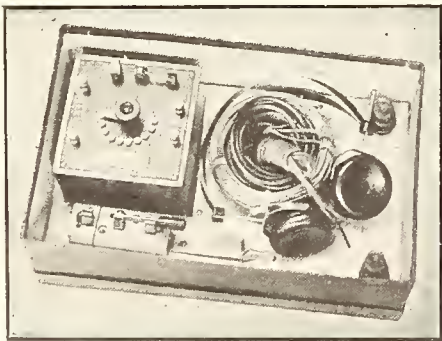
"A RECIPE FOR SUMMER JOY"

W. J. Dyer & Bro., Victor Distributors, Prepare Handsome Portable Folder for Distribution by Victor Dealers to the Purchasing Public

ST. PAUL, MINN., July 3.—The Victrola portable models are being featured by W. J. Dyer & Bro., Victor distributors, of this city, in a unique and clever manner. A quantity of folders for distribution by the dealers has been prepared. When closed, ready for mailing, the first thing that strikes the eye of the recipient is an illustration headed by the title, "A Recipe for Summer Joy." The obverse side of the folder contains an illustration of the Portable No. 50 with some text concerning the advantages of owning a Victrola. The inside is completely taken up with an illustration of a Victrola portable model, Style IV, on a green background. The value of the machine as a means of entertainment is cleverly brought out both in the text and the illustration.

AVOIDING AND REMEDYING MISTAKES

Mistakes are better never made—but the next best thing when an error does creep in is a prompt report and a frank acknowledgment by the one who makes it. That shows the mistake was of the hand and not of the heart. It costs less and is better for all concerned to have an error adjusted on the spot rather than later on—and is much more satisfactory to have a mistake reported by an employe than by a customer of the house.



ATLANTIC JR.

Crystal Receiver

\$18.00

Ready for Installation

Atlantic Instrument Co.
INCORPORATED

13-21 PARK ROW NEW YORK

**Victor
Wholesalers**



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



GEORGIA
 Irresistible Fox Trot - Full of Rhythm and Snap - It's a Hit

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

**Proved Instantly Popular in Vaudeville
 —A Great Favorite with Dancers.**

HEAR IT NOW!

EDDIE CANTOR PRESENTS COLUMBIA

Well-known Comedian and Columbia Artist Presents Gift to Ill Theatrical Writer

Eddie Cantor, famous musical comedy and vaudeville star and exclusive Columbia artist, recently presented a Columbia Grafonola to Miss Nellie Revelle, who is at present in St. Vincent

BUYERS OF RECORDS CANNOT PLAY THEM FOR PROFIT

When Copyrighted Musical Numbers Are Used a License to Exploit the Records for Profit Must Be Secured From the Copyright Owner—A Legal Point of Great Interest Elucidated

An important question of law which should be understood by talking machine men recently came up in a controversy between a restaurant owner and the owner of copyrights of certain musical compositions recorded on these records. The facts as related by the Brunswick Despatch, which follow, are interesting:

The Goldstein-Migel Co., of Waco, Tex., sold a number of Brunswick phonograph records to Mrs. Pittman, who operates a café. She played these records on a phonograph in her café and was advised by the resident counsel of the American Society of Composers, Authors and Publishers that she was infringing upon copyrights owned by members of that society.

The matter raised the question as to the rights of purchasers of phonograph records in relation to the copyright law of the United States.

The Brunswick-Balke-Collender Co. obtained a competent legal opinion on the point. Reduced to its simplest and most understandable terms, the opinion is as follows:

The U. S. statutes involved state that the copyright owner has the sole right to perform a musical composition in public for profit, unless that right is waived or assigned in some way to some other party. In the case of Victor Herbert vs. Shanley Co., 242, U. S. 591, it was held by the court that where a copyright musical composition was performed by an orchestra in a hotel, this constituted a public performance for profit, although the only charge made was for the food served, there being no specific charge made either for admission or entertainment. The theory of this case was that where music is performed in a restaurant the charge for food is so regulated as to make the public pay for the music.

The copyright owner of musical compositions in making a royalty agreement with record manufacturers gives those manufacturers the right to

make and sell records in the usual way, which is for use in homes, etc.

Consequently, under this opinion, owners of cafés, restaurants, shoe shining parlors and other places operating for profit are guilty of a violation of the copyright law in playing phonograph records for their patrons, unless they comply with that law by securing a license from the copyright owner.

TO EQUIP STORE IN GOTHIC DESIGN

Grimmler & Co. Close Contract With Zimmerman-Bitter Construction Co. for Full Equipment of Their Store—Trade Outlook Pleases

The Zimmerman-Bitter Construction Co., New York, manufacturer of general store equipment, reports that since its entry into the talking machine field a short time ago the demand for its equipment has been very gratifying. The company is now working on four different jobs recently contracted for, and is now making bids on several others, which it expects may be turned over shortly. The latest contract secured by the company is for the complete renovation and equipment of Grimmler & Co., at 2544 Broadway, corner of Ninety-sixth street, New York City. This equipment calls for the very finest material and workmanship, and when completed will represent one of the best store equipment jobs which it has yet installed. The general scheme is to be of Gothic design in the interior of the store, while the show window is to have the appearance of French windows. Officials of the company are very enthusiastic over the way its product has been received by the trade in general, and it is expected that in a short time the company will be firmly established as a manufacturer of high-grade store equipment.



Eddie Cantor and the Columbia Grafonola

Hospital, New York. Miss Revelle is one of the best-known members of the theatrical world, having formerly been a prominent press representative and now doing special writing for the leading theatrical magazines. Miss Revelle has been confined to St. Vincent Hospital with spine trouble for the past three years, and Mr. Cantor presented her with the Columbia Grafonola to relieve the tediousness of her confinement.

EQUIP TRUCKS WITH RADIOPHONE

Many merchants throughout the country are taking advantage of the radio for publicity purposes, which in some instances are of a unique character. Several concerns in the West have even equipped their delivery trucks with a radiophone and as the machine is driven through the streets the news and music is received from the broadcasting stations and amplified for the delectation of pedestrians.



TRUCKS

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co.
 FINDLAY, OHIO



"The Records of Quality"

"A line no live dealer can afford to be without."

"One sale makes a steady customer for Okeh."

SO SAY THE Okeh DEALERS!

We link up these superior Records with Consolidated Service — filling your orders promptly in every case. We can help you make your business grow if you will give us the opportunity. It will pay you to investigate.

Write Us For Our Dealers' Proposition

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

AEOLIAN CO. HOLDS ANNUAL OUTING AND BALL GAME

Piano Department Team Wallops Vocalion Team in Exciting Contest—Game Followed by Elaborate Dinner With T. H. Fletcher Acting as Toastmaster—Entire Affair Most Enjoyable

Over seventy members of the executive and sales staffs of the Aeolian Co. attended the annual outing and baseball game held at Tarrytown, N. Y., on Saturday, June 24, and voted it the most successful outing of the series. It was an ideal day, particularly in the country, and the majority had the privilege of enjoying the motor trip along

of the runs on his side. A look at the score will prove how hard he worked.

A homer in the ninth inning and some sensational playing on both sides served to excite the spectators, who were interested in a pool on runs and who took pleasure in eliminating various individuals as the number of runs increased. When

verses appropriate to the occasion were sung by the gathering, and a particular hit was made by some special parodies on members of the Aeolian staff, written and sung by Cliff Hess.

CLEVER COLUMBIA EXHIBIT

Display of Products Used in Making Columbia Records Attracts Attention

BRIDGEPORT, CONN., July 6.—A "Made in Bridgeport Week" was held here recently, in which the products manufactured by local firms were given special prominence in windows and stores of the city. Conspicuous among the displays was an exhibition of Columbia Graphophone products featured by the George B. Clark Co. The process of making a record was exhibited here; the various products used in record manufacture were displayed and a number of Columbia machines were also shown. The display attracted considerable attention.

THREE NEW VICTOR DANCE RECORDS

Victor Co. Announces Special Release of Dance Records Which Were Put on Sale on July 14

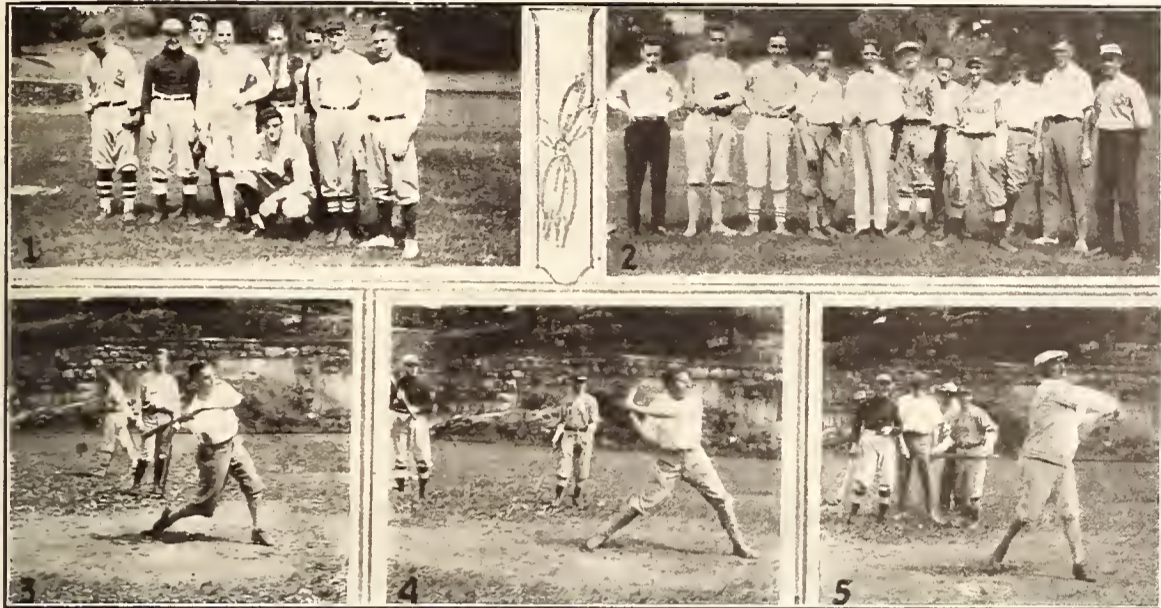
The Victor Talking Machine Co. has announced the release of three splendid new dance records, which were ready to be placed on sale by the retail trade on July 14. The first of the records bears "Lonesome Mama" and "Memphis Blues," fox-trot, played by the Virginians; the second, "Soothing," played by the All-Star Orchestra, and "Night," played by the Club Royal Orchestra, and the third, "It's Up to You" and "'Neath the South Sea Moon," fox-trots, played by Whiteman and his orchestra.

JAMERSON MUSIC HOUSE OPENS

ST. LOUIS, Mo., June 26.—The Jamerson Music House, the latest addition to the music stores of this city, was recently opened at 223 Collinsville avenue, with a complete line of pianos, player-pianos, talking machines and small musical instruments. The members of the firm are E. W. Jamerson, well known in musical circles as an accomplished pianist; Charles E. Scruby, also a prominent musician, and Eugene F. Schirmer.

OPTIMISTIC OVER OUTLOOK

A. L. Jewett, general traveling ambassador for the Starr Piano Co., makers of the Starr piano and Starr phonographs, in Richmond, Ind., was a visitor to New York the early days of the month, and in a chat with The World expressed himself as optimistic regarding the general outlook for the talking machine trade next Fall.



The Aeolianites at Their Annual Baseball Game

1—The Winning Piano Department Team. 2—The Vocalion Team. 3—Cliff Hess Leans on the Pill. 4—The First Hit. 5—Laurino Fans Again

the Hudson from New York to the scene of the picnic.

The baseball game was the first feature and, as usual, was held on the grounds of the Hackley School, where the participants had the use of the magnificent pool, the showers and other facilities. The team representing the piano department cleaned up again, winning over the Vocalion team by a score of 18 to 2. The score, however, did not indicate as it should the excitement of the game, for there were some real ball players in the field and some of the plays would have done credit to big league stars.

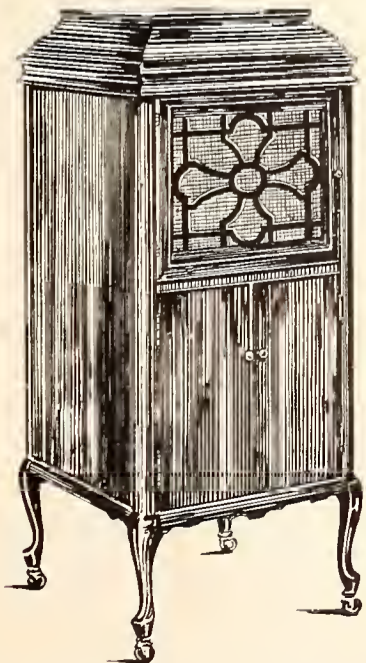
C. A. Laurino captained the winning piano team, and did some sensational work to the plaudits of the gallery. Laurino had charge of the arrangements of the outing, as usual, and naturally felt it incumbent upon him to give those in attendance the proper amount of action. Cliff Hess and his cigar helped in keeping the Vocalion team from facing the disgrace of a shut-out, but Charlie Tracy, of the Vocalions, although walloped on the knee by a ball, bragged loudly that he was responsible for 50 per cent

of the nineteenth run seemed to be the limit Moe Stein opened up his heart and his flask, but when the final twentieth came in he closed down tight on both.

There was talk at one time of members of the Vocalion team chipping in for a pair of glasses for Frank Nichols, the umpire, it being declared that his eyesight failed just as the ball passed the plate and that his guesses were generally wrong. Hess declared that his nose was grazed by a ball officially announced as a strike.

Following the game and the settlement of the various disputes—friendly, of course—arising therefrom the party adjourned to the Philipse Manor Yacht Club, where they enjoyed an elaborate menu amid the very pleasant surroundings. After the dinner T. H. Fletcher, manager of the retail department of the Aeolian Co., assumed the role of toastmaster and introduced several speakers, including Charles Goldman, president of the Bronx Board of Trade; C. A. Laurino, C. Arthur Longwell, Moe Stein, manager of the Bronx branch of the Aeolian Co.; D. F. Cordingly and several others. A number of

Model 17. Mahogany, Golden Oak or Fumed Oak, 75-record file. Emerson music-master horn. Exposed metal parts gold plated. A beautiful machine worth many, many dollars more than we ask.



Emerson Phonographs

at startling low prices

WHAT would it mean to you to be able to offer your customers a beautiful, nationally known, high-grade Emerson Phonograph at a price so low that it seems ridiculously impossible—and yet be able to make a fine profit on them? You can do so. We have a number of Emersons, fine, new machines, which we made up for the Emerson Co., which we can sell you at a price you will scarcely believe possible. We want to break even and that's all. You and your customers get the benefit. You know the Emerson—how really high grade it is—and what a splendid reputation it has. Cash in on this real buying opportunity!

Write for full information

The UDELL WORKS :: Indianapolis

28th Street and Barnes Avenue

ANNOUNCING



STYLE XIX
Oak, Walnut or Mahogany

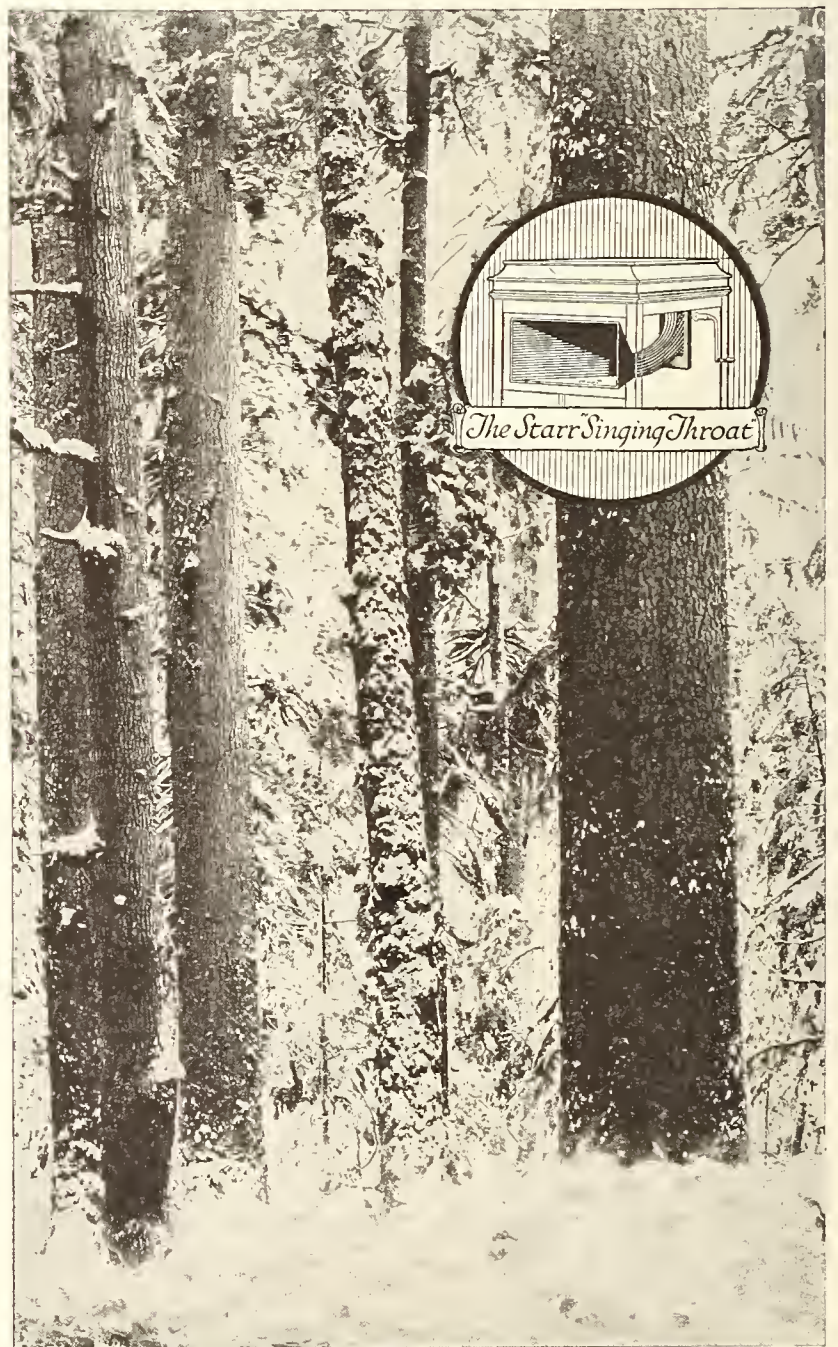
Height, 33 inches; width, 36 $\frac{1}{8}$ inches; depth, 21 $\frac{1}{8}$ inches; adjustable tone-arm for playing all disc records; high-grade, silent, Starr-made motor; twelve-inch turn-table; speed control; automatic motor stop; tone regulator; nickel-plated hardware; one package steel needles; filing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

THE STYLE XIX STARR PHONOGRAPH



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

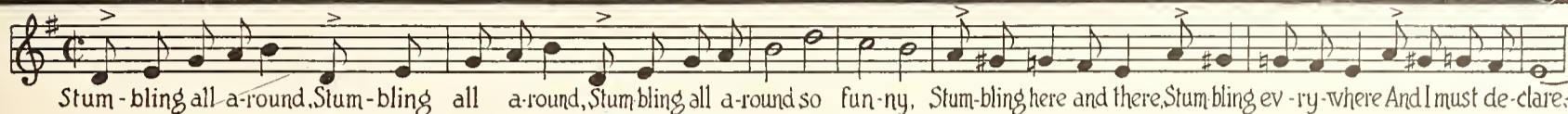
NEW YORK—CHICAGO—LOS ANGELES—BIRMINGHAM—DETROIT—CINCINNATI—CLEVELAND
INDIANAPOLIS—BOSTON—JACKSONVILLE—LONDON, CANADA

A NEW DANCE CRAZE STUMBLING

A FOX TROT ODDITY

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

HEAR IT NOW



Stum-bling all a-round. Stum-bling all a-round, Stumbling all a-round so fun-ny, Stum-bling here and there, Stumbling ev-ry-where And I must de-clare-

FORMS SWANSON SALES CO.

R. W. Moon General Manager of New Company—Will Merchandise Swanson Portable Phonograph—Offices Located in New York, Chicago and Los Angeles—All Central Points

R. W. Moon, general manager of the Swanson Sales Co., was a visitor to New York the past few weeks, making arrangements incidental to the merchandising of the Swanson portable phonograph, for which his company is the sole sales representative. Before leaving for his home



How Parmelee-Dohrmann Co. Featured the Swanson

in Los Angeles Mr. Moon announced that the New York office of the Swanson Sales Co. will be located at 1133 Broadway. The company also maintains offices in Los Angeles and Chicago, Ill., and plans have been completed for an intensive sales campaign in behalf of the Swanson portable.

This portable, which weighs only fifteen and one-quarter pounds, has a number of distinctive features, including a wooden tone arm. It is equipped with a Heineman thirty-six double-

spring motor, and its general design provides for maximum compactness with a minimum of annoyance and inconvenience. Mr. Moon plans to merchandise the Swanson portable phonograph through jobbers and dealers and within the next few weeks will announce the names of the jobbers who have already been appointed.

The Swanson portable phonograph is not a newcomer in the industry, as it has been manufactured in Chicago for the past few years. Under Mr. Moon's direction, however, the factory facilities have been increased tremendously and arrangements have been made whereby the output will be sufficient to meet the demands of the trade.

At the present time the Swanson portable phonograph is being merchandised by a large number of the well-known talking machine dealers on the Pacific Coast, and among these is the Parmelee - Dohrmann Co., which maintains seven stores on the

Coast. In its Los Angeles store the Parmelee-Dohrmann Co. recently featured the Swanson portable phonograph in an attractive window display and Mrs. H. P. Howard, manager of the talking machine department, states that this display was responsible for a large number of direct sales and an invaluable list of prospects.

PLANS TO ADD RADIO

Canadian Concern Notifies Trade That It Has Two Sets Under Consideration

LONDON, ONT., July 8.—The following letter to the trade has been issued by the Starr Co. of Canada, Ltd.: "Following our policy of keeping fully abreast with the times, we now have options on two radio sets considered the best on the market to-day. These will be available for Starr dealers just as soon as we are satisfied in regard to the patent, plus the satisfactory results from these particular sets. Starr dealers, therefore, need not make arrangements outside of this company for their radio requirements. On the other hand, it is not our intention nor desire to place radios in the hands of Starr dealers until we are absolutely satisfied in connection with the patents laws, and also we wish to give the radio proposition time to find its proper level, that is, we have no intention of placing stock of radio part sets with Starr dealers and then have the equipment improved upon with stock remaining in the dealer's hands

"The two sets we have under consideration are undoubtedly the best offered to-day, and just as soon as we get one or two matters cleared up in regard to these Starr dealers will receive announcement from us."

The Whiteside Music Store, Colton, Cal., has been succeeded by Eckland's Music Store.

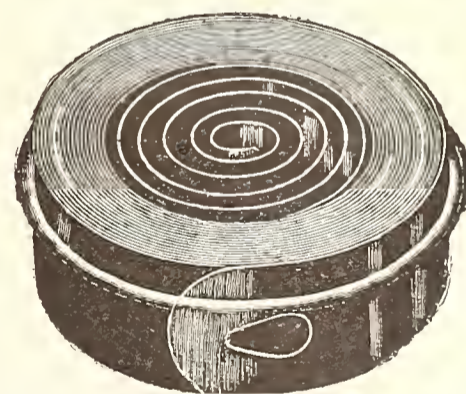
NEW REPEAT-A-RECORD JOBBER

Rudolph Wurlitzer Co. Appointed Jobber for New Repeater—Important Deal Means a Wide Distribution for This Repeating Device

CINCINNATI, O., July 5.—P. E. Snell, of the Repeat-A-Record Co., of Los Angeles, manufacturer of the Repeat-A-Record, a new repeating device, was a visitor to this city recently and while here closed a very important deal with the Rudolph Wurlitzer Co., whereby this concern becomes a distributor for the Repeat-A-Record. Mr. Snell received the initial order and plans have been made for an extensive sales and publicity campaign in behalf of this repeater. The Rudolph Wurlitzer Co., with its various wholesale branches and many retail stores, is in a splendid position to give this new repeater an excellent sales representation, and the Repeat-A-Record Co. is co-operating with the Wurlitzer organization in every possible way.

Earl C. McNeil, 5711 Pasadena avenue, Los Angeles, Cal., is planning to enter the talking machine and musical instrument business.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

	Each
3/8 inch x 10 feet for all small motors.....	\$.30
1/8 " x 10 " " " Pathe, Columbia, Heineman.....	.35
1 " x 10 " " " Columbia.....	.40
1 " x 11 " " " Columbia with hooks.....	.50
1 " x 13 " " " Victor, old style.....	.45
1 " x 15 " " " Victor, new style.....	.50
1 1/4 " x 18 " " " Victor, new or old style.....	.70
1 " x 12 " " " Heineman and Pathe.....	.45
1 " x 10 " " " Saal, Silvertone, Krasberg.....	.45
1 " x 13 " " " Saal, Silvertone, Brunswick.....	.50
1 " x 16 " " " Sonora, Brunswick, Saal.....	.60
1 3/16 " x 18 " " Heineman and Pathe.....	.75
1 1/2 " x 25 " " Edison Disc.....	1.50

SAPPHIRES—GENUINE

Pathe, very loud tone, each 15c, 100 lots \$11.00.
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

TONE-ARMS

The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal..... 4.00
With smaller reproducer, but loud and clear..... 2.50

PHONOGRAPH NEEDLES

We can give you best price on Brillantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvetone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.

Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.



and
Repair Parts

SAMUEL ESHBORN

65 Fifth Avenue
New York

M I L W A U K E E

Decided Improvement in Trade—Portables in Favor—Badger's Effective Advertising Campaign—Victor Sales School in Fall

MILWAUKEE, Wis., July 8.—As conditions improve in the Milwaukee industrial world a corresponding improvement is reflected in the talking machine trade. A better feeling seems to have developed within recent months and volume of sales for June, compared with the same month for the preceding year, shows a material increase.

A Message of Cheer

"Our records show that sales of talking machines this year are better than those of a year ago and nearly equal to the record season two years ago," declared Sam Goldsmith, of the Badger Talking Machine Co., Wisconsin distributor for the Victor Talking Machine Co., expressing the opinion held by most distributors and jobbers here. "We find that sales are increasing instead of falling off as the Summer season progresses. July and August, which had hitherto been considered dull months, will be, in all likelihood, listed among the banner months of the year if the trade continues as well as it started the Summer session in July.

"All factories in the city are working at capacity and 'Help Wanted' signs are seen in the industrial districts. The poorer class of people who had been compelled through lack of funds to postpone buying anything but strict necessities can now satisfy their tastes, possessing the necessary funds.

"We are selling the medium-grade machines at this period, mostly to the middle classes. The wealthier trade is not in the market for anything but portable talking machines for their Summer homes, vacation tours and camping trips. In the Fall, upon their return, the higher-grade stock will again show signs of activity. For the pres-

ent we are content to accept the large volume of trade in the lower-priced machines."

This condition and state of affairs was found to be the same in practically every distributing and jobbing house in the city visited by The Talking Machine World correspondent. Expensive stocks are inactive; medium grades are selling well.

Many Portable Models Sold

One of the features of the Summer-month sales is the unprecedented demand for portable talking machines. Jobbers declare that the demand for these machines has spread and that every music lover who is in a position to do so purchases a portable machine for his Summer outing. Excellent sales are reported in northern Wisconsin, in the lakes and parks district and in the upper peninsula of Michigan, the haven of vacationists.

Dealers in the Summer resort cities have had the forethought and experience to lay in large stocks of the portable machines. Several Milwaukee distributors of standard makes report emergency orders filled and others received from many of the dealers in the famous Wisconsin lakes and parks district who had sold their stocks earlier than the most optimistic had predicted.

Records Moving Apace

Sales of records are keeping pace with the Summer trade in talking machines. The average vacationist lays in a large stock of new records and goes on his Summer tour, returning in the Fall for newer releases. Jobbers are issuing booklets containing ideal "vacation libraries," lists of records suggested for the Summer camps that are assisting materially in record sales promotion.

Wisconsin, "The Playground of America," is an ideal field for portable talking machines and Summer records, and a canvass of Milwaukee distributors who supply this territory indicates that a goodly volume of trade is yet to be enjoyed during July and August.

The Phonograph Co. reports excellent sales in the New Edison, together with a corresponding trade in Summer dance hits and popular songs in the records. Consistent advertising is responsible to a great degree for the popularity of this line in the territory.

Grafonola Sales Booming

"The Columbia Grafonola sales for June easily surpassed those of the preceding month," said R. H. Walley, representing the line in the eastern half of Wisconsin. "Columbia machines still rank with the leaders in popular favor," he declared, resting for a moment to discuss market conditions with The Talking Machine World correspondent. "Sales to the country trade, usually the poorest buyers, have greatly improved, due to excellent crop reports and general all-around good feeling in the agricultural districts. City dealers have no difficulty in keeping their stocks in constant motion."

Sales Record for Sonora Portable

The leather-covered Sonora portable phonograph is establishing new records for the Summer, according to Fred E. Yahr, president and general manager of the Yahr & Lange Co., jobber for the Sonora in Wisconsin and northern Michigan. The portables are easily the features of the Summer, he declared. The Yahr & Lange Co. is running semi-weekly advertisements featuring the Sonora portable and records to stimulate and encourage the Summer sales.

A. G. Kunde Returning From Europe

Mr. and Mrs. A. G. Kunde sailed from London last week on their return from a three-month European tour. Mr. Kunde, formerly one of the prominent Columbia dealers in the city, now markets the Gennett records, with headquarters at 344 West Water street. He also handles the Starr phonographs. Upon his return to Milwau-



Flexlume Signs—
Advertising at Low Cost

A Flexlume Electric Sign will tell your story to thousands at a cost of only a few cents a day. They are the kind with the raised, snow-white glass letters standing out from a dark background—perfect day signs as well as night signs. Flexlumes have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet your particular needs.

FLEXLUME CORPORATION
36 KAIL STREET BUFFALO, N. Y.

Flexlumes—Electric Signs Made Only by The Flexlume Corporation

"The Parade of The Wooden Soldiers" is one of the reasons why "Chauve Souris," the Russian Vaudeville Show, has taken New York by storm. Ray Miller and His Orchestra have woven this martial music in miniature into a fox-trot that won't let your feet behave. "Twas in the Month of May" from the same show is on the reverse. A-3628.

**Columbia Graphophone Co.
NEW YORK**



kee he plans the institution of an intensive advertising campaign. Billboards at vital points on the city's highways and the State trunk roads have been leased by him. A number of leaflets and "gem selection" pamphlets will be printed and large semi-weekly advertisements will be run in the local newspapers. Mr. Kunde, together with a number of other prominent jobbers and wholesalers, plans to start his Fall business early in August and will start his advertising campaign around that date. He intends to feature the Starr phonograph, particularly the new styles, and Gennett records in an effective way.

Plans Victor Campaign

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., was found comfortably located in his new offices at 191-193 Fourth street busily engaged in mapping out another Summer advertising campaign. He has prepared a list of records, termed a "suggestion list," containing a few choice records, mostly classical and old favorites. It will be printed and distributed to dealers to be used as a sales stimulus. Past experience has shown that the little pamphlets have more than proved their worth.

"Business may be classed as pleasantly fair," said Mr. Goldsmith in reviewing the present market conditions. "Summer season, usually slack, will not be dull during this year's vacation period. People seem to have more money to spend this Summer than they did last year and are satisfying their tastes for music. The vacationist who can get away to country homes and camps is purchasing portable machines and a large stock of popular songs and dance hits to tide him over until his return. On the other hand, the urbanites who are doomed to remain in the city are seeking Victrolas to while away or dance away the warm Summer evenings.

"The outlook for Fall is surprisingly encouraging and we are sure that our hopes will not be blasted in wishing for an active Fall movement in records and machines. In preparation for Fall sales I am getting up a large number of advertisements to be set up, with a good layout, proper type balance, to be sent, together with all necessary cuts, to our country-town dealers, so that simultaneously with the launching of our campaign in the big cities the smaller towns will likewise be covered with Victor ads.

To Open Victor Sales School

"Early in the Fall we will open our Victor Sales School and all retailers and their clerks in Milwaukee, Wisconsin and upper Michigan are in-

vited to attend. One week of intensive training in sales promotion, under the supervision of Victor experts, will be given. We have not decided definitely the exact week that will be chosen for the training, but announcements will be sent out within the coming week to that effect. We expect a large number of out-of-town dealers to attend the sales school."

Invents New Needle

The necessity for using more than one style of needle to obtain different tones from the music of the phonograph will be eliminated when a new needle invented by George E. Bernecker, president of the Standard Accessory Corp., this city, comes into general use.

"In experimenting with phonograph needles," said Mr. Bernecker, "I found that the vibration causing the sound affected the surface of the needle only. The needle-point travels on the record along a spiral path, on the side of which there are little grooves. This travel causes vibration on the needle. Changing the shape of the

needle changes its vibration and the tone of the music produced.

"An idea struck me. Why not make a needle with an irregular profile and see what would happen? I tried it out. I took an ordinary standard needle and made a groove or indentation on one side of it. When I put it on the record with the grooved side toward the needle's track the music given out was low and soft. When the straight edge was turned in the music was loud. By rotating the needle to a point in between the music was reproduced in a tone of medium quality."

Steady Demand for Brunswick

The Brunswick-Balke-Collender Co.'s local branch, under the management of Thomas I. Kidd, reports that machines and records of the Brunswick make are holding their own with the leading standard instruments. Records are moving in a steady stream through the Milwaukee branch and market reports from Manager Kidd's offices are anything but pessimistic.

NOW THE FLETCHER RECORD CO.

Plant of Olympic Disc Record Corp. Purchased by Harry Pace and John Fletcher and Will Be Operated by a New Corporation

The plant of the Olympic Disc Record Corp., located at Meadow and Creek streets, Long Island City, according to an announcement, was recently purchased jointly by Harry Pace, of the Pace Phonograph Corp., and John Fletcher and has been reorganized as the Fletcher Record Co., Inc. The officers of the company are: John Fletcher, president, and Harry H. Pace, vice-president and treasurer. Mr. Fletcher has long been known in recording circles, having been one of the pioneers in that field. He was the organizer and head of the old Operaphone Co., Inc., which one time occupied the same plant, it later being taken over by the Olympic Disc Record Corp. on whose staff Mr. Fletcher was retained in executive capacity.

The Fletcher Record Co., Inc., has been operated, since the acquisition, exclusively for the production of Black Swan Records marketed by the Pace Phonograph Corp. It is understood that the plant is now running to capacity and the arrangement with the Pace Phonograph Corp. gives this latter company exceptional facilities, not only for quantity production, but for the rendering of unusual service, owing to the location of the plant.

Harry Pace, president of the Pace Phonograph Corp., in speaking of the development of his company, said: "We are now issuing ten numbers a month instead of three, on which basis this business was started. We do our own recording, plating, pressing, as well as printing of every description, in the above plant."

There is some likelihood that in the early Fall Mr. Fletcher will revive the pressing of the Olympic record.

The clerk who acts in a condescending manner toward the customer who asks to see some cheaper models is curtailing the firm's profits.

OPENS OFFICES IN NEW YORK

The Superior Phono Parts Co., 560 Grand street, Brooklyn, N. Y., recently opened up offices at 799 Broadway, New York City. The company distributes phonograph parts of all kinds, including main springs, tone arms and motors and has recently added radio parts to its line. It looks for an increased demand for its product in the early Fall.

Sharpen the Fibre Needle

Without removing it from the
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
FIBRE NEEDLE
CUTTER**

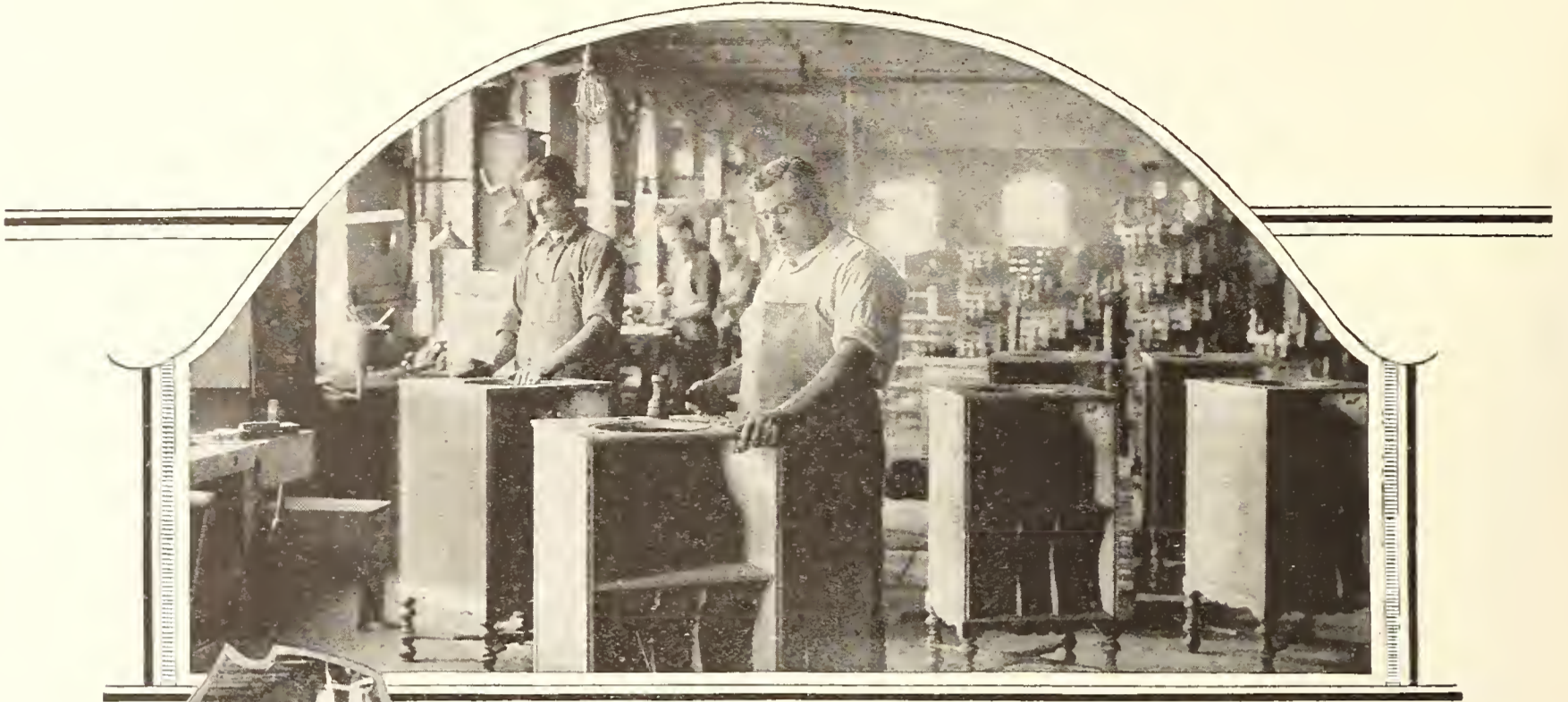
LIDSEEN PRODUCTS
832-840 So. Central Ave. CHICAGO

**RECORDING
FOR THE TRADE**

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. *We Solicit Your Business*

Manhattan Recording Laboratories
48 West 39th St. New York

"Genius is but the infinite capacity for taking pains"



Where Father Passes on to Son His Talent and His Craft

A Typical Story of Cheney Workers

Klass van Bolhause was known for forty years in Groningen, Holland, as a cabinet maker *par excellence*. Having brought his son Berend up in the craft, he passed his business on to him when he died at the age of seventy. Berend for thirty years maintained the name and fame of the family. His son, John van Bolhause, in turn tutored in the art, entered the business at seventeen, and ten years later, in 1913, sought wider opportunities in America. Today, with his fellow craftsmen, he is building into Cheney cabinets the character and beauty that have helped to make The Cheney known as the "Master Instrument."

Poets, it is said, are born—not made. So it is with every art where genius lends wizardry to the fingers of skill.

In the Cheney factories, located in the heart of one of the greatest furniture building centers in the world, father and son stand side by side putting into Cheney cabinets all of the enthusiasm of youth and the talent of age.

Cheney cabinets excel because Cheney workmen excel. They are artists and craftsmen just as surely as the guild workers of old. Scores of Cheney workmen are scions of a long line of cabinet makers and are devoting their lives to making furniture worthy of their names. Their rich heritage of genius is being preserved for future generations—they are building it into the beautiful cabinets of The Cheney.

THE CHENEY TALKING MACHINE COMPANY
CHICAGO



The CHENEY

THE MASTER INSTRUMENT

"The Longer You Play It, the Sweeter It Grows"

BUFFALO

*Victor Dealers Come Together
at Annual Outing—Business
Improving—Trade Activities*

BUFFALO, N. Y., July 8.—The annual outing of the Victor Dealers' Association of Western New York was held at the Automobile Club at Clarence, N. Y., on June 28, and was one of the most enjoyable in the history of the organization.

Meeting at Elmwood avenue and West Utica street, at noon, one hundred dealers, salespeople and members of their families motored to Clarence, where the afternoon and evening were spent. A ball game between the Coo Coos and the Kicky Coos was the first event of the day, the Kicky Coos winning, 13 to 9. Julius Szabo, of Bieda Bros., won undying fame by hitting a home run, while John Wills, of the C. N. Andrews wholesale store, drove out a three-bagger which cleaned the bases.

A program of games, races and athletic events was held and provided thrills and entertainment in abundance. Winners of the contests for ladies were: 50-yard race for lightweights, Miss Ruth Shirk; 50-yard race for heavyweights, Mrs. J. Kibler; baseball throw, Mrs. C. Wright; broad jump, Mrs. H. Childs; balloon race, Miss Isabelle Berryman.

In the men's contests the winners were: 50-yard race for lightweights, H. A. Clark; 50-yard race for heavyweights, Hal F. Clark; wheelbarrow race, Wright and Bensching; broad jump, Joseph Quirk; tug of war, Melzer team.

Dinner was served to ninety-three guests at 7 o'clock. Speechmaking was barred, it was announced by Acting President B. E. Neal. At the conclusion of the banquet dancing was enjoyed until a late hour. Most of the stores of Western New York were closed in honor of the event.

C. E. Siegesmund, chairman of the committee on arrangements, received congratulations for the splendid manner in which the outing was conducted and for the general excellence of the program. Prizes of real value were obtained and awarded to the winners in each event.

General Business Improving

General business conditions among the Buffalo and western New York trade are showing a gradual improvement, although June sales were not up to the expectations of many dealers. The outstanding feature of the present condition is the optimism which is held by dealers. The retailers are practically unanimous in their conviction that early Fall will see the return of normal business in the talking machine world.

Sales now are running large to portables and other models which are in general use in camps and resorts. Record demand is seasonal, with emphasis on the dance and lighter numbers.

Columbia dealers in this territory profiting by

the intensive advertising campaign report June an excellent month in volume of sales. Dealers who conducted individual campaigns in connection with the national advertising are more than pleased with the results obtained.

There is unusual interest among Columbia dealers in the release of the new Columbia portable. Lew Berk, songwriter and publisher and proprietor of the Song and Gift Shop, of Rochester, has just concluded a successful sale of the Columbia "Gallagher and Shean" record. A unique window display helped increase the volume of sales to near record proportions.

New Victor Dealer in Warsaw

C. N. Andrews, Victor wholesaler, has added another live account to the growing list of retailers which he is serving. The Ballantine Hardware Co., of Warsaw, N. Y., has opened a talking machine department. This firm takes over the franchise of the J. C. Hoffstetter Co., whose business house was recently destroyed by fire. The Hoffstetter company will not resume business, it is understood.

As announced exclusively in last month's World, Mr. Andrews has been very fortunate in adding to his force C. E. Siegesmund, former president of the Talking Machine Dealers' Association of Buffalo. Mr. Siegesmund recently retired from the retail branch of the trade.

Death of Lawrence F. Lewis

Regret was expressed here at the death of Lawrence F. Lewis in the DeGraff Memorial Hospital, at North Tonawanda. For several years Mr. Lewis had been working on an invention which, if completed, would have been a great step forward in the production and operation of automatic musical instruments, it is believed. The device upon which he was at work consists of a number of strong magnets, and is intended to replace motors in talking machines and other instruments. It is understood Mr. Lewis brought the device so near perfection that its completion is practically assured, despite his death.

Benj. Neal Honored by University

Benjamin E. Neal, president and treasurer of Neal, Clark & Neal, and active head of one of Buffalo's largest talking machine and record stores, has just been elected an alumni trustee of Syracuse University. Mr. Neal defeated William J. Harvie, of Auburn, for this honor, which has seldom been conferred on any save persons residing in the immediate vicinity of Syracuse. A spirited campaign preceded the election.

The Columbia at Chautauqua

Some exceptionally good work was done at the convention of the American Federation of Women's Clubs at Chautauqua Lake, N. Y., by the educational department representatives of the Columbia Co. Aided by several assistants, W. A. Willson gave a number of demonstrations with Grafonolas, special attention being given to the school outfit with pushmobile.

Duci di Kerekjarto, Columbia artist, visited a number of dealers here during a recent engagement in Buffalo. He was accompanied by M. H. Batz, city sales representative. Mr. Kerek-

jarto's records are most popular in the Buffalo and, in fact, throughout this territory.

Recent visitors at the Buffalo Columbia branch include J. W. Besch, Gowanda; S. Saeli, Jamestown; Robert Mann, Warsaw; F. W. Bolender, Cuba; G. F. Schafer, Batavia; Mrs. J. Cona, Rochester, and Mrs. M. Reickhoff, Niagara Falls.

Work Started on New Factory

Ground has been broken for the new factory of the Artizan Factories, Inc., at North Tonawanda. Among the products of the new firm will be talking machines, it is understood; also office furniture and interior woodwork.

Recent Change in Jamestown

The newly formed Walter Andrews Piano Co. has purchased the stock and business of the Goranson Music House, at 101 East Third street, Jamestown, and will occupy the quarters of the latter store. The new company, of which Walter Andrews is president and treasurer, is having a complete new talking machine department installed and will handle several makes of instruments and records.

Two New Departments

Two new talking machine departments were opened here in June, that in the new Kurtzmann retail store in the Pierce Building and that in the new store of J. N. Adam & Co. in Washington street. Both are attractive and are notable additions to Buffalo's beautiful stores.

INTRODUCES NEW REPEATER

Repeat-A-Record Now Ready for Trade—Will Be Merchandised Through Jobbers and Dealers—Has Various Distinctive Features

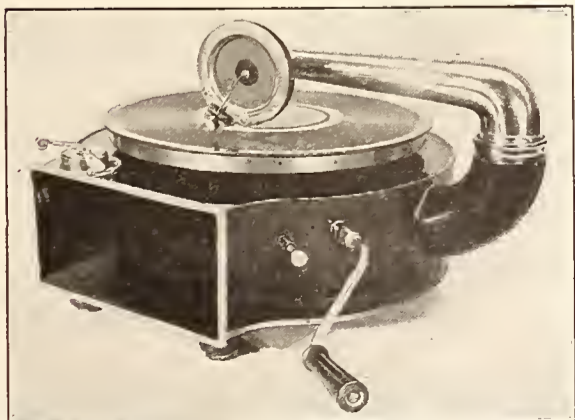
LOS ANGELES, CAL., July 3.—The Repeat-A-Record Co., of this city, has just completed plans for the manufacturing and merchandising of the Repeat-A-Record, a new type of record repeater that embodies several distinctive features. In a circular recently issued the company calls attention to the following details: "Bevel-edge, which conforms to the arc made by the needle while traversing the record; adjustable rubber slide, adjustable to all widths of music on ten-inch records, prevents damage by returning needle; trussed graduated grooves guide the needle, preventing a lateral motion with no injury to the sound box; a rubber wheel prevents surface noise and scratching.

The Repeat-A-Record, which is made of steel, case hardened and hard nicked, will retail at \$1.50, and the company plans to merchandise its product through jobbers and dealers. Jobbing territory is now being allotted and an aggressive sales campaign has already started.

KRUCK PIANO CO. CHARTERED

The Kruck Piano Co., of Philadelphia, Pa., has been granted a charter of incorporation under the laws of the State of Delaware to deal in pianos and talking machines. The concern is capitalized at \$200,000.

The Madison — ACKNOWLEDGED THE BEST VALUE PORTABLE MACHINE IN THE MARKET TODAY



Size 13" wide—12" deep—7½" high

Dealers Delighted with the MADISON. REPEAT ORDERS Prove Its Worth

Special Release of Imported Record

Symphony Concert Record No. 2824

10 Inch

Violin Solo { Souvenir de Drdla } **50c.**
 { Kubelik's Serenade } RETAIL

and many other numbers. Write for complete list and dealer prices.

An Attractive Jobbers Proposition—Write for Territories

Madison Music Co., 114 E. 28th St., New York, N. Y.

FEDERAL CONTROL OF TRADE ASSOCIATIONS PROPOSED

Bill Recently Introduced in United States Senate by Senator Edge Has Aroused Considerable Interest in the Music Trade and Other Industries—Follows Secretary Hoover's Recent Investigation

Considerable interest is being shown by the various trade associations in the music industry in a bill recently introduced in the Senate by Senator Edge, of New Jersey, Senate Bill No. 3385, which provides for Federal control of trade associations by forcing those organizations to file with the Federal Trade Commission the names and addresses of their members, officers, directors and committees, copies of their by-laws, the minutes of all meetings and copies of all resolutions and agreements entered into.

The bill also provides that the Commission shall be supplied with copies of all statistics gathered by the associations or for its benefit, and that the Commission may give publicity to such statistics if considered of interest to the public. Under the measure it will also be necessary for trade associations to notify the Commission seven days in advance of all meetings whether general or of committees.

Trade associations and executives generally see in the bill a real menace and a direct effort to increase Federal control of general business, which has already reached a point where it proves a distinct hindrance in many instances. It is felt that to comply with the requirements of the new law, should it be passed, would interfere materially with the activities and usefulness of various trade bodies, and it is probable that the opposition will make itself felt in no uncertain way when the bill comes up for consideration.

In addition to the Edge Bill there has been introduced in Congress what is known as Joint Resolution No. 188, which provides for the "creating of a committee to investigate existing conditions of industry and commerce in the United States for the purpose of recommending to Congress legislation defining the rights and limitations of co-operative organizations as distinguished from illicit combinations in restraint of trade."

The Edge Bill and the Joint Resolution have developed out of the recent investigation of certain trade associations which engage in practices alleged to be illegal and in violation of the Anti-Trust laws. Such associations are not in any sense representative of trade bodies as a whole, and it is felt that it is unjust to attack and penalize all trade bodies indiscriminately for the crimes of a few.

The Government, through Secretary Hoover, of the Department of Commerce, has for some time past been engaged in studying the trade associations and their work, ostensibly for the purpose of developing closer co-operation between the Government and business interests through the medium of trade bodies. It is felt that legislation such as that proposed would serve to nullify any good work that has been accomplished at the meetings between Government officials and trade association executives.

AEOLIAN MUSIC FOR THE SHRINERS

Steinway Duo-Art Piano and Vocalion Phonograph on Special Train Which Carried Kismet Temple Nobles to the Pacific Coast

When the Nobles of Kismet Temple, of Brooklyn, set out on the annual pilgrimage, this time to the Pacific Coast, they engaged a special train on the Pennsylvania Railroad. Sam Reider, general passenger representative of the Pennsylvania Railroad, who was in personal charge of the train, had the comfort of the Nobles in mind to such an extent that he arranged for the installation on the train of a Steinway Duo-Art piano and a Vocalion phonograph, with a liberal supply of Red records. The music from the instrument served to help pass many a long hour on the trip through the South, going, and through the Northwest and Canada, returning.

NEW GRAFONOLA HEADQUARTERS

Bungalow Grafonola Shoppe Opens for Business in Duluth, Minn.—Well-equipped Store

DULUTH, MINN., June 26.—Beautiful and unique is the description accorded the Bungalow Grafonola Shoppe, 101 West First street, just opened for business. Duluth has no other spot like it nor any that approaches it in its particular field.



Interior of Bungalow Grafonola Shoppe

Two Duluth young men, A. Edelson and Harry Segal, are owners of the business, in which Columbia Grafonolas and records are handled exclusively.

As one enters there is noted the actual replica of a bungalow, with the doors leading to seven sound-proof, glass-enclosed rooms, where selection of instrument or records may be made privately in comfort. The bungalow represents the utmost in originality and beauty and is one of First street's most notable points of attraction.

NO SUMMER SLUMP EVIDENT

Demand for Banner Records Suffers No Curtailment With the Coming of the Summer Months, According to Sol. Kronberg, of Plaza Co.

Sol Kronberg, manager of the Banner record division of the Plaza Music Co., New York City, recently stated that evidently Summer business on the popular-priced Banner records seems to show no curtailment. He credited this situation to the fact that every effort has been made to supply the dealer with the biggest successes in quantities prior to the height of the demand, thus allowing the retailer ample time to meet all demands.

"We are keeping the Banner quality up to the highest standard and this in every detail, including the musical recording, workmanship and the material used. Our service to the dealer not only means an immediate shipment of orders, but liberal supplies of very attractive window display material, catalogs, mats for newspaper advertising and the assistance of our advertising department. The agencies for Banner records, arranged for in different parts of the country, are showing substantial increases from month to month."

NEW VICTOR ENVELOPE STUFFERS

Selected Records Advertised in Convenient Way for the Use of the Dealer

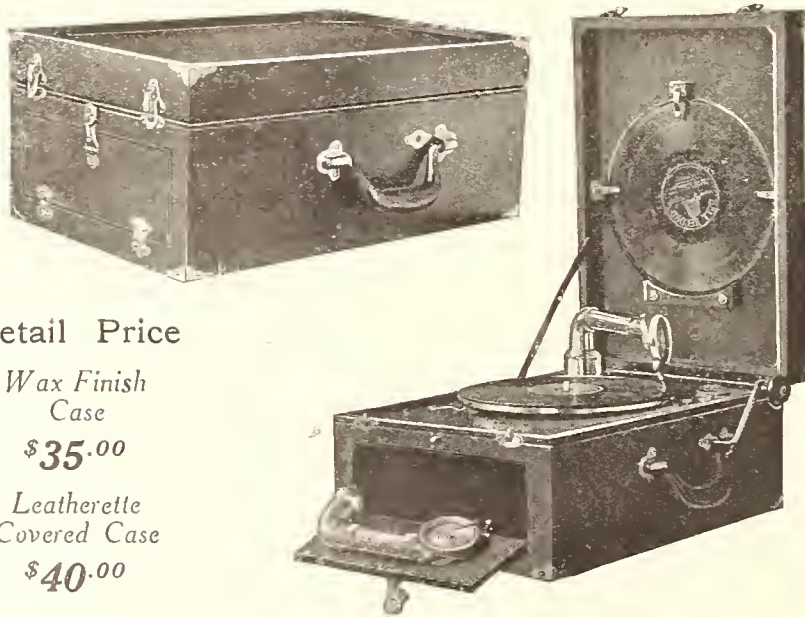
The Victor Talking Machine Co. has arranged to issue monthly domestic and foreign record supplements in attractive envelope stuffers featuring selected groups of records and intended for the use of dealers in all letters they send out. The first of the stuffers was issued with the July supplements and lists seven records, including Bartlett's "A Dream," the Berceuse from "Joscelyn," "Love's Old Sweet Song," "There Is Somebody Waiting for Me," and others.

COMMERCIAL REALIZATION CORP.

The Commercial Realization Corp., South La Salle street, Chicago, Ill., has been granted a charter of incorporation to deal in musical instruments, with a capital of \$2,500. Incorporators are: Henry J. Brandt, W. R. Swissler and A. L. Rittenberg.

The
Modernolette

A REAL
Talking
Machine
in
Portable Form



Retail Price

Wax Finish
Case
\$35.00

Leatherette
Covered Case
\$40.00

MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.

No. 929 Broadway

New York City

A Real Musical Instrument for Children

Cabinet—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

Finish—Enameled in Gray, Blue and Ivory. Washable finish. Blue or old rose silk grille.

Motor—Heineman motor — cut gears—cast frame—fully guaranteed—removable motor board.

Tonearm—Die cast—nickel plated — Artois reproducer.

Turntable — Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.

List Price, \$25.00 each.
Six machines or over,
\$15.00 each
Less than six machines,
\$16.50 each



The Diamond Juvenile Console

Diamond Juvenile Furniture

Six pieces—4 chairs, table and hat rack. Juvenile proportions. Durably made. Beautifully enameled and decorated. Makes perfect juvenile booth when installed with the Diamond Console. Fine for window display.

Six Pieces — \$17.50
F.O.B. Oswego, N. Y.

New Profits from Three Directions

The Diamond Juvenile Console is giving new impetus to the entire retail talking machine industry.

It is the first practical talking machine for children. Appeals instantly to youngsters. Sells itself to parents. Profit is generous and turnover surprising.

Creates a real child's department. Brings youngsters into the store. Stimulates buying of juvenile records.

Through children it brings parents into the store more frequently. Thus it increases the sales of regular records.

Dealers say the Diamond Console is the greatest contribution to the business in years. Write for full particulars.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd Street, New York Factories: Oswego, N. Y.

NEW REGAL SALES MANAGER

Harry G. Neu Now Sales Manager of Regal Record Co.—Aggressive Sales Campaign Under Way—Company Announces That It Will Market Through Dealers Exclusively

Harry G. Neu, formerly sales manager of the Emerson Phonograph Co., has been appointed



Harry G. Neu

sales manager of the Regal Record Co., which was recently incorporated under the laws of the State of New York for the purpose of manufacturing Regal records. Mr. Neu, who is well known in wholesale talking machine circles, has been identified with the industry for a number of years. Prior to becoming sales manager of the Emerson Phonograph Co. he was sales manager of the Emerson Record Sales Co., New York, where he acquired an intimate knowledge

of the dealers' requirements for developing a profitable record business.

According to the plans of the Regal Record Co., new lists will be issued monthly and the records will retail at fifty cents as heretofore. Popular and standard numbers will be recorded, and the merchandising plan calls for distribution through the dealers exclusively. Mr. Neu has organized an efficient sales staff and an aggressive campaign has already been inaugurated in behalf of Regal records.

DENVER EDISON DEALERS ORGANIZE

Colorado Division Forms Association With W. Le Roy Larson as President—Knight-Campbell and Wells Co. in Radio—Other News

DENVER, COLO., July 5.—An Edison Dealers' Association was launched at a meeting of dealers from the Colorado division held in the Edison department of the Denver Dry Goods Co. recently. Dealers from Colorado, Wyoming, New Mexico, Kansas and Nebraska were present. W. LeRoy Larson, of Sidney, Neb., was elected president and Carl Schultz, of Denver, secretary. The organization is formed for an exchange of merchandising ideas and problems that confront Edison dealers. The plan is to meet semi-annually. In the Association are eighty-five dealers. The society was largely formed at the suggestion of Norman D. Tharp, buyer of the Edison department, wholesale and retail, of the Denver Dry Goods Co.

June 21 in Denver found a temperature of ninety-eight. Humanity sweltered. The Darrow Music Co. took this psychological moment to feature an old beer keg used for the mounting of a phonograph. Two little doors cut in the side of the keg, when opened, revealed the interior workings of the talking machine. The tune "How Dry I Am!" coming from the keg hailed the passer-by, who looked on thirstily, wishing he could have such music with the good old stein

of beer. The idea was not entirely new, but made quite a hit locally.

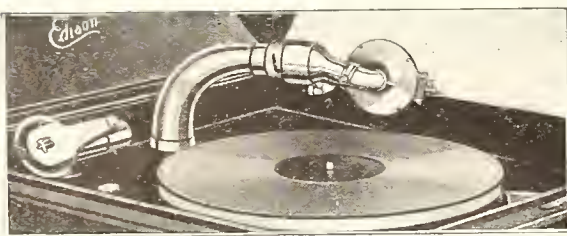
C. G. Campbell, president, and W. W. Bradford, treasurer of the Knight-Campbell Co., have returned from the East, where they attended the various trade conventions in New York and Atlantic City.

At least two Denver music houses have gotten into the radio game. Others contemplate giving out programs later. Each Tuesday night the Knight-Campbell Music Co. puts on a radio concert. Many artists of prominence have been heard under the auspices of this company and Tuesday is known as Knight-Campbell night. Alexander Saslavsky, violinist, and Alfred De Voto, pianist, with their wives, are vacationing in Denver and on June 27 the Knight-Campbell Co. prevailed upon these two musicians to broadcast for the first time in their history a concert for the benefit of radio fans. The Charles E. Wells Music Co. also furnishes programs for radio fans during the week, special artists giving piano and vocal numbers.

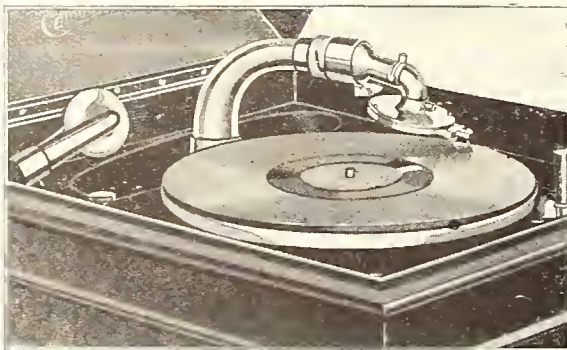
A judgment for \$250 was given in favor of Irving Berlin, Inc., New York, in its suit against the Edelweiss Café, of Denver, in Federal Court here. Berlin says the café orchestra had played his copyrighted song, "My Mammy," without paying royalty. Three other suits by Berlin against the café, involving other popular songs, were dismissed.

INVENTS NEW TYPE OF AEROPLANE

WASHINGTON, D. C., July 7.—Harry A. Berliner, son of Emile Berliner, president of the Berliner Gram-O-Phone Co.; Ltd., of this city, has invented a flying machine that will rise from the ground without the necessary forward run of the ordinary aeroplane. A number of difficulties remain to be overcome, but the progress of the invention is being watched with interest by Government officials.



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

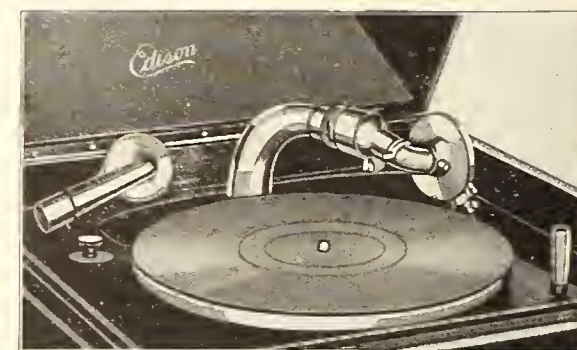


Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph

**JEWEL Needle Equipment for the NEW EDISON
See Our Exhibit
PAGEANT OF PROGRESS
EXPOSITION
CHICAGO, ILL.
Booth 13, Section A**



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

N O T

Just Another Equipment

B U T

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."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.

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

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.

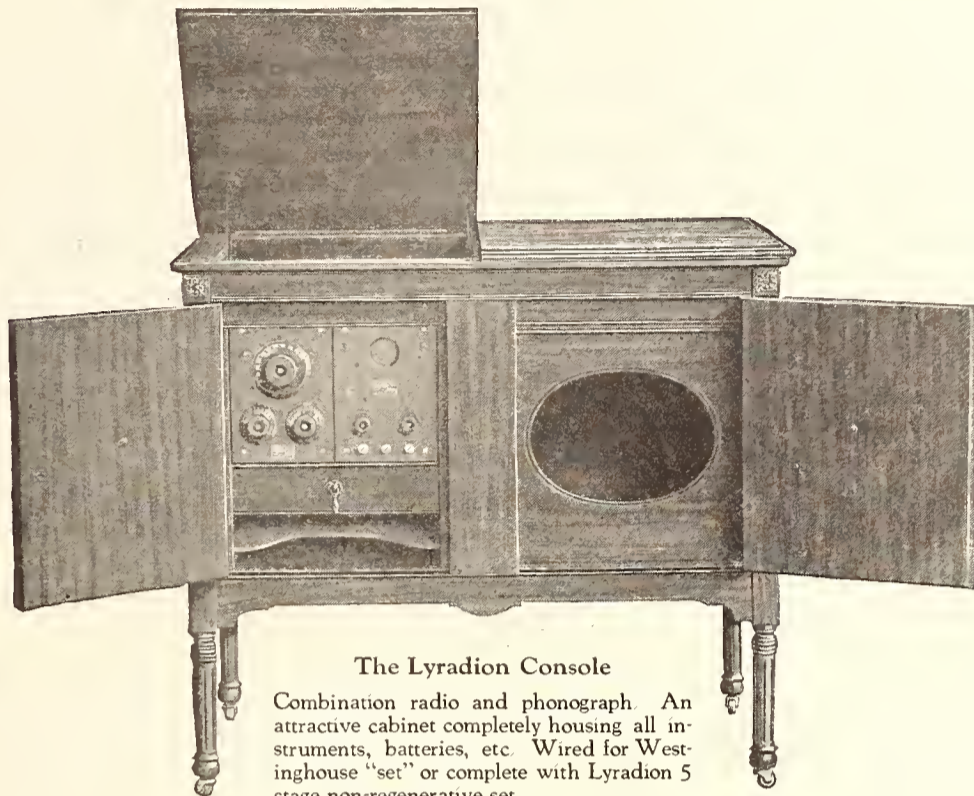
Needle scratch almost entirely removed.

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 in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

JEWEL PHONOPARTS COMPANY

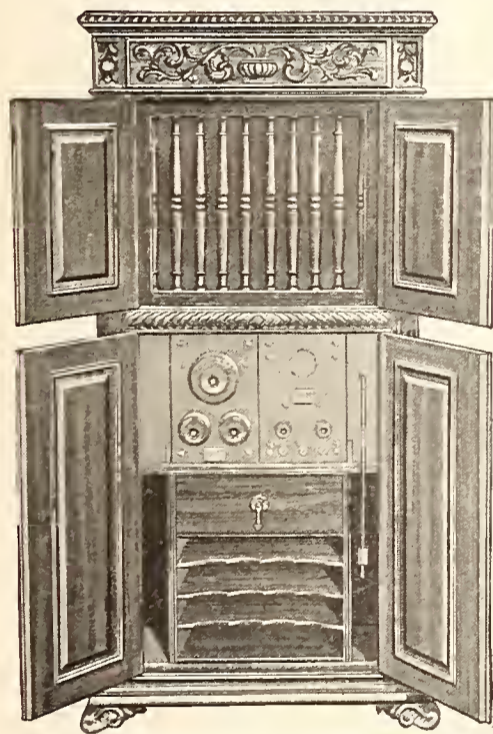
154 W. Whiting St., Chicago



The Lyradion Console

Combination radio and phonograph. An attractive cabinet completely housing all instruments, batteries, etc. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set.

Radio and phonograph combined in the LYRADION —your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest, as well as the most luxurious home surroundings.

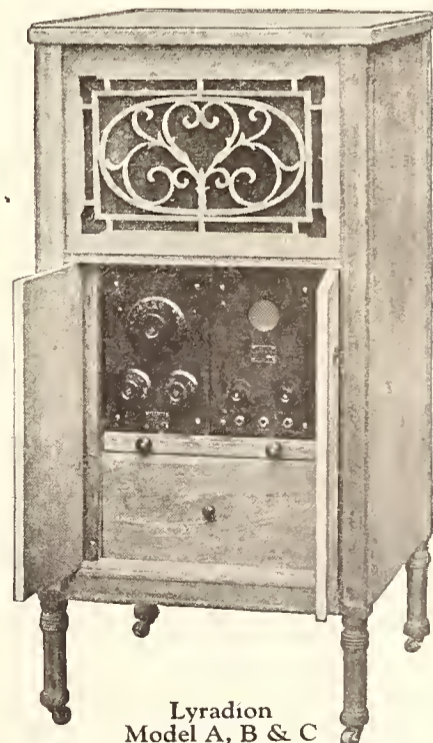
The Lyradion instruments do not stop at presenting radio in its highest form. They make possible the perpetuating of popular broadcasted selections by means of phonograph records and thus provide a source of year around entertainment.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse 2 stage R. C. sets or with Lyradion 5 stage non-regenerative receiving set.

To the dealer or jobber who desires to make the most of radio, the Lyradion line offers unusual opportunities for volume sales and quick turnover. Every owner of a Westinghouse set is a prospect for a Lyradion cabinet. Those who have not purchased radio sets are prospects for a cabinet with Lyradion set.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.



Lyradion Model A, B & C

Radio only. Permanently wired to completely house a Westinghouse "set" or complete with Lyradion non-regenerative set.

Lyradion Sales & Engineering Co.

which is Plant No. 5 of the Dodge Mfg. Co.

Mishawaka, Indiana

KENYON W. MIX, Director

TOLEDO

Energetic Sales Efforts Result in Better Business—Opening of New Stores—The Month's News

TOLEDO, O., July 3.—Talking machine merchants are putting their shoulders to the wheel and are securing a consistent volume of Summer business. The old bogey that the warm months are just naturally dull and that customers cannot be coaxed into the store has been routed and the gospel of hard work, little play and much push is being substituted.

Dealers have experienced a nominal revival in trade and the odor of victory is in their nostrils. In most stores advertising and sales campaigns have been launched recently or are being continued unabated—often with a new twist or unusual angle—destined to interest the most elusive buyer. New approaches are constantly being invented with the result that the reward justified the effort.

Charles H. Womeldorff, general manager of the Toledo Talking Machine Co., is highly enthusiastic over the convention of the Victor jobbers at Atlantic City. He states this year's gathering easily ranks as the most helpful and beneficial of any yet held.

Early Ordering Urged

Dealers are being urged to place orders now for Victrolas to be delivered in thirty or sixty days, else it will be an impossible task to supply the demand which is sure to come before many moons. A few retailers have realized this and are placing orders, but by far the greater number are still watching and waiting. These, it is feared, will lose many sales because of a shortage of stock and unpreparedness to meet conditions which are steadily growing better.

Larger Quarters the Rule

Summer resort dealers at Petosky, Bay View, Mackinaw and other popular northern Michigan watering places are reporting an awakening in the demand for talking machines and supplies. As a result orders are being booked more freely. The outlook is for a prosperous season's trade, according to W. B. Gannon, Toledo Talking Machine Co., representative for Michigan. Several Detroit clients of this company are planning to move into new quarters at an early date, among them: The Markowitz & Zuroff Music Co., Hastings street, which will move into a larger and finer

location directly opposite its present store; the Henry S. Doran Co., which moves to a new shop on Washington street, and the Goldberg Phonograph Co., which will likewise occupy new quarters.

Further, the formal opening of the new three-story store of R. D. Malcolm, Kearsly street, Flint, Mich., was an event of the middle of June. This was not only attended by patrons and friends, but by many persons from outside the city. The store is one of the most complete and convenient in every way to be found anywhere.

Handsome New Toledo Store

Whitney, Blaine & Wildermuth Co., Toledo, now occupies the new upstairs store at 620 and 622 Adams street. This is one of the busy downtown thoroughfares. The store interior is decorated in fawn and mahogany. The demonstration booths are old ivory and are composed of French door designs, thus making each light and very attractive. A feature worthy of special mention is the arrangement of the booth interior. A settee or wicker chair is placed at a point back from the door and the machine for demonstrating purposes is just inside the door. Therefore, when a customer enters the room and is seated it is never necessary to pass in front of her or to apologize for discourtesies. The booths are constructed for quick, efficient service and all waste motion has been eliminated. Then, too, each room is provided with a perfect ventilation system. Record racks are finished in old ivory and are so arranged that a customer may be served in a jiffy. Miss M. Plotkin is in charge of the department. A formal public opening will be held in the near future, according to Henry Wildermuth, treasurer of the company.

Portables in Demand

At the LaSalle & Koch Co., according to R. O. Danforth, manager of the Victrola Shop, a steady increase in sales is being registered. June is showing a substantial growth over last June. Portables are in brisk demand for canoe and cottage use. Large machines are likewise selling well, more than at any time within the past two Summers.

Some Live Publicity

Grubbs Music Shoppe is exploiting current hits in an unusual manner. At the LaBounty Lakeside Ballroom, the La Tabernilla, Toledo Beach, Walbridge Park and other nearby resorts neatly painted cards displayed in prominent places state, "All numbers played in this hall are on records and sheet music at Grubbs Music Shoppe."

In addition to this Grubbs is distributing a total of 60,000 concert programs for the various municipi-

pal outdoor band concerts. Each program lists one or two hits as a part of the program being rendered, and endeavors to couple the number with records sold at the store. In this manner the Shoppe, the concert and the selection are brought together and each shares in the publicity of the other. The plan has been instrumental in bringing many new faces into the store.

Rae & Maxwell have evolved a novel method of marketing portables that have been used. A sign such as this has been placed in a large display window, "Don't take your good machine to the cottage, come in and rent a small one from us." The experience is that few customers rent one of the instruments, but that they usually buy outright. The card draws them inside and gives the salesman the opportunity of applying his art.

At Grinnell Bros., according to R. C. Elwell, manager of the Victrola department, a pleasing increase in record volume is recorded, particularly in popular selections. Also a favorable increase in Victrola sales to the early vacationists featuring Style 50 is reported. These buyers will be followed up in the Fall with a canvass for records and a proposition for exchanging the small outing machine for a larger instrument for the house.

Sales Staff Enlarged

At the Record Shop a healthy increase in record sales is reported by Pratt Egbert, manager. Several additions to the sales force have been made. The increase in sales is attributed to the fact that the store is selling records and not merely clerking or passing out numbers asked for. This change has shown that, while persons do not buy readily or freely, nevertheless they will buy if given plenty of service and appealed to in the proper way.

Some Popular Recordings

"Lovey Dove," from "The Rose of Stamboul," fox-trot, Carl Fenton's Orchestra; "The Sun God," fox-trot, Isham Jones' Orchestra, both Brunswick records, and "Rosy Posy," from "The Blushing Bride," and "California," Vocalion records, are enjoying wide popularity.

Strong Demand for Portables

At the J. W. Greene Co., Talking Machine Manager A. E. Kopf states a brisk demand exists for portable Victrolas. Never in the history of the department has there been so many Style 4-6-9 and 50 Victrolas sold during the vacation season. Moreover, many talking machines have been sold which went as gifts to June brides.

Takes on New Lines

In line with the expansion policy of the house the following changes are announced: The Brunswick phonograph agency has been acquired for Fremont, O. A downtown branch store will be opened and will be in charge of C. E. Struble, who is now representing the J. W. Greene Co. in that city. Further, the Cheney agency was secured for Fostoria, where a branch store is maintained in charge of Geo. Moore.

Miss Manton, of the record department of the Toledo store, is spending her vacation in short sojourns to nearby resorts. A. E. Kopf, manager, is motoring East to Washington, Baltimore and other points. The intention is to spend some time at the Victor factory.

The Lion Store Music Rooms, according to A. J. Pete, manager, have tripled June sales over a year ago. The demand has been greatest for Victor console types and portables. Many outing machines go to cottages, yachts, canoes and autoists. It is indeed a sight worth seeing at Walbridge Park of an evening to watch the many canoes paddle up and down the river, each supplied with a portable, and rendering music which may be heard far over the placid Maumee.

"A Dime a Day" Campaign

A dime a day campaign to exploit the \$25 Victrola was started June 25 and continued for a week. Machines were delivered upon the purchase of four Victor records. Payments of 10 cents a day can be made weekly or monthly as preferred. Half-page advertisements in newspapers launched the campaign and a five-column

(Continued on page 66)

THE PHONOMOTOR CO.

W. F. HITCHCOCK, Proprietor

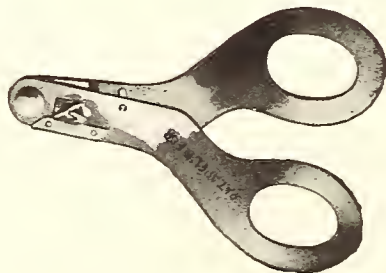
121 WEST AVENUE
ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

100%
Efficient



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

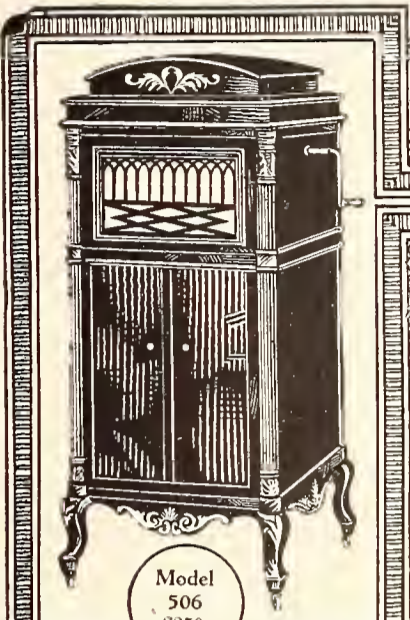
DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

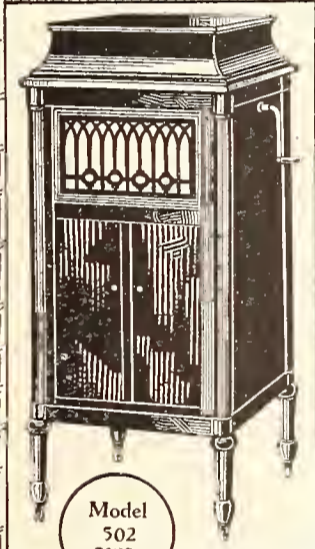
NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.



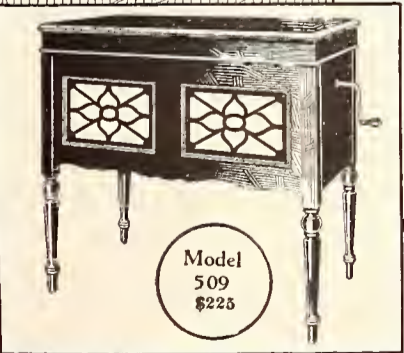
Model
506
\$250



Model
502
\$125



Model
503
\$165



Model
509
\$225

STEGER

*the finest reproducing
Phonograph in the World*

IN its faithful reproduction of all music the Steger Phonograph is distinctive.

It is also a work of art. The rare excellence of the woods, the true craftsmanship shown in the cabinet work, the attractive designs of the various models, the piano finish — all these are deserving of emphasis and praise, equal to that given the Steger's wonderful powers of perfect tone-reproduction.

INSURE YOUR SUCCESS!

The artistic Steger offers a big advantage to merchants by this remarkable combination of appeals to the varying tastes of discerning customers.

Let us tell you about attractive open territory. Investigate our effective plan of merchandising and extensive national advertising. Then you will recognize the opportunity—you will want to sell the Steger.

Phonograph Division

STEGER & SONS

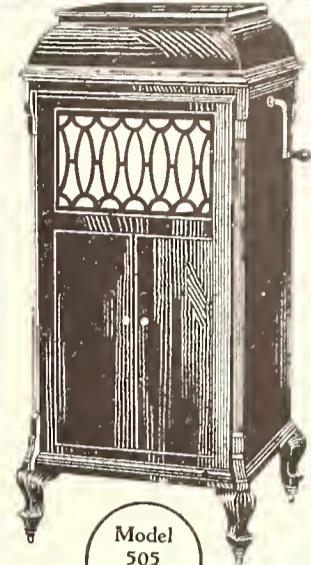
Piano Manufacturing Company

Established by John V. Steger, 1879

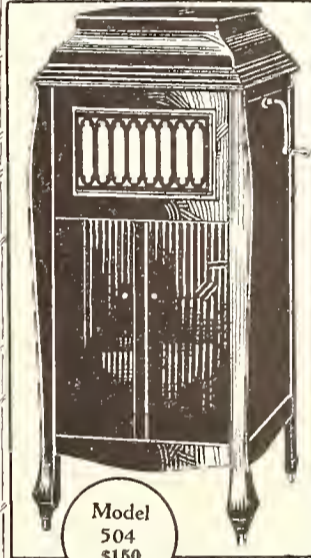
Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



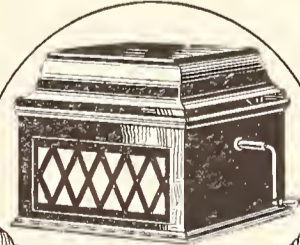
Model
505
\$200



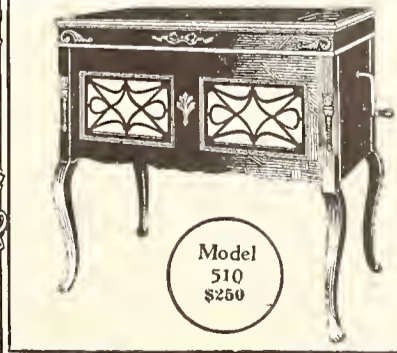
Model
504
\$150



Model
501
\$100



Model
500
\$65



Model
510
\$250

HAPPENINGS IN THE TOLEDO TRADE

(Continued from page 64)

cut of Style 4 Victrola was a feature of these ads. Several large window displays were also employed in this effort. This dime-a-day drive has been an annual event with the Lion Store for the past five years and is always a tremendous selling force.

Elaborate plans are under way for the annual store outing day which will be observed this year at Sugar Island, which lies at the mouth of the Detroit River and is about fifty miles across the lake from Toledo. The steamer "City of Toledo" will transport the entire force, which numbers several hundred, to the island.

Games of every nature to suit the tastes of young and old alike will be provided. They will include baseball, races, contests of skill and a prize waltz. The store will furnish refreshments.

News Brieflets

The Radiola Co., manufacturer of the Radiola receiving instrument, is going to talking machine dealers with a proposition to make Radiola-phonographs out of talking machines. The possibility of quick turnover by combining the two is dwelt upon in the campaign.

On July 1 the Goosman Piano Co. completed plans for absorbing the Starr Piano Co. store. The business will be housed in the original Goosman store.

Record and machine trade at the Cable Company is showing marked improvement. Kenneth Frederick, formerly assistant manager of the Victrola department at Grinnell Bros., is now in charge of the same section at the Cable. He has in formulation aggressive sales and advertising plans which he will put into effect as soon as possible.

Warren Kellogg, Ohio representative of the Toledo Talking Machine Co., is enjoying his vacation fishing for bass in Michigan.

R. O. Danforth, manager, Victrola Shop, the LaSalle & Koch Co., is motoring East to Boston, the Berkshires and other centers.

DISCUSS RADIO PROBLEM

Talking Machine Men, Inc., Hear Several Authorities Express Opinions on Radio

The most important topic of discussion at the monthly gathering of Talking Machine Men, Inc., held at the Café Boulevard, New York City, Wednesday, June 21, was the question of radio and the future possibility and the present profitability of the installation of receivers by retailers.

The main speaker was R. F. Yates, radio editor of the New York Evening Mail, who gave as his opinion that although in some circles the electrical dealer was considered to be the best equipped for the distribution of such goods there had lately been a more predominating opinion that the music dealer was the more logical outlet. In reviewing the problems of the music dealer, however, he made the point that much care should be taken in the stocking of electrical parts, and in the strictly technical end of the radio business.

C. L. Dennis, of the Trade Service Bureau of the Music Industries Chamber of Commerce, followed Mr. Yates and his remarks were in evident agreement with much of what Mr. Yates said. In addition, he had the word of David Sarnoff, a director in the Radio Corporation of America, that it was agreed the music dealer would take a predominating position in the distribution of radio products.

At the last gathering of the Association a committee of three, composed of M. Max, Harry Cohn and Nathan Goldfinger, was appointed to investigate the possibility of radio distribution by the talking machine dealer. A report by M. Max showed that the committee had been quite active. It was pointed out that the dealer must take much care in the buying of such goods; a minimum discount should be arrived at and adhered to and should be sufficient to cover the music dealer for the service rendered and allow a profit for carrying on such business. It was

advisable also that there be territorial allotment.

Nathan Goldfinger was appointed chairman of the committee to carry out the details of a proposal to have 100 dealers, interested in radio retailing, join together and work out details for buying in combination.

The Edison dealers have never been very active in the Talking Machine Men, Inc. However, at this meeting L. J. Rooney presented the names of seven Edison retailers and an Edison group of the Association is to be formed.

B. Guy Warner, 549 Nostrand avenue, Brooklyn, N. Y., was elected vice-president of the Edison division of the Talking Machine Men, Inc., by the Edison dealers present.

The date for the next meeting of the Association has been set for July 12, at which Otto Heine-man, of the General Phonograph Corp.; George E. Brightson, president of the Sonora Phonograph Co., Inc., and Edward Strauss, of the Brunswick-Balke-Collender Co., will talk on the future of the phonograph industry.

Song demonstrators from Joe Mittenenthal, Inc., sang two numbers from that firm's catalog, "Tell Her at Twilight" and "Sunshine Alley."

Abram Davega, of the Knickerbocker Talking Machine Co., well-known Victor distributor, announced that on July 6 a director of the Educational Department of "System" would address the meeting of dealers at the Knickerbocker Auditorium.

Louis A. Schwarz, H. Reinhardt and Lambert Friedl, of the Triangle Radio Supply Co., were voted associate members of the organization.

"PAL" MACHINE SELLING WELL

The portable phonograph manufactured by the Plaza Music Co., under the trade name "Pal," is having a substantial sale in all parts of the country, according to one of the officers of the Plaza organization. Distributors have been appointed in centrally located territory and deliveries are now being made almost overnight, giving to dealers a high-class service.

YOU NEED
HALL FIBRE NEEDLES
 in your business to give
 Satisfactory Service to your customers.
 Order from Your Jobber TODAY.
HALL MANUFACTURING CO.
 Successors to B & H FIBRE MFG. CO.
 33-35 W. Kinzie St. Chicago, Ill.

Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

..... CARTONS COMBINATION HALL FIBRE NEEDLES
 25 pkg. No. 1—50 pkg. No. 5.

..... CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
 100 pkg. in carton.

..... CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
 50 pkg. in carton.

DEALER'S NAME

ADDRESS

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., July 8.—The Summer has now set in in earnest and much hot weather and a great deal of rain have placed the month of June quite to the fore among the twelve periods of the year. Also comes to an end the first half of 1922, which, on the whole, has not been so very bad, though it could, as everyone wishes that it might, have been better. With the beginning of the last half of the year comes a long double holiday, for the trade for the most part agreed, as the Fourth comes on Tuesday, to throw in Monday for good measure, but to do this consistently and not overdo the idea it was planned to keep open all day Saturday, the first of the month. This was gracefully accepted by everyone in view of the added advantage.

National Education Convention Brings Crowds

The past week was a busy one in the trade. There was in convention here the National Education Association, which brought fully 15,000 teachers and their friends into the city. Music was prominently featured and Director O'Shea, of the music department of the Boston public schools, has been rehearsing for some time a large chorus which held forth on several occasions in Mechanics Hall and other places. A large proportion of the teachers were talking machine enthusiasts and, as a special tribute to the visitors, many window displays making a special appeal along this line were arranged for by the retail stores.

Filled With Good Material

The second issue of the Hallet & Davis Salesman is out and is in every respect a fit companion to the first number. It is filled with good material for the talking machine man, as well as for the piano man. It is planned with each succeeding issue to more and more feature the talking machine which is put out by this house.

Music Trade Association Luncheon

Owing to the lateness of the season the third of the series of luncheons of the New England Music Trade Association held at the Engineers' Club the middle of June was also the last. President Frank S. Horning, the Boylston street merchant, was absent, being on a trip, and was naturally missed by the assemblage, which was not as large as at the previous two luncheons. The special guest of the occasion was Everit B. Terhune, publisher of the Boot & Shoe Recorder, member of the foreign commerce department of the Committee of the National Chamber of Com-

merce at Washington, D. C., and a student of international economics.

Mr. Terhune at the close of the luncheon entertained the members with an address on "The Butcher's Bill," which, being interpreted, means the price that is to be paid for the slaughter of men in the late war, a price that must be paid one way or another, as Mr. Terhune pointedly brought out. He spoke of his several trips to Europe and gave a near view of the conditions that obtain abroad and he showed that only in proportion as the economic conditions in Europe change will American prosperity be widespread. He had much to say about the Republican Party, what it has done and has not done, spoke in considerable detail about what high tariff on certain commodities has done by way of retarding progress in this country, and the Soviet propaganda, which, he declared, is very widespread, came in for a severe arraignment. Mr. Terhune received great applause at the conclusion of his talk and there was general regret that more members had not availed themselves of the pleasure of hearing him.

There was no lack of entertainment. Miss Mildred Efford and Miss Florence Fitzgerald were present through the courtesy of the B. F. Keith Vaudeville Exchange and gave musical selections, and Herbert W. Smith, baritone, who made a big name for himself as a song leader during the war, gave several vocal selections. Before and during the early part of the luncheon Arthur Morse played a medley of selections on the piano, generously contributing his services, as he did at a previous luncheon.

In the meantime let credit be given to the committee which worked up the program: Walter Gillis, the Victor dealer of Boylston street, who put a lot of time into the plans; Jerome Murphy, of the Steinert Co., and Leonard Wright.

New Accounting System a Success

Manager Fred E. Mann, of the Columbia Co., in an informing conversation a few days ago said that the new accounting system put into operation a while ago is working out most satisfactorily and is resulting in a great saving all around, expenses alone in his department having been greatly reduced. Mr. Mann a few days ago went down to Bridgeport, accompanied by George P. Donnelly, and there they were in consultation with some of the Columbia officials and factory executives relative to the new type

of motor with which the company has been experimenting for some time, and which was lately perfected in the Columbia laboratories. This, he says, is to be put on the market in the Fall.

Business Conditions Shaping Up Well

Manager Mann has been doing a great deal of traveling lately, having made a pretty complete canvass of his territory, and in most of New England, where he has visited with the exception of the State of Maine, he has found business conditions shaping up pretty well, the one place where business was not good being Vermont, and this because of the poor dairy and crop conditions, not to mention the prevailing strikes in the marble quarries. The only field not yet covered in New England, said Mr. Mann, is Maine, and either he or Mr. Donnelly will make the canvass of that State within the next few weeks, visiting every Columbia dealer there.

Columbia Officials Welcomed

President H. L. Willson, of the Columbia Co., and General Sales Manager George W. Hopkins were in town a few days ago and were entertained by Manager Mann. This was President Willson's first visit to the Columbia Co.'s headquarters at 1000 Washington street, and he was favorably impressed with the splendid facilities that the Boston branch has for handling business.

A. C. Erisman Becomes Vocalion Jobber

Arthur C. Erisman has just contracted to handle the Vocalion records for the New England territory, the deal having been completed during a recent visit here of Oscar W. Ray, who is manager of the wholesale record department of the Vocalion business. Official announcement of this new relation with the Vocalion will be made in the newspapers in a few days and the home company in New York will make a similar announcement of Mr. Erisman's representation of Vocalion records. Mr. Erisman, who will operate under the title of the Arthur C. Erisman Co., is especially pleased that he has been able to secure this line, for he has long felt that the Vocalion was one of the specially high-class types of records on the market to-day.

Manager Erisman is feeling most optimistic over the way the Strand and Outing machines have been gaining in popular favor and in his enthusiasm he does not fail to speak in the highest terms of the popularity of the Walter Camp line of records which Mr. Erisman contracted to

(Continued on page 68)

DITSON VICTOR



SERVICE

Are Your Record Racks For Stock or Storage?

By giving the catalog a real chance and not concentrating on monthly supplements alone your Victor Record business can be increased materially. DITSON SERVICE offers worthwhile suggestions to that end.

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

handle for the New England territory only a few months ago. He says that the original consignment of goods which he took for distribution through New England for a year was entirely exhausted in a few weeks, which may not be surprising when it is stated by Mr. Erisman that there are now 1,400 dealers in New England to whom he is selling merchandise.

Norman Mason Badly Injured

The many friends of Norman Mason, who is now the retail manager for the Grafonola Co. of New England, will be sorry to learn that he was badly injured Tuesday, June 27, while at an outing of the Reciprocity Club, near Peabody. He was playing in a baseball game and made a rather unusual strike, sending the ball so far away that he was able to make a home run. Just as he reached the plate he slipped and fell, badly injuring one of his knees. He was taken to the Peabody Hospital, and for the succeeding several days suffered intense agony. He has since been brought home and is receiving the best possible attention, but it will be some time before he will be able to leave his bed.

Attended Ponselle Concert

Several of the local men connected with the Columbia Co. went to Hartford a short time ago to be present at the concert which Rosa Ponselle, exclusive Columbia artist, gave at Foot Guard Hall, that city. The Columbia dealers in Hartford were able to get considerable interest created in this artist, whose singing was of such an effective character that any number of good sales of Miss Ponselle's record was the resultant effect. Fred C. Collins, of the Boston branch of the Columbia quarters, worked hard to make the concert a success and through his instrumentality the Columbia dealers in Hartford devoted some of their windows to displays featuring this artist.

F. S. Horning's Pleasant Vacation

Frank S. Horning, head of the Boylston street establishment bearing his name, and who is also

president of the New England Music Trade Association, got in his vacation early this Summer, for already he is home and reviving pleasant memories of the many places he and Mrs. Horning visited while away. From Boston they motored down to New York, Philadelphia and Atlantic City, thence into northern New York, taking in Watkins Glen and Saratoga, then over to Williamstown, motoring over the Mohawk trail and finally back to Boston. Mr. Horning has found the early Summer business about normal. With the great throng of people who daily pass by this store he ought to find a pretty good Summer business.

Joins Hallet & Davis Force

The Hallet & Davis Co. has recently added two new men to its staff and they will devote all their time to pushing to the fore the talking machines of this house in the New England territory. These men are C. E. Kammler, lately with the Lansing Sales Co., and George E. Kimball, who has been in the repair department of the Hallet & Davis Co. for some time, and who gives promise of becoming a good road man. Mr. Kammler, through having been around considerably in the interests of several of the best houses in the last few years, is well acquainted with the trade and the field. R. O. Ainslie, the new secretary of the Hallet & Davis Co., who is focusing much of his attention on the Hallet & Davis phonograph line, has lately signed up with several good houses to handle this machine.

Pushing the Brunswick Proposition

Manager Harry Spencer is making no plans for a Summer vacation, as he wants to keep close to business during the next few months and lose no opportunity of pushing the Brunswick proposition. It is his custom to spend the forenoon and the early afternoon at the new salesrooms in Boylston street in the heart of the music section, and the late afternoons he goes down to the wholesale headquarters farther out on Boylston street. At the showrooms there is a fine line of

**An Antidote for
Summer Dullness
IS FOUND IN
"LONG QUALITY" CABINETS
"PEERLESS" ALBUMS**

They are both good all-year-'round sellers. If you do not already carry these lines, write today to

L. W. HOUGH

New England Representative
20 SUDBURY STREET BOSTON, MASS.

choice Brunswick models. Mr. Spencer states that business is moving along very well and that the business for the first half of the current year showed an increase over that of the same period in 1921. He reports that among the new connections lately formed for handling the Brunswick is the Gibbs Piano Co., of Springfield, which took a large initial order.

Kenneth Reed a Busy Man

These have been busy days for Kenneth Reed, manager of the wholesale department of the Victor at the Steinert establishment, and after his trip to the Atlantic City convention he feels more like staying home these days and confining himself to visiting the trade, using his car when it comes to going any distance and especially when visiting Providence, Worcester, Springfield or points in Connecticut. Mr. Reed now has his family settled in his Summer estate on Cape Cod, where there are excellent opportunities for playing golf.

Lloyd Spencer Guest of Robert Steinert

A recent visitor to the Victor trade was Lloyd Spencer, of Silas Pearsall & Co., who for one day was the guest of Robert Steinert at the latter's beautiful Summer estate at Beverly, on the North Shore. They motored out and enjoyed eighteen holes of golf, Mr. Spencer remaining overnight and coming back to town with Bob in the morning.

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

of
Brunswick
PHONOGRAPHS AND RECORDS

Do You Want to Deal With 77 Years of Square Dealing?

The House of Brunswick was established in 1845—long before phonographs were invented.

For three-quarters of a century it has borne an international reputation for quality products and sound business policies.

The notable enthusiasm of Brunswick dealers for their line is only the logical result of broad, generous policies. Within the past year Brunswick withdrew 15,000 phonographs from dealers' stocks and rebuilt them, to protect dealers on a change of model.

The Brunswick dealer who enters the field now is in a particularly enviable position. A letter brings our representative ready to go into details.

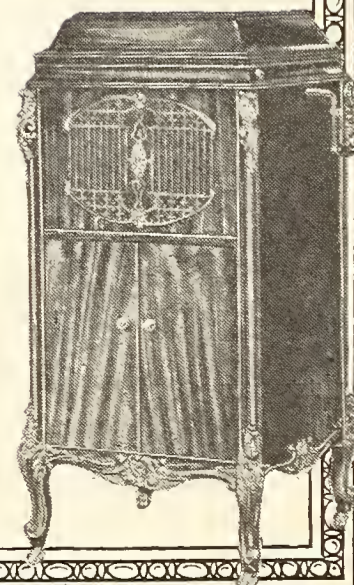
KRAFT - BATES AND SPENCER, Inc.
1265 Boylston Street - - Boston, Mass.

Steel Needles

Albums

Record Brushes

Khaki Covers



Speaking of Bob reminds one that he and his father, Alexander Steinert, head of the Boston house bearing the family name, are going to keep bachelors' hall this Summer, as Mrs. Alexander Steinert and their talented young son, Alexander, Jr., are going abroad, sailing about the middle of July on the "Aquitania." Alexander, Jr., was graduated last week with honors from Harvard and once abroad he will spend several years there studying music, as it is his intention to devote himself to composition. A number of his pieces have already been heard in public.

Eastern Talking Machine Co. Changes

Several changes at the Eastern Co. are announced which became effective July 1. A. N. Hersee, who has represented the Eastern in western Massachusetts and Rhode Island for three years, has resigned, as he has planned to go with a motion picture corporation. E. P. Johnston, who has been attending to the Eastern Co.'s interests in Maine, New Hampshire and Vermont, has been transferred from that territory and will succeed Mr. Hersee in the latter's field. John McGuire, who has long been a valued employe of the Eastern, has been assigned to Mr. Johnston's territory.

Notable Sonora Visitors

F. J. Coupe, vice-president of the Sonora Co., was in town a week or more ago, accompanied by J. O. Morris, president of the Musical Supply & Equipment Co., having come to Boston to confer with Manager Joseph H. Burke, of the New England territory. In conference with this group also was H. J. O'Connor, assistant sales manager of the Sonora Co., who had just completed a tour of the New England territory. Mr. Burke subsequently took a trip over the Connecticut field, from which he has just returned.

Important New Cheney Agencies

Stephen Colahan has lately completed a tour of some of the New England centers in the interest of the Cheney line of talking machines and he announces some new representations who have lined up with this company's goods. These include the Steiger-Cox house, in Fall River; the United Talking Machine Co., of Brockton; D. S. Marsh & Co., at New London, Conn., and Flint Brickett & Co., of Springfield. Plans are under way to inaugurate a Cheney campaign at the Quincy headquarters of Henry L. Kincaide & Co. early in July. It will continue three weeks and will be in charge of Frank A. Colahan.

John Maguire a Benedict

John Maguire, traveling man for the Eastern Talking Machine Co., has become a benedict, having lately married Miss Margaret S. Riley. Both Mr. Maguire and Miss Riley have been residents of Reading, in which town the couple

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



HIS MASTER'S VOICE

Having no retail connections — either directly or indirectly — and with our efforts and interests concentrated on your problems, Mr. Dealer, we can serve you best.

Wholesale Exclusively.

85
ESSEX
ST.

THE EASTERN TALKING MACHINE CO.

VICTOR DISTRIBUTORS

BOSTON
MASS.

have taken up their residence, following a honeymoon trip into the White Mountains and over to New York. Mr. Maguire's associates in the Eastern Co. did not forget to do the proper thing when it came to wedding gifts.

W. E. Birdsall Keeps Close to Business

Manager W. E. Birdsall, of Vocalion Hall, is keeping his ear and eye close to business these days and he does not know if he will be able to get away on a vacation. If he does it will be to go over to Brooklyn, N. Y., which is his home city, and while there naturally he will see more or less of the Aeolian-Vocalion people. Three people of his old staff at the F. H. Thomas Co. whom he has brought with him to Vocalion Hall are: C. M. Moore, Miss R. Precourt and Mrs. L. I. Keeting. Manager Birdsall says he sees business picking up some.

Attended Educational Convention

W. A. Willson, manager of the educational department of the Columbia, and Miss Grace Drysdale, the company's educational representative in New England, came to Boston for the con-

vention of the National Education Association, held here this week. Miss Drysdale has been in Maine for three weeks, spending her vacation at Bar Harbor.

Columbia Agency Change in Taunton

Through the Boston headquarters the Columbia Co. has just established relations with the Bostock Furniture Co., of Taunton, by which this house takes over the Columbia franchise formerly held by the Dana Furniture Co. This department will be in charge of Mr. Bostock personally, and he will be assisted by Miss Jackson, who is experienced in handling the Columbia product.

E. H. McCarthy's Success

E. H. McCarthy, crew manager of the Columbia campaigns, which have been under way in the New England territory for some time now, has been meeting with pronounced success. He has just put over an especially successful campaign at New London, Conn. As it is, he has the "hiring and firing" of canvassers;

(Continued on page 70)

Announcing Price Reductions

of

"Perfection" Edison Attachments

and

"Perfection" Reproducers

The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays All makes of records on New Edison Disc Machine.

Retail price \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine.

Retail price \$7.00 Gold or Nickel.

The "Perfection" Pur-I-Tone Reproducers to play all makes hill and dale records on Victor Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.



The "Perfection" Flexi-Tone Reproducers to play all makes lateral cut records on Victor and Columbia Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

The "Perfection" Pur-I-Tone Reproducers to play all makes hill and dale records on Columbia Machines.

Retail price \$6.50 Gold. \$5.00 Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request

New England Talking Machine Co. 16-18 Beach St., Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

he has received a valuable training in the careful selection of good people for this sort of work, and it is largely due to his keen insight that he has been able to gather around him such a group as can produce the best results.

Congratulations

Miss Isabel Elkins, of Somerville, for several years an employe of the Hallet & Davis Co., in the collection department, has become a bride, her husband being Edward Kelleher, of Cambridge. The bride's associates in the Hallet & Davis Co. presented her with a handsome tea wagon.

Attended Meisse Co. Opening

H. C. Spain and Arthur Forbes, of the Hallet & Davis Co., made a flying trip by auto to Northampton the latter part of the month, to be present at the opening of the new store of the J. L. Meisse Piano Co., at 27 Pleasant street. They described the store as an exceedingly handsome place, with the new Hallet & Davis talking machine given conspicuous representation. They

LANSING KHAKI COVERS

The Pioneer Moving Cover



High
Grade

Khaki

Announcing the new

CONSOLE PADDED COVER



SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS
MANUFACTURERS

Lansing
SALES CO.

170 Harrison Avenue
BOSTON, 11, MASS.

Piano Stools, Chairs, Benches

also took a run over to North Adams to look the field over. A week before Messrs. Spain and Forbes visited Springfield to take part in the opening of the Gibbs Music Co.'s store.

Some Vacation Brieflets

Herman Baker, of the A. M. Hume Music Co., spent several days at his father's estate on the shores of Lake Sunapee, N. H., but there was so much rain that he could get about with his car very little and he therefore returned to Boston rather disgusted with the weather.

Herbert Shoemaker, wholesale manager of the Eastern Co., hasn't given much thought to vacations up to this time other than to come to the tentative conclusion that week-end motor trips to attractive places will work out as pleasantly as anything.

Francis T. White, manager of the talking machine department of the C. C. Harvey Co., has planned to take his family to Lake Sunapee, N. H., for his vacation, and will leave town toward the middle of July, to be gone a fortnight.

Winthrop A. Harvey, head of the C. C. Harvey Co., enjoyed a cruise along the coast of Maine the latter part of June. He took the Bangor steamer from Boston, leaving the boat at Northport, Me., where he was joined by a group of friends for the cruise.

Ernest A. Cressey, of the Harvey Co., has planned to spend his vacation this season at Jackson, N. H., where he and Mrs. Cressey will be guests at Gray's Inn, one of the popular places in the mountains. They will motor up to the resort and enjoy many mountain trips while at Jackson.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., is planning to take his vacation on the shores of Lake Winnepesaukee, N. H., where he lately purchased some property on the shore front. Your correspondent saw the record of his sales, which warrants the statement that he has had a very satisfactory month, considering all the circumstances facing trade in general.

REDUCE TAX ON KNOWLEDGE

Why Bill to Lower Second-class Mail Rates
Should Win Universal Support

A bill which vitally affects all business men, and particularly the readers of advertisements and users of newspapers, magazines and the business press, was introduced recently in Congress by Congressman Kelly. It has for its purpose the reduction of the second-class mail rates. In connection with his bill, Congressman Kelly spoke in part as follows:

"Newspaper and magazine publishers of the country are in need of relief from the discriminatory war tax in order that the press may continue to function. The proposed measure retains the present zone system of postal charges, but proposes to reduce the amount of the charge from the fourth advance, effective July 1, 1921, to the second advance in rates, which became effective July 1, 1919. The rates asked for would still give the Government 175 per cent more than the pre-war rates and would not relieve the publishing industry of one cent of the other Federal taxes paid by it in common with other industries.

"The present postage rates on newspapers and publications were fixed in the War Revenue Law passed in 1917, and are 325 per cent higher than the pre-war rates. Everyone of the items carried in that measure, with the exception of the tax on second-class mail matter, has been modified or repealed. These wartime postage increases have driven millions of pounds of second-class matter from the mail into private channels of distribution. There is something radically wrong when private companies can make a handsome profit at rates less than those charged in postage. I believe there is no good reason why the publishers of newspapers and magazines should be singled out to pay this extra war tax.

"The fact that these high rates are charged on the advertising pages does not lessen the in-

HEADQUARTERS
For
Single Spring Motors
and
Mica Diaphragms
WILLIAM BRAND
27 East 22nd St., New York City

justice. Advertising is not merchandise, but information. The newspapers are information highways, just as essential to the business prosperity of this country as the highways and waterways. Not a sale can be made or a pound of goods shipped without the interchange of information. The advertisements are chronicles of every advance in industrial achievement. Without them publication of the newspapers and magazines would be impossible."

COLUMBIA STAFF ON OUTING

Detroit Branch Holds Successful Outing—Interesting Sports Program—Manager Gardiner Important Factor in Handling Arrangements

DETROIT, MICH., July 5.—The members of the wholesale branch of the Columbia Graphophone Co., this city, held a very successful picnic recently at Bob-Lo, an island in the Canadian waters. The entire party, including Manager Gardiner, assembled early in the morning and journeyed by way of a specially chartered steamer to Bob-Lo. In addition to the Detroit organization there were present as the guests of honor Manager Larmon and Assistant Manager Cooley, of the Columbia Co.'s Cleveland branch.

The sport program included a baseball game, which was won by Assistant Manager Brewster's team, which defeated Manager Gardiner's team by the close score of eight to six. Miss Clarabelle Young, secretary to Manager Gardiner, won the girls' race and Melvin Ploof, Dictaphone Service man, was the winner of the men's race.

In the fat men's race Ed Rockett was the winner, and in the three-legged race Ted Hastings and Miss Young were the prize winners. Miss Young's team was also the victor in the egg relay race, and in the cracker-eating contest Miss Clara Dierksen and Mr. Ploof carried away the honors.

There was plenty of swimming and dancing for all of the guests, and at the close of the day the 1922 outing was voted a signal success, thanks to the efforts of Manager Gardiner and his associates.

FAMOUS TENORS TO BE HEARD

Orville Harrold, Metropolitan Opera Company tenor, and Victor artist, as well as Mario Chamlee, of the Metropolitan Opera Company, and Brunswick artist, will be heard during the Summer opera season at Ravinia Park, Chicago. Mr. Harrold is scheduled to sing in "Boheme" and "Cavalleria Rusticana" the opening week and Chamlee is to be heard in "Traviata," "Lucia" and "Manon." Chicago is to be envied in securing such noted artists.

ACME-DIE
• CASTINGS •
ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
Boston Rochester Brooklyn, N.Y. Detroit Chicago

Something You Can See Through!!

DO YOU believe that merchandise can be successfully sold by keeping it under the counter, on a back shelf, or, perhaps, down in the basement? Certainly not, is your answer. And yet, Mr. Victor Dealer, there are lots of intelligent merchants who are doing this very thing every day in the year—their store having become a sort of “storage warehouse.”

Just so long as merchandise is kept “hidden,” just so long will the sales of that merchandise be limited. On the other hand, it has been conclusively proven and it is an acknowledged fact that goods well displayed are more than half sold.

How are you showing your Victor Needles, Mr. Victor Dealer? Are they right up in the front of your store on the counter, readily seen, nicely displayed, where every person entering your establishment cannot miss buying them? Certainly, that’s where they should be—yes, if you want to reap the harvest of profits that is open to you and justly yours.

And there can be no better way of presenting a beautiful, attractive, sure-shot selling display than through the use of the ideal showcase now offered by the Victor Talking Machine Company to every Victor dealer.

The accompanying illustration and description hardly do justice to this money-making display case. You will have to see it to really appreciate it. The price is but \$3.00 for each case and how can you spend \$3.00 to equal advantage? One sure thing, there is going to be a temporary shortage of these display cases, so lose no time in sending the coupon in the lower corner of this page to your jobber or to the Advertising Department, Victor Talking Machine Company, Camden, New Jersey. No Victor Dealer, to be really successful, can afford to be without this ideal exhibition showcase. And, think of it, only \$3.00.

An Exhibition Showcase—of Permanent Construction



This display case is of all-metal construction, 17½ inches wide, 7 inches high, and 8 inches deep from front to back. It has a glass panel door, through which the needles may be seen but not handled. The door is opened by means of a concealed snap-lock in the back of the case, and is supported by a brace, when open. The rear of the case contains a printed guide strip, showing the kind of Victor needles in each division. The Victor trademark is advantageously displayed in full colors on the front and ends of the case, and across the vertical face appear the words “Look for This Trademark on All Victor Products.”

The case has room for a complete stock of Victor needles. From left to right, there are seven divisions, which display, in the order named: Victor Full-tone Steel Needles, Packages of 100; Victor Half-tone Steel Needles, Boxes of 500; Victrola Tungs-tone Stylus, Soft Tone, Boxes of 8; Victrola Tungs-tone Stylus, Full Tone, Boxes of 8; Victrola Tungs-tone Stylus, Extra Loud Tone, Boxes of 8; Victor Full-tone Steel Needles, Boxes of 500; Victor Half-tone Steel Needles, Packages of 100.

C. BRUNO & SON, Inc.
 351-353 Fourth Avenue New York
Victor Wholesalers to the Dealer Only

Gentlemen:—
 Please send us with all speed one of the all-metal VICTOR NEEDLE DISPLAY CASES costing \$3.00, as described in the July issue of the “Talking Machine World.”

S A I N T L O U I S

Studying Radio Situation for Fall—Business Review—Tri-State Dealers Get Together—New Agency Changes—Other Happenings

St. Louis, Mo., July 10.—Talking machine men here are viewing the mid-Summer business situation with as much fortitude as they can summon and are looking forward to the early Fall, when trade is expected to speed up immensely, aided and abetted by the radio wave, which is calculated to reach its crest along about then. All of the distributors and dealers are taking radio into account in the Autumn reckonings. Those who have taken steps to tie up the radio to the talking machine are experiencing delay, which was expected, in getting their supplies, and are not fretting greatly about it, as they figure the radio rush will not be strong until the Fall. Those who have not decided to take on radio are studying developments closely, ready to take it on as soon as they are satisfied that it has reached a stage of sufficient stabilization.

Steady improvement in general business conditions throughout this district in the past month is indicated in the monthly report of William McC. Martin, Federal Reserve Agent for the Eighth Federal Reserve District: "In virtually all lines investigated reports indicate good gains over the corresponding period last year, also over the preceding month this year. In addition to betterment in concrete results, sentiment in both city and country is considerably more optimistic than earlier in the year. The latter fact is reflected in a disposition on the part of merchants and the public to more freely supply their needs, immediate and future. Almost unanimously manufacturers, jobbers and wholesalers indicate substantial increases in unfilled orders. Many large distributors of commodities who in recent months had little or no future business

booked now have a showing of orders for forward shipment comparable with their volume during normal years in the past."

An Old Saying Tied to Victor Line

A new twist to an old saying is given in the advance list of the Koerber-Brenner Co., Victor distributors, in the advice to dealers to "Hitch your wagon to the stars." Says the sprightly writer of the Koerber-Brenner stimulants:

"To be very direct about it, 'your wagon' is your business. You ride in it along the road to Success. The 'Stars' are the great Victor artists. And the closer you tie your business to them the steadier and surer will your progress be.

"It's getting easier all the time to sell good music. The 'jazz' craze that started back in war-times is suffering a reaction. Of course, there'll always be a good demand for the lighter sort of music—for popular songs and dance hits. But more and more people are getting around to an appreciation of good music. Victor advertising is in a great measure responsible for this appreciation and will continue to foster it.

"So tie to the 'Stars' now—and stay with them. They are real stars. Where is there a tenor with a greater following than McCormack, a more wonderful soprano than Galli-Curci, a violinist to equal Kreisler, a pianist more brilliant than Rachmaninoff? In the music of these and of dozens of other 'stars' you have something to offer the public that no one else can offer them."

Tri-State Dealers to Meet

The members of the Tri-State Victor Dealers' Association will eat, dance and make merry Friday night, July 14, at the Century Boat Club.

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

F. J. Ennis, manager of the talking machine department of the Stix, Baer & Fuller Co., will furnish radio music. T. R. Husseton, of the Victor organization, will speak and sing. It will just be a get-together meeting, with no business to be transacted.

P. A. Starck Co. to Move

The talking machine department of the P. A. Starck Piano Co. will be greatly enlarged when the St. Louis store moves, about September 1, to a new location at the southeast corner of Eleventh and Olive streets. The Starck Co. has leased the entire building and will remodel it and occupy the first and second floors and basement. The plans for the talking machine department have not been worked out, but Manager J. E. Reger says it will be the last word in modern construction.

Stix, Baer & Fuller Hold Sale

Manager F. J. Ennis, of the Stix, Baer & Fuller talking machine department, returned near the end of June from a three weeks' rest at home and found that the balance sheet showed a gain over June of last year and that the business of the first half of the year was about up to the same period of last year. Popular-priced stuff went best in June, he said, with a good demand for Victor and Sonora portables. During the month the department had a sale of used phonographs. About one hundred machines were disposed of.

Uses Edison and Victor in Radio Concerts

Edison and Victor talking machines are used by the St. Louis Post-Dispatch in broadcasting concerts with its new sending equipment. The Edison is supplied by the Silvertone Music Co. and the Victor by the Koerber-Brenner Co.

News Brieflets

R. M. Kempton, wholesale manager of the Vocalion, and Harry L. Levy, Western wholesale manager, passed through St. Louis recently, returning from a Western trip.

The Silverstone Music Co. has installed on its main floor the equipment for the radio department. Some accessories have been received, but a complete stock will not be on hand for some time yet. The firm expects to be distributing by the early Fall.

The Armstrong Furniture Co., Memphis, Tenn., has taken on the complete Edison line. M. Goldberg, vice-president of the Silverstone Music Co., has returned from a visit to the Armstrong firm, which is one of the oldest in the South.

O. A. Reynolds, field representative of the Silverstone Music Co. in Missouri and southern Illinois, has returned from his vacation.

J. F. Stapleton, general sales manager of the Granby Phonograph Corp., Newport News, Va., was in St. Louis recently.

Robert Watts, formerly a salesman for H. J. Arbuckle, manager of Widener's, Inc., has established himself in the motor repair business in the Benoist Building. Miss Patricia Lanham, formerly with Mr. Arbuckle, has gone to California to live.

The Kieselhorst Piano Co., which recently had an opening for its new line of Brunswicks, reports an excellent business.

St. Louis Victor dealers are reporting a good sale of records of the light opera numbers from the operas being given in Forest Park.

F. L. Parrish, Victor dealer of Metropolis, Ill., was a recent visitor at Koerber-Brenner headquarters.

F. B. Jenkins, Jr., manager of the wholesale Victrola department of the Jenkins Music Co.,

TONE QUALITY *par excellence*

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

Wins Instant Approval

The following excerpts are from letters in our files:

A famous artist, under exclusive contract with a maker of phonograph records, says:
" . . . that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

From a phonograph manufacturer:
" . . . it proves to be first-class and the best we have heard on classical records."

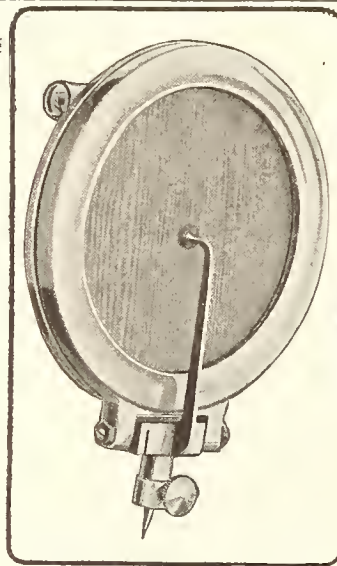
From a builder of special designs only:
"We have concluded our tests . . . it is superior to any we have tested heretofore . . . we intend to use your tone arm."

From household owners:
" . . . is the most wonderful I have ever heard."
" . . . it has brought out tones from my records I never heard before."
" . . . I tell my friends it is the perfect reproducer."

From a sales executive, fourteen years in the talking machine business:
" . . . I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."

Violin Spruce Diaphragm Reproducer as illustrated retails for \$7.50

THE DIAPHRAGM COMPANY
Room 311, 5005 Euclid Ave., Cleveland, O.



**Of Special Interest to
Manufacturers**

We are prepared to furnish in any quantity the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.



Violin Spruce Diaphragm

Kansas City, recently visited A. W. Hosier, manager of the talking machine department of the Scruggs, Vandervoort & Barney Co.

Conducts Sales Classes

Morning classes are being conducted in the talking machine department of the Scruggs, Vandervoort & Barney Co. for making salespeople more familiar with talking machines and records. Manager A. W. Hosier conducts the machine class and Miss B. S. Rosebrough, educational director, has charge of the class in records. At each class session a sale is made by one of the members who is criticized by the others.

R. V. Johnson in New Post

R. V. Johnson, who has been made manager of the Vocalion department of the Aeolian Co. here, is working the wholesale field in Colorado and will remain in that section until the Fall. In his absence the department here is in charge of John L. Stevener.

T. L. Hesselton in Town

T. L. Hesselton, a very popular member of the traveling staff of the Victor Co., is spending a few weeks in St. Louis and vicinity, discussing business problems with Victor dealers. He will

spend one morning in the study class of Scruggs, Vandervoort & Barney, which is being conducted by Miss Blanche Rosebrough.

A Clever Stunt

At the close of a successful demonstration in the schools of his territory, Fay Luyster, manager of the Victor department of the Cline-Vick Stores, of southern Illinois, asks the children to help him by filling out a questionnaire telling whether or not they have a talking machine in the home and other questions. In a rural school recently sixteen answers were returned. In only four homes were there talking machines. Six of the twelve non-owners said they were interested.

Ties Up With Artists

A unique way of tying up with artists' appearances in St. Louis has been worked out by Miss Annabelle Weible, who is in charge of the Victrola department of the Weinell Hardware Co. at Columbia, Ill. She frames small pictures of the artists announced in two frames with a framed list of the dates and places between them and displays the group in a prominent place.

Make Study of Record Selling

A class in the study of record selling was held in the Koerber-Brenner Co.'s offices recently. Those attending were: Misses Thelma Bullock, of the Taylor Music Co., Moberly, Mo.; Adeline Coyle, of the F. B. Wolff Co., Chester, Ill.; Alice Heilman, of Stix, Baer & Fuller, St. Louis; Estelle Heuman, of W. C. Daumueller Co., Lebanon, Ill.; Merle Ofill, Scruggs, Vandervoort & Barney, St. Louis, and Margaret Todd, of the Todd Jewelry Co., St. Louis. Miss Blanche Rosebrough, of the educational department of Scruggs, Vandervoort & Barney, addressed the class on educational work with teachers and in the home. The class also attended the opera "Sweethearts," at the Municipal Opera in Forest Park.

To Enlarge Wellston Shop

The Wellston Talking Machine Shop, Victor dealer, of Wellston, expects to add materially to its floor space soon by moving a back wall, building a balcony for offices and adding some hearing rooms. Below the balcony will be built space for surplus record stock.

The Buettner Furniture Co., which had a formal opening a few days ago at its new location, Ninth street and Washington avenue, has an attractive talking machine department in charge of Mr. Jost. Columbia and Granby machines are handled.

A. W. Meyer and Miss Thea Muehlenberg, of the Stix, Baer & Fuller talking machine department, have returned from their vacations. Miss Tillie Gerlack, of the record department, is on her vacation.

R. O. Wahlman, of the radio department of the Stix, Baer & Fuller Co., spent his vacation on an automobile trip.

Mr. Coats, of the Sonora Co., New York, went from St. Louis to his home for the Fourth of July, but returned directly afterwards to this territory.

CLOSING HEALTHY BUSINESS

DETROIT, MICH., July 5.—The Sherburne Mfg. Co., of this city, manufacturer of Ferro automatic stops and balance lid supports, states that it is closing a very satisfactory business and, if orders are any criterion, the usual Summer slump is not going to be as severe this year as in previous years. In a short while the company expects to have several new inventions to announce to the trade, and it is believed that these new devices will meet with a hearty reception.

THE TALE OF A FOOLISH MERCHANT

There was once a merchant who was exceedingly foolish. He conducted his store on the principle that a customer was here to-day and gone to-morrow. In other words, he made no effort to retain the patronage of persons enticed into his establishment. That principle is wrong. Proof? That same store is now operated by another dealer.

The ultimate result of misdirected effort is failure.

NEW FOREIGN RECORD HANGERS

Victor Co. Announces New Hangers in Five Languages for Early Release

In connection with the advance list of Victor records for August, the Victor Talking Machine Co. announces the issuance of five new hangers printed in Greek, Hebrew, Italian, Polish and Russian, and featuring the new July records and other good-selling records in each language.

Dealers who have made use of the hangers already issued by the Victor Co., which are of the standard size of the domestic hangers and fit into the same holders, have found that they have stimulated the sale of foreign records to a material degree and have been of substantial assistance in developing Summer sales totals.

The Bach Music Co., 22 South Broadway, Rochester, Minn., has purchased the building which it occupies. This concern also recently acquired the business of the Wagoner Music Co. at 23 First avenue.

PUSH the PORTABLE

Portables of Quality at

\$35 THE OUTING
\$30 THE PLYMOUTH
\$30 THE STANDARD
\$25 THE ORPHEUS
\$25 THE SPRAYTONE
\$15 THE STEWART



The Plymouth

We are distributors for Geer and Gold Seal Repeaters, the biggest selling accessories

Radio Apparatus, Jones Motrola, Recordola, Attachments for Edison, Victor and Columbia, Albums and Album Sets, Bubble Books, Cabinets, Record and Roll, Record-carrying Cases, Corrugated Boards, Moving Covers, Dust Covers, Dancing Toys, Envelopes, Record Delivery Stock and Supplement, Geer Repeaters, Needles, Steel and Tungsten, Fibre Needle Cutter, Display Fixtures, Record Lights, Lubricants, Motors, Nameplates, Piano and Duet Benches, Player-piano Cleaner, Polishes, Record Cleaners, Tonearms and Sound Boxes, Springs, Strings.

Write for our 100-page encyclopedia containing illustrations and prices

The Cabinet and Accessories Co.

Incorporated
OTTO GOLDSMITH, Pres.

145 East 34th St.

New York

Mr. Edison Man:—

Don't Say

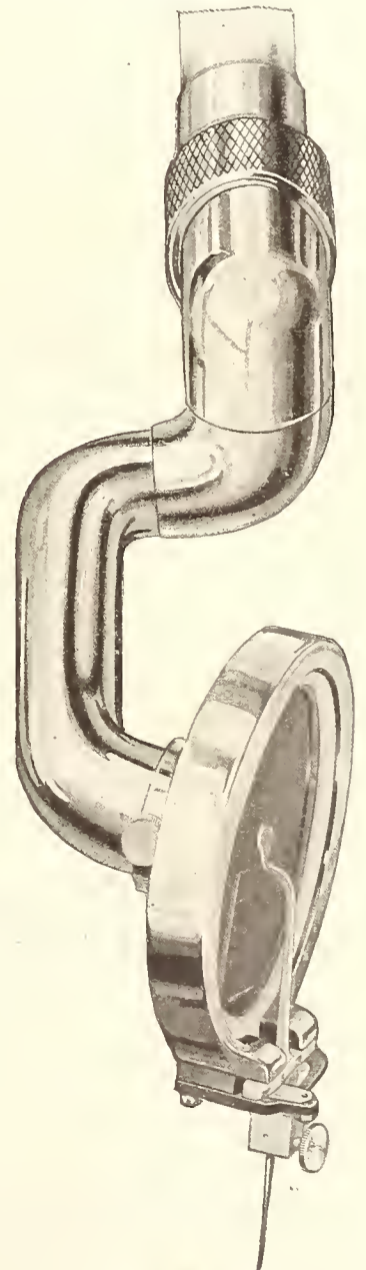
"KAN'T," say "KENT"

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.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-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 featur- ing and developing of the musical possibilities of the talking machine.]

3. LEARNING INSTRUMENTAL VOICES

The record salesman or saleswoman who desires mastery over all the details of his or her business, that mastery which the super-salesman always has and which lifts an otherwise dull routine to the level of a joyous art, must realize that the sale of music is the sale of an illimitable thing; of something which we only begin to appreciate when we have dug deeply into it, and which only then reveals itself as ever so much

bigger than anything we ever expected to find. The mastery which the live salesman wants, whatever be the medium for the expression of his abilities, is always built upon the most complete knowledge of details. The more one knows about the little things, about the features which the customer is no more likely to know than is the ordinary salesman, the greater one's approach to mastery, the greater that sense of power which enables one to brush aside all obstacles and go on from success to success.

The Bigness of the Thing

That is why in these present articles I am talking so largely about what appeared to be little things, as about how to train oneself to listen rightly, how to know the inside, as it were, of

the music one offers for sale. The greatest want of the retail talking machine business today is an army of salesmen and saleswomen filled with enthusiasm for fine music and able to work the spell of their enthusiasm upon the great masses of the people who depend upon them for musical food.

Music is very wonderful. The more one knows about it the more wonderful one finds it to be. No feature of musical expression is so wonderful as the variety of the instrumental voices. Whoever can pick out from the record of an orchestral piece the individual voices of clarinet, oboe, bassoon, of horn, trumpet and trombone, of violin, viola, 'cello and contrabass, without hesitation has learned a great deal already about music appreciation and has opened up for study and enjoyment a field of unlimited depth and scope.

"Voyages of Discovery"

Every salesman ought to be thoroughly acquainted with every instrumental voice in the orchestra. It is now possible to buy records which show every instrument commonly included in the orchestral scores of to-day, each voice so clearly that after a little experience one finds its tone-quality stamped indelibly upon the memory. Not only is there much pleasure in listening to the little excerpts from well-known scores in which the voices of these various instruments are one by one brought forth— isolated—so that we may hear them clearly by themselves, but also a sense of discovery and of growing power. The listener learns to acquire a habit of analysis which makes the hearing of every instrumental record thereafter a voyage of discovery.

Practice is, of course, as necessary here as anywhere else. It is supposed to be easiest to begin with the wind instruments, but I believe those shades of difference which distinguish the five members of the string choir from each other should first be studied. One special reason for taking up the strings first lies in the fact that there are plenty of records for the string quartet, of two violins, viola and 'cello. To disentangle the voices of a quartet movement is one of the finest of exercises in instrumental listening.

Wind Instrument Specimen

There are Victor and Columbia records which give excellent specimens of the voices of almost every orchestral instrument known. The Victor educational records of the prominent companies include some specially devoted to little solos by all the commonly used instruments. Every salesman should have these records at hand for the purpose of identifying any voice heard for the first time and consequently unidentifiable. When wind instruments are being studied it is well to have at hand Columbia records A-7546, which contains a wood-wind quartet, and A-3011, which has a brass quartet. Also the very excellent A-1884, which has on one side a French horn and flute example and on the other a trio for flute, clarinet and oboe. Among the Victor records of the same kind I suggest 18655 and 35237, as well as the "Instruments of the Orchestra" record before mentioned.

Each of these should be heard over and over again, until every instrumental voice can be detected and recognized as soon as it appears. Then the study of these voices in ensemble can be seriously taken up.

The Quartet of Strings

If possible, however, as I said before, one should begin by thoroughly identifying the instruments of the violin family. Everybody knows, one may presume, the tone of the violin well enough to recognize it as soon as it is heard. There is no physical difference between first and second violin. The instruments are the same, but the first violin takes the highest part in the quartet. The second violin simply takes a part

Where the Money is Made

WITH some kinds of merchandise you have to make all your profit in the first sale — because there's not much chance of a "repeat."

But with Bubble Books it's different.

The first Bubble Book purchase just starts your customer on a royal road—to entertainment for him, and profit for you.

Sell one and you've got a good prospect for the other thirteen—and it's up to you to push the sales.

There are fourteen chances for profit in

BUBBLE BOOKS

"that Sing"

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

somewhat lower, filling in the harmonies and carrying sometimes the melodies. Of course, sometimes the first violin plays on a lower level of pitch than the second, but in general the first violin is the soprano and the second the contralto of the string quartet.

A perfectly magnificent example of the work of two violins supporting each other in this way is found in the great concerto for two violins, with string orchestra, as done by Kreisler and Zimbalist in three Victor records.

The Lovely Viola

The viola is a lovely instrument. It ranks a fifth lower than the violin in pitch and so is a little larger, though small enough to be played from the shoulder position. It is the alto or first tenor of the quartet. Its voice is plaintive, appealing and modest. It is like that lovely viola in Shakespeare's play—noble, modest and withal strong. Unhappily, the viola is the least appreciated of musical instruments. Those, however, who heard the London String Quartet during its recent visits to this country know that the viola can be played so thrillingly as to awaken new sensations of joy and delight in every musical heart. London String Quartet records, by the way, are to be found in the Columbia London catalog, and some are to be released soon which were made at the Columbia studios in New York during the quartet's last visit.

Opportunity to hear the voice of the viola to unusual advantage is to be found in the London String Quartet's London records of the Mozart D Minor Quartet and in some of the Flonzaley Quartet's Victor records, particularly in the allegro from the Haydn Quartet and in the allegretto from the Brahms Quartet. Also the opening phrases of the second movement of the C Minor Symphony of Beethoven (obtainable both in Victor and Columbia records) give an excellent example of viola with 'cello. The 'cello, by virtue of its very wide range, is at once second tenor, baritone and bass in the string quartet. Its beauties well repay close study and I recommend for the purpose the solo 'cello records by Pablo Casals (Columbia), Hans Kindler (Victor) and Julius Beyer (Okeh). For a splendid example of the 'cello in the quartet the Victor record of "The Flonzaleys" in the Nocturne of Borodin's Quartet should be lovingly studied.

In fact, every available quartet record should be painstakingly listened to. The task will be found delightful and will repay many times over any labor devoted to it.

CHILDREN'S HOURS PROVE POPULAR

Cline-Vick Stores Feature Victrolas Very Successfully in Public Parks in Series of Saturday Morning Concerts for Children

The Cline-Vick Stores, of Marion, Herrin and Carterville, Ill., have been getting some excellent publicity for their talking machine department



Children Enjoying Victrola Music

through the medium of children's hours conducted each Saturday morning and afternoon in the public parks of the various towns. Miss Ruth Mercer and Fay Luyster, manager of the Victor department of the Cline-Vick Stores, are in charge of the children's hours and the accompanying snapshot taken on the third Saturday of the series would indicate that the Victor music is highly appreciated by the little ones.

MIDDLETON TO TOUR AUSTRALIA

Arthur Middleton, Edison artist, and formerly with the Metropolitan Opera Company, leaves this month for an extended concert tour of Australia. He will not return before December.

COLUMBIA NEWS BRIEFLETS

F. J. Herbek Returns From Honeymoon—Branch Managers Visit Executive Offices—R. F. Porter Back From Six Weeks' Trip

Among the recent visitors to the executive offices of the Columbia Graphophone Co. were C. A. Dalzell, manager of the Columbia Stores Co., Denver, Colo., and S. H. Nichols, manager of the Columbia Co.'s Pittsburgh branch. Both of these visitors brought optimistic reports regarding business conditions in their respective territories, and Mr. Nichols was especially enthusiastic regarding the outlook in Pittsburgh.

Robert F. Porter, field sales manager of the Columbia Co., returned recently from a six weeks' trip, which included a visit to practically every Columbia branch from New York to San Francisco, and throughout the Southwest and Northwest. Mr. Porter co-operated with the branch managers in making plans for the 1922 Fall season, and many of his recommendations have already produced tangible results.

F. J. Herbek, of the advertising department of the Columbia Graphophone Co., is back at his desk after joining the ranks of the Benedicts. Mr. and Mrs. Herbek spent their honeymoon at a nearby Summer resort, and when Mr. Herbek arrived at his desk he found suitable congratulatory messages from the members of the advertising staff.

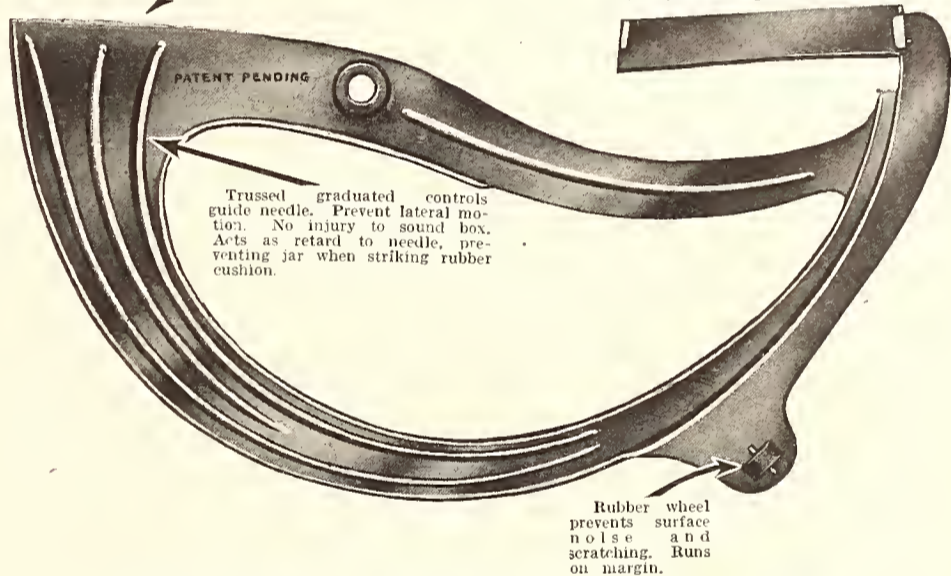
OPENS NEW STORE IN BAYONNE

J. E. Maloney has opened a very attractive talking machine and sporting goods establishment at 190 Broadway, Bayonne, N. J., where he will handle a complete line of Aeolian-Vocalion phonographs and Vocalion records. The store has been attractively arranged and four demonstration booths have been installed. One part of the store is being devoted to a very complete line of the latest sporting goods. The combined display is successfully attracting the public to the store. Mr. Maloney has had quite an experience in the talking machine field and expects to build up a very successful business.

THE BEST REPEATER AT ANY PRICE EVER OFFERED THE TRADE

Bevel edge conforms to arc made by needle while traversing record. Needle strikes edge of Repeater at right angle and prevents record scratching.

Adjustable rubber slide, adjustable to all widths of music on ten-inch records, prevents damage by returning needle.



Made of Steel; Case Hardened; Hard Nickeled
Gold-Plated on Special Orders

REPEAT-A-RECORD

(TRADE MARK)

AN IMPROVED RECORD REPEATER

Continuous use does not affect surface.

SIMPLE—EFFECTIVE—SAFE

Does not injure or affect any part of the phonograph.

Does not necessitate a mechanic to adjust.

Reasonable retail price within reach of all.

\$1.50 to consumer; \$1.00 to retailer in less than 100 lots; 10% extra to retail dealer in lots of 100 or more.

Exclusive jobbing proposition open only to bona-fide jobbers of accredited standing; no shipments to jobbers in less than 1,000 lots. Wire us for jobbers' discounts.

DON'T WAIT—DON'T MAKE A MISTAKE

The REPEAT-A-RECORD will prove the livest selling specialty in the phonograph business. Get in early. We have very large advance orders now.

If you want quick deliveries **wire orders now**

REPEAT-A-RECORD CO.
LOS ANGELES, CAL.

Rudolph Wurlitzer Co., Distributors

Cincinnati Chicago New York San Francisco

LONG
QUALITY
HANOVER, PA., U.S.A.

**MAXIMUM
SALES VALUE**

LONG CONSOLES

were the first cabinets introduced to the trade to accommodate table machines. They "made good" from the very start and today are recognized leaders in their field.

LONG CONSOLES have maximum sales value for the dealer knows that the purchaser of a LONG CONSOLE will be a satisfied customer. They are quality cabinets produced by a company with years of experience to its credit.

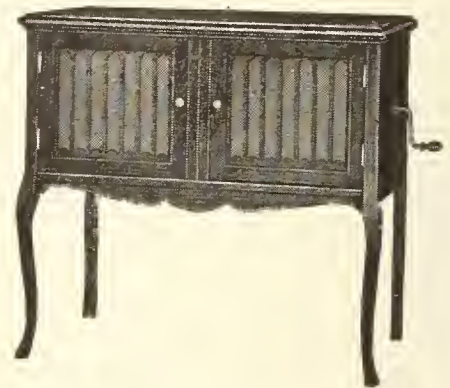
You will find that LONG CONSOLES are invaluable sales producers, and this popular line of cabinets coupled with our regular line of record cabinets will undoubtedly prove one of the most profitable departments of your business.

Write for Complete Catalog.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

INDIANAPOLIS

Close Profitable Six Months' Business—Edison Activities—Portable Machines Are Popular—Music Memory Contests Help—The News

INDIANAPOLIS, IND., July 8.—Talking machine dealers of this city have worked a bit harder than usual to keep the month of June from showing total business less than in the corresponding month of last year. Most of them have succeeded and as a result find that the first six months of the year were more profitable than the first six months of last year. June for many of them might have turned the balance the other way. Although June was the most difficult month to meet it failed to develop discouragements, for all Indianapolis dealers have learned that the man who goes after the business never fails to get it.

Severin Hotel Buys an Edison

Reports on Edison business for this territory are noteworthy for their optimistic tone. W. O. Hopkins, of the Edison Shop, says that June was the best June he has had in several years. Among his sales was that of one of his highest-priced art models, the Umbrian, to the Severin Hotel for use on its mezzanine balcony. His record business has shown a steady improvement through the hot weather. Mr. Hopkins says the dance records are particularly popular because of the fact that they play longer than other records.

L. L. Rosenberg, of the Edison laboratories, is spending some time at the Edison Shop, superintending the inauguration of Mr. Edison's newest sales idea, which is to be tried out here, Mr. Hopkins says, as the first experiment in the larger cities of the country. It is expected that the July report of the Edison Shop will include evidence of the practical advantages of this sales idea.

Mr. Hopkins added three salesmen to his force during June. They are: W. B. Smith, S. C. Bush and C. T. Hawkins. Also he has added two new Ford trucks to his equipment.

"Conditions continue to show steady improvement in our territory," says H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor. "Our June business showed a very pleasing increase. Many of our dealers are reporting an excellent June business in both instruments and re-creations, which goes to show that the dealer who is putting his shoulder to the wheel and pushing hard, not taking 'no' for an answer, is getting results commensurate with the efforts put forth."

Walter E. Kipp, president of the company, is spending his vacation fishing in Canada.

Outside Men Getting Results

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., says that the Victor record business picked up in an encouraging manner during the latter part of June. His machine

business, he reports, has also been good during the last several weeks, due to the activities of a crew of four "outside" men. "These men have each been making on an average of three or four sales a week," Mr. Hawkins says, "which is well worth while, in view of the fact that the hot weather has reduced store sales considerably."

Strand Phonographs and Okeh Records

Ben L. Brown, former manager of the Columbia Graphophone Co. in this city, and now general manager of the Sterling Record & Roll Co., of Cincinnati, spent a few days during the last of June with W. G. Wilson, of Widener's Grafonola Shop. He reported increasing sales of Okeh records and Strand talking machines in this State.

Mr. Wilson says his business for the first six months of this year has been better than the first months of the year indicated it would be. The Spring and Summer business has been kept up largely through the sales of the Outing portable machines and the Banner records, he says. He reports, also, a steady sale of his regular lines of Columbia and Granby machines.

Says Radio Improves Musical Taste

Interest in the radio has developed a taste for better music and a corresponding increase in the demand for Kimball talking machines, according to C. F. Kahn, of the Capital Paper Co., Kimball distributor. He reports that the increased sales of this machine have been more noticeable recently in Indiana than in the remainder of his territory, which includes Illinois, Ohio and West Virginia. The farmers are buying much more readily than they have been, as indicated by the fact that small-town dealers are doing a considerably more brisk business than are the city dealers.

Mr. Kahn reports among his new dealers the names of Orville Wisheart, of Shirley, Ind., and R. J. Timmerman, of Batesville, Ind. E. H. Jarrard, general sales manager of the Kimball department of the Capital Paper Co., is spending his entire time on the road developing trade among the smaller dealers.

The Stewart Talking Machine Co. has made no announcement to supplement the one it sent to Victor dealers several weeks ago to notify them that the company had given up the distribution of Victor machines. It was said at the company's office late in June that an announcement concerning its future business might be made this month.

John Cartwright Married

John Cartwright, advertising manager of the Stewart Co., married Miss Charlotte Chance, daughter of Frank Chance, Indianapolis adver-

tising man, June 26. He spent the early part of July on a honeymoon trip in the East.

Strong Portable Machine Demand

A big demand for portable machines has made this year so far an exceptionally good one for Sonora talking machines in Indiana, according to Edward Mayer, in charge of the Sonora department of the Kiefer-Stewart Drug Co., State distributors. He says the demand for portables has been greater this Spring than ever before. Reports received by him from the dealers over the State indicate a much better outlook generally than was apparent early in the year, although in certain sections the farmers have not yet begun to buy.

Now Traveling for the Sonora

C. C. Matthews, formerly a salesman out of the local office of the Brunswick-Balke-Collender Co., is traveling now for the Sonora line in southern Indiana and Kentucky. This is the territory he covered for the Brunswick machine. He takes the place of G. J. Corrigan, who has left the Kiefer-Stewart Drug Co. to accept a position in the Sonora factory at Saginaw, Mich.

"The outlook for Fall and Winter trade is exceptionally good," says Walter J. Baker, of the Brunswick Shop. "Not very many prospective machine buyers came to the store during May, but the number that came in June was large. That makes us feel better, whether or not it is a sure indication of the amount of business we will do later. Our business so far in both records and machines has been very satisfactory. The records of 'Stumbling' and 'Some Sunny Day' and the console models of machines have been the leaders in the last few weeks."

Miss Dorothy McCarney, who has been cashier of the Brunswick Shop, was married the latter part of June to Donald Edmonson, of Clayton, Ind. The couple are spending their honeymoon in California.

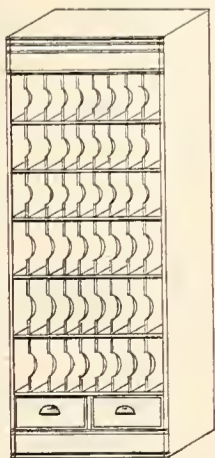
Baldwin Co. Gains Over Last Year

The first six months of this year were much better in volume of business than the corresponding period of last year for the talking machine department of the Baldwin Piano Co., according to C. P. Herdman, manager. "It kept us working like the devil to do it, especially through June," is the way Mr. Herdman explains the good showing. He says his crew of "outside" men were largely responsible for continued sales. Their reports have been that people are looking for bargains and that the coal strike and threatened railroad strike have made them timid in buying.

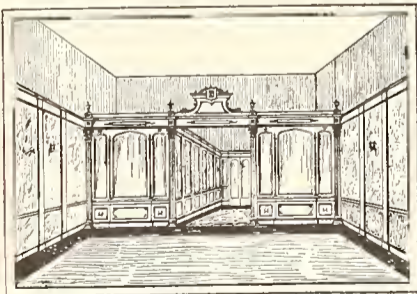
T. H. Bracken, of the Starr Piano Co., says his talking machine and record sales for the first six months of the year show a marked increase over the first six months of 1921. This last June was particularly good, he says.

Does Well With Fire Sale

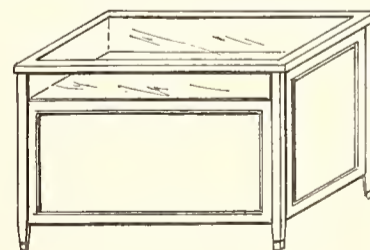
The Pearson Piano Co. sold 250 talking machines in the first six weeks of its fire sale, which started May 10, according to H. A. Brown. (Continued on page 78)



Record Rack



Gothic Design

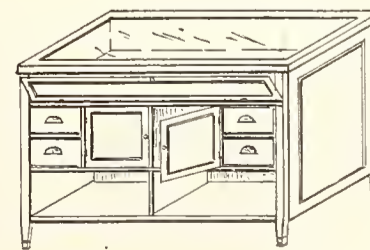


Zimmerman-Bitter Construction Co.

Specialists in
Sound-Proof Hearing Rooms — Record Racks — Service Counters
and General Store Equipment for the Talking Machine Trade
WHY EXPERIMENT?

Let us figure on your needs—we can save you money
OFFICES, FACTORY AND WAREHOUSES:

325-327 East 94th Street



Display Counter

New York City



You'll have to buy A-3633 early and often when folks hear Nora Bayes sing "Atta Baby" and "Cow Bells." This record is Miss Bayes at her best.

**Columbia Graphophone Co
NEW YORK**

TRADE NEWS FROM INDIANAPOLIS

(Continued from page 77)

manager of the talking machine department. The sale followed a fire which damaged the company's store and made it necessary for it to do business in new quarters. Business will be resumed in the old store July 20 with an entirely new stock of machines and records, the latter including a full Victor library, Mr. Brown says. The company is revising its mailing list and in other ways is preparing for the biggest Fall trade in its history. It will continue to carry Victor, Edison, Cheney and Vocalion talking machines.

Wins Out With Music Memory Contests

Music memory contests have developed exceptionally good business for Grover W. Sims, Edison dealer of Oakland City, Ind., Mr. Anderson reports. Mr. Sims operates four exclusive Edison stores. He has conducted the contests once a month this year in each of four counties in which his stores are located. At the end of the school term he held a final contest, at which twenty pupils from the four counties had marks of 100 per cent. This has made it necessary for Mr. Sims to plan an additional contest for the purpose of ascertaining which of the twenty shall be adjudged winner of an Edison talking machine he has offered as a prize to the pupil with the highest grade.

Stimulates Edison Business in Louisville

H. T. Castello, manager of the Edison department of the Baldwin Piano Co., at Louisville, Ky., has developed a scheme which is bringing him good business in both instruments and re-creations, he says. Recently he began giving recitals at the store with students of the Louisville Conservatory of Music. The recitals

became so popular that they were given also before church audiences and at entertainments conducted by various other organizations. The featured artist has been a young woman, six-

teen years old, who is said to be one of the most promising students of Madam Cara Sapin, of the Conservatory. The popularity of these concerts shows no sign of abatement.

THE TWIN CITIES

Crop Conditions Create Optimism Among Dealers—Trade Stocking Up—Business Prospects Decidedly Stimulating—News of Month

MINNEAPOLIS and ST. PAUL, MINN., July 7.—The wailing notes heard so long in the Northwest although covered somewhat by various devices representing optimism are almost completely stilled by the highly encouraging reports on crop conditions. Nothing equal to the roseate predictions have been heard for twenty years and unless some dreadful visitations appear a large and bountiful harvest is almost a certainty right now. The result is that merchants and manufacturers and everybody else are on the qui vive of expectancy. And the talking machine men are in the crowd.

Geo. A. Mairs Says Things Look Bright

"We now can definitely say that matters are breaking in a satisfactory manner," declared George A. Mairs, manager of the Victrola department of W. J. Dyer & Bro. "We are sorry to relate that some of the rural dealers are hard boiled in pessimism, but the majority are imbued with the prevailing spirit that the good times are right at our doors. Our books show an increase in orders. To be sure, some of the dealers are very cautious in placing orders, but it is best that way under present circumstances, and we know that they will have to stock up later."

Edison Dealers Beginning to Stock Up

It is reported by Laurence H. Lucker, Northwestern distributor of Edison phonographs and records, that the rural dealers are beginning to stock up for the Fall trade. Quite a number of orders for immediate delivery are being received, which indicates that local stocks are low. Good crop returns inevitably will mean good business for the jobbers and distributors. Mr. Lucker has been visiting the Edison factories for some time, selecting machines for the Fall trade.

From a retail standpoint the Twin Cities are doing well with the Edison machines. The new console models at the new low prices are proving immensely popular, according to Milton Lowy, of the Minnesota Phonograph Co.

Col. Sprague Visits Trade in Minnesota

Col. W. S. Sprague, of the Northwestern branch of the Columbia Graphophone Co., is back from an extended tour of visits with dealers in southern Minnesota. He reports that every mother's son is highly pleased with the outlook and predicts a fine year for the Columbia products.

"Business on Up-grade," Says E. F. O'Neill

"All fundamental business in our section is on the up-grade," says Eugene F. O'Neill, of Beckwith-O'Neill Co. "While everything is depend-

ent upon the crops, the latter are said to be in the best condition for many years. If the condition is maintained for a few weeks longer it will mean a tremendous upward lift for every line of business in our section. Anticipating the harvest somewhat, merchants already are doing some buying for Fall. Collections are improving. But—everything depends upon a good crop. If we get it everybody will prosper, if we don't we will have another dreary year."

Pathé Outlook Improves

Pathé instruments and records are going fine, according to H. F. Sharar, manager of the phonograph department of G. Sommers & Co. Due to a poor Spring and the distractions of automobil- ing, fishing and other outdoor activities the trade still is somewhat slow, but the road men are turning in more orders and report that there will be something good to be had in a month or so.

NEW HIS MASTER'S VOICE BRANCH

Opening of Vancouver, B. C., Branch Completes Trans-continental Chain of Stores

VANCOUVER, B. C., July 8.—His Master's Voice, Ltd., has announced the completion of the last link in its chain of warehouses by the opening of a Vancouver branch, at 1206 Homer street, in this city. This completes the distribution system of the big company, giving it a chain of warehouses extending from Halifax, N. S., to Vancouver, B. C. The new branch will be in charge of J. H. Biggar, for many years connected with the Toronto, Ont., office of the company, both as a road salesman and latterly having charge of the sales force of the Province of Ontario.

The Starr Piano Co. branch at Vincennes, Ind., has been discontinued.

PERRY B. WHITSITT

Records Make Ideal Gifts
Every Victor dealer should teach his community to accept this fact.
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

COLUMBUS ~ OHIO
VICTOR DISTRIBUTORS

LAUTER MADE TALKING MACHINES

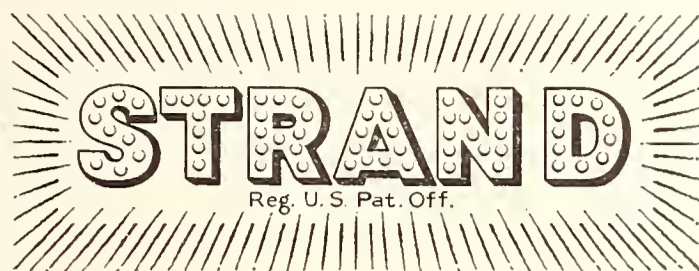
GOLDEN OAK
FUMED OAK
BROWN MAHOGANY
For Early Delivery



Let us figure today on your requirements, or write us for illustrations and prices.

THE H. LAUTER COMPANY

Indianapolis, Indiana

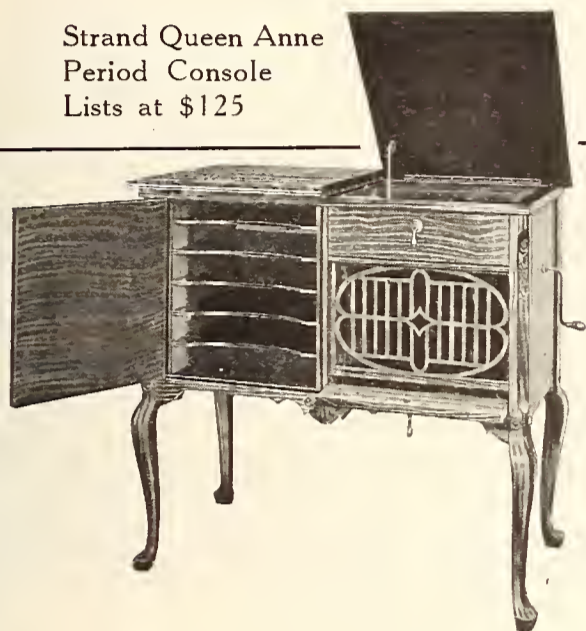


*Latest Design
Beautiful Tone*

*Best Quality
Lower Price*

PHONOGRAPHS

Strand Queen Anne
Period Console
Lists at \$125



Strand Louis XV
Period Console
Lists at \$150



The Policy that Succeeds

1. Quality and Design

To build none but first-class instruments and to concentrate on correct flat-top consoles, every instrument guaranteed.

2. Low List

So that you may offer better values, make sales easier and oftener and increase your rate of turnover.

3. Long Discounts

To give you a liberal profit on each sale and make it doubly attractive to handle Strand Consoles.

4. Trouble-proof Shipping

Prompt, safe deliveries assured by an ample output and a trouble-proof shipping system.

5. Protection

Exclusive territory; you are protected against dividing your trade with nearby competitors.

"It's the Dealer's Turn Now"

These Direct Strand Representatives are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
 W. O. CARDELL, Tulsa, Okla.
 A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
 CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
 A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
 W. S. GRAY, 942 Market Street, San Francisco, Cal.
 STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio
 ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
 H. KALISKI, Hotel Monteleone, New Orleans, La.

G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.
 WALTER L. ECKHARDT, 624 Market St., Philadelphia, Pa.
 RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
 W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.
 MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
 R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio
 H. J. IVEY, General Delivery, Dallas, Texas
 L. D. HEATER, 614 East 28th Street, Portland, Ore.
 OTIS C. DORIAN, 11 Bloor Street, E. Toronto, Ont.
 R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.

To responsible dealers we offer a profitable franchise in localities not being yet covered. *Write or wire.*

MANUFACTURERS PHONOGRAPH CO., Inc.

95 Madison Avenue

New York

GEO. W. LYLE, *President*

SPECIAL EFFORTS BRING RESULTS IN BROOKLYN

Portable Models and Records for Summer Camps in Evidence in a Sales Way—Long Island Phonograph Co. Scores in National Sales Campaign—New Establishments, Agencies and Store Enlargements—News of the Month

The Brooklyn and Long Island talking machine trade during the past month has been generally quiet, but, as usual, there are always some dealers who are more progressive than others and who have made special effort to bring their sales totals to normal, which has resulted in a very fair month, generally speaking. Sales of large machines have not been very satisfactory, but there have been a large number of the small portable models sold. Record business has been very fair and the demand for popular numbers has been especially lively. No doubt these popular selections are sold as a part of the equipment of the small table types which are to be taken away to Summer camps by purchasers.

Some dealers, taking advantage of the lull in business, are devoting their time to redecorating and renovating their stores so as to be better prepared to meet the expected large Fall and Winter business. This is time well spent and, no doubt, sales and business done in the Fall will more than justify the expenditure made by the dealer in rearranging his store at this time.

Wins Sonora Jobber Contest

The Long Island Phonograph Co., Sonora jobber for this section, is being congratulated by the Sonora Co. and its many friends on the splendid showing it has made during the past year in the national Sonora sales campaign. Through the good work of everyone connected with the organization the sales total for the year has won for the company the honor of showing the greatest gain of any jobber based on the ratio of sales to the population of the territory which they cover. Every Sonora jobber in the country participated in this unique sales campaign, which started May, 1921, and ended May, 1922. As the Long Island Phonograph Co. is the youngest jobber on the list, the winning of this coveted prize is a signal honor and reflects the splendid work done during the past year. A handsome silver loving cup is to be presented to this organization for its great achievement. According to R. H. Keith, general manager of the Long Island Phonograph Co., no particular man in the organization is responsible, but every

NOW IS THE TIME

MAKE YOUR PREPARATIONS NOW—NOT ONLY FOR YOUR SUMMER BUSINESS BUT FOR YOUR FALL TRADE.

DO NOT LET YOUR STOCK GET TOO LOW. YOU MAY REGRET IT.

WE LOOK FORWARD TO A LIVELY FALL AND WINTER TRADE.

BE PREPARED

AMERICAN TALKING MACHINE CO.

BROOKLYN, N. Y.
VICTOR WHOLESALERS

member played an important part in enabling this company to secure this enviable position among the Sonora jobbers. The members of this organization are: J. J. Schratzweiser, sales manager; Geo. A. Sheehan, credit and office manager; J. A. Keelan, dealer service manager, and Lee Coupe, who covers Long Island territory.

Arell Phonograph Co. Enters Field

Among the latest additions to the retail trade in this section is that of the Arell Phonograph Co., Inc., which has just opened its new Victor establishment at 220 Utica avenue. A. J. Freeman, well known in talking machine circles in Greater New York, is the proprietor of this new store and is a man of long experience in the retail talking machine field. He was formerly with Bamberger's talking machine department in Newark, N. J., and also managed the talking machine shop conducted by Levy Bros., on Broadway. His experience covers a period of fifteen

years and he is well qualified to carry on this business successfully. The store is probably one of the finest-equipped in metropolitan New York, and no pains have been spared to equip it with every modern convenience for handling retail trade. Several private hearing rooms are a part of the equipment and a magnificently appointed reception room as one enters the store is a feature. The first impression of the customer as he enters is a lasting one, as the general scheme of decoration is one of harmony and welcome. Mr. Freeman is receiving the congratulations from a host of friends who are wishing him unlimited success in this new venture.

R. W. Olsen & Co. to Move

R. W. Olsen & Co., well-known Victor dealers, who have conducted a successful retail business at 914 Flatbush avenue, are moving into larger and more commodious quarters at No. 904, a few doors below. These new quarters are modern in every respect, new booths and new service counters having been installed and, in general, equipped with the latest improvements in retail talking machine shops. This move was made necessary by the steadily increasing business of the company and this change is made at this time so as to be prepared for the expected increased business during the coming Fall and Winter months. As heretofore, the company is to feature the Victor line of machines and records exclusively.

Victor Dealers Pushing Portable Models

The American Talking Machine Co., Victor wholesaler, is very enthusiastic over the progress made by its dealers in marketing the Victrola portable model. A special effort has been made to bring this high-class portable machine to the attention of many prospective buyers and the result has been that many of these machines already have been sold. The officials of this company are sparing no effort to co-operate with dealers to make the Summer business a prosperous one and are offering them a service that is bound to show results.

Nassau Radio Co. Opens New Agencies

The Nassau Radio Co., distributor of John Firth & Co. radio products in Brooklyn and Long Island, reports that talking machine dealers are showing a keen interest in wireless products and that many new agencies are being opened up. Otto and Albert Ruckaber, who manage this business, are very enthusiastic and are making every effort to introduce John Firth products to talking machine dealers in this section. Although

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

Any communication from you will have our prompt and careful attention.

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186

business has a tendency to be quiet at this time they state that work done now will bear fruit in the early Fall. Many dealers who have been interviewed have signed up with the provision that they will begin to carry stock on September 1. However, there has been a demand for complete radio sets and all indications are that many more complete units will be sold during the Summer months.

Sterling Co. Absorbs Goetz Business

An important event in talking machine circles in this section this month was the closing of negotiations by the Sterling Piano Co. for the purchase of the entire stock and lease of Goetz & Co., at 81 Court street, where the Sterling Co. will move its stock of pianos and talking machines and make its headquarters from now on. This move has been under consideration for some months past and a new location has been sought, but heretofore a desirable one could not be found and in order to procure an advantageous locality the company concluded arrangements whereby it secured the store and business of Goetz & Co. The two enterprises have been merged and the business will be conducted under the name of the Sterling Piano Co., Inc. The officers are: George U. Tompers, president and treasurer; Philip Ritzheimer, vice-president, and J. F. Smith, secretary.

The complete line of well-known makes of pianos and talking machines which have been featured in the past by both companies will be carried. The talking machine department, according to E. A. LeTure, manager, will be given a very fine position on the first floor, which will represent a decided improvement over the old location at the Fulton street store; where the talking machine department was located in the basement. Mr. LeTure is very keen about this new move and expects a substantial increase in business as a result. The Victor line will be featured.

W. Ackerman Takes Over Getts Co.

Another newcomer in the Brooklyn retail talking machine trade is William Ackerman, who has bought out the business of the Getts Piano Co., located at 698 Central avenue. Mr. Ackerman has been manager of this store for some time past and when the opportunity presented itself to purchase this business he immediately took advantage of it. The firm name is to be changed from the Getts Piano Co. to the Ackerman Music Store and Mr. Ackerman is in direct charge, as he has been heretofore. His long experience in retail circles in metropolitan New York qualifies him as one of the best retail salesmen in this section and his host of friends are congratulating him and wishing him unlimited success in his new business.

Does Fine Sonora Business

Manager A. G. Smith, of the Lafayette Music Shop, at 269 Kingston avenue, is being congratulated on the splendid showing in sales made during the month of June. The total receipts for this month were greater than those of May and greater than June of last year, a record which is an enviable one in every respect. Among the sales made during this month by Mr. Smith were two Chippendale DeLuxe Sonora models, which retail at \$450 each. In view of the fact that retail sales generally have been at a minimum this record is worthy of high commendation, but, as Mr. Smith stated, it is the result of a concentrated effort made by himself and his organization to make the month of June a record one if possible. Some newspaper advertising was re-

VICTROLAS

“STUMBLING”

To fill an order for the Victor record “Stumbling,” or any other current success, without making at least one additional sale, is stumbling salesmanship.

The attention of every purchaser of popular records should be drawn to the wealth of material to be found in Victor Red Seal records.

VICTOR RECORDS

G.T. WILLIAMS CO. *Inc.*

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

sorted to, but the principal work done was in the way of personal calls on prospective buyers, backed up by a very friendly personal letter.

Brunswick Temple Adds Sonora

The Brunswick Temple of Music, located at Kings Highway and Coney Island avenue, has just been appointed Sonora representative by the Long Island Phonograph Co., Sonora jobber in this territory. Milton Kramer, proprietor of this up-to-date shop, has successfully conducted the business for some time past and, with the addition of the Sonora line, is equipped to cater to all classes of trade. Heretofore Mr. Kramer has featured the Brunswick line exclusively. Recently Mr. Kramer took advantage of a moving picture which was being shown at the local theatre by placing a Brunswick phonograph in the lobby of the theatre, which played the record of the same name as the moving picture. This resulted in splendid publicity for his store and the Brunswick line.

A. Lesser Remodeling Store

A. Lesser, prominent Victor dealer, at 631 Sutter avenue, is taking advantage of the Summer months to renovate and redecorate his entire store. The general scheme of arrangement in the store is being changed and a new service counter and a specially designed record rack are being installed near the entrance to the store. Heretofore the record racks were in the rear, but the new arrangement will facilitate service and prove more efficient. A new window is also to be installed. When completed the store will present a very attractive appearance.

Two Fine Sonora Sales

A. Heilbronner & Sons, who conduct a store at Fifth avenue and Fifty-third street, made two fine sales this month, consisting of Sheraton period Sonoras, which retail at \$375 each. These two sales were the result of much active campaigning on the part of Ralph Heilbronner, manager of the business in the absence of his father,

A. Heilbronner, who is vacationing in Europe for the Summer months.

A. Sklar Takes Over Sumner Store

A. Sklar, of the Ralph Music Shop, 149 Ralph avenue, has taken over the entire stock and business of the Sumner Music Store, located at 268a Sumner avenue. Mr. Sklar conducts a thriving business at 149 Ralph avenue. He will continue the Sumner business at the present location, but will change the name to the Ralph Music Store. Mr. Sklar intends to take personal charge of this new business for the time being and intends to make several improvements that will make the store one of the finest in this section. The new store is to feature the Sonora line of machines in conjunction with other well-known makes. Sheet music and musical instruments will also be handled.

RECORDING DEVICE FOR TELEPHONE

Latest Contribution of Poulsen, of Telephone Fame, Supplemented by Invention of Nasarischwily—Records Telephone Messages

Bottling up a telephone message until the person rung up has returned to the office or house has become a possibility by the combination of an invention of Poulsen, the famous wireless telephone pioneer, and a wireless valve.

If a telephone call is made and the person wanted is not available a simple recording instrument can be set in motion and a message dictated that can be repeated at any time later.

The Poulsen telegraphone, invented many years ago and displayed, by the way, at an electrical exhibition in New York, is a device in which a telephone message can be impressed upon a moving steel ribbon by means of magnetic action. When the ribbon has run through a simple reproducing device it repeats the message but so feebly that the invention was abandoned.

An instrument has now been constructed by a man named A. Nasarischwily with which the reproduced sound can be amplified to any degree of loudness by the use of one of the valves now employed universally in wireless reception. The steel wire or ribbon, with its magnetic message, can be removed from the instrument and sent by post and the message reproduced in any other instrument and permanent records can be made of speeches and so on.

The inventor claims that a message or signal may be spoken from a train into a railway line and received by the engineer of the train directly following.

\$3.25 Sample

With 10 inch Turntable
and All Accessories

MOTORS

2 SPRINGS

\$3.25 Sample

With 10 inch Turntable
and All Accessories

We are the Exclusive Manufacturers of

THE MAGIC MOTORS

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—
Main Springs, Etc.

MAGIC PHONO SUPPLY CO., 261-273 Lorimer St., Brooklyn, N. Y.

Telephone Stagg 1591

CLEVELAND

Dealers Going After Business—Co-operative Ad Campaign Effective—Window Displays Help—Announce New Agencies—The News

CLEVELAND, O., July 10.—Advertising seems to be the outstanding feature in the talking machine trade here during the last month. Louis Meier, of the L. Meier & Sons Co., gained a great deal of favorable publicity when he gave a children's lawn party to 300 Cleveland youngsters on the spacious lawn which is located next to his establishment. Mr. Meier's daughter, Lillian, took charge of the affair and the little ones played games and danced while a large Victrola with an amplifier, placed on a truck, supplied the music. Passers-by gathered about the lot, and Mr. Meier received many requests for permission to use the truck in other parts of the city. Before the children left they were supplied with candy and balloons as favors.

Starts Co-operative Ad Campaign

The Eclipse Musical Co. has started a big co-operative advertising campaign, which is expected to make this Summer one of the biggest in the history of the talking machine. It is planned to send out suggestions for advertising, and material for the same to the dealers for direct distribution to the consumer. The Victor portable machine is the big feature of this campaign.

T. H. Towell, president of the Eclipse Musical Co., has created an article which will make the portable Victor machine one of the most popular sellers. It is a new leather cover and the big feature is that the cover is finished with a pocket that will contain twelve records.

According to Edward B. Lyons, general manager of the Eclipse, Mr. Towell thought of the cover when it was noticed that many consumers complained of the marring effect of weather on the finely finished surfaces of the portables. He experimented with a leather-like material and discovered that the appearance of the portable

might be improved and the attractiveness increased. Corners, handles, catches and other hardware on the exterior of the machines were removed, and the leather material applied with shellac. The hardware was then replaced, and a leather-cased machine resulted. The patent on this feature has been applied for.

Featuring Window Displays

Dealers in the city are doing advertising on their own account. The Euclid Music Co., on Superior avenue, has installed a Magnavox outside of its store which advertises the new records, and M. O. Mattlin, of the Home Piano Co., claims that a window display of Cheney phonographs has increased the sales of this establishment one hundredfold.

Window displays seem to be the most popular means of advertising. One of the outstanding windows of the month was that of the B. Dreher's Sons Co., created by William G. Bowie, manager of the talking machine department. The green Victor record books and pink pamphlets were arranged in checkerboard form on the window floor, with the well-known Victor dog on guard. It was possible to see this striking color scheme from different points in Play House Square, where the Dreher establishment is located.

Doing Well With Health Records

Manager Dan E. Baumbaugh, of the talking machine department in the May Co., is continuing his campaign on the Walter Camp health records and the Wallace reducing records. His latest step is a new pamphlet just issued, which announces special demonstrations and lectures on the Wallace reducing records, and arrangements are being made for four classes in weight reducing, which will be held in the private demonstra-

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

tion rooms of the May Co. talking machine department. Miss Jane Louis, who has charge of this division, is now on her vacation at Sedalia, Mo. On her way back to Cleveland she plans to stop at the Wallace Institute in Chicago, for further instruction in conducting the work here.

Much interest was aroused in local talking machine circles when the Arrow Phonograph Co. announced that it had just perfected a new lateral record. The completion process has been simplified and the result is claimed to represent a real forward step in record production. The right to manufacture the new record will be disposed of shortly.

Some New Cheney Dealers

Four significant accounts were closed by the Cheney Phonograph Sales Co. this month. These include the Buescher Co., the George E. Dales Music Co., Akron; the Andrewson Music Co., Dayton, and the Ampico Studio, Columbus. These are only a few of the new accounts being booked by jobbers serving this locality, the best indication of the trend of new business at this time.

To Extend Brunswick Territory

Plans for taking over the Buffalo territory and making it a definite part of the Cleveland district branch are being completed at the local Brunswick-Balke-Collender Co. branch headquarters, and it was expected that by the middle of July the new plan will be in operation.

New Concerns in the Field

The Home Piano Co. recently announced that it has opened a new store, the Globe Piano Co., in the Woodland-East Fifty-fifth section, and already the Vocalion Co., of Ohio, has designated the new store as retailer of the Vocalion records in Cleveland.

The Center Furniture Co., which opened a short time ago, will handle Sonora machines, according to latest announcements.

Pleased With Convention Visit

Victor jobbers from Cleveland who attended the recent convention at Atlantic City returned home with plenty of enthusiasm for their respective lines. Leaders in the industry in Cleveland who were at the meetings included George R. Madson, president of the Cheney Phonograph Sales Co.; Edward B. Lyons, general manager of the Eclipse Musical Co.; Howard J. Shartle, general manager of the Cleveland Talking Machine Co.; Miss Elsie Baer, manager of the M. O'Neil Co., Akron; Louis Meier, the L. Meier & Sons Co.; J. W. McNamara, of the Empire Phono Parts Co., and Dan E. Baumbaugh, manager of the May Co. talking machine department.

Two New Starr Phonographs

Two additions in the styles of machine have been made at the Starr Piano Co., according to D. G. Free, retail sales manager. One is a large machine called "Eighteen," made in both dark and light finish. The other is a small table machine, and is proving popular with purchasers.

Tie-up of Record and Photoplay

An interesting experiment of linking up the photoplay appearance and records of the same name was effectively made by the Remick Song Shoppe, when "Second Hand Rose" was tied up with the arrival of the film of the same name at the Cameraphone Theatre.

Meeting of Local Association

At the last meeting of the Cleveland Music Trade Association the following firms were represented: The H. B. Bruck & Sons Co., the Cheney Phonograph Sales Co., M. V. De Forest, the B. Dreher's Sons Co., Home Piano Co., the May Co., the Muehlhauser Bros.' Piano Co., G. M. Ott Piano Manufacturing Co., J. O. Raeder, Randolph House of Good Music and the A. B. Smith Piano Co.

BANNER 50c. RECORDS

**Summertime—dancing-time
—and the 50c. record!**

Summertime is dancing-time—country homes, lawn parties, beach parties, automobile parties! Everybody dances and everybody buys dance music!

But who buys the expensive dance records?

Surely not the man who knows where to buy the good popular priced records.

If he is near a BANNER RECORD dealer he knows that he can step in and buy full 75c. worth of record value for 50c. He knows that the tone quality is the same and that the record will last as long. He knows that the records are all famous stars "Broadway-known."

He knows this and he buys BANNER. He tells his friends and they, too, buy.

They all buy — continually. That explains why BANNER sells big the year round.

Write us today! We will send you complete details and samples.

PLAZA MUSIC CO.

18 West 20th Street

New York

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., July 8.—A rather unexpected, but very welcome, increase in the volume of business is reported by the majority of the talking machine and record dealers in Philadelphia for the week or ten days preceding the Fourth of July holidays.

The sudden spurt served to increase the optimistic outlook of the trade in general in this city regarding the Fall business, as the dealers admit that a pre-Fourth of July rush in business has not always proved to be the rule in the past except in those years when very prosperous times were ahead.

Therefore, they feel that they now have solid grounds upon which to base their general predictions that the Fall trade will prove to be exceptionally brisk and that the decline in business has passed. As a consequence all of the leading distributors are rounding up their forces to meet the heavy demands they anticipate from the dealers shortly.

Viewing the local talking machine and record business from every angle several of the leading distributors assert that the trade has a more healthy aspect at the present time than even they had hoped for a few months ago.

Believes in Canvassing

One of the dealers and distributors who believes that the business in the Fall will equal, if not exceed, previous records and who also believes that the best way to increase sales during comparatively dull times, such as the present is, by going out after the business in a vigorous fashion is H. W. Weymann, head of the well-known firm of H. A. Weymann & Son.

"Recently I have made a number of personal calls upon many of our Victor dealers to persuade them to put on outside canvassers for the purpose of boosting their business in Victor talking machines and records," said Mr. Weymann. "At first their objections to this course were based on the belief that it would not pay them to employ special canvassers during the Summer months. However, several of the dealers who decided to give my suggestion a trial have just reported that they have succeeded in selling a number of Victor machines of the portable type to families who will spend the Summer or their vacations at the seaside, in the country or in the mountains. "The sale of these small portable models, I know, will eventually lead to the purchase of more expensive cabinet models."

Mr. Weymann states that if all of the Weymann dealers will write to him, giving a list of the Victor records of which they have especially big stocks on hand the Weymann firm will give these records consideration when the list of records for the mid-month suggestion hanger is being made out, as this suggestion hanger is issued for the purpose of aiding the dealers in disposing of their surplus stock of Victor records.

Penn Co. Officials in New Offices

The officials of the Penn Phonograph Co. have just moved into their new offices, located on the second floor of the company's handsome building, at 913 Arch street, which was formerly used as a stockroom. The entire floor has been beautifully decorated and extensive alterations have been made during the past few months, until now the offices of T. W. Barnhill, the head of the Penn Phonograph Co., and those of his assistants and the general office force are undoubtedly among the most attractive that may be found in Philadelphia. The walls and ceilings of the new offices have been finished in a light cream color, which, combined with the many large plate-glass mirrors located decoratively in various parts of the second floor and the handsome indirect lighting fixtures, tend to give the offices a soft light that fills every corner.

Mr. Barnhill's personal offices are situated at

the front of the building with the side and rear partitions made up largely of plate-glass, so that he has absolute privacy as far as sound is concerned, but at the same time he is able to see everything that is going on in the rest of the offices. Next to Mr. Barnhill's offices is found the elevator entrance, with the telephone switchboard, next to which is located a large and handsome display room. Back of this comes the spacious reception room, while at the rear of the building are the general offices, where the clerks are to be found.

Reports Heavy Jump in Orders

F. B. Reinecke, manager of the Louis Buehn Co. sales force, at 835 Arch street, reports that he is very much pleased and surprised by the remarkably large sales made during the first week of this month. He attributes this unusual spurt in business to the fact that the Buehn dealers undoubtedly have made big sales of talking machines and records prior to the Fourth of July holidays, with the natural result that they at once gave orders to fill up their stock.

Louis Buehn and his family have recently moved into their Summer home at Ocean City, N. J. Mr. Buehn is commuting to his office three or four days each week.

The Victor Co. has just sent to Mr. Reinecke a sample of the new wrapping envelopes which will be issued soon as coverings for the Victor records. Prior to this time the Victor Co. has never made a wrapping envelope and consequently all Victor dealers will welcome this innovation. He expects a stock of these envelopes within a week and, owing to the fact that the Victor Co. purchases them in large quantities, they will be sold at a very low price to the dealers.

G. W. Hoover Believes in Action

G. W. Hoover, president of the Philadelphia Victor Dealers' Association, whose store is located at 1031 Chestnut street, is of the opinion that now is the time for all the talking machine dealers to concentrate their efforts upon the sale of the portable models, as during the Summer months people want light, durable and efficient machines to take with them during their vaca-

tions. Mr. Hoover points out that the time for selling the more elaborate models is during the rest of the year, when people are at home.

Mr. Hoover states that there will be no further meetings of the Victor Dealers' Association during the Summer months, but that their regular sessions will be resumed in the Fall, when he expects that many items of considerable importance will be brought up for consideration and action.

Auto Fleet for Edison Field Men

With the acquisition of a new Ford roadster, especially equipped, the Girard Phonograph Co., Edison distributor, has done away almost wholly with railroad fares as part of salesmen's traveling expenses.

P. R. Hawley, manager of this organization, has aimed for a long time to organize a fleet of automobiles for the use of his traveling representatives. As proof of his contention that traveling by auto enables the men in the field to strike many towns not reached by railroads and that it does away with the endless delays provoked by railroad schedules, the entire staff has demonstrated that it can now cover just three times the ground that it heretofore has and with better results.

The new car, like those already in service, is equipped with a phonograph and a generous supply of re-creations. This affords the salesman an excellent opportunity to demonstrate the phonograph anywhere and at any time and it is no unusual sight in small towns to see one of these cars in front of a prospective dealer's store, with dozens of the townspeople standing about enjoying a midday concert.

Columbia Grafonola Dealers' Association Meets

The June meeting of the Columbia Grafonola Dealers' Association of Philadelphia was held on the 27th at the Hotel Adelphi. The entertainment and publicity committees submitted various reports for the meetings of the Columbia dealers to be held in Philadelphia this Fall and further details regarding these meetings will be presented to the members at the July session. A special drive for membership will be inaugu-

(Continued on page 84)

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.

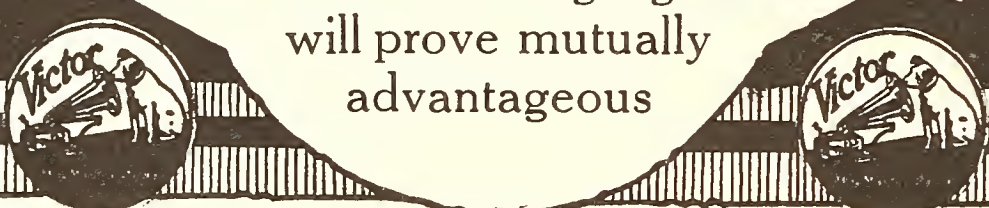
Victor Wholesale Only

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 83)

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.
VICTOR WHOLESALERS

Q. R. S. PLAYER ROLLS
WEYMANN "KEYSTONE STATE" STRING INSTRUMENTS

YOUR BUSINESS
and **OUR BUSINESS**
are very much the same, "Mr. Victor
Retailer. We have the common pur-
pose of increasing Victor merchan-
dise sales. Getting together
will prove mutually
advantageous



rated before the next meeting and it is expected that this drive will produce substantial results.

George Ross, of the Ross Frankford Music Store, supplied the music for the races at the Frankford Driving Club Race Track, with a Columbia Grafonola and Columbia records in conjunction with a Magnavox. The music made such a hit that Mr. Ross secured several Grafonola prospects, including two of the judges.

W. C. Stiver, Jr., Undergoes Operation

William C. Stiver, Jr., field representative for the Girard Phonograph Co., local Edison distributor, has just recovered from an operation which took place a few weeks ago.

Having been formerly identified with the W. C. Stiver Co., Edison dealer in this city, and enjoying the acquaintance of practically every Edison dealer in the local territory, Mr. Stiver had the personal good wishes of the entire Edison trade during his illness.

Interesting Vocalion Records

The Lincoln Business Bureau, 1011 Race street, of which B. H. Rogers is the manager, and which is the local distributor for the Vocalion phono-

graphs and Red records, has just issued a new list of twenty-four double-face records that have just been placed on the market. Included among these records is one that features a melody that is more than 200 years old. In telling of this record and the others on the list, Mr. Rogers said:

"A distinctly new art has been developed in the composition of the music settings for phonograph recording. Songs are not recorded 'as is' any longer. In fact, the Vocalion always strives to introduce appropriate pieces of musical scenery of a descriptive character that add materially to the effect of the whole composition."

Open Attractive Columbia Store

The South Ninth Street Talking Machine Shop has opened up a very attractive Columbia store at 903 South Ninth street. The owners of the store, Antonio Gallo and Joseph Caroley, are very enthusiastic regarding the possibilities for Columbia business and have arranged for an important advertising campaign.

Reports Encouraging Conditions

The Talking Machine Co., Victor distributor, reports an increased demand from its dealers during the last two weeks of June, which has continued to manifest itself thus far in July. Good Fall business is looked forward to.

G. W. Witney Tells of Heppe Activity

George W. Witney, manager of the C. J. Heppe & Son's store, tells of numerous sales within the last few weeks of the portable outing models of the Victor machines, which, he says, seem to be increasing in popularity with the general public by leaps and bounds.

Conditions With Weymann

H. W. Weymann, of H. A. Weymann & Son, is commuting each day between the Quaker City and Atlantic City, where he is spending the Summer months with his family at one of the well-known hotels. He says that fully 50 per cent of the Weymann dealers have placed their advance orders for Victrolas for September, October, November and December, and from this fact he declares that it is apparent that these dealers seem to hold his views to the effect that the

Fall trade will establish new records and that in accordance with this optimistic outlook the dealers wish to be prepared to meet the demands of their customers and consequently are placing their orders now so that they "will not be caught napping."

Enlarged Quarters for Stern & Co.

Stern & Co. have just completed an addition of 10,000 square feet to the second floor of their building at 712 Market street. The Columbia department, which is located on the second floor, is included in the improvement and plans are being made for an active Fall trade. This is a Unico-equipped department throughout, which, naturally, made rearrangement and enlargement easily accomplished. The department is under the management of Miss Frances J. Eastbrom.

HAWLEY ADDRESSES KIWANIS CLUB

Manager of Girard Phonograph Co., Edison Distributor, Pictures Life of Edison

ALLENTOWN, PA., July 3.—Unusual interest surrounded the regular noonday luncheon of the Kiwanis Club here recently, when P. R. Hawley, manager of the Girard Phonograph Co., Philadelphia, Edison distributor, gave the members a verbal picture of the life of Thomas A. Edison and of the invention of the phonograph.

W. J. Flach, secretary and treasurer of the Yeager Store, Inc., Edison dealer, was chairman of the luncheon and introduced Mr. Hawley, who had been invited to visit Allentown especially for the occasion. Following the address Albert Schantz, a violinist well known in Coopersburg, entertained the members with several numbers, including a tone test with the phonograph, which was generously applauded.

Both the Allentown newspapers gave space to the address in full and expressed the belief that the renewed interest in the phonograph engendered by the affair would prove an added stimulus to the trade in that community.

MUSIC MASTER HORN POPULAR

Product of General Radio Corp., Philadelphia, of Great Acoustic Merit—Also Handles Radio Parts and Equipment—New Dealers Added

PHILADELPHIA, PA., July 5.—The Music Master horn, announced by the General Radio Corp., of this city, last month, has met with much popularity among the talking machine dealers carrying radio equipment. Mr. Eckhardt points particularly to its laminated wood construction as the best suitable means for magnifying sound naturally. It is claimed that this horn produces an exceptional volume of sound and at the same time retains the true tonal quality of the singer, the full richness and accurate shadings of expression. Mr. Eckhardt stated that the Music Master horn has the advantage of being a tested, fully proved invention, having been fully accepted in the difficult requirements of talking machine circles. These horns, attractively built and finished, are planned in two sizes, twenty-one-inch for concert work and fourteen-inch for the home.

The General Radio Corp. is also the producer of the "Geraco" line of radio parts and equipment. Mr. Eckhardt states that a number of new dealers have been added to its list.

Stimulates
Talking Machine Business!
The PHONO-TONER
TRADE MARK
(Registered in U. S. Patent Office)

Renders softer, sweeter music and reduces surface noise.

You cannot find a more satisfactory answer to that oft repeated objection—**"Too much surface noise."**

Retails for 35c. and 50c.
Regular Trade Discounts.

The Phono-Toner (actual size)



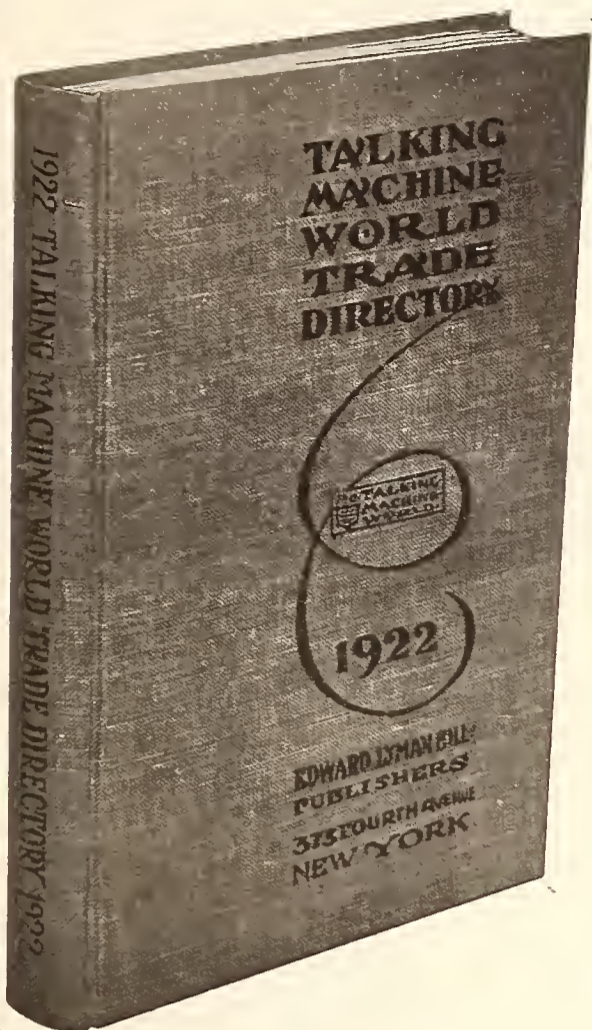
The Phono-Tone Co.
310 Lincoln Building
PHILADELPHIA, PA.

Forms handle
for needle set-
screw.

Italian Music Rolls
Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.
UNITED MUSIC STORES
619 Cherry Street Philadelphia, Pa.
225 W. Mulberry St. Baltimore, Md.

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.



Only 50 Cents

The Talking Machine World Trade Directory has filled a long standing want of the industry. It is kept as a handy reference volume on the desks of a large number of the members of the talking machine industry where, in an instant, it provides detailed knowledge about this or that company and the products made by each company.

It gives the kind of information it would otherwise consume much time to secure. For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including the invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

HERE IS WHAT SUBSCRIBERS SAY:

"Your 1922 Model Talking Machine World Trade Directory reached us all right, and the writer went over it carefully yesterday at his home, and we wish to compliment you. There has never been a Trade Directory got up that has been so accurate as regards firms listed and that has covered the field so thoroughly.

"There is no question but that this Directory will prove of real, tangible benefit, not only to its advertisers and those who are listed in same, but to the general dealer trade at large, who have needed a directory of just this nature."

"We congratulate you on the appearance of The Talking Machine World Trade Directory and trust that you will make it a yearly feature of your business.

"We could use two more copies of this publication in our organization to great advantage, therefore request that you send them to us, proper billing.

"Just before closing wish to state that we consider the move on your part of issuing a directory of the talking machine industry as being one of the most forward movements occurring in the industry for several years."

Only 50 Cents

Only 50 Cents

USE THIS COUPON NOW

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State

HOT LIPS

The New "Wang Wang Blues"
by the same Writer.

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

HEAR IT NOW!

He's got hot lips — When he plays Jazz, — He draws out steps.

BUEGELEISEN & JACOBSON CATALOG

New Edition Admirably Produced With Great Line of Musical Instruments That Make Wide Appeal—Many New Lines Added

Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, have just presented to the trade their 1922 catalog, known as No. 120. The new edition is up-to-the-minute in every detail and contains within its covers an exceptionally wide variety of salable musical merchandise from the various markets of the world. Although larger in scope, the 1922 catalog has been compiled with less number of pages. This has been accomplished by reducing the number of illustrations. Those left, however, show complete details and give the dealer all the required information for making his selection. Many new lines have been added and improvements made where possible. The numbers shown have been carefully selected and criticized by both the buyers and sales staff, who are intimately familiar with the wants of the trade.

The merchandise listed is of such standard makes as Lester, Monarch and Salanti accordions, Duss band harmonicas, Durro & Durro Master violins, bows, strings and accessories and the S. S. Stewart line. Particular attention is directed in the catalog to the Automat showcases, which are described therein. Buegeleisen & Jacobson report that their many dealers have found these showcases of invaluable assistance in the handling of sundries and strings, and that

they enable them to carry a small but complete line in a very limited space. Attention is called to the probable increased tariff on imported musical merchandise and its corresponding effect on the cost of these instruments. The company hopes, however, that the prices on domestic lines will remain stable, although the contemplated change in the tariff might have some effect.

INVENTS NEW RECORD FILE

W. H. Snyder, Long Island City, N. Y., is the inventor of a new device for filing records, which will be known as the "Recordpark." A company is now being formed to manufacture and market this new filing device, which embodies several distinctive features. The "Recordpark" is built on the principle known as the "compression-expansion" method of storage, whereby records are supported and adjusted under pressure between plates, with means for expanding the capacity.

COMBINED RADIO AND TALKER

The Concertola Corp., of New York City, which is the jobber for the National line of talking machines, is placing on the market a combined radio and talking machine within one console cabinet. It is expected that production will shortly be obtained and the new addition to the line will be marketed in an energetic manner.

L. K. Tipton, Victor dealer at 506 East Grand avenue, Beloit, Wis., has discontinued business.

AN ATTRACTIVE OHIO STORE

Establishment of Chas. M. Zitzer in Mansfield Most Modern in Every Particular

MANSFIELD, O., July 5.—There are many very handsome talking machine stores in the State of Ohio, stores upon which have been spent much time and money, but one of the most attractive of the lot, according to talking machine men who know, is that of Charles M. Zitzer,



Interior of Zitzer's Handsome Store

well-known Victor dealer in this city. The equipment of the Zitzer store is most modern in every particular, as is indicated by the accompanying illustration. The entire arrangement has been highly praised by traveling men, among them F. L. Fritchey, of the Perry B. Whitsit Co., who has an opportunity to study the arrangement of many establishments.

KEEPING IN TOUCH WITH THE TRADE

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., manufacturer of the semi-permanent needle of that name, reports satisfactory business. The executives of this concern are strong believers in keeping in close touch with the trade and are energetically going after business. B. Cohen, brother of the president of the company, is on the road in the interest of the Wall-Kane needle and has now reached as far as the Pacific Coast. Mr. Cohen reports that conditions on the Coast are good and is attesting this through the orders he is sending in.

S. Kaminshine returned from a trip through Canada with optimistic reports of present and future conditions in the Dominion.

N. Cohen, president of the company, left recently for a trip embracing the principal cities in Canada.

L. G. Evans, of 225 West King street, Lancaster, Pa., has leased a store in that city, which he will open as a talking machine and musical instrument business in the near future.

The West Piano Co., dealer in talking machines and pianos, of Moorhead, Minn., is remodeling and enlarging its store.

"Musical Merchandise Sales Are Keeping Us Going—"

That's what a customer from up-state tells us.

He has found his Small Goods department a life-saver. The brisk business he's been doing in the smaller instruments and accessories has kept down overhead, brought new customers into his store (every one of them a phonograph prospect) *and paid profits!*

And Musical Merchandise can do the same for YOUR Store.

Send for our new illustrated Catalog and our Confidential Trade Price List No. 4. These two FREE books make Musical Merchandise buying easy—successful.

THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers

60 BROADWAY

Since 1883

BROOKLYN, N. Y.

LOS ANGELES

Portable Machines Lead Demand—New Columbia Store—Prominent Visitors—Sherman, Clay & Co. to Move—Trade Activities

LOS ANGELES, CAL., July 1.—Sales of talking machines during the month of June seemed to show a slight slackening, although, according to a number of reports, business from departments at least equaled and, in many cases, exceeded that of the corresponding period of last year. The jobbers and distributors generally report their sales to be above anticipation.

Southern California Association Honored

A letter has been received from C. L. Dennis, secretary of the National Association of Music Merchants, which was addressed to Secretary Farquharson, of the Music Trades Association of Southern California, announcing that the National Association banner for organized effort had been awarded to the Southern California Association. The banner is being properly inscribed and will be officially presented at the July general meeting.

Sherman, Clay President in Town

The Victor dealers of Los Angeles were greatly pleased to receive a visit from Philip Clay, president of Sherman, Clay & Co., during the last week in June. Mr. Clay had just returned from the jobbers' convention in Atlantic City and returned by way of Los Angeles, where, accompanied by the genial Charlie Ruggles, Los Angeles manager, he made a number of calls on the trade.

Motion Picture People Keen for Portables

W. H. Richardson, president of Richardson's, Inc., reports the sale of Victor portables to Gloria Swanson, Paramount star, and to Tom Moore, famous Goldwyn artist. Richardson's has sold quite a number of portables to motion picture people, who use them when "out on location" as well as for their own private use. The Motion Picture Directors' Association also recently bought a beautiful console or period model phonograph from Richardson's, which they installed in their club house.

Columbia Field Sales Manager in Los Angeles

Robert Porter, field sales manager of the Columbia Graphophone Co., spent several days in Los Angeles last month, where he held a number of salesmen's meetings and visited the trade in the city as well as out of town.

New Columbia Store in San Bernardino

R. L. Tamplin, owner of the Columbia Stores Co., operating an exclusive Columbia store in San Diego, which has been extremely successful during the eight months it has been established, has opened a second store at San Bernardino, which he calls "The Store Beautiful." The general design is patterned after the main store in San Diego, with the decorating scheme somewhat different. Following the same plan inaugurated in his San Diego store, Mr. Tamplin will handle Columbia products exclusively in San Bernardino, and he states that this is number two of a chain of stores which he intends establishing throughout southern California.

Dupont Takes on Columbia Line

Thomas Dupont has opened a new exclusive Columbia establishment at 854 South Hill street. He had been handling several lines of phonographs at another location, but on moving to his new store decided to handle the Columbia line exclusively.

Robert F. Porter a Visitor

Robert F. Porter, field sales manager of the Columbia Graphophone Co., paid a visit to this city a

few weeks ago on a tour of inspection of the Pacific Coast branches. While in this territory he called on all of the Columbia dealers, giving them the benefit of his experience and knowledge in the general merchandising field.

Swanson Portable Great Success

R. W. Moon, sales manager of the Swanson Co., Los Angeles, has made a phenomenally fine sales record with the Swanson portable phonograph on the Pacific Coast. Between March 10 of the present year and the first week of June he sold over 100,000 of these home and vacation joy bringers. Mr. Moon left for Chicago last month and was forming plans to take over the distribution of the Swanson throughout the entire country.

Blue Bird Man Comes South

After spending several weeks in San Francisco and in the northern part of the State I. S. Lessor, special representative of the Blue Bird Talking Machine Co., returned to Los Angeles for a few days last month. He reported that he had been devoting a good deal of time to the radio supply business and had secured several thousand dollars' worth of orders for cabinets for the Radio Supply Co., which is affiliated with the Blue Bird Talking Machine Co.

Sherman, Clay & Co. Move

Sherman, Clay & Co., Victor distributors, are having a new building specially erected for them, at the corner of Tenth and Santee streets. Unfortunately this building is not yet completed and their lease in Parmelee Dohrmann Building having expired and their old quarters being urgently needed by the owners, it became necessary to obtain temporary headquarters with the Wood Mfg. Co. Manager Ruggles reports that, in spite of the inconvenience caused, service to Victor dealers has been uninterrupted and no complaints have been received.

Good Results From Campaign

The Eastern Outfitting Co., of this city, which opened its first selected dealers' Grafonola newspaper advertising campaign last month, has completed the campaign and reports the sale of 250 instruments as a direct result of this drive. The company is delighted with the success of the campaign, which was far beyond all expectations. This enterprising dealer recently added an automobile truck to its delivery service for the exclusive use of the Grafonola department, a novel feature of the truck being the fact that there is painted in colors on each side a reproduction of the illustration used on the front cover of the Columbia record supplement in February, 1922.

Los Angeles Salesman Goes to Seattle

C. H. Meurs, who is known very well in Los Angeles, where he had been employed in several phonograph departments as a salesman, left here for Seattle last month to fill a position with the Bush & Lane Piano Co. Mr. Meurs, in addition to being an excellent salesman, is an enthusiast in music and grand opera.

George W. Lyle in Los Angeles

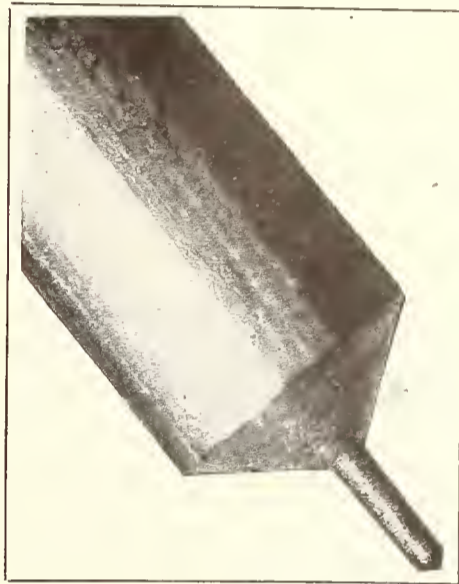
George W. Lyle, president of the Manufacturers' Phonograph Corp., spent several days in Los Angeles last month and was met by Walter S. Gray, of the Walter S. Gray Co., of San Francisco. Mr. Lyle, who has many friends in the trade on the Pacific Coast, reported excellent sales of the Strand phonograph, both in Los Angeles and in the East.

SUGG & ROUNTREE BUILDING STORE

KINSTON, N. C., July 8.—Sugg & Rountree, of this city, dealers in musical instruments, including talking machines, are erecting a new store in order to facilitate the handling of their increased business. The company also plans to increase its stock as soon as the new establishment is completed.

Every Sale Counts This Time of Year

There is a good steady profit to be made during the summer months by displaying and featuring Sonora Semi-Permanent Needles. They are easy sellers because the Sonora name is on every package and because they are the *ideal* needles for dancing.



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent NEEDLES

Note the long, uniform shaft on the needle point magnified above. That is what makes it possible to play fifty or more records with these needles, with the minimum of wear on the record.

Send in your order today and boost your July and August profits.

CAUTION! Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.

NEW ORLEANS

Effective Advertising Stimulates Sales of Machines—Satisfactory Upward Trend in Business During June—Month's News

NEW ORLEANS, LA., July 5.—A general improvement has been experienced throughout the music trade during the month of June. Nearly all dealers report a much better month than May and some state that the past month was better than June, 1921. It remained, however, for the out-of-town salesmen to report the prize sales of the month.

The success of the two projects has in both instances been attributed to well-planned and organized advertising. The first took place in Brewton, Ala., where the Hainje Specialty Co. sold, in less than eight weeks, one hundred and thirty-two Grafonolas, one carload, and the drive is not over yet. J. A. Hainje, president and manager of the firm, has branch stores at Atmore

and Century, which are also working hard in the campaign. His record sales have been correspondingly as large.

Down in Biloxi, Miss., J. A. Abrams, who ran two full pages and six half-page ads in the Daily Herald on Tuesdays and Fridays from May 20 to June 9, reports the following result: "Thirty-four Columbia instruments, ranging in price from \$60 to \$175, were sold. The down payments received were \$417.25 and about two hundred inquiries from various parts of this section were received from people whom we hope to sell later on. This was during our duller months."

Mrs. Trembley, at the Dugan Piano Co., reports a much improved trade, though they have not pushed the advertising as much as in the earlier months.

"The people seem to be freer with their money now that the danger of the flood is over and cases of unemployment have become fewer among the solicited public," said Mrs. Trembley. "The horizontal model has been our best seller, but our record sales show a big increase within

the past month. This is due partly to the Wallace Reducing Record, which Dugan is featuring now, and partly to the noted increase in demand for popular music."

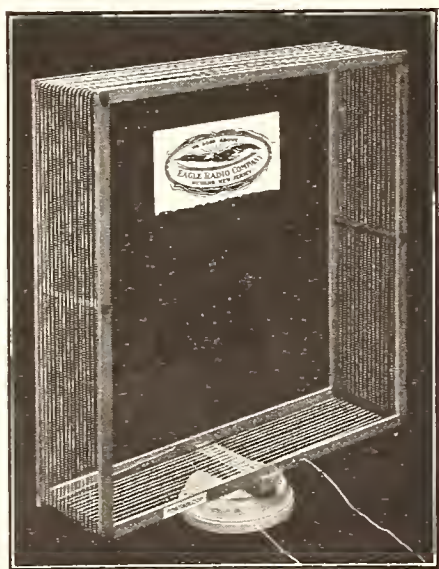
At Werlein's Manager Powell agrees that there has been an improvement in buying and states that he has received his share and that the salesmen are kept in a stream of perspiration all the time answering questions put to them by the many buyers. The portable model has been the feature of the selling. Everyone seems to want a Portable to take away with him during the Summer and the demand shows no sign of abatement. Lucille Hawley is the latest addition to the sales force of this establishment.

Ralph Young, sales manager of Grunewald, has found the mahogany Victor cased portable his biggest seller and popular records going like hot cakes. Cash sales have been fine.

Over at the Edison Co. things have been rather quiet during the past month in spite of the new models that have come out. However, sales are not below normal for this season of the year and a good Fall business is looked for there.

A. Sparrow, head of the Southern district of the Columbia Co., reports business in the northern part of Louisiana as booming. He has just opened three new accounts up there. The territory is also good, but the northern part of Mississippi is quiet.

THE PORTABLOOP



The logical antenna for congested districts, offices and apartments

List Price
\$10.00

Order a sample now



210 Central Avenue

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Getting Volume From a Portable

Englewood, N. J., June 15, 1922.

Andrew H. Dodin,

Talking Machine World, New York.

Dear Sir: I have a portable machine and cannot seem to get any volume of sound from it, even with an extra loud needle. This machine has a horn on the left side of the cabinet extending to the front. Do you think, if I rebuilt this cabinet with a horn constructed on the style of the Victor portable, that I would get better results? If so, what wood would you suggest using for the horn part? (Signed) T. Sansone, Englewood, N. J.

Answer: Nearly all the portable machines on the market that are constructed with a side horn lack both volume and quality of tone. The chief reason of this is in the fact that there is hardly any semblance of a horn in the machine, a piece of thin board is merely curved around the motor, a small block of wood, cut at an angle, is glued just underneath the tone arm opening (on the bottom of the cabinet), presumably for the sound to strike and be forced to the front of the cabinet. The material that these makeshift horns are made of, combined with their shape and size, naturally prevents good results.

If you have carefully examined the Victor portable you will find that the idea of the cast-iron horn elbow and wood bell used in all Victrolas is carried out on a smaller scale in this model. The top lid of the machine also adds to the volume of tone, for the sound, after leaving the horn, is reflected by the lid and its fine varnished surface is no doubt a factor in the surprisingly good results obtained.

If you could reconstruct your machine in such a way as to make use of the lid as a reflector—first lining it with oak or spruce, well varnished and rubbed smooth—I am sure that you would get good results.

As to the wood for the horn, oak, spruce or mahogany are all worth trying.

Correcting Motor Slipping

Ilion, N. Y., June 24, 1922.

Talking Machine World, New York.

Gentlemen: Can you advise me, through your repair column, how I can stop the following trouble in my Columbia machine? This is a machine with a three-spring motor and it seems that

after playing about one-half of a record the pitch of the tone will change and keep going up and down the scale for some time, when it will stop and run along all right. I have had the motor apart, graphited the main springs and oiled all parts thoroughly, but cannot seem to stop the trouble. Could it be caused by one of the gears being badly worn? Your help would be appreciated. (Signed) P. J. Conway.

Answer: Your trouble is one that is often met with. It is entirely in the governor of the machine and the governor friction pads (the two little felt pads that act as a check on the speed of the governor). I would take the governor apart, clean the governor shaft with emery cloth until it is absolutely smooth and bright, try it in the governor disc, see that it will work freely without sticking at any spot. Assemble the balls and springs in their correct position, being sure that the governor springs are all of the same shape so that one would not have a greater tension or pull than the other. The governor balls must be firmly attached to the springs.

Replace the governor in the motor. Now take the friction pad frame and remove the little felt pads and see if there is a hard spot on the surfaces which rub against the governor disc. In case there is, cut a thin slice of the pad off with an old razor blade. Soak the pads well in oil, replace in the frame, being sure to have them held tight by the little clamps or fingers of the frame, then place the frame into position in the motor. It will probably be necessary to re-set your speed indicator, inasmuch as you have changed the position of the felt pads.

You will find that if you go over these points very carefully that the trouble will be cured, and can be prevented in the future by more frequent oiling of the felt pads, which will prevent a hard spot forming on them.



No. 35767/10 Palm Plant, natural prepared, everlasting in green.

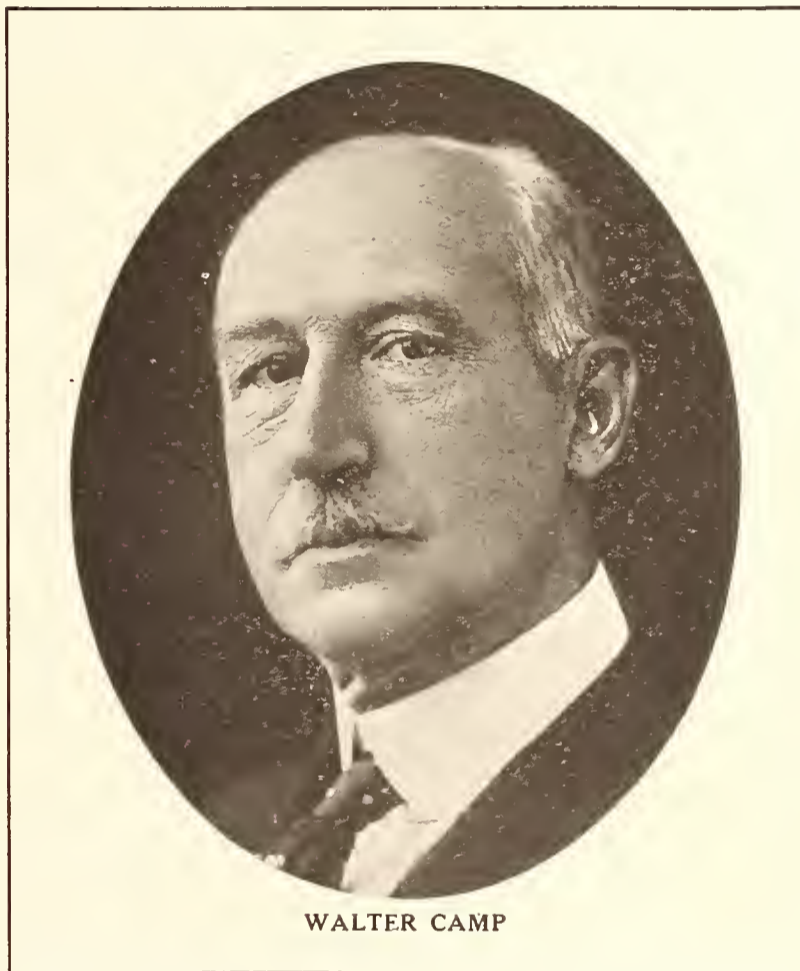
My SEASONABLE CATALOGUE No. 35 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be MAILED FREE ON REQUEST.

	Inches High	Palm Leaves	With Pot	Without Pot
35767/24	24	10	\$1.50	\$1.00
35767/5	30	5	1.00	.75
35767/7	42	7	2.00	1.50
35767/10	48	10	2.50	2.00

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

WALTER CAMP'S DAILY DOZEN

NOT AN EXPERIMENT, BUT A PROVEN SUCCESS



An imitation "twelve" can never equal the DAILY DOZEN, because any system of physical culture exercise records cannot possibly be any greater than the man who conceives or directs them.

Walter Camp is recognized internationally as America's foremost athletic authority. His system, known as the DAILY DOZEN, has been universally accepted as the acme of perfection in physical culture exercise.

Dealers handling Walter Camp's DAILY DOZEN on HEALTH BUILDERS records have the satisfaction of knowing that they represent the original and best obtainable system of exercise records on the market.

HEALTH BUILDERS' national advertising has educated the public to look for Walter Camp's signature before buying physical exercise records. None genuine without Walter Camp's signature.

Write us today for sample and full information

HEALTH BUILDERS

DEPARTMENT W7

334 FIFTH AVENUE

NEW YORK, N. Y.



When the mountain wouldn't come to Mahomet, Mahomet went to the mountain. Get your truck in action, put a Grafonola aboard and a stock of records and go get 'em. Your Dealer Service Man can furnish a large facsimile Columbia Record sign for display; a weather-proof, padded cover for the Grafonola; a special rack so records will ride safely.

Columbia Graphophone Co.
NEW YORK

SAN FRANCISCO

Increased Business Follows Shriner Conclave—Strong Demand for Portable Models—Magnavox Co. Enlarging Plant—The News

SAN FRANCISCO, CAL., July 5.—As a result of the National Shriner Conclave in San Francisco this month there has arisen a great deal of discussion among the retailers as to the benefits of conventions and carnivals to the merchant. During Shriner Week retail business was almost at a standstill. Everybody was too busy enjoying himself to think of buying. The visitors, of course, patronized the hotels and restaurants and bought souvenirs of all sorts, but they did very little in the way of stimulating business in general. Chinatown did a rushing business. But the good from conventions usually comes after the events have passed. Every visitor to the Pacific Coast in a measure becomes a missionary and the ultimate effect is that the stream of new settlers to the Coast is kept flowing. New settlers are what the Coast wants; new citizens are a permanent asset. The money spent entertaining visitors is well spent and undoubtedly the business man who stays with the game will profit. The week after the Shriner convention retail business showed a marked increase and business has been very fair since. More money is in circulation and the talking machine dealers are getting a share along with the rest.

The demand for portable talking machines is splendid this season, and record business is good. Medium-priced machines are also moving pretty well, but the expensive models are lagging for the moment. Radio interest has not yet reached the peak, apparently, and broadcasting programs of high merit are featured for almost every half hour of the day and evening.

As a result of the broadcasting of operatic selections in connection with the recent grand opera season at the Stanford Stadium at Palo Alto, the demand for Martinelli records and other classics was much increased in San Francisco and vicinity. Martinelli was the star tenor of the Stanford opera company, which gave a series of wonderful performances in the open air and which drew audiences of vast numbers.

The Magnavox Co. is enlarging its manufacturing plant in Oakland and when the improve-

ments are completed the capacity of the factory will be at least doubled. The demand for the loud speaker is growing fast day by day on account of its value in radio concerts. The plant of the Magnavox Co. is situated on the outskirts of Oakland in the midst of beautifully laid out grounds and flower gardens.

C. T. Compton, acting manager of the Phonograph Shop on Stockton street, is spending a three weeks' vacation with his family party at the Yosemite Valley. The party has an automobile camping outfit, including a portable Sonora phonograph. A very attractive show window of the Phonograph Shop is devoted to a display of an ideal camping outfit in which a portable phonograph is prominently featured. Bent Davies, who represents the Sonora Co. in southern California, is taking Mr. Compton's place in his absence.

John Foster, manager of the San Francisco store of the Rudolph Wurlitzer Co., has been transferred to the new store of the company in Los Angeles.

Clark Wise, of San Francisco, and Mrs. Wise leave this week for a short vacation at Napa Soda Springs. Mr. Wise, who is a Shriner, says business after the convention picked up pretty well, though he regrets the shortage of portable Victor machines, which is somewhat of a handicap at this time.

Mr. Abrams, manager of the wholesale and retail phonograph department of Kohler & Chase, is taking a trip down the San Joaquin Valley in the interests of Burnham machines and Okeh records.

Mr. Corcoran, manager of the San Francisco wholesale department of the Brunswick Co., has been calling on the trade in the Sacramento Valley. He says business was quiet in Sacramento during the big Forty-niner carnival.

Frank Crumb, of Marysville, one of the most successful dealers handling the Brunswick line exclusively in California, is installing several additional booths in his store. Business is satisfactory in northern California.

C. L. Hemphill, vice-president of the Commer-

cial Investment Trust Co., of New York, which firm is largely interested in financing Brunswick dealers, has just paid a business visit to San Francisco.

Louis Schroeder, manager of the talking machine department of the John Breuner Co., Sacramento, is spending his Summer vacation with his home folks in Oakland, together with his newly acquired bride.

J. J. Black, of the Wiley B. Allen Co., has gone to the Hawaiian Islands with the Shriner expedition. All the stores of the Wiley B. Allen Co. on the Coast close this Summer from June 17 to July 29 at noon on Saturdays.

The new phonograph department of the Sterling Furniture Co., in this city, has enjoyed such a success that it has already found it expedient to enlarge the department. The space has been remodeled and beautifully decorated and in connection there is a miniature bungalow in which a Brunswick phonograph is displayed. Everett Saxe is manager of the department.

The new Victor record, "You Won't Be Sorry," a dance piece played by Whiteman's Orchestra, has made a fine start toward popularity on the Coast since it was released a few weeks ago. This selection is one of the song hits published by Sherman, Clay & Co.

The California Phonograph Co. has closed its Oakland store and will concentrate all business at the San Francisco establishment. Some of the Oakland stock was taken over by Harry N. Chesebrough, the well-known music dealer of Oakland. Manager Jessen was recalled to the San Francisco store of the California Phonograph Co.

BUSINESS OPPORTUNITY IN ENGLAND

English Mercantile Firm Is in the Market for Talking Machine Motors and Records

WASHINGTON, D. C., July 7.—A mercantile firm in England, having a representative in the United States, desires to purchase talking machine motors and records, according to a request received by the Bureau of Foreign and Domestic Commerce here. Quotations should be f.o.b. American port. Terms, payment against documents. References are offered. Further information can be secured by communicating with the bureau or any of its district offices and referring to opportunity No. 2736.

LAYTON BROS. VISIT GOTHAM

Recent visitors to Gotham included E. C. Bray, sales and advertising manager of Layton Bros., Ltd., of Montreal, Can., and Armitage and Gilbert Layton, who were in search of ideas relative to the talking machine and radio fields which they could apply to use in their territory in Canada.

Nelson V. Edgar, 162 S. Glassell street, Orange, Cal., is planning to open a music store in the near future.



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

HAPPENINGS IN THE DOMINION OF CANADA

MERCHANTS IN TORONTO ADOPT AGGRESSIVE METHODS

Unusually Enticing Window Displays Aid Machine and Record Business—Vocalion Records by Canadian Artists Well Received—Changes and Trade Activities of the Month

TORONTO, ONT., July 7.—That a great musical movement is afoot in Canada was affirmed by Dr. A. S. Vogt, Dr. James L. Hughes and Duncan McKenzie at the close of a fascinating demonstration of educational talking machine records at the Toronto Conservatory of Music. This was the first of a series of six evenings. The hall was filled to capacity and the audience of teachers and friends listened with intense interest as it was shown how children in the junior grades could be introduced to the best music through the use of reproducing machines.

Your correspondent noticed in the window of one of the biggest music stores in Canada the other day a card bearing the titles of ten "His Master's Voice" records. These records appeared under the headline, "Album of the Immortals," and nearby was an album filled with each of the ten records: 87070, "For You Alone" (Caruso); 87243, "O Sole Mio" (Caruso); 64454, "Gavotte-Mignon" (Maud Powell); 18595, "Train Time at Pum'kin Center" (Cal Stewart), and "Uncle Josh and Nancy Put Up the Stove" (Cal Stewart); 64457, "Barcarolle—Tales of Hoffman" (Maud Powell); 64411, "Beautiful Isle of Somewhere" (Evan Williams); 64389, "Just Awear'ing for You" (Evan Williams); 87321, "A Dream" (Caruso); 18311, "Narcissus" and "Humoresque" (Felix Arndt); 18284, "Valse Blue" and "Marionette" (Felix Arndt)—a good idea.

A new link in the phonograph store chain of Welland, Ont., is Tuck's Music Store, which carries Starr phonographs and Starr-Gennett records.

P. P. Kruger, 212 Victor avenue, has been granted patent rights on a new design of phonograph tone arm and reproducer.

Minifies Music Store, Sarnia, has lately sold the Sarnia School Board three Columbia Grafonolas. The Canadian Radio Corp., Ltd., has been al-

lowed by Ottawa fourteen claims on an electrical device for producing musical notes. Said device is registered under number 217813.

Several of the music stores in and around Windsor, Ont., ran special displays to mark the "Better Furnished Homes Week" held there recently. The Malloney-Connolley Piano Co. issued a special invitation to the public to visit the store and familiarize themselves with its lines, including pianos and Vocalion and Edison phonographs. Grinnell Bros. had their show window artistically laid out to represent a completely furnished living-room. The Columbia Grafonola Store featured an electric Grafonola as a suitable companion for a nicely furnished home. H. R. Sill's Music Store, of Walkerville, also co-operated by a varied display of musical instruments and sheet music.

Marguerite D'Alvarez, the great Peruvian contralto and Vocalion artist, made a very agreeable impression upon her audience while in this city recently.

The Scythes-Vocalion Co., Ltd., of this city, is now offering for sale Vocalion records made by Albert Downing, well-known Canadian tenor, who has the honor of being the first Canadian to make records for this company.

Arrangements have been completed by this company with Miss Lorraine Wyman, a widely-known singer, to record French-Canadian folk songs for the Vocalion.

Employees and staff of Layton Bros., Ltd., Edison, Brunswick and Columbia dealers, were guests at the fourth annual picnic and outing given by Philip E. and Herbert A. Layton recently at Otterburn Park. Between seventy-five and eighty employees, with their wives, children, sweethearts and friends, enjoyed one of the most successful "get-together" meetings held by the firm.

"TALKER" AND RADIO CONCERTS FOR MONTREAL KIDDIES

Musical Concerts of Educational Nature to Be Held in Various Playgrounds—Record Artists Appear in Local Theatres—V. P. Bouvier Plans Trip—News of the Month

MONTREAL, CAN., July 8.—It was announced by Dr. Gadbois, director of playgrounds, that the first open-air radio concert for children will be held shortly, as soon as arrangements are completed for the instruments. The demonstration will be educational as well as entertaining, and will be held at Parc Lafontaine. Besides the radio show, a talking machine will also dispense music for the kiddies. If the experiment at Parc Lafontaine is successful the apparatus will be taken around to the various playgrounds.

J. Donat Langelier, Ltd., has installed a radio department in addition to its phonograph and piano business.

The Famous Chicago Novelty Orchestra appeared recently in person at the Princess Theatre, Sherbrooke, Que., and was billed as Columbia and Edison artists.

"Fronsi," Edison accordion artist, recently appeared here in vaudeville at the Imperial Theatre (Keith's) and demonstrated his talent as a master of his instrument.

Gingras Pianos & Gramophones, Ltd., this city, has made an assignment for the benefit of its creditors.

V. P. Bouvier, of Bouvier, Ltd., Edison and Columbia distributor, St. Catherine street, East, will shortly visit New York on a combined pleasure and business jaunt and while in the vicinity will take a trip to the Edison plant in Orange, N. J. This concern has opened a branch store at 1255 St. Lawrence boulevard, specializing in

foreign Columbia records. Henry Rheame is in charge.

C. W. Lindsay, Ltd., recently gave over its handsome show windows to a display of Stewart machines, appropriate suggestions directing attention to their popularity as a suitable companion for Summer camps and homes. A most effective showing of various Columbia Grafonola models was also staged.

The Venetian Gardens has the distinction of being the first cabaret in the Dominion of Canada to install individual radio telephones at each table for the entertainment of guests.

This is the way Goodwin's, Ltd., of this city, advertised "Walter Camp's Daily Dozen": "Music's the medicine of the mind," wrote John

Logan in his Danish Ode. "It turns out now that it's the medicine of the muscle, too—Walter Camp's Daily Dozen is a set of physical exercises set to music. And inspiring music. People who may have found exercise tedious mentally will find this method an enjoyable recreation. Good for reducing also.

"Five records in an album—vocal instructions and instrumental time—a chart of exercises—the lot for \$15."

Arthur Blouin, Sherbrooke, Que., is reorganizing and enlarging his record department. A practical young lady will shortly preside over this end of the business. Mr. Blouin reports the sale of new Columbia Grafonolas and Brunswick phonographs as quite satisfactory.

The local branch of the Musical Merchandise Sales Co., Toronto, Brunswick distributor, which is under the management of S. J. O'Donnell, has been moved from 719 Drummond Building to 364 St. Catherine street, East.

The leading music stores handling "talkers," as well as the exclusive talking machine shops, are closing at 1 o'clock on Saturday afternoons during the months of June, July and August.

The Berliner Gramophone Co., Ltd., has secured the selling rights in Canada for Walter Camp's Daily Dozen and it is putting out a large number of sets daily.

Brown's Talking Machine Shop will shortly install a radio department. It reports a goodly demand for "His Master's Voice" console models, which it claims are selling freely, a large number of users turning in their table models in exchange for the newer console types.

Miss Didier, in charge of the phonograph department of Dupuis Frères, has on more than one occasion made direct importations from Paris, France, of Pathé records, for which she has a large sale, particularly the complete grand operatic selections. She also handles the machine manufactured in Paris, France, of which she sells quite a number.

"HONEST QUAKER" LINE IN CANADA

The G. L. Laing Co., talking machine accessory jobber, 41 Richmond street, Toronto, has completed arrangements to handle "Honest Quaker" mainsprings in Canada. These springs, manufactured by Everybody's Talking Machine Co., of Philadelphia, comprise styles adaptable to any kind of motor. In addition a complete line of motor parts manufactured by this concern will be handled by the G. L. Laing Co., which is planning a vigorous campaign.

HEADS CANADIAN PLAZA OFFICE

TORONTO, CAN., July 7.—M. G. Beatty, well known in the talking machine jobbing trade here, has taken over the Canadian office of the Plaza Music Co., of New York City. Mr. Beatty's headquarters are located in this city and he carries a complete stock of talking machine accessories and repair parts for talking machine motors.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO. MONTVALE, NEW JERSEY

I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

HEAR IT NOW!

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

SALT LAKE CITY

Dealers in This Territory Most Optimistic Regarding Trade Outlook—Interested in Radio—Many New Talker Agencies Opened

SALT LAKE CITY, UTAH, July 1.—Some of the dealers in talking machines seem to be doing fine just now. The O'Loughlin Co., which will handle the Brunswick line exclusively hereafter, expects to do nearly twice as much business this month as it did in June of last year. "Ukulele" Hughes, formerly with the Glen Bros.-Roberts Piano Co., where he had charge of the small goods department, is with this firm now and he tells your correspondent that the company is putting on a "stunt" soon that will "start something." He would not say what it will be, but declared it will be worth watching.

George A. Bolduc, the popular manager of the talking machine department of the Glen Bros.-Roberts Piano Co., who went to the Coast with the Shrine Band, of which organization he is a member, is not home yet. He is making a tour of southern California and may go to Honolulu before returning to this city and—work.

Col. Jos. J. Daynes and family are making an extended tour of the Northwestern States.

The Western Radio Sales Corp. is the name of a new concern that has been formed here to sell radio supplies to the trade. It will make a drive on local dealers who could carry radio equipment along with their other goods. Some of the music dealers do not seem at all anxious to handle radio sets yet. They regard wireless as being in its experimental stage and a little hazardous from the merchant's standpoint.

R. F. Perry, manager of the phonograph sales division of the Brunswick-Balke-Collender Co., on West South Temple, has just returned from a trip through the Idaho territory and reports

business conditions there in the phonograph line as much improved. He said there was an increasing public demand for Brunswick products and several new accounts were opened. He

VOCALION DISTRIBUTOR IN BOSTON

Arthur C. Erisman Appointed Wholesale Representative in New England for Vocalion Red Records, With Headquarters in That City

The Aeolian Co. has announced the appointment of Arthur C. Erisman, with headquarters at 174 Tremont street, Boston, as New England distributor for Vocalion records, the new arrangement going into effect on July 1. In order to give his entire attention to the Vocalion line Mr. Erisman disposed of his entire stock of records of other makes. The business will be conducted under the title of the Arthur C. Erisman Co.

Mr. Erisman is one of the best-known talking machine men in New England, having been manager of the Boston branch of the Columbia Co. for a number of years and then being in the wholesale business on his own account. The quarters on Tremont street, from which he will wholesale the Vocalion line, are particularly well situated in the heart of the business district.

C. D. McKinnon, Eastern manager of the Vocalion interests, is spending some weeks in Boston for the purpose of co-operating with Mr. Erisman in getting his new project under way.

Mr. Erisman will have associated with him in his new venture A. W. Chamberlain, H. M. Blakeborough and T. Norman Mason, all of

says there is a demand for the recording of exclusive Brunswick artists and feels that his company's machines and products are going to play an even greater part in the musical life of the Mountain States than ever. Mr. Perry said new accounts have been opened in Utah of late. One at Price, the seat of Carbon County, where they will be represented by the Burgener Music Co., and another at Park City and other places. The Brunswick people here are receiving increasing inquiries for the records of Mario Chamlee, the American artist.

them men of wide experience in the talking machine field.

The Aeolian Co. announces that it will make



Arthur C. Erisman

no further shipments of Vocalion records into the New England territory direct, and all record deliveries will be made through the A. C. Erisman Co., as New England distributors.

RAYMOND RADIO CORPORATION

Manufacturers To The Radio Industries
Apparatus Designed From The User's Standpoint

Crystal Detector Sets
Vacuum Tube Sets, From One To Six Tubes
Sets Of The Talking Machine Type Entirely Self Contained

V. T. Sockets
Rheostats, Plain and Vernier
Audio Frequency Transformers

Our non-regenerative 3-tube set was admittedly THE hit of the Chicago Radio Show

Variable Condensers
Crystal Detector Units
Control Panel Units

Executive Offices:
309 LAFAYETTE STREET
NEW YORK CITY

Works:
FARMINGDALE, L. I.



Victor Wholesalers Exclusively

NEW YORK
TALKING MACHINE CO.
521 West 57th Street

A.D. Geissler
President

CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., July 10, 1922. THE state of business throughout the Middle West in particular, and throughout the country in general, is eminently well set forth in the monthly Business Indicator issued by the National Bank of the Republic, of Chicago. In a series of well-executed graphs the bank displays the trend of general business during the present year as disclosed in the state of the Federal Reserve System, in the bank clearings, in the number of building permits issued in Chicago, in the price of pig iron, in the orders for pig iron, in the prices of grain and in the state of the bond market. The display is extremely interesting and most encouraging. Few of us perhaps realize that a good deal of the discontent which business men have been feeling over the condition of trade in general has been due to the insistence upon making their comparisons with the boom year 1919. The graphs which are a feature of the Chicago bank's Business Indicator show how absurd this practice is. The condition of all business during 1919 and until the break in the middle of 1920 was so exaggerated, so abnormal, that no useful comparison can be made between it and the conditions pertaining to any other year before or since. Now, as a matter of fact, 1922 so far shows actual improvement over the period 1913-1917 in a number of important items, such as bank clearings, while, on the other hand, the state of the building business at this moment shows, for the Middle West, a prosperity such as has not been known for years. Indeed, the number of building permits issued so far during the year 1922 in Chicago far exceeds any number previously registered. The Middle West is in for a boom in building, in home-making and, consequently, in retail buying, such as has not been known for years. Talking machine men, please take notice.

The
Business
Indicator

CONSIDERING the wonderful facilities which are now available in the way of sound-proof partitions, complete demonstration-booth equipment and similar utilities, it is surprising to observe how many talking machine merchants still seem to think that records can be sold in noisy, uncomfortable surroundings. It is still more surprising to find talking machine merchants neglecting the very obvious point of maintaining all demonstration machines in good condition, of seeing to changes of needles, that motors are oiled and silent, that tone arms and reproducers are functioning well, and so on. In some recent traveling around among the retail merchants in this vicinity we have observed with no little astonishment how often merchants otherwise seemingly keen and intelligent allow themselves to neglect the details of record demonstration service. Yet it is just here where the difference comes in between the high-grade merchant and the near-high-grade competitor. The foundation of successful record-selling is in comfortable, restful arrangements for the customer's benefit. To neglect this is virtually to invite customers to go elsewhere. Add to this fact the further fact that the best demonstration booth in the world is no good if it is not watched and served in the details of machine operation, and we have the whole secret of failure in record departments, as well as the whole secret of success. Have the booths really sound-proof! Keep them served! See that records are not played with old needles! Do not let the machines become noisy in operation. Remember that you are selling music and that music and noise do not go together.

Obvious,
Isn't
It?

THE representative of The Talking Machine World who attended the semi-annual furniture show which closes on July 15 at Grand Rapids, Mich., was much impressed with general conditions there. Pages 33-34 of the present issue of The Talking Machine World contain a complete story of the show at Grand Rapids, which lends point to our representative's impressions. Not only was the number of buyers in attendance very large, but the actual quantity of business transacted was a good deal larger than the most sanguine had anticipated. The talking machine exhibits were, for the most part, very

The
Great Big
Shows

impressive. The Cheney Talking Machine Co. had a remarkable display in its beautiful warerooms on Monroe street. The Widdicomb Furniture Co. was also much in evidence, and so were Bush & Lane, the Consolidated Talking Machine Co. and the Aeolian Co. All these makers go in for the best, and the general effect of their exhibits was wonderfully fine, both as to fine workmanship and musical quality. The talking machine may be regarded, from one point of view, as a fine piece of furniture. When furniture buying is active it is safe to bet that talking machines are also selling. Well, furniture is showing activity again, and talking machines are selling. But one thing is sure: the talking machine that sells steadily and profitably is the talking machine of quality.

THE Chicago Furniture Show discloses activities similar to those of Grand Rapids in their encouraging features. It seems to be certain that retail dealers are now sold on the question of getting large stocks in hand for Fall trade. The controlling factor is, of course, the building situation. Despite a recession during the last two months, largely due to local conditions in one large Eastern center, the present movement has all the appearance of a real boom. Now, a boom in building means a boom in home furnishings. Furniture men are already boosting the home-building movement in their advertising, for they know that home building means furniture buying. But does not home building also mean talking machine buying? If not, why not? Let the talking machine men follow the excellent example set by their brethren and boost the home-building movement. The more it is talked about, the better the situation will be for everyone. The talking machine is a domestic article, a home maker as well as a home entertainer. No merchant is so admirably placed as the talking machine dealer in devoting a great deal of his time and advertising space to boosting home building. Every home that is built means a talking machine and a great many records. Anyhow, it behooves a live dealer to be a factor in the community and he can best occupy this position by putting himself in evidence as in favor of every movement that will help the town or city in which he is doing business.

Tie Up
With
Home!

THE Mid-West Victor Dealers' Association has been giving a luncheon to John Steel, the eminent Victor tenor. The guest of honor was voted a regular fellow. He sang to his hosts and showed them that his voice is all that it has been cracked up to be. During the same week, too, he was headliner at the Majestic, our leading vaudeville theatre. Naturally, the Victor dealers made a general tie-up with his appearance and sold many records through timely and judicious publicity. To bring together in personal contact the living artist and the men who sell the records he makes is always timely and always effective. The dealer needs to have this contact in order that he may the better visualize what it is he is really selling. The artist needs to come in contact with the men who sell what he produces, for then he can better understand their problems and realize that the salesmanship is just as important as the production. We should like to see much more of this intelligent tying-up. Mr. Steel is now on tour through the country in high-class vaudeville, and Victor dealers everywhere will take notice therefore of the opportunities presented to them to take advantage of his appearance.

Contact
With the
Man

WE hope it is not too hot to ask why there are not more trade associations springing up this year in the Middle West. As a matter of fact, the talking machine business is one of the very trades which most need strong local associations of dealers. It is hardly necessary to give reasons why local associations would be helpful. The fact remains that wherever they have been formed they have been a most potent means of making local dealers better acquainted—they remove silly prejudices and broaden out the minds of men and they bring men together for the uplift and development of the industry.

Last
Timely
Topic

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

CHICAGO, ILL., July 9.—Contrary to the belief that the hot Summer spells would cause a depression in business, it appears that just the reverse is taking place. This statement applies particularly to manufacturers. They have been doing an increased business for months. For a few weeks there was a short falling off, which seemed to indicate that a recession would prevail during the Summer months, but such is proving not to be the case. Business is beginning to pick up in a very substantial way, according to the manufacturers, and here is what they say is the reason:

A great many dealers, in fact, nearly all of them, are short on stock. It can also be said here that quite a number of manufacturers have not been piling up beyond their immediate needs. Therefore the surplus of talking machines in the country is not so great after all. It was thought a few month ago that the warehouses were loaded to the guards with goods of all kinds, mostly machines of inferior makes manufactured during the abnormal war days. There were great numbers of these products, it is true, but quite a bunch of them were sold. There were still greater numbers disposed of through the liquidation route, to concerns who had use for them in various ways. Many were bought to be dismantled so that the panels and other wooden parts could be used for other purposes. In this way thousands of these inferior instruments were taken off the market.

Many dealers who had machines of this kind on hand unloaded them at the beginning of the radio wave to radio fans who desired them for the installation of home radio sets. There was a time at the beginning of the year when radio

enthusiasts were being born every minute and they lost no time in manufacturing their own hook-ups. But it has been found that this whole manufacturing business was merely by way of a preliminary education, which has instilled radio enthusiasm into the fans to the utmost degree. The fans now know that they cannot get the same result out of cheaply constructed home instruments that they can out of one manufactured by a high-class concern. They are, therefore, contending that their home-made sets are all right for the time being, but sooner or later they will all fall in line for the purchase of "tailor-made" hook-ups. Now, all this accounts for great numbers of the inferior makes of talking machines, which once had the dealer scared into believing that when business picked up and people began buying there would be a flood of them on the market again, which would put a crimp in his happiness. Nearly every dealer is now convinced that "there ain't going to be no such happening."

As has been said before, the dealers have been quite short on stock, and this state of affairs was born of necessity. Now, however, there is every indication of a good Fall business, and the wise buyers are accordingly making hay while the sun shines, by looking over their stocks and reordering. This reordering in turn is naturally reflected in the factory of the manufacturer who likewise is getting busy.

Now, on what is the assertion based that business will be good in the Fall? The answer is found in the building movement, which is rapidly spreading to all parts of the country. Home building is being encouraged in all localities and

every effort is being made to relieve the housing shortage. No matter where one goes, in cities, towns or hamlets, or even along country roads—the sound of the hammer can be heard. One knows that very nearly every line of the industry is associated in some way or another with the building of a house. If house-building keeps on at its present rate a favorable reaction on other lines of industry must follow.

Furniture men throughout the country are taking cognizance of this activity, and are giving all the encouragement they possibly can to the movement. We suggest that it behooves the talking machine men to get in line with the furniture men and boost the home-building program. To-day there are literally thousands of talking machine prospects who for the moment are camping in someone's else backyard or doubling up with relations, in order to cut down the high cost of rents, which in a great measure has been caused by the housing situation. Just as soon as this situation is relieved and enough houses can be had to go around at reasonable rents those prospective buyers will loosen up their purse strings, take flats or houses and do a great deal of shopping. Figure it out any way you want to, and you will see that our future prosperity in all lines of business is hinged upon a comprehensive house-building movement. Therefore, we say again most emphatically, get behind and push, for the sweat of to-day brings the gold of to-morrow.

The Power of Suggestive Advertising

There is a great deal of power in suggestive advertising, as everyone knows. Then again
(Continued on page 96)

**See Our Exhibit
PAGEANT OF PROGRESS
EXPOSITION
CHICAGO, ILL.
Booth 13, Section A**

FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

**PLAYS
ALL
RECORDS**

KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

NOM-Y-KA

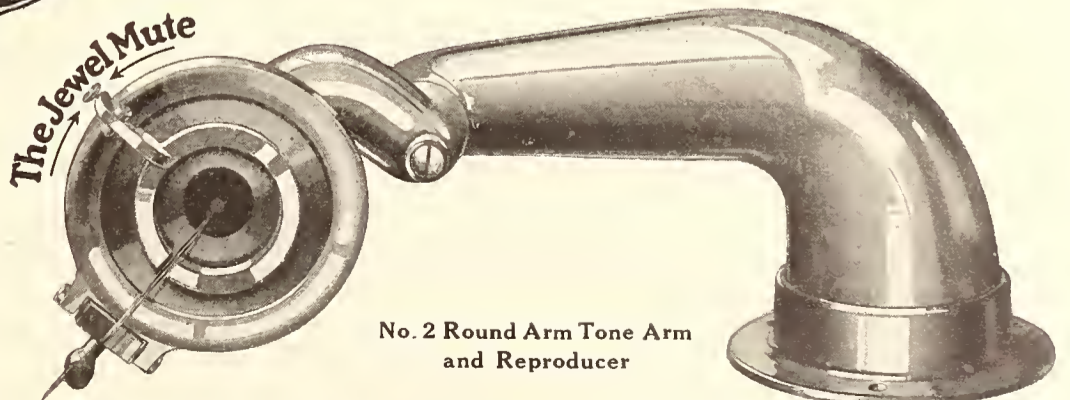
diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

there are certain times when this suggestive advertising has great pulling power, especially if it is timely. A striking example of this may be seen this month in the show window of the Cable Company at Jackson boulevard and Wabash avenue. This window is well laid out and very appropriate for this season of the year. It is, therefore, attracting a great deal of attention and its suggestive power is asserting itself on the company's books. The display calls attention to Victor portables, but the hook-up to this portable is rather unique. The decorative scheme of the window suggests by the background that the scene is a shady nook in a wood. The foreground is laid out in imitation grass. Spread over the grass on one side is a lunch cloth whereon reposes a very tempting picnic lunch. Near the back edging of the lunch cloth is placed a Victor portable. Should one stand by the window for any length of time he will hear the remark, "Oh, boy! Don't that look good," and many of those who make this remark step inside and make im-

mediate arrangements to become the owner of a Victor portable.

New Wireless Corporation

L. Mandel, formerly president of the Mandel Mfg. Co., is now president of the Wireless Corp. of America, a Chicago concern which is manufacturing radio apparatus, supplies and parts. This company had a very attractive display of its goods at the recent radio show held in the Leiter Building. The Wireless Corp. has some interesting methods of assembling high frequency transformers, which they exhibited at the show and which attracted considerable attention.

Schoessling Resigns from Wurlitzer Co.

Hans Schoessling, who for several years has managed the wholesale Victor department of the Rudolph Wurlitzer Co., Chicago branch, has announced his resignation, to take effect soon. He has completed plans for the opening of a retail Victor shop in Chicago. He will call his new place of business The Jefferson Music Shop,

and will open it on or about October 1, in the vicinity of Milwaukee and Lawrence avenues, in the township of Jefferson, where Mr. Schoessling has lived for many years. Nearly everyone in this vicinity knows "Hans" and it is safe to assume that the new Victor shop will be a thriving place of business in short order. Of course, the retail Victor trade customers of the Wurlitzer Co. regret to see Hans leave, but they are all wishing him the best of luck in his new venture. His many years of experience in Victor circles have given him a keen insight into the methods of doing retail business.

Service Shop Enlarges

The Service Shop, owned by the F. C. Henderson Co., of Boston, is now located in its new and spacious headquarters at 26 East Randolph street. This shop was formerly located at 8 West Washington street, but business during the past year has grown to such an extent that it was found necessary to seek larger headquarters. The new Service Shop boasts of ten modern sound-proof record-hearing rooms and a number of spacious demonstration booths. Up-to-date record racks and counters decorate the front of the establishment. Forest Edwards, manager of this shop, which, by the way, is exclusively Victor, is enthusiastic over his new location and has received many compliments from the trade in Chicago because of the beauty of this place of business.

The "Pilgrim's Progress"

Will H. Wade, Potentate of Medinah temple of Chicago, returned to town with his caravan of nobles this week. They had gone to San Francisco to attend the annual Imperial Council of the Mystic Shrine. There is a story going around that when the Honorable "Bill" and his followers attended the Roundup at Cheyenne, Wyo., said Honorable "Bill" won a prize for exhibiting his prowess in sitting aboard a sea-going broncho. The "Honorable" refuses to divulge what said prize was. We thought we could find out from C. E. Johnson, Michigan representative for the Chicago Talking Machine Co., who was in the party, but he only held his sides and laughed.

Views of Unit Construction Co. Manager

W. B. Montgomery, district manager of the Chicago branch of the Unit Construction Co., has just returned from a trip through the Eastern half of the Central Western States. He reports that the trade in all sections visited by him are now convinced that the days of uncertainty and suspense are over and they are therefore preparing foundations for good substantial business. The trade now knows that appearance is a prominent factor in business life as it adds an air of stability. They are, therefore, remodeling and equipping the latest types of demonstration booths in order to lend this air of stability to their business. This has been proven true in other lines of commercialism, but the talking machine industry attained such proportions in so short a time that the trade really had no opportunity to take advantage of stabilization. It is doing so now, however.

On Vacation

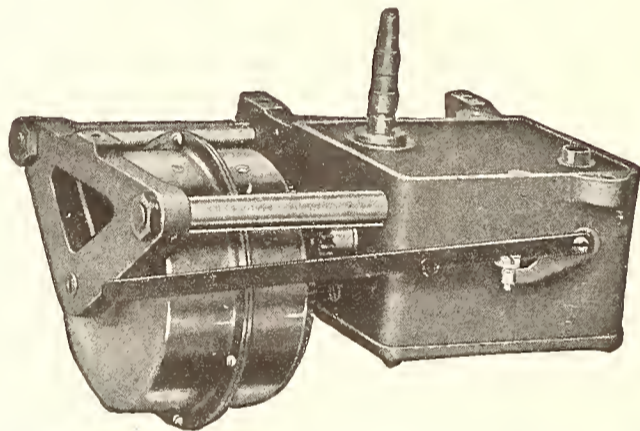
S. A. Ribolla, manager of the Chicago branch of the General Phonograph Corp., and William Pilgrim, treasurer of that concern, are spending a month's vacation at Grand Beach, Mich. Both of these gentlemen were accompanied by their families. Mr. Pilgrim left Grand Beach for a run to Chicago during the latter part of the month. His visit here was short and he immediately returned to Grand Beach.

Another prominent member of the General Phonograph Corp. is A. Thallmayer, who is in charge of the foreign record division of this company. Mr. Thallmayer left his headquarters in New York some time ago for the purpose of calling on the trade throughout this section. While here he spent considerable time in Chicago and went over the retail field very carefully. His reports show that the Okeh foreign record business in Chicago is advancing rapidly.

Templar Business Barometric

A lot of the boys in the trade have been mak-

The Best Motor Money Can Buy



1. The wick lubricating system, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be perfectly lubricated. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 96)

ing inquiry recently as to the condition of the manufacturing end of the business. Reports from houses dealing in accessories indicate that the manufacturers are going along very nicely at this particular time. The business of the Templar Mfg. Co. is going on at a very pleasing pace. This concern reports that it had anticipated a general falling off in business during June, but that, on the contrary, the demand for Templar stops was quite heavy during this month and many new inquiries were received.

New Cheney Models

At the Chicago office of the Cheney Talking Machine Co. this week the announcement was made that the new Cheney art models were now ready for distribution. Model No. 117, known as the Abbotsford, was announced to the trade on July 1. This new model follows the general lines of the present Queen Anne model No. 107, but is larger and of more ornate design. It comes in rich mahogany finish only, which is in general keeping with the type of ornamentation and treatment which characterizes that famous period. The new Cheney Abbotsford will retail at \$300.

Opening New Store

The North Shore Talking Machine Co., of 603 Davis street, Evanston, is opening a branch store in Winnetka, a suburb on the North Side of Chicago. Great activity is also seen around the Evanston branch by reason of the remodeling process which went into operation recently. The entire store is being redecorated and handsomely fitted up with the latest type of hearing rooms and demonstration booths. This is an exclusive Victor shop whose owners are aiming to have the most beautiful retail talking machine shop in that section of Evanston.

Brunswick News Brieflets

A. J. Kendrick, sales manager of the talking machine division of the Brunswick-Balke-Collender Co., has just returned from the East, where he attended the Music Industries Chamber of Commerce convention in New York. Imme-

diately thereafter he began a two weeks' vacation, during which time he motored throughout the New England States.

Gus Haenschen, of the Brunswick Co.'s recording laboratory in New York, is spending a few days in Chicago. Mr. Haenschen also made several other stops in the Central West before returning to New York.

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., sailed for Europe a week or so ago for a combined business and pleasure trip. He was accompanied on the voyage by his family and the party will visit many points of interest in European countries, returning to the United States about September 1.

E. S. Bristol, proprietor of the Brunswick Shop at Rockford, Ill., was a visitor to the Chicago trade a few days ago. Mr. Bristol opines, and his opinion is in accord with that of other dealers at Rockford, that the Fall is going to see some mighty good business stirring around in Rockford territory. All lines of industry in that section, he believes, are getting into full swing, slowly but very steadily, and the building program is going on at a very rapid rate.

Lyon & Healy Open Radio Shop

Lyon & Healy are preparing for the formal opening of their new retail radio shop, which will occur about the time this issue of The World goes to press. The new shop is located on the Jackson boulevard side of their building, which was formerly occupied by an art store. The management of this new department will be looked after by Charles P. Hindringer. The interior decorations, fixtures, counters, etc., will all be of walnut. The layout of the store will be along the following lines: Accessories and parts will be handled on the main floor. Demonstration booths and complete receiving sets will be handled on the mezzanine floor. The repair parts and such will be handled in the basement.

Arrangements have been made for the use of the Lyon & Healy recital hall for three nights a week for the purpose of giving evening radio

concerts. Mr. Hindringer states that the line of radio goods carried by Lyon & Healy for both wholesale and retail purposes is complete in every detail and large stocks of goods are now on hand for the trade.

More About Suggestive Advertising

In another column is told a story on suggestive advertising by means of window displays. Still another example of the same idea has been worked out by Lyon & Healy, who, during the last week of June, devoted their great corner window to a wonderful display of Victor portable machines. The window here, unlike the other, suggests not the picnic, but the camp. The scenic layout depicts a camping scene on the border of a small stream. The background of the picture is heavily wooded and to one side of the window is seen a pretty little waterfall in actual operation, which supplies the stream which runs around the base of the window. The posed model is of a camper dressed in the conventional garb of a fisherman. The model is seated on the grass with his back leaning against a tree and immediately in front of him is a portable Victrola in operation. Scattered around in the foreground are the other accessories that are so essential to the life of a fisherman.

Wins First Prize

In last month's issue of The Talking Machine World there appeared an item telling of the Brunswick Co.'s Question and Answer Contest. The questions were set forth in connection with the story and details of how the contest was being run were also given. Since that time prizes have been awarded to the contestants who turned in the best answers to the list of questions. The first prize has gone to Miss Helen Moreau, who is connected with the sales department of the Lang & Hess Music Shop, Escanaba, Mich.

Repeating Devices Attract Attention

Some time ago we told in these columns the story of Piano Row and how it was making use of the Geer record repeater to attract attention.

(Continued on page 98)



"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.

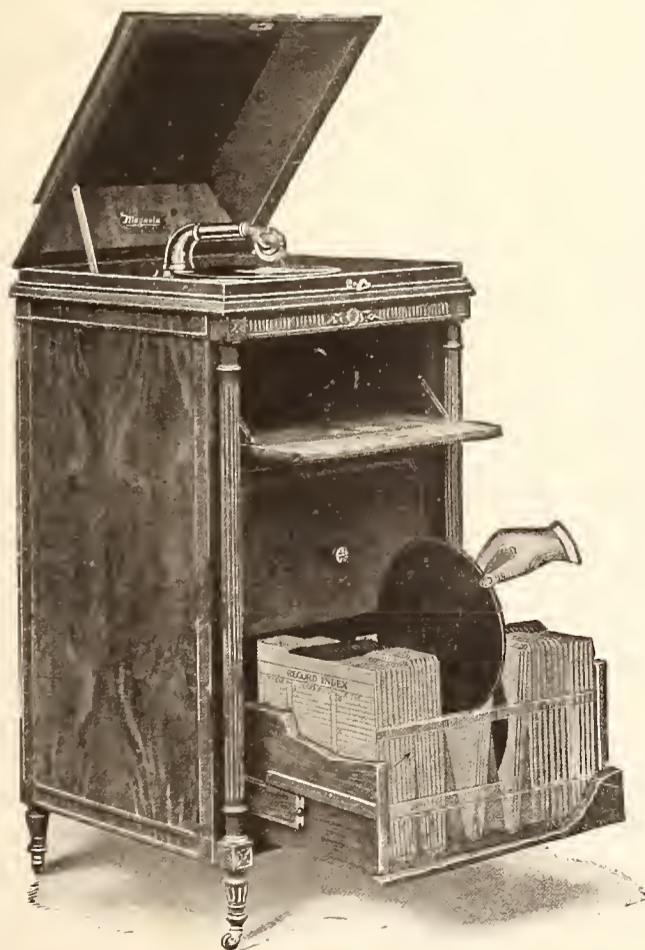
Write for our *Revised Wholesale Prices*

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

The trade well knows that a moving object will attract greater attention than one which is not moving. A certain retailer on Chicago's Piano Row took advantage of this bit of psychology by using Geer repeaters as part of his show window dressings. These repeaters were mounted on moving turntables, some enclosed in regular machines and some without.

Since the working agreement was entered into between the Gold Seal Co. and the Walbert Mfg. Co. the dealers have added to the attractiveness of their repeater displays by showing both of these well-known instruments. The Gold Seal repeater is made of a material which looks like celluloid and can be had in many different colors. These bright-colored little devices, working all day long in a dozen Wabash avenue windows, have attracted a remarkable amount of attention from passers-by.

Brunswick Picnic

Employees of the Brunswick-Balke-Collender Co. will have their picnic this year on July 16 at Rainbow Springs, St. Charles, Ill. There will be plenty of fun as usual, with dancing, boating, fishing, races and games of all kinds. Trains will leave the Grand Central Station at 9 a. m., Chicago time, and return from St. Charles at 7:43.

The automobile route to the Springs will be over Roosevelt road, thence to bridge over the Fox River at Geneva, thence via the car tracks on the East River road for one and four-tenths miles to Fifth avenue, then a right turn on this road to St. Charles and through the town for a mile and three-tenths to the Springs.

It is expected that all officials and employees of the Brunswick Co. will be there.

Professor Cheney's Educational Tour

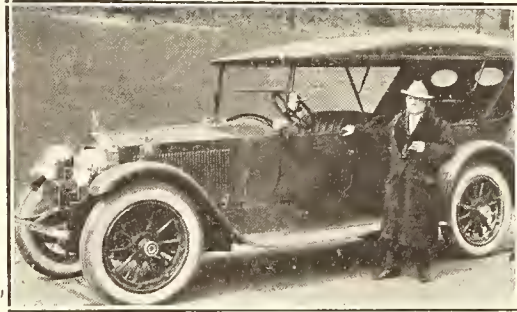
Plans for the second lap of the educational tour of Prof. Forrest Cheney, of the Cheney Talking Machine Co., have just been completed, and the professor is making ready for his departure over this route. The proposed itinerary covers Michigan, Indiana and Wisconsin. Professor Cheney will leave his headquarters at Grand Rapids and will call upon and visit every Cheney dealer in person. The trip is being made in the professor's Packard twin six, which is rapidly becoming the best-advertised car in the world. This car was made to order for Professor Cheney and is known as the "Blue Gull."

As has been said before, these trips are made for the purpose of bringing the professor in contact with Cheney dealers everywhere, in order that these dealers may have first-hand information and personal talks with him on selling

methods and other matters connected with good salesmanship.

By this personal contact selling methods can be intelligently talked over so that the dealer in turn may convey to the public the Cheney points of merit. Professor Cheney knows how to talk in an interesting and entertaining manner and in his recent trip through the Eastern section he made a great impression upon the Cheney dealers. One point that he brings out in his talk is not how cheap but how good can the Cheney Co. build its talking machines, as it is the constant aim of his company to insist that only the best material shall be used.

The professor also tells of his research and study in the realm of talking machines and also goes into detail in the history of the evolution of the Cheney talking machine and how he came to invent it. One big point in particular is that



Prof. Cheney and His Famous Car

every penny that can be consistently saved in doing business is utilized in some other way in material and so forth. An illustration of this, according to Professor Cheney, may be seen as one goes along the roads. One sees on every hand billboard after billboard where good money is wasted needlessly.

"Now, get me right," he continued. "I am not against billboard advertising, if it is done rightly, but the way it is being handled by a great many industrial concerns in this country is a shame. For example, when traveling around the country road one invariably sees from two to six billboards in some secluded spot all loaded down with the same ad. This is obviously wasted space and money." Instead of spending its money in this manner, the Cheney Co. believes in putting that money into its product and in this way giving the dealer and the public the benefit of every available penny in good merchandise.

On his recent Eastern trip Professor Cheney gave talks to dealers at such points as Cleveland, New York, Brooklyn, Newark and many intervening towns. The first trip was made in six

Templar Autostop
It Stops as a Stop
Should Stop
For Proof of this,
order a Sample

TEMPLAR MFG. CO.
3225 Lexington Street
CHICAGO, ILL.

weeks, during which time he drove "Blue Gull" over 3,000 miles.

Give Factory Concert

More than 500 people heard a wireless concert and entertainment recently at the Lyon & Healy factory. A radio instrument with an amplifying device was placed on the roof of the building, and another was fixed up inside. The concert, broadcasted from Station KYW, was heard by employees inside of the factories and by residents of the neighborhood, who congregated on the streets outside. Marguerite A. Healy gave a short talk and after 9 p. m. another program was given, with "Billy" Collins injecting a little of his characteristic humor with stories and songs. Miss Sylvia Chapleau gave some piano solos and her brother, Earl Chapleau, sang. Miss Mary Titus also sang, after which refreshments were served, followed by dancing. The entertainment was a big surprise and delight to the Lyon & Healy factory workers, who had never enjoyed this sort of thing before.

Brunswick Goes Through Fire

An interesting item in the Brunswick Dispatch—June-July issue—says that when a disastrous fire recently consumed the Rialto Theatre Building at Muskegon the Brunswick Music Shop, of that city, had a Brunswick talking machine in the theatre. Firemen patrolling the cooling mass of ruins came upon the charred and water-streaked case of a Brunswick with lid down and record on the turntable. It had stood through many hours of heat, smoke and water; yet when the firemen wound it up, the record played.

The Brunswick Music Shop will utilize the instrument for display purposes by placing it on the sidewalk in front of its store.

Hold Annual Meeting

At the recent annual meeting of the Midwest Victor Dealers' Association, which was held on June 28 in the Auditorium Hotel, the following officers were elected for the ensuing year: George W. McCauley, president; William C. Cotton, vice-president; C. T. Landherr, secretary, and Joseph Hassmer, treasurer. This Association is now in its second year and promises to do many big and important things before the next election of officers rolls around.

One proposal made at this meeting was that the Association hold two conventions each year in Chicago, that the conventions be of an educational nature and that they last for three days each, one to be held at the beginning of the year and the other in the middle of the year. It was suggested that the days be given over to educational programs and talks on salesmanship, etc., by officials of the Victor factory and that the evenings be given over to entertainments. Another suggestion was that the Association enlarge its field of activities by taking in Victor dealers whose places of business are located outside of the present boundaries of the Association, which are Chicago and Cook County.

The belief is that if these proposals are carried out greater activity will be manifest throughout the local Victor trade and increased sales will be a natural result. Owing to the lateness of

VIS-MATIC

The Most Wonderful Trade Stimulator and Profit Puller in the Talking Machine Field. Exasperated users groping to touch the record wished for, when wanted, has discouraged the use of machines.

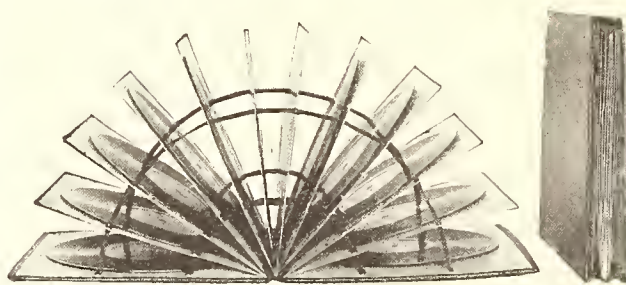
"SELL" every tenth record buyer one VIS-MATIC and the records become at once accessible, accurately, assuredly and with but the finger tips of one hand. Resuscitates the playing of records and using of machines. Old records are discarded. New records and even machines purchased. THE PULMOTOR OF THE TALKING MACHINE TRADE. "SELL" the first VIS-MATIC and repeat orders are insured. Albums, unused, are discarded. A new lease of life is begun with this easy, convenient, accurate, accessible, instantly automatic, all-open, all-receptive, all-numbered, all-labeled, all-in-one "at-last" accomplishment. The "impossible" overcome. MUCH MORE ACCURATELY AND EASILY ACCESSIBLE UPON A STOOL OR CHAIR OR OPENED UPON THE FLOOR, NEAR THE MACHINE, THAN ANY ALBUM SPREAD OPEN OVER THE REQUIRED LARGE AREA UPON A LARGE SPACE UPON A LARGE TABLE.

VIS-MATIC IS THE AVAILABLE MEANS FOR MAKING SALES. A WONDER WORKER. 10" RECORDS ARE AS INSTANTLY FINDABLE IN THE 12" ALBUMS AS IN THE 10". A MARVELOUS FILING GAIN.

UNYVERSAL UTYLYTY UNYTS CO.

6111 Winthrop Ave.

Chicago, U. S. A.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 98)

these proposals it was suggested that they be shelved until the next meeting of the Association, which will occur in a few weeks.

Melody National Sales Co. in New Quarters

The Melody National Sales Co. has just opened up a new sales office and display room in Suite 410 State and Lake Building. The new headquarters are much larger and more pretentious than those just vacated and offer greater opportunity for display. They are placed near the elevators and on either side of the entrance are two large show windows which are handsomely decorated for the purpose of displaying the latest models of Melody console type talking machines.

The interior decorations in this showroom suggest the music room of a fashionable home. Behind are two modern sound-proof demonstration booths, and behind these again is located the sales office. Two large windows in the sales office overlook the State street station of the elevated railroad, and these windows are therefore used for displays. There is a platform behind each window on which are Melody console models, which are thus easily seen from the station platforms.

C. C. Slack, of the Melody Sales Co., announces that in a short time he will offer a full line of radio-equipped console talking machines, which the factory is now building. Announcement of this new line will be made at a later date.

Lyon & Healy New Service

The Victor service department of Lyon & Healy is now offering a set of fifty-two ready-made advertisements to Victor dealers. One will be sent out each week for a period covering one year and with them will come letter-press proofs as well as matrices. All copy and drawings are the work of the Lyon & Healy advertising department, which boasts a large number of experienced, high-grade copy men and commercial artists. There are at present fifteen commercial artists connected with the advertising staff.

This weekly advertising matter will be sent out beginning on the first of July. It is offered to all Victor dealers at a nominal figure.

Another piece of service work that this institution is putting out is a weekly bulletin to Victor dealers in and about Chicago. This bulletin is for the information of dealers, telling them when Victor artists will appear at the big movie houses in their territory. This offers a splendid opportunity for these dealers to hook up with the appearance of the artists and call the attention of the public to the fact that their work can be heard on Victor records.

Thieves Have Predilection for Sonoras

F. S. Spofford, who conducts a retail music establishment in the Republic Building, reports the loss of two late model portable Sonoras. He says that some one must have slipped into the store while he was in his office and, unobserved, walked out with the two instruments. Quite a number of other retail places around Chicago have been complaining that some party, or parties, have been purloining parcels of their goods. It would be well for all retailers in and about Chicago to be on the lookout for this stealthy party or parties, in order to try to effect their arrest.

Lakeside Supply Co. Dolling Up

The Lakeside Supply Co. is effecting a transformation of sales and stockrooms at its new location at 339 S. Wabash avenue. Partitions reaching from the floor to the ceiling have been erected, for the purpose of dividing the salesroom from the stockroom and repair departments. There have also been erected several beautiful demonstration rooms of modern sound-proof construction, handsomely fitted up with comfortable furniture and silk hangings. There are two entrances to the Lakeside's new home, one being directly off of Mrs. Young's Cafeteria, and the other a private stairway, which leads directly into the north end of the warerooms. The demonstration rooms are located near the top landing of this private stairway.

This company is bringing out many new designs and talking machines of both the upright and console type, which are particularly well adapted for the installation of radio equipment. Quite a bit of attention was called to the Lakeside headquarters during the week of June 26 and July 1, at which time the National Radio Show held forth at the Leiter Building, within a stone's throw of the Lakeside location. Amateurs interested in building their own sets kept the Lakeside headquarters crowded and many of the company's talking machines adaptable for radio were disposed of to these amateurs.

Prepares for Fall Business

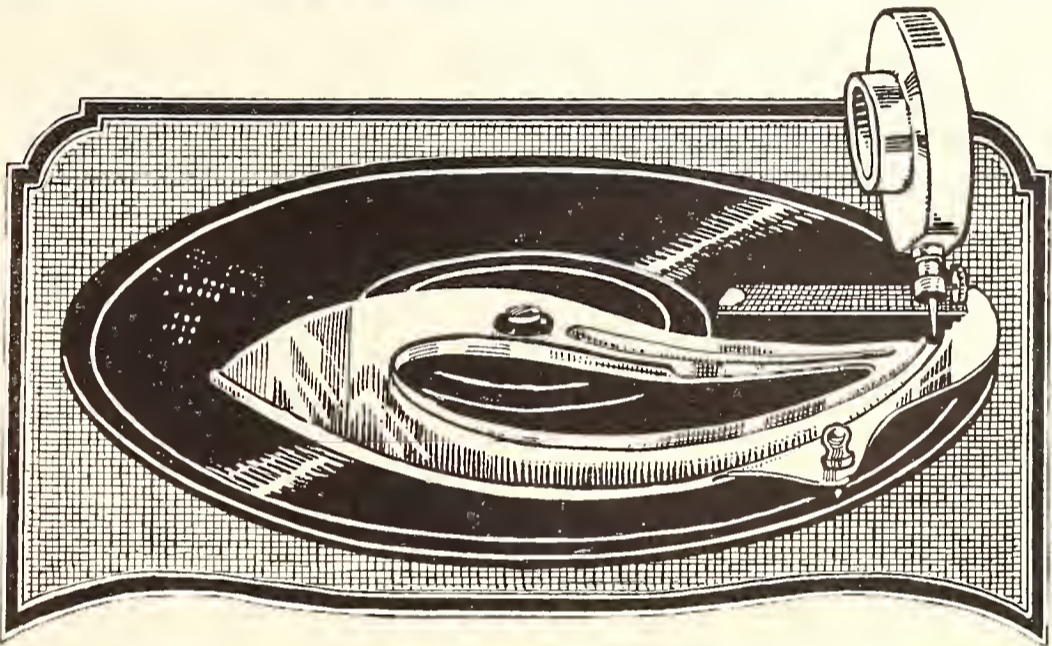
On July 10 the North Shore Talking Machine Co., Evanston, Ill., started its drive for Fall and holiday business. With the firm conviction that preparation is half the battle in commerce as it is in actual warfare, first attention was given to the efficient arrangement of the warerooms. The Unit Construction Co. is installing complete equipment. When completed the North Shore Co. will have an attractive and efficient layout

certain to prove an active factor in the merchandising of the Victor line which they handle.

Honor John Steel

The Midwest Victor Dealers' Association gave a luncheon on Friday, June 30, to John Steel, the prominent young Victor artist. The luncheon was the result of an outburst of enthusiasm on the part of Victor dealers in Chicago, and the culmination of a week's tie-up with Mr. Steel's appearance at the Majestic Theatre, which began June 26 and ended July 2. Thousands of people heard Mr. Steel during his appearance at the Majestic and Victor dealers all over Chicago tied up with his appearance by means of billboard, window and other methods of publicity. An exceptionally large number of enthusiastic theatre-goers kept the dealers of Chicago busy handing out Steel records and so successful was the week that the Association took it upon itself to hold a special meeting and give the luncheon in honor of Mr. Steel.

A large number of those in attendance had
(Continued on page 100)



How to Merchandise Repeaters

EVERY phonograph retail store has two big merchandising problems. One is to sell phonographs; the other is to develop a profitable business in selling records, needles and other accessories.

It is in helping to interest prospects in buying phonographs and in influencing them to use their phonographs more, thereby stimulating sales of records and needles, that a record repeater proves its merchandising value.

For the benefit of our dealers, we have developed a special record without music that plays through in 18 seconds. This quick playing record is given free with orders of 12 or more repeaters and is unusually valuable in making window demonstrations.

Write your jobber or clip and mail the attached coupon—today.

Important Notice

The manufacturers of the Gold Seal Repeater have recognized the validity of the Geer Repeater patents and the litigation between them and the Walbert Mfg. Co. is settled.

The Walbert Mfg. Co. will manufacture and market the Geer Repeater as heretofore and will also act as sales representative for the Gold Seal Repeater in the territory west of the Alleghenies, including Canada west of Toronto.

The Gold Seal Co., 105 West Fortieth street, New York, will manufacture and market the Gold Seal Repeater under the Geer patents and will act as sales representative for the Geer Repeater in Eastern territory, including Toronto and Eastern Canada.

WALBERT MANUFACTURING COMPANY,
925-941 Wrightwood Ave., Chicago, Ill.

Please send by return mail Geer Repeaters and Gold Seal Repeaters—price to be 40% off list—retail prices to be \$2.50 and \$1.00 respectively.

Check here if you want free window demonstrating record and sales helps.

Name
Address
Jobber

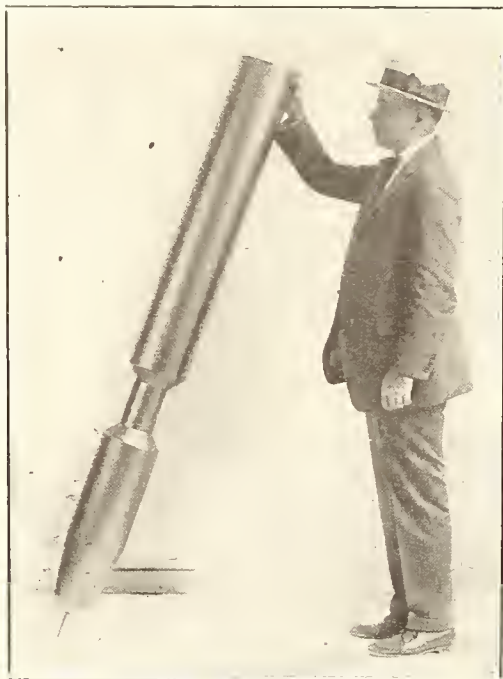
Terms C. O. D. to firms not rated.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

never before seen John Steel in person. Some of them thought he would be a great big barrel-chested tenor. They had been led to believe this by reason of hearing his powerful voice on Victor records, but what they really found in John Steel was a young and unpretentious man with a wonderful voice, who in appreciation for the little luncheon gave a few of his selections. Needless to say, each and every one of the guests were thrilled with the singing.

New Sales Stimulator

W. McK. White, of the White Mfg. Co., Goshen, Ind., was in Chicago recently intro-



A Giant Size Tungs-tone

ducing a very novel trade stimulator to the Chicago trade. The article in question is a giant size Victor Tungs-tone stylus to be used for window and store display. It is an enlargement of the famous Victor Tungs-tone needle magnified 110 times. It is six feet long and seven inches in diameter. Although it is made

of steel, its actual weight is but ten pounds and its shipping weight is thirty pounds. It comes in two parts and telescopes in the center.

Mr. White claims that a number of dealers have found the giant needle especially effective for window display, and that it has attracted many customers into the dealers' store seeking information concerning the stylus. The giant stylus is manufactured by the White Co. at its Goshen plant and will soon be offered to the trade through jobbers. The illustration herewith shows the immensity of the article. The man shown in the picture is W. McK. White in person.

Western Music Shop Opens Store

The Western Music Shop has opened a new store at 2451 West Forty-seventh street. Unico equipment consisting of audition rooms, record racks, service counters, sales stimulators and lighting units. The community which it serves offers an excellent opportunity for a phonograph shop and prompt and complete success is expected.

Daily Papers Boost Wallace

The famous Wallace reducing records are being featured by daily newspapers throughout the country, which have been taking advantage of the opportunities offered and are putting on contests for stout ladies. The way they have been doing it is to form "lose a pound a day" clubs. The Tribune, of Terre Haute, Ind., was the first to bring out this method of advertising records. Here's the way they did it.

Down in Terre Haute is the big Root Dry Goods Co., which has a large Victor department. The store recently took on the Wallace reducing records and began pushing them with advertisements in the daily papers. The attention of the Tribune was called to the success of this new line of merchandise by the Root Co. and Anna Bowles Wiley, the feature writer of the Tribune, came out to cover the story. We are told that her report caused the editors to get busy and form a "weight-losing club" for the fat women of Terre Haute. The Tribune offered

a \$25 prize to the woman who should lose the largest amount of weight in a given time by means of the Wallace record, and the Root Co. offered an additional \$50 prize to the winner.

The offer of these prizes put considerable pep into the contest, so that by the time the opening day rolled around two hundred and fifty Terre Haute women were signed up. From this group three classes were formed, each of which was given an hour's lesson per day. A trained demonstrator from the Wallace Institute was placed in charge of the contest. Each of the 250 women bought a set of Wallace reducing exercises. Moreover, the Root store, as part of the program, sold a gymnasium outfit to each contestant. The affair made such a



Reducing Class of Root Dry Goods Co.

tremendous success that other papers throughout the country immediately began taking it up. The second paper which tied up with the idea was the Toledo News Bee, which connected with the Lion Dry Goods Co., of Toledo. The same success was scored in this case, and, in fact, is being scored wherever these contests are being put on. So numerous have been the requests to the Wallace Institute for trained demonstrators to carry on like contests that a new department has been established in the Wallace Institute for taking care of this business. The function of the new department is to take all inquiries and arrange them in circuits, as in the theatrical



RADIO — PHONOGRAPH

The Wolf
MADE BY THE WOLF MANUFACTURING INDUSTRIES
 QUINCY, ILLINOIS

A COMBINATION CABINET

Made so you can install

Radio Panel or Panels

**In One Side and Phonograph
 in the Other**

This cabinet is Flexible to the wants of your trade—can even be sold by the dealer to the Radio Enthusiast who wishes to install his own Radio Set.

Made in Quantities and Carried in Stock by Us—so can give you Prompt Service on "Hurry-Up" Orders, Large or Small.

WRITE TODAY

To THE WOLF MANUFACTURING INDUSTRIES

Sales Offices
 123 WEST MADISON STREET
 Chicago, Ill.

Factory and General Office
 110-126 3rd STREET
 Quincy, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

field. In other words, bookings are being made in such a manner that when the Wallace demonstrator leaves the Chicago office she follows a route over a given territory and arrives in each place where the contests are to be held on date. Arrangements are also made for weekly bookings.

All the Wallace accounts that have put on contests of this nature have reported tremendous success in the new venture. They have all said that many talking machines, especially portables, have been sold to members of the classes. All these accounts say that their success is far greater than they had anticipated.

C. G. Steger Gives Reasons for Optimism

Under the caption, "Piano and Talking Machine Sales Grow in Volume," C. G. Steger, president of the Steger Piano Mfg. Co., in a recent issue of the Chicago Daily Journal, referred to general conditions, in part, as follows:

"The talking machine and piano business has been getting better since the first of the year and promises to be satisfactory this Fall. The demand indicates a preference for the more expensive instruments. Buyers are insisting upon receiving the utmost value for their money, but are willing to pay for the best, realizing that it is the most satisfactory in the long run. Grand pianos are selling better, comparatively, than up-rights. During the last year, instead of shutting down, Steger factories were kept going and orders were received in sufficient numbers to enable us to keep our organization busy.

"The music industry is on a strong financial basis. There has not been any overproduction of pianos or recklessness in offering selling terms, such as prevailed about seven or eight years ago. It is to be hoped that the banks will discourage any attempt to return to the old destructive 'wildcat' sales terms.

"Many manufacturers have taken losses as a result of the trying conditions of the last year. With favorable factors looming up, such as the encouraging outlook for the steel industry, extensive building construction work now under way,

betterment in the employment field and the growing buying power of the farmer, there is cause for optimism. This is best indicated by the

just secured Booth No. 13 in Section A at Chicago's Pageant of Progress, which will be held during the latter part of the month on Chicago's



Headquarters of C. G. Steger. "Well Equipped With Business Tools," Says System.

constantly increasing volume of orders. Crop conditions are fair and sentiment in the agricultural sections is improving considerably—which means added activity for the music industries."

Jewel Phonoparts Co. at Pageant

A. B. Cornell, of the Jewel Phonoparts Co., has

big municipal pier. Three new tone arms, which will be marketed by this concern in the Fall, will be on exhibition.

The Jewel Co. has been working for months on various refinements and improvements, which are said to have never been offered before on any

(Continued on page 102)

Sterling

Supersensitive
Head-Set

For Commercial and Private Radio Service

The Sterling 3000 Ohm Supersensitive Radio Head-Set embodies the very latest electrical and mechanical features of head-set design. Adjustable—with patent leather replaceable covering] on head band making it perfectly sanitary. Guaranteed against mechanical or electrical defects.

LIST PRICE
\$7.50



STERLING DEVICES CO.

Manufacturers of the celebrated line of Sterling Reproducers, Tone Arms and Attachments

1819 Carroll Avenue

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

tone arm, and all of which include patented features. Jewel will also demonstrate its new Victor and Columbia attachments for playing all records.

Mr. Cornell reports that the factory is very much busier than could be expected at this time of the year, and that the outlook indicates a large increase in business for the balance of the year. He states that business this year to date is far in excess of the corresponding period last year and that unless some unforeseen calamities happen to the trade, the entire industry will come nearer to normal business this Fall and Winter than it has since the period of depression began.

Return From Europe

By the time the July issue of The Talking Machine World reaches the trade Mr. and Mrs. A. G. Kunde, of A. G. Kunde, Milwaukee, will have returned to their home from a three months' European trip. The couple is expected to reach New York on July 8 and after spending a few days in that city will return to Milwaukee.

Blood Co. Gratified at Prospects

The Blood Tone Arm Co. is much gratified at the success of its new arm, which is quite extensively used now among the manufacturers in this country. There seems to be a desire on the part of the manufacturer for better merchandise, and a willingness to take the advice of those who know how to construct the tone chamber so it will conform to the conditions of the arm used. The old method used to be to make the arm fit the machine. Now this matter seems to be adjusting itself, as some of the best factories are making experiments to find out just what is best suited to the arm they expect to use.

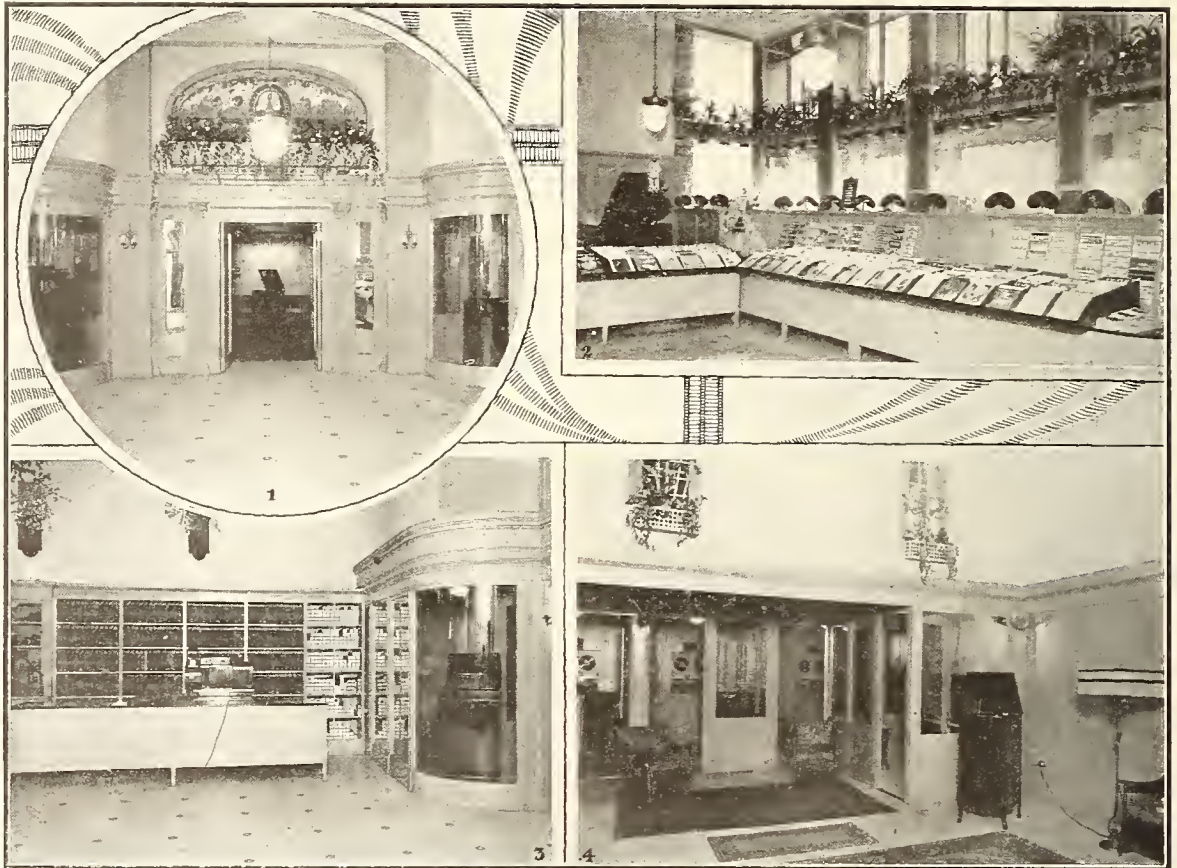
Another matter of great importance is the length of the arm and its ability to withstand excessive vibration. The only reason that eight and one-half inches has been recognized as a standard in length is because the first independent maker of arms used that length and manufacturers of machines became accustomed to it. Put adequate tests will show that a reasonably

long arm gives a more satisfactory tone, and eliminates much of the foreign noises which accompany all records to some degree.

Ted Snyder's Live Music Headquarters

Music dealers all over the country would do well to take a lesson from the store recently opened in Chicago by Ted Snyder, which might

every day. The result is enormous sales of sheet music, records, etc. How do they do it? Simply by means of the untiring enthusiasm and energetic efforts of the men connected with the organization. Imagine the head of an internationally known concern, a man of business and affairs, in the basement of a flooded building,



Views of Ted Snyder's Song Shop: 1—The Lobby. 2—Sheet Music Counter. 3—Record and Roll Department. 4—Demonstration Booths

safely be called the liveliest music establishment in the mid-West. While the average music merchant pulls off a stunt once a year Ted Snyder's Song Shop pulls off one every week—ofttimes

wading knee-deep in muddy water to rescue a cat and five kittens in order to place that cat and her family in the show window of one of the busiest thoroughfares of the world, thereby

The PORTOPHONE



Open

The Biggest Value in the Talking Machine Industry Today

A Portable Phonograph built into a leatherette Traveling Case. Plays all makes of disc records with perfect tone.

The PORTOPHONE is the pioneer in the portable phonograph field, and more than 40,000 have been sold. Equipped with the highest grade, powerful, double-spring motor, regulator and turntable brake.

An instrument that is pleasing to the eye and the ear—a favorite in any home. The tone of the PORTOPHONE is equal to any instrument selling at from 5 to 10 times its price, a fact that is made possible through quantity production and organized distribution.

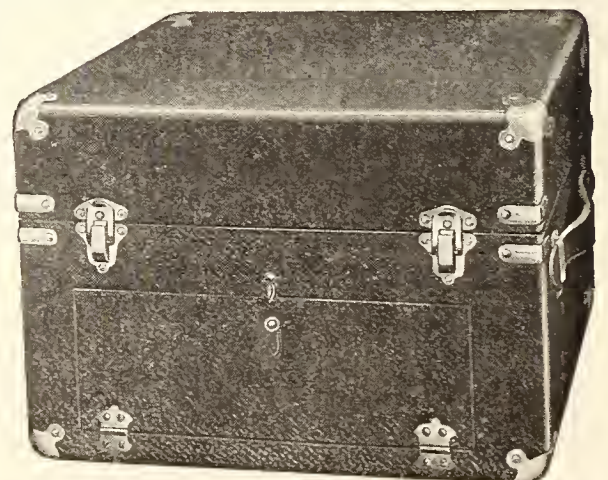
The Big Season for instruments of this class is just starting—tourists, campers, autoists and people with money to buy will soon be looking for a portable phonograph—and the PORTOPHONE is the answer.

A comparison of the PORTOPHONE will quickly prove our contention that it is the biggest value in the talking machine industry today. Made complete from the motor to the cabinet in one factory and sold through the legitimate channels of trade at a good margin of profit to the dealer.

Write us for full particulars at once.

**The CONSOLIDATED
Talking Machine
Company**
229 West Washington St.
CHICAGO

Branch, 2957 Gratiot Ave., Detroit, Mich.



Closed

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)



MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Heineman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

featuring the song-hit "Little Thoughts"? This was the act performed by Henry Waterson on the opening day of the store a few weeks ago.

But we are getting ahead of our story. The fact is, we have got so much to tell about Ted Snyder's new Song Shop that we don't know where to begin, and we can assure dealers who read this article that if they will apply just a little bit of the enthusiasm cited in our story their sales will show a marked increase.

To start at the beginning, we must travel over to the LaSalle street station and meet Ted Snyder, Al Jolson and Jack Partington, moving picture magnate, who arrived in Chicago expressly for the opening. They were met by a tally-ho coach drawn by twelve horses and seating forty-five of Chicago's stage celebrities. From the station they went to the office of the Herald Examiner, played for the first time a special bonus song written by Ted Snyder, received the "freedom" of the city for twenty-four hours and proceeded to the new Song Shop, where the opening program was inaugurated. They were greeted at the window by the aforementioned cat and kittens, which had been placed in front of a sign reading "Five Darn Fools Got Married for Money, But I Got Married for Love," advertising "Little Thoughts." It was a highly successful affair from start to finish. Two hours after the opening Frank Clark, Chicago manager for Waterson, Berlin & Snyder, was able to leave for Michigan to enjoy a little fishing trip, confident that the store would pay its way and score a great success, in spite of the fact that not one of Henry Waterson's friends and advisers before the opening would concede even the chance of pulling through successfully, with so elaborate and expensive a retail establishment for merchandising sheet music exclusively.

Many features contribute to the store's success. It boasts a silver dollar floor, which brings curiosity seekers who afterward became purchasers. This silver floor idea was thought up by Ted Snyder as something similar to the waterfall staircase in the Crystal Palace of New York, where patrons of this establishment walk upstairs on glass steps, underneath which is constantly flowing a stream of water. This, however, is only one of the novel features of Ted Snyder's Song Shop. The window displays each week are famous in themselves. For instance, the second week of the opening was devoted to "Sapphire Sea" and was illustrated by a large goldfish aquarium, in which a blue electric bulb set off the brilliant hues of the goldfish. A base of sand and a tropical setting further enhanced the "Sapphire Sea" display. The third week, "Dancing Fool" was featured. The window was painted to appear as though a brick had been hurled at it; in fact, the brick itself lay in the window, just in front of the song, carrying on its

face in large letters "Song Hit Here." The boxing gloves of Benny Leonard, with which he won the championship, were shown as a further inducement for passers-by to pause and gape at this bellicose display. These three are just a sample of the winning windows appearing in Ted Snyder's Song Shop each week. Here is real, live, aggressive merchandising of a nature calculated to win sales. Can anyone wonder why the Song Shop is so successful?

Much credit must be given the men responsible for the store's success. Frank Clark is a figure in Chicago's music publishing and theatrical life. He counts as his friends the biggest men of the profession and his particular hobby is pulling off stunts that astonish Chicagoans and bring business to his store. S. J. Hein is in direct charge. He worked tirelessly to prepare for the opening and his middle name could well be changed to enthusiasm.

Vitanola Co. Decreases Capital

The Vitanola Talking Machine Co., of Cicero, Ill., has decreased its capital stock of \$500,000 and 50,000 shares of stock at no par value, to \$130,000 and 5,000 shares of stock at no par value.

Some Columbia Brieflets

Sam Aroks, Columbia merchant in Racine, Wis., visited the Chicago office of the Columbia Co. the other day in a most jubilant mood, because business has shown a most noticeable incline in the past two weeks in his city.

July 3 witnessed the opening of Fred Mann's new Rainbo Gardens, the home of Frank Westphal and his dance orchestra extraordinary. This

organization has lured thousands of Chicago's merry-makers to its doors and supplied them with those snappy dance tunes which have made it so popular here as well as on Columbia records.

Hyman Metzger is the new proprietor of the Wm. Shuchalter Music Shop, at 1559 North Halsted street. Although at present the greater part of the business is in popular records, the new owner anticipates building up an extensive German record trade.

I. S. Leon, southern Illinois representative of the Columbia Co., has just returned from his trip to the Coast, where he attended the Shrine convention. He stopped off and paid visits to several dealers and branches en route.

Cyrena Van Gordon, Columbia artist and popular Chicago opera star, has been engaged to appear in the open air concerts at the Chicago National League Baseball Park (Cubs' Park) this Summer. This will offer many music lovers an opportunity to hear this splendid artist.

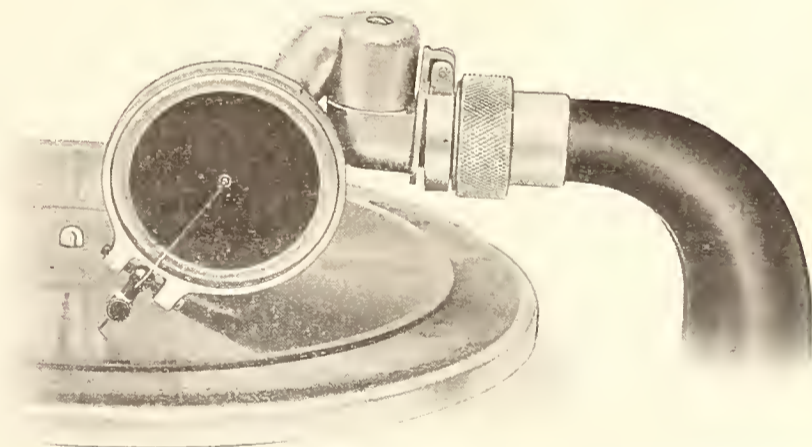
Among the singers who are entertaining Ravinia's opera-goers are Leon Rothier, Morgan Kingston and Graham Marr, Columbia artists who have starred in various roles in past seasons. They are great favorites and should enjoy a most successful season.

F. L. Thompson, Clinton, Ia., a Columbia record fan, recently visited the Columbia office here. He owns a rare collection of over four hundred Columbia records, including all by Oscar Seagle and Rosa Ponselle. He is a close adviser of the Clinton dealer, W. C. Volckman, on all new records as they are released and his views are always worthy of consideration.

THE NEW ORO-TONE CONCERT EDISON EQUIPMENT

No. 2-E. C.

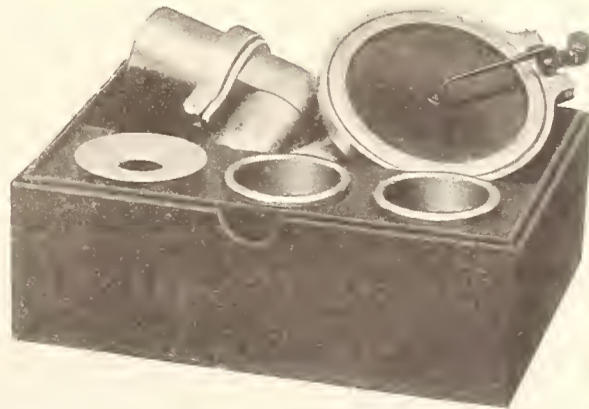
MAY WE SEND SAMPLE ON APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality Operated with the raising and lowering lever the same as the regular Edison reproducer.
Retail price—Highest grade nickel plate..... \$7.25
Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval
Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

BRUNSWICK RECORDS OF "CHICK" EVANS' GOLF SECRETS

Proceeds From Sale of Records Will Be Devoted to "Chick" Evans' National Caddy Championship Foundation—Splendid Plan of Widening the Popularity of Golf—On Sale This Month

CHICAGO, ILL., July 7.—The latest addition to the famous Brunswick line of records is none other than a set of five records which carry the message of "Chick" Evans' golf secrets. These five records divulge secrets which the famous golfer has never revealed to his closest friends and contain the real inside dope which has led him to so many championships.

These records will be sold without profit either to "Chick" Evans or the Brunswick Co., as the entire proceedings, except the actual cost of

problem by getting in touch with P. L. Deutsch, secretary of the Brunswick Co. These gentlemen in turn got together with W. A. Brophy, general manager of the Brunswick Co.'s recording laboratories. A plan was then worked out, and the five records, telling all about brassies, drivers, midirons, jiggers, stoppums, mashies, niblicks, etc., were recorded by Mr. Evans and prepared for the market by the Brunswick Co.

The money taken in by the sale of these records will go to the "Chick" Evans Foundation and will be held in trust by a Chicago bank for the purpose of paying all expenses of the National Caddy Championship, including the traveling expenses of the contestants. This will make possible to the caddy champions a college education when they shall have finished their grade and high school courses.

It will exert among the boys of America an influence positive in nature, help make them better men and citizens and direct their lives along right channels, not only in sport but otherwise.

The "Chick" Evans records will be placed on the market early in July and the caddies themselves will boost the good cause and direct inquiries to the dealers by soliciting and taking orders. The commissions which the caddies earn through taking orders for the records are, however, not for the purpose of paying their expenses to the National Caddy Championship Tournament, but will be their own, whether they attend the tournaments or not; if they do attend, all their expenses will be paid by the Western Golf Association.

A large number of sets of records have already been subscribed to by golfers of Chicago, many of whom had the opportunity to hear "Chick" Evans tell his secrets of par golf before they ordered. It was rather unusual (and yet it wasn't at that) that these Chicago players who heard the records ordered them immediately.



W. A. Brophy With "Chick" Evans

manufacture and distribution, will be devoted to the "Chick" Evans National Caddy Championship, under the auspices of the Western Golf Association.

The idea behind the "Chick" Evans Foundation is to give the caddies a chance to bring out everything in them, and to carry the game of golf more vitally into the lives of the boyhood of America.

How to take the element of professionalism out of the caddy tournaments and keep these boys in the amateur ranks was a puzzling problem. There were certain expenses which had to be met during the tournament and ways and means had to be devised so that the boys could meet these expenses. "Chick" Evans solved the

NATIONAL RADIO SHOW HELD IN CHICAGO A SUCCESS

About Seventy-five Exhibitors Displayed Various and Latest Radio Developments at the Leiter Building—Attracted Quite a Crowd of Talking Machine as Well as Furniture Men

CHICAGO, ILL., July 8.—The National Radio Show, which held forth at the Leiter Building from June 26 to July 1, has just closed and from all reports the show met with greater success than had been anticipated. There were in all about seventy-five exhibitors and everything in radio ranging from the minutest part or accessory to complete receiving and sending outfits was shown. Some of these exhibits created quite a bit of interest and this was especially true of the Board of Education exhibit, which had Chicago school children demonstrating the simplicity of building home receiving outfits.

Among the exhibitors was the Tresco Radio Co., of 813-814 Putnam Building, Davenport, Ia. This concern manufactures a radio receiver which is licensed under the Armstrong patent. Their units are of the sectional universal type. This company has been manufacturing radio receivers for the past twenty years, and at one time operated under the Marconi patent.

The Winkler-Reichmann Co., Chicago, demonstrated the Thorophone, a handsomely made loud speaker, which has been received with much favor by the trade in general. This concern claims to be the oldest manufacturer of loud-

speaking telephones in America. The Thorophone concert horn is of heavy aluminum, bell construction with mahogany base.

The Duophone Mfg. Co., of Chicago, exhibited a complete receiving unit which is combined in a console type cabinet with a talking machine. These cabinets are finished in either mahogany or walnut and the amplifier of the talking machine is utilized as a loud speaker for the radio. The size of the cabinet is fifty-four inches long, twenty-four inches wide and thirty-one and a half inches high.

The National Radio Co., of New York, was represented by the Ayan-Jay Sales Co., of Chicago. The exhibit here consisted of headphones, radio dials and other radio equipment.

Quite a number of the exhibitors utilized the product of the Super Antenna Co., of Quincy, Ill., which concern manufactures a little device which connects a radio receiver with any electric light socket. Its purpose is to take advantage of the electric light wires that are strung from the alley poles and utilize them as antennæ. This instrument uses no electric power or current and is controlled by an "off and on" switch.

The Ekko Co., of Chicago, attracted much attention by its radio talking machine loud-speaking unit. This little device is made to fit all standard talking machines and all makes of radio headphones. It is devised to slip on the tone arm of the talking machine and then by means of a clamp the head receivers are hooked on. In this way the amplifying horn of the talking machine may be used as a loud speaker.

The Lyon & Healy exhibit, under the direction of Charles Hindringer, manager of Lyon & Healy's radio department, was the scene of considerable activity. Much interest was centered about the product of the Westinghouse Co., the Aeriola, Junior and Senior sets, distributed exclusively by the Radio Corp. of America. Aeriola sets are characterized by their extreme simplicity of operation, the absence of complicated adjustments and their light weight. Aeriotron tube detectors are used in the Senior sets, the Junior utilizing crystal detectors. Besides these sets Lyon & Healy exhibited a full line of radio equipment which they job, namely, Cunningham tubes, DeForest equipment, De Veau loud speakers, Remler supplies, Bowman radio receivers and Clapp-Eastham receiving sets.

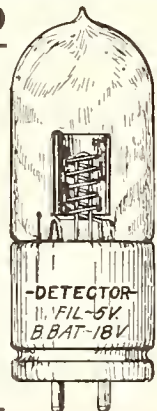
The Bristol Co., of Waterbury, Conn., exhibited a compact and artistically designed loud speaker to which it has given the trade name Audiophone. The horn of this loud speaker is fifteen inches in diameter. It is adaptable for use on all types of two or three-stage power amplifiers. A little auxiliary unit this company manufactures is a special talking machine record transmitter and control box which can be utilized

Have 10,000 Tone Arms—Suitable for the Better Class of Phonographs
Sample - - - - - \$2.50 Special Quantity Prices

A HIGH GRADE DETECTOR TUBE

TRY ONE AND YOU'LL WANT MORE

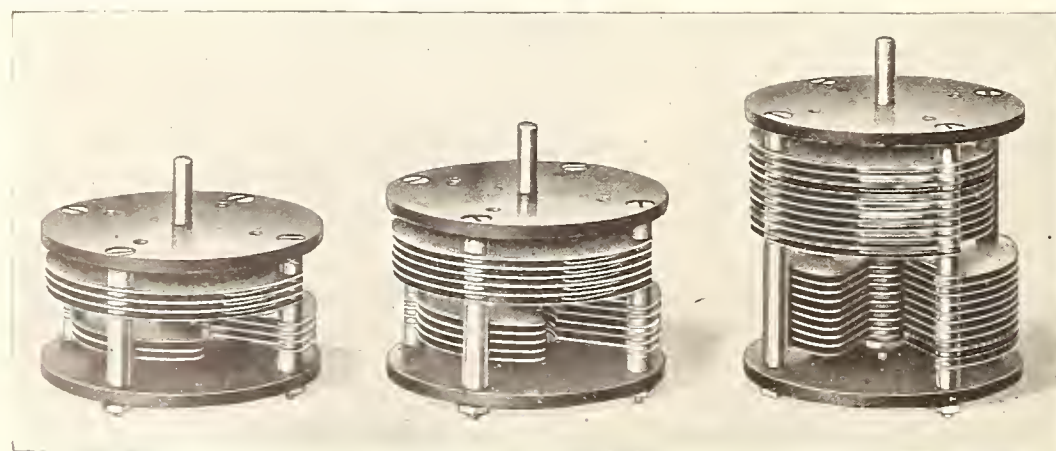
List \$5.00



NEW TYPE Balanced Condenser

TRY THESE FOR CLOSE ADJUSTMENT

- 14 Plate.....List \$3.00
- 22 Plate.....List 4.00
- 42 Plate.....List 5.00



LAKESIDE SUPPLY COMPANY, 339 So. Wabash Avenue, Chicago, Illinois
 PHONE HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

for amplification of voice or talking machine records.

The Cruver Mfg. Co., of Chicago, exhibited their product, the Proudfoot super-sensitive detector and two-stage amplifier. This is a very small but compact amplifying unit which is fitted in a cabinet barely five inches deep.

The Electrical Research Laboratories, Chicago, showed a full line of Erla radio equipment, such as radio frequency transformers, variable grid leaks and condensers, as well as sockets, radio plugs and bezels.

Davistone clear speaker, guaranteed to give no vibration distortion, but absolute insurance of the clearest possible reproduction from radio sets, was exhibited by the Davistone Co., of Chicago.

Single circuit radio tuners with wave length ranges from 180 to 1,500 meters were shown by the Radio Sales & Service Corp., of Chicago. This outfit does away with loading coils or series condensers and is very easily operated in tuning. Their tuner employs a special variable mica condenser.

A crystal receiving set, known as the Dixie, was exhibited by the Darce Mfg. Co., of Chicago. Besides this little set, other products of this company, such as variable condensers, dials, sockets, etc., were shown.

States Radio Corp., Chicago, exhibited a receiving set which utilizes a loop antenna. The set is a very neat piece of workmanship, coming in a genuine-mahogany case with silver-marked dials and panels which are guaranteed not to turn color.

A large line of home receiving sets was shown by the Radio Units, Inc., of Chicago. This set is very compact and complete. Their model R. U.-1 is constructed with its own aerial.

The latest thing out in antennae to be shown was the Shinn amplitone antenna cable, which comes packed in a neat box all ready for use. This antennae cable is made of the regulation No. 14 gauge wire braided so as to offer a continuous one-inch-wide strip. This company also manufactures a carbon ground, which it claims assures absolute certainty in a ground connection and this in turn helps build up a greater capacity charge in the antennae.

Another loud speaker to attract considerable attention is an artistic affair manufactured by the American Art Machine Co. This unit is made in two parts and is composed of "die cast" wood. The two parts are, namely, the radio horn and the radio resonance box and it carries the trade name of "Madera," and comes in three finishes, ivory, antique browns and Tiffany gold. The composition of Madera is of selected wood which has been broken down to its original fiber and molded under great pressure and heat into desired forms.

A very popular line that attracted considerable attention was the Estru Lattice Variometer and Variocoupler. These little units are extremely small and compact and offer great possibilities for inductance purposes. It was not the intention to design these units to produce an apparatus in miniature—the small size is a result of careful electrical design. This apparatus is manufactured by the Dalton, Wittier, True Co., Chicago.

The Weston Electrical Instrument Co., Newark, N. J., exhibited a full line of filament voltmeters, ammeters and thermo galvanometers.

Vacuum tube units for detection in two-stage amplification were shown by the Steinmetz Wireless Mfg. Co., of Pittsburgh, Pa.

The United Mfg. & Distributing Co., Chicago, manufacturer of the well-known United talking machine motors, exhibited a full line of variable condensers, which they manufacture. These condensers range from eleven to forty-three plates. They have devoted quite a bit of their well-equipped plant and seasoned organization to the production of numerous radio parts.

The Widdicomb Co., of Grand Rapids, exhibited a full line of its high-grade cabinets, especially designed for the combining of radio receiving units with the talking machine.

Another horn and loud speaker which attracted attention was that of the Beckley & Ralston Co., of Chicago.

The United Radio Laboratories had a fine exhibit, which was in charge of L. H. Morris, president, and at which E. W. Wesselman, the sales manager, and Paul P. Ewing, in charge of the publicity, assisted.

Powel Crosley was another Cincinnati who was present with a comprehensive display.

The General Phonograph Corp. had an exhibit that was very interesting. This display was in charge of Homer Stephens, sales manager for the company. The exhibit consisted of the General Phonograph Co.'s product, such as head-phones and other high-grade accessories.

Other exhibitors who were present at the show with interesting demonstrations were the Aerex Radiophone Corp., American Art Machine Co., American Electric Co., Ampli-Radio Co., the Benson Co., L. S. Brach Mfg. Co., the Chicago Radio Co., Chicago Radio Dealers, Inc., Continental Radiophone Co., Drisco Mfg. Co., Electric Service Products Co., Ferry Radio Laboratories, S. R. Fralick & Co., Jefferson Electric Mfg. Co., Hercules Radio Corp., Hipwell Mfg. Co., Hughes Radio Electric Co., Indiana Electrical Specialty Co., J. E. Jenkins, Jewett Mfg. Co., Walter Lytton, Inc., M. & M. Mfg. Co., Maring Wire Co., R. C. Mills, Morscan Radio Co., W. G. Moyer, the Nash-Udell Co., Philadelphia Storage Battery Co., Post Electric Co., Radio Sales & Service Corp., Ray-di-co Organization, Raymond Radio Co., A. H. Redden, Schreuder-Lockwood, United Radio Laboratories, Universal Battery Co., Wireless Corp. of America.

NEW CHENEY DISTRIBUTORS

Important Connections Made in Los Angeles and Buffalo, N. Y.

CHICAGO, ILL., July 10.—E. A. Sanders, sales manager of the Cheney Talking Machine Co., announces the appointment of two new Cheney distributors in the West and East. The Munson Rayner Corp., of Los Angeles, Cal., has just signed up as distributor for the Cheney product in the States of California, Arizona and western Nevada. This important Coast organization will give the Cheney Co. strong representation in the West. Mr. Munson, formerly vice-president of the Melachrino Co., and Robert L. Rayner, son of the founder of Buck & Rayner, are the part-

BLOOD TONE ARM CO.

Phonograph Equipment

326 River St.

Chicago, Ill.

Unless you see this name on a tone arm it is NOT a Blood arm. Do not be misled by those who are trying to sell you a substitute for Genuine Blood Arms.

Look for our adv. in the August issue of The World. It cannot fail to interest you.

ners in this organization. The Munson-Rayner Corp. has been located in Los Angeles for four or five years, and its determination to take on the Cheney product means that highly desirable accounts in the Western territory will undoubtedly be established.

Another new distributor has been established with headquarters in Buffalo. This is John Adams Scanlan, Jr., who will have the State of New York from Albany to Buffalo. Mr. Scanlan formerly covered the Pittsburgh territory for the Brunswick-Balke-Collender Co. There his Brunswick sales per capita ranked third among all the Brunswick representatives in the country. Mr. Scanlan is a live wire in the talking machine line and has already put five men out on the territory in the interest of Cheney instruments.

NO LABOR TROUBLES AT STEGER'S

In an Interesting Article in Forbes' Magazine, Chas. E. Byrne Is Given Credit for Work in Maintaining Morale of Employees

"Why Steger Piano Co. Never Has Labor Trouble" is the subject of a most interesting article by George A. King in the June issue of Forbes' Magazine, in which the writer takes occasion to pay high tribute to Charles E. Byrne, secretary-treasurer, Steger & Sons Piano Mfg. Co., who joined the staff of that company ten years ago in a minor capacity. As a matter of fact, the article is something of a business biography of Mr. Byrne, whose experiences with the Steger Co. as an employe enabled him to map out a system whereby employes are provided with helpful entertainments during leisure hours and are encouraged to own their own homes and consider themselves partners in the business, and are treated in a way that has gone far to build up the morale of the organization to a notable degree.

KIMBALL Phonographs

Kimball prestige — long established—and a reliable guaranty are the foundation on which the dealer can safely build.



Style R
Equipped with Albums
37 in. High 40½ in. Wide
23½ in. Deep

Variety of Designs in Console and Upright Models; Superior Construction; Attractive Appearance; Truth of Tone—these qualities command the attention of Dealer or Customer. Write for Agency Terms.

W. W. KIMBALL CO.

306 So. Wabash Ave.

Kimball Bldg.

CHICAGO





After the jazz has palled, when the popular song hit is passe, the old, old melodies will live on and on. There's a place waiting in every collection of records for such a genuine delight as Oscar Seagle's rich baritone voice in "Believe Me If All Those Endearing Young Charms" and "When You and I Were Young, Maggie." To demonstrate this record is to sell it. A-3619.

**Columbia Graphophone Co.
NEW YORK**

CANTON

Trade Quickens—Windows Used to Good Purpose—Interested in County Fair—News of Month

CANTON, O., July 5.—The past four weeks were among the most active of the entire year and the majority of the stores report that business was considerably in excess of the same period a year ago.

Several of Canton's leading music stores offered really attractive Independence Day window displays, which were the source of much comment in downtown retail circles. These displays not only brought out the timeliness of the holiday, but exploited the portable talking machine and the many occasions on which it might be featured.

The new Economy Furniture Store, which will open during this month, will carry a well-known make of talking machine, an official of the company announced this week. This store is located in Court avenue, N. W., and is the first retail store of any consequence to invade the avenue.

Canton music dealers, it is announced, will lend their co-operation to the Stark County Fair Board in making the annual Stark County Fair a success. The event opens Labor Day and it is understood that the majority of dealers will exhibit merchandise in the Merchants' Hall.

It is an even break between the Starr and Cheney machines at the Alford & Fryar Piano Co., according to C. M. Alford, head of the firm. "We are selling some talking machines, but not as many as should be sold," said Mr. Alford. There was only a fair volume of record business in June.

Edisons have been holding their own in the Canton district, according to information from Rhine's Edison Shop. Edison records seem to have moved more lively than other makes during the month, and Manager Rutledge reports an occasional machine sale.

At a recent meeting of the Retail Merchants' Division of the Canton Chamber of Commerce it was agreed that all music stores would close at 5 p. m. during July and August. This does not affect the usual Saturday 6 o'clock closing.

Sales at the talking machine department of the William R. Zollinger Co. department store nearly doubled those of June a year ago, according to Manager Pyle. There has been a falling off in machine sales since the first of July. The management of the department circularized the auto owners the past week, setting forth the features of the portable Victrola, and this store expects to do a big business on this particular machine during the month.

Medium-priced talking machines are the only ones that received the call during the past month, according to C. H. Shrake, head of the music department of the Klein-Heffelman-Zollars Co. Sales were very satisfactory, Mr. Shrake said, and now that this store has completed its new talking

machine department at the rear of the main floor on the mezzanine, it is able to display many more machines than it did when this department was located on the third floor.

Music dealers of Canton are delighted with the announcement that the Eight Famous Victor Artists will return to Canton next Winter as one of the numbers of the People's Music Course. The Victor Artists in past years have proved one of the biggest drawing cards of the entire series and their coming to Canton always has stimulated record sales.

MORRISON & PUTMAN HOLD OPENING

Public Flocks to Establishment for Formal Re-opening Following Alterations

AMSTERDAM, N. Y., July 7.—It is estimated that at least 5,000 persons attended the opening of the Morrison & Putman music store on Market street, of this city, last week and listened to a delightful entertainment provided by Kolomoku's Hawaiians, who were stationed in the balcony of the establishment. The occasion marked the installation of four additional booths in the store, all being located in the Victrola department and giving the establishment a capacity of seven booths in all. The decorations of palms, ferns and flowers were most artistically arranged.

The opening was a tremendous success for the store, it bringing out many who were visiting the well-known business place for the first time.

TO INTRODUCE SHELTON RADIO SET

W. Gentry Shelton, president of the Shelton Electric Co., which is well known throughout the trade through the production of the Shelton electric motor and the Shelton non-set automatic stop, is planning to produce a radio set to be known as the Shelton. The many years of experience that the Shelton Electric Co. has had in the electric field is a valuable asset to it in the production of this new radio receiving set. Much time has been spent in the perfecting of this instrument and it is expected that it will be ready for the market before long.

NEW EDISON TURNTABLE PLAN

Thomas A. Edison, Inc., announced that the turntable plan of selling new Edisons had recently been revised along new lines which involve an increased rebate and which look toward increased selling results. Among other things a special series of turntable advertisements have been prepared for the use of Edison dealers in their local publicity work.

"TALKER" MARKET IN NETHERLANDS

WASHINGTON, D. C., July 10.—An excellent market for talking machines, records and accessories is developing in the Netherlands, according to advices received by the Department of Commerce here from United States Consul General Anderson, stationed at Rotterdam.

EDISON JOBBERS VISIT FACTORY

Confer With Officials of Thomas A. Edison, Inc., Regarding Fall and Holiday Merchandising—Receive Message of Cheer

The latter part of June the executive committee of the Edison Disc Jobbers' Association visited the laboratories of Thomas A. Edison, Inc., at Orange, N. J., for the purpose of conferring with the Edison executives regarding merchandising plans for the forthcoming Fall and holiday seasons. The sessions lasted a full week and the various announcements made by the Edison officials to the jobbers' committee aroused the greatest kind of enthusiasm. In this connection A. H. Curry, vice-president in charge of the phonograph division, said to a representative of The World:

"The Edison Co. for some time past has been working on a number of important plans, which are due to be put into operation within the near future. The reception given the advance announcement of these plans by the visiting Edison jobbers proved highly gratifying to the Edison officials.

"The officials of the Edison Co. explained the revised and extended production program of the company, including various refinements of product and large-scale record production. Further details will be given later as better advantage of them can be taken by the Edison trade. The schedule of special facilities for 'hit' production and distribution, which was outlined, was received with particular enthusiasm by those present. The release of popular song and dance numbers by the Edison Co. will henceforth compete in a most vigorous manner in priority and quality with the rest of the industry. The Edison officials have aimed to secure advantages in special releases and are now enabled to offer their dealers something extraordinary in this line."

There was an enthusiastic vote of thanks from the visitors for the intelligent and skillful work of the Edison officials on the 1922-1923 plan of operations. A substantial profit and rapid turnover now seem assured by the Edison Co. to wholesale and retail dealers of Edison products.

The jobbers' committee which attended included Laurence H. Lucker, of Minneapolis, Minn., president of the Association; M. M. Blackman, of Kansas City, Mo., secretary; Albert A. Buehn, Pittsburgh; P. H. Oelman, Cincinnati, O., and George Schultz, of Omaha, Neb. L. N. Bloom, of Cleveland, the only absent committee member, was prevented from attending through illness. Thos. A. Edison, Charles Edison, Stephen Mambert and A. H. Curry were the principal representatives of the factory in the various conferences.

INCORPORATION

The High Point Music Co., 200 North Main street, High Point, N. C., was recently incorporated in that State, with a capital stock of \$50,000.



Steinway & Sons, Cincinnati, Ohio



M. Steinert & Sons, Boston, Mass.

Steinway - Victor - Brunswick

and

The Unico System



Steinway & Sons, the famous Piano House, who represent the Brunswick Line thruout the Middle West, have installed Unico Equipment thruout their establishments.

M. Steinert & Sons, Steinway and Victor Distributors for New England, have installed The Unico System thruout their nineteen stores.

Unico Equipment has proved a Sales Increasing—Profit Producing factor with these well known companies —also with 2,500 dealers, both large and small, in all parts of the country.

Ten Unico Service Branches offer you the same opportunities and advantages of the Unico System.

Quality —the acknowledged standard of equipment excellence.

Price —within the reach of every dealer—irrespective of quality and patented features. Complete departments, including Audition Room, Record Racks and Counter from \$360.20 upward.

Economy —the Patented Principle of the Unico System Protects and insures your investment.

Terms —Deferred Payments—if you desire—enable you to Pay Out of Profits.

*Prepare NOW to Secure your Full Share of Fall and Holiday Business—
Consult our nearest Branch TODAY.*

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.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEX.
209 Dallas Bank Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.

SAN FRANCISCO, CAL.
942 Market St.

DENVER, COLO.
1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England

AKRON, O.

*Business Shows Decided Gain—
Collections Improve — Dealers
Very Active — News Gleanings*

AKRON, O., July 8.—After several weeks of unusual quiet in the talking machine trade business with the dealers in practically every instance shows a gain. Dealers are more cheerful with respect to the future and are well satisfied with the mid-Summer volume done to date, they say. Machines seem to be moving much better, especially with the better stores, where the standard makes are featured. Money is becoming easier and dealers say there is a decided improvement in collections, which is a sure indication of better business the coming Fall months.

Dales' Store Announces an Innovation

What is said to be an innovation in Akron retail music circles is the installing of a talking

machine record shop, with a Main street entrance, by the George S. Dales Co., Victor and Cheney dealer. This shop is most modern in every respect and every patron of the store who enters the upstairs section must pass through it. Mr. Dales believes this will greatly stimulate record sales, as in the past the record department had been maintained on the second floor. It has been the experience of many dealers that record departments upstairs have proved a poor-paying proposition.

George Savage, for many years a traveling representative of the Eclipse Musical Co., Cleveland, has assumed charge of the talking machine department of the George S. Dales Co.

Miss Baer at Convention

Miss Elsie Baer, head of the talking machine department of the M. O'Neil Co., recently returned from the music trades conventions in New York and says the meeting was one of the most successful she has ever attended. Miss Baer reports record sales quiet for June, but said there is quite an improvement in machine sales and that Victor, Cheney and Brunswick machines were much in demand.

Adds Line of Talking Machines

The F. W. Van Scoyoc Piano Co., the newest Akron music concern, has added the Stradivara line of talking machines. To date it has installed no line of records in its new store.

Smith With Frederick Co.

Ernest V. Smith, for several months manager of the Akron, O., store of the A. B. Smith Piano Co., has been named district manager for Ohio by the W. F. Frederick Piano Co., of Pittsburgh, Pa., which maintains many branch stores in eastern Ohio.

Merchants Have New Plan

Akron retail merchants, including piano and talking machine stores, have joined with the merchants of other trades in the launching of a campaign which will protect them against out-of-town promotions. Before any solicitor or ticket seller can make a canvass of Akron retail stores he must first present his scheme in detail to a committee representing the Akron Retail Merchants' Association. This is the suggestion of Jack Moore, secretary of the Association, and approved by the majority of the merchants.

Windsor-Poling Co. to Foster Concerts

Earle Poling, of the Windsor-Poling Co., exclusive Victor dealer, has announced a series of six concerts to be offered next Winter by that firm, and which will bring to Akron many of the world's most famous artists, including Gallucurci, Olive Kline, Edward Johnson, Madame Schumann-Heink and others. There will be three individual concerts and six others will be offered as a concert series. This firm last Winter was responsible for sponsoring several previous concerts, but Mr. Poling says this year's series will surpass anything heretofore attempted in a musical way in the Rubber City.

The Windsor-Poling Co. is making a special effort to make a record of sales of the portable talking machine for camp entertainment. Results are proving more than satisfactory and the drive will be continued all Summer.

The music shop of J. Rudick will move to another location after August 1. The building housing the shop has been sold and the tenants have been ordered to find new quarters.

Ray A. Porter, who for several years has given much attention to the management of the talking machine department at the store of George S. Dales Co., has taken active charge of the jewelry department of the same firm.

Will Handle Talking Machines

The Baer Furniture Co., which will open its spacious new store on South Main street within the month, will maintain a large talking machine section, it is announced. Just what make machines and records will be featured was not made known at this time.

Records Move Better

An outstanding feature of the talking machine trade during the past month was the improvement in record sales. In all shops visited by the representative of The World records were reported moving better than in many weeks.

COLLEEN MOORE BUYS A SWANSON

Popular Motion Picture Star Purchases Portable
—Uses It at Studio and in Home

LOS ANGELES, CAL., July 5.—Miss Colleen Moore, motion picture star, who has been selected to play the leading part in "Broken Chains," the \$10,000 prize-winning scenario of the Chicago Daily News, was a recent visitor to the phonograph department of the Parmelee-Dohrmann Co., in this city. While there Miss Moore became keenly interested in the Swanson portable phonograph, which is featured in this department and purchased one for her private use. Miss Moore not only uses the Swanson at her



Colleen Moore and the Swanson

home, but also takes it to the Goldwyn Studios, where she plays it frequently during spare moments. The accompanying photograph showing Miss Moore and her Swanson was taken on one of the "lots" at the Goldwyn Studios.

LAUNCHES CAMPAIGN FOR FALL

Collings & Co. Announce Arrangements to Take
Care of Expected Requirements of Victor Dealers

Collings & Co., Victor distributors, of Newark, N. J., have just launched a Fall campaign through which Victor retailers in this company's territory are encouraged to complete plans and arrangements whereby they will be assured of Victrola stock for a six-month period.

The Collings & Co. house organ, *The Record*, announces the details of the Fall plans, under the caption, "Anticipation," in which is stated: "We wish to reiterate that our encouragement to buy now is placed upon an intelligent analysis of conditions as they exist. Moreover, rest assured that we are doing our part in protecting your interest by buying and stocking both machines and records to the limit of this company's ability."

BRUNSWICK OFFICES MOVED

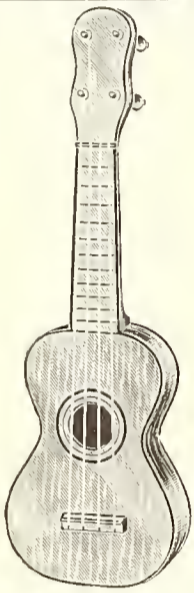
CLEVELAND, O., July 7.—The local headquarters of the Brunswicke-Balke-Collender Co. were recently moved from Huron Road to attractive and more desirable quarters at 624-634 St. Clair avenue, Northwest. The new headquarters are more spacious and offer better facilities for supplying the needs of the trade.

MOTORS

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers
204 East 113th St., New York City
Jobbing Territory Open



Are You Getting Your Share of the Summer Profits?

You Can With a Small
Assortment of

MUSICAL MERCHANDISE

Such as

Ukuleles — Banjos
Harmonicas — Violin Outfits
Strings and Trimmings

It Means

No Additional Expense
Quick Sales
Liberal Profits
Fine Window Displays
Repeating Customers

We can supply you with the finest line of
MUSICAL MERCHANDISE
in the Trade at the Very Lowest Prices

Write for our 1922 Catalog
Fully Illustrated
(Just off the Press)



BUEGEISEN & JACOBSON

5-7-9 Union Square
NEW YORK



THE ORSENIGO PERIOD PHONOGRAPH



WREST GOTHIC

A true exemplification of the art that has come down through the ages since its inception in the Third Century A. D.

Could the two arts—Architectural and Musical, be better combined than in this imposing cabinet?

TO DEALERS: We have endeavored to fill all orders in rotation and with despatch; but we respectfully request that all orders for fall delivery be placed as soon as possible to avoid disappointment and to insure early delivery.

THE ORSENIGO COMPANY, Inc.

Showroom:

112 West 42nd Street
New York City, N. Y.

Factory:

Skillman Ave. and Rawson St.
Long Island City, N. Y.



**Improve Your Department During the Summer
Be Prepared for Fall and Holiday Business**



The musical merchandise department store of M. Philips, Washington, D. C., completely equipped by Van Veen & Company

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City
Phone 7758 Harlem

The efficiency of Van Veen equipment has been established through years of use by hundreds of successful dealers.

The prices of Van Veen equipment were never lower than at the present. Buying the best at the right price is true economy.

Write for Catalog—the Equipment is Ready to Ship.

Offices and Warerooms

KANSAS CITY

Large Wheat Crop Stimulates Business and Creates Optimism for Fall Trade—All Lines Enjoy Good Demand—Publicity Helps

KANSAS CITY, Mo., July 6.—“Business?” “Fair.” “Prospects?” “Fine.” That is the substance of the conversations held to-day with talking machine jobbers in Kansas City. The one variation was in the case of A. A. Trostler, manager of the wholesale Victor department of the Schmelzer Co., and the newly elected president of the National Association of Talking Machine Jobbers. His response to the question, “Prospects?” was, “Oh, wonderful.”

The optimism for the Fall business is based on the increasingly large wheat crop which is being harvested, and the wonderful fruit crops which are ripening throughout the Kansas City territory, as well as the good prospects for most all other crops. Then there is the reassuring smile of the dealer as he comes into the Kansas City offices, and talks enthusiastically of the big business which he is going to do in the near future, and the fact that he backs his judgment with orders for the goods to sell.

An Edison dealer from western Kansas, in Kansas City this week, ordered the goods he wants for his sales during September. He knows there will be the business, but he was not sure that he could get the goods when he wanted them, so he ordered them in advance. Another Edison dealer visited the jobber this week and hauled home in his truck a full load of machines, reporting that he is now closing deals which he has had on the string since before the days of the depression began two years ago. Other dealers are reporting that conditions are assuming such a shape that now they are confidently going out to sell, whereas for the past two years they were convinced that it would not be much use to try to do so.

New Edison Consoles Please

W. W. Blackman, manager of the Edison branch here, has just returned from a conference of dealers at the factory. He is unusually enthusiastic over the conditions there, and the prospects of the fullest possible co-operation with the dealers in the way of increased facilities and

more marketable machines. One of the outstanding features of this service is the production of an Edison console model which will be offered at \$175. It is to be called the Baby Console, and will have all the high qualities of the other Edison machines. The Kansas City branch has just been able to get in its shipments of the Chippendale consoles, to sell at \$295, and its William and Mary consoles to sell at \$325, and these are finding ready takers. But with the coming of Fall trade, and with the Baby Consoles to offer, the management is expecting its biggest business.

New Record of Local Interest

A new Victor record, the release of which is looked forward to with more than ordinary interest by Kansas City folks, is that of one of the productions of the late lamented Billie Brown. This piece of Miss Brown's is entitled “Lonesome Mama,” and is one of a series of “Blues” which she wrote. The date of its release is announced as July 14.

Dealers Using More Publicity Material

Fred Jenkins, of the wholesale Victor department of the J. W. Jenkins' Sons Music Co., is finding an unusually ready response to his efforts to secure the co-operation of the Victor dealers throughout the territory in using the Victor publicity materials. There have been more of the dealers ordering the cuts to be used in newspapers and circular advertising than at any time in the past. His mail, and the field men, are bringing in reports of better use of the circular matter that is supplied, and a more intelligent appreciation of the value of the co-operation which the company offers the dealer in reaching the public. He considers this one of the most encouraging signs of better business for the future.

Sure Money in Standard Records

“The sure money is in the standard records—the ones that we can count on being bought for all the years to come. The so-called popular hits are a doubtful proposition. If the hit goes, and continues to be popular, there is big money in it. But if, on the other hand, its popularity is short-

lived we are apt to get stuck with a lot of records that we will never sell. We are finding good sales for records of the standard variety which we are listing with the regular monthly offerings of the factory. There is a growing demand for these records which we are thus bringing to the attention of the dealers,” said Mr. Jenkins.

Brunswick for the Shriners

The Kansas City branch of the Brunswick is in receipt of a photo of the machine, as it was being delivered from the truck, which was fur-



Brunswick for Muskogee, Okla., Shriners nished by the Brunswick phonograph department of the Harbour Furniture Co. to the Muskogee, Okla., Shriners as they started on their trip to the big ceremonial at San Francisco recently. They were not satisfied to carry in their solid train of Pullmans their crack band, and their drum corps, both of which are justly renowned, but they secured the talking machine to give them the best of music as they sped along their way. The picture shows John Caldwell, one of the firm, in uniform, and his young son, who was a mascot for the bunch, and Harlan H. Winn, the manager of the phonograph department of the Harbour Furniture Co.

Ferguson Bros., of Muskogee, Okla., appreciate the value of the 1922 Columbia record catalog. They had a young man in uniform deliver one of these catalogs to the home of each Grafonola owner in Muskogee. No doubt the customer appreciates the value of the catalog more by having received it in this manner.

Brunswick Activities

Field Man Henry, of the Brunswick, is in from a trip through western Kansas, and is enthusiastic concerning the prospects for business in that part of the territory. He has been doing a good

Cotton Flocks of Uniform Quality

FOR RECORD MANUFACTURERS

Guaranteed Free of Loading

Prices Consistent With Quality, Service and Market Conditions

Claremont Waste Mfg. Co.

Claremont, N. H.

business during June, and finds the dealers all ready to push the phonograph departments. The record sales have been good. Manager Briggs, of the Kansas City branch of the Brunswick Co., reports that the June business was about up to their business for May.

Working on Association Committees

President A. A. Trostler, of the National Association of Talking Machine Jobbers, is working away on his list of committees, and getting the matters pertaining to the Association well in hand. He is enthusiastic about the prospects for the coming year, and the things that are to be attempted for the good of the Association. He sees only the big opportunities that are before the jobbers in the future, and has full faith in the ability of the jobbers to take advantage of them. He expects to have some definite plans worked out and ready to announce in the near future.

The Ernest Dickerson Music Co., of Hutchinson, Kan., exclusive Columbia dealer, has prepared a folder about the size of the ordinary newspaper sheet featuring its line of Grafonolas and pianos, which have gone into many homes in Reno County and one-fourth of the homes in McPherson, Rice, Stafford and Kingman Counties. Mr. Dickerson is paving the way for a splendid music business this Fall after the crops are harvested.

The J. Ed. Black Music Co., of Springfield, Mo., Columbia dealer, believes in working the city of Springfield systematically for Grafonola business. It has a large map of the city of Springfield framed on a compo-board backing and each street divided into city blocks. On this map it has a tack showing the house location of every Grafonola owner in Springfield. This map is prominently displayed in its store and is a substantial influence on a prospective customer, due to the fact that it impresses on his mind the popularity of this line.

M. B. Kendis, of Sedalia, Mo., of the Kendis Jewelry Co., exclusive Columbia dealer, called on the Kansas City branch a few days ago after having returned from a few weeks' visit in Cal-

ifornia. Mr. Kendis said that he had a most wonderful trip, picked up many ideas and was very anxious to get back to his store and make some changes and improvements, and while he stated his trip cost him a few thousand dollars, he expects to make it up in Grafonola sales within the next few months.

HEALTH BUILDERS RECORDS STORY

Walter Camp's "Daily Dozen" Set to Music Being Sold at the Rate of \$1,000,000 a Year—Sold Profitably by Dealers Throughout the Country

The story of the Health Builders records, which consist of Walter Camp's "Daily Dozen" set to music, was told in an interesting article appearing in the July issue of Printers' Ink monthly. It points out that in April of last year, when Robert B. Wheelan, the president and founder of Health Builders, Inc., had published his first advertisement, several successful mail order advertising men, and also a number of prominent dealers, predicted that the "Daily Dozen" phonograph records could not be sold profitably through dealers. The fallacy of this prediction is to be found in the statement that business is coming in at the rate of \$1,000,000 a year and that a large part of this is contributed by 500 dealers throughout the country. The story relates how the mail order advertising of the company is also developing business for the talking machine retailer. It is Mr. Wheelan's belief that all extensive mail order advertising creates a demand that cannot be met by mail and that in many instances such a demand can profitably be supplied through dealers. He further states that at the present rate his organization probably will be shipping one-half of his output to dealers in the near future.

Mr. Wheelan's inception of the idea of setting Walter Camp's "Daily Dozen" to music in record form, together with descriptive and health charts, is described at length as well as his meeting with Nelson Doubleday, of Oyster Bay, and the forming of the partnership.

Mr. Wheelan stated in part, in the article in

Printers' Ink: "As soon as the new organization was working well I took up the matter of the dealer. I called on several New York dealers, but all of them balked at the price. We were selling the system at \$20, then, and that price, because of our small production, gave us a rather close profit."

He then told of the demonstration before The Talking Machine Men, Inc., although at that time with no appreciable results. Increased production soon brought the list price down to \$15, which proved attractive to the talking machine dealer. Mail order advertising created a demand by the buying public upon the dealer and trade journal advertising put the proposition direct to the dealer.

In closing, Mr. Wheelan stated: "Our experience shows plainly that a mail order proposition that has anything to do with an old-line business creates a demand through the old channel. Because our system used phonograph records as one of its features a lot of prospects would not break their buying habits but went to phonograph dealers to find out about it. The other class, represented by the ones who came to my office, we are trying to send to dealers. Thousands of them have written to us wanting to know where they can see and hear our Health Builders' system. We are now going after this class through mediums that we think will send them to the dealer."

UNICO INSTALLATION IN TUSCOLA

TUSCOLA, ILL., July 8.—H. S. Bassett, Victor retailer, of this city, recently installed a Unico demonstration room with double sound-proof insulated construction. With his added merchandising help it is expected that the sale of Red Seal records will increase materially through the opportunity afforded his customers to hear the records without disturbance.

The Hopkins Piano Co., of Chester, Pa., has added the Brunswick line of phonographs to its stock.



WHAT CONSTITUTES A GOOD FIFTY-CENT RECORD

- 1. Good Material.
- 2. Careful Recording.
- 3. Experienced Artists.
- 4. Hits while they are "hits."
- 5. The backing by a well-organized company which allows entire safety in building up business for the future.

The Puritan Records have all these qualities and offer you an excellent 50-cent Record Proposition.

If you are located in territory East of the Ohio and North of the Potomac it will pay you to write today for full details.

The BRIDGEPORT DIE & MACHINE Co.
170 ELM ST. BRIDGEPORT, CONN.

C I N C I N N A T I

Trade Is Normal—Retail Stocks Continue Low—Victor With Widener—Helping to Sell Records—Radio Makes Slow Progress

CINCINNATI, O., July 8.—The even tenor of trade in the talking machine business in this city continued during the past few weeks. Neither extraordinary increase nor extraordinary slump was noted, though there are dealers who by unusual effort report slight increases in trade most noticeable during the past week. Practically all dealers are carrying only such stock as is absolutely needed, since it is now very easy to obtain stock quickly, and dealers are taking no chances of losing money on large invoices. For the most part the jobber is kindly allowed to carry the risk, while the retailer retrenches as far as possible.

The Dealers and Radio

Little enough practical activity is manifested in the exploitation of radio apparatus. With the exception of the Chubb-Steinberg Music Shop, the Victrola department of the John Shillito Co. and a small Norwood branch of the Otto Grau Piano Co., which only leases space to a separate dealer in radio equipment, no stores are making any effort to combine radio with talking machines. This is not so much due to the possible conflict between the two lines as to the extreme difficulty of even the slightest expansion. The stores which handle radio equipment, however, are doing very well with it. Various manufacturing plants also are making, or planning to make, radio apparatus. The Precision Instrument Co. is perhaps the most active and successful in this field. The Herschede Hall Clock Co. now is equipping an addition to its factory to take care of the manufacture, on a broad basis, of radio stock.

Widener's Secures Victor Agency

A new Victor account opened is that of the local branch of Widener's Grafonola Shops. Heretofore this store has carried the Granby and Columbia lines, but for some time has desired to add Victor goods to its stock. Owing to the policy of the Ohio Talking Machine Co., jobber in Victrolas and Victor records, not to overcrowd its field and thereby handicap its dealers, Widener's was unable to obtain an account. This is one of the chief reasons for the purchase by Widener's Shop of the store of the Werner Industries, which contained a Victor stock, the

Victor account of this store passing into the hands of the purchaser.

Morris Fantel, manager of Widener's, reports a fine business for June. Mr. Fantel said: "Our business for June was even better than that for May, which represented a 50 per cent increase over any month previous in 1922. Our trade has been uniformly better this year than last, in a comparison of months. There will, of course, be something of a slump during the very hot weather to come, but by Autumn it seems to me that business in machines and records should be fine."

Fine Business in June

Chas. H. North, secretary of the Ohio Talking Machine Co., reported a fair business for the month of June. Mr. North said: "Dealers are not buying many machines or records for stock. They are buying as they need supplies. Retailers are letting the jobbers carry the bulk of the goods and run the bulk of the risk of possible fluctuation in price. Time was, not so long ago, when retailers were unable to obtain enough machines and records to satisfy demands upon their stock. Now they are unable to find enough buyers to satisfy demands upon their income."

E. M. Abbott Piano Co. May Continue

It has not yet been decided what disposition will be made of the stock, both pianos and talking machines, of the E. M. Abbott Piano Co., which two weeks ago sued for and obtained a receivership. It is possible either that the company, upon disposal of its Seventh street branch, which seems to have caused the trouble, shall be allowed to continue in business in an effort to work its way out, or that stock will be disposed of to satisfy, in part, demands of creditors. Until the receiver completes a survey of the company's condition no decision will be made.

Unique Record Sales Stunt

H. L. Druly, of the Baldwin Piano Co., Muncie, Ind., has rigged up a unique arrangement to sell records to persons who come in to pay bills and instalments. He has attached a small record fixture at the side of the cashier's window. This fixture is so placed that the wings containing the records fall directly across the window, and it

is necessary for the customer to move them to one side to transact business with the cashier. This is salesmanship after the fashion of "Giving it to 'em and let 'em handle it." This method, said Mr. Druly, paid for itself in record sales the first afternoon that it was installed.

C. Link Back From Shriner Convention

Clifford Link, of Link's Music Shop, dealer in Columbia goods, accompanied Cincinnati delegates of the Mystic Shrine to the Shrine convention at San Francisco. He returned to Cincinnati by way of Seattle, Vancouver, Banff, St. Paul, arriving home near the end of June.

Grafonola for Palestine

Mrs. S. J. Goldstine purchased a Grafonola from Silverstein Bros., Terre Haute, Ind., and ordered it shipped to her husband in Palestine. Mr. Goldstine is opening a chain of retail furniture stores in Palestine and plans to handle Columbia Grafonolas and records.

Columbia Branch Picnic

The annual picnic of the local branch of the Columbia Graphophone Co. was held at Humboldt Park, near Cincinnati, June 16, on which day the usual jollity was in order. There was a big crowd and a good time.

Messages of Good Business

The business of the Aeolian Co., dealer in the Aeolian-Vocalion, has been satisfactory during the month of June, according to Manager Devine. E. I. Pauling, of the Starr Piano Co., also reports a very fair business in Starr machines and Gennett records.

Miss Yates, manager of the Victrola department of the H. & S. Pogue Co., also reports a good business for the past month.

DEATH OF JOHN CHILD RAY

Well-known Columbia Man Dies Suddenly at Phoenix, Ariz.—Popular in Talking Machine Circles Throughout the Country

The talking machine industry learned with regret recently of the death of John Child Ray, who died at Phoenix, Ariz., a few weeks ago. Mr. Ray was well known in the talking machine trade, having been identified with the industry since 1903. His first position after leaving school was in the shipping department at the Columbia Graphophone Co.'s factory, Bridgeport, Conn. He filled various executive positions at the factory until February, 1912, when he was brought to New York as an assistant to H. L. Willson, now president of the company. He remained with Mr. Willson's staff until October, 1920, when, on account of poor health, he went to Pasadena, Cal.

After a rest of three months, Mr. Ray resumed active work on January 1, 1921, joining the sales promotion department of the Columbia Co.'s Los Angeles branch and doing excellent work under W. F. Stidham, manager of the branch. His never-failing ambition to further advance in the Columbia organization, coupled with his untiring energy, resulted in his almost complete breakdown in health, and necessitated his giving up business activities in March, 1922. He then went to Phoenix, Ariz., with the hope of regaining his health, but died there suddenly. While confined to his bed he made arrangements to open an exclusive Columbia shop in Phoenix, Ariz., which was scheduled for opening on June 20.

Mr. Ray is survived by a widow and two children, together with his parents. H. B. Ray, his father, is one of the veterans of the talking machine industry, and at the present time is associated with the Manufacturers Phonograph Co., New York.

VICTOR SCHOOL IN NEW HAVEN

NEW HAVEN, CONN., July 8.—Arrangements have been completed for holding the classes of the Victor school of salesmanship in this city, according to an announcement made by E. C. Gallo, head of the Horton-Gallo-Creamer Co. The sessions will be held from July 31 to August 3 and salesmen who desire to take advantage of this opportunity are requested to notify Mr. Gallo.



WE ARE ALWAYS READY
TO HELP YOU MR. VICTOR
DEALER ALONG CONSTRUCTIVE
PRACTICAL LINES

A Significant Trade-Mark

The world famous Victor trade-mark, symbolic of Victor supremacy and leadership, is the Victor dealer's greatest asset and protection.

Mickel Service is offered to the Victor dealer as a means of thoroughly capitalizing Victor strength and prestige.

MICKEL BROS.

We Finance Your Radio Sales

No doubt, you would like the following questions answered:

1. **Should I stock radio?**
2. **If so, what lines should I handle?**
3. **Will I be left "holding the bag" on some of the present-day goods?**
4. **Where is my protection on entering this new field, which seemingly assures large profits, but, to me, has no guarantee of permanency?**
5. **Will I have to stock a line of accessories?**

Extract from an article by Mr. R. F. Yates, Editor "The Evening Mail" Radio Review, appearing under date of July 1, 1922.

"The writer has given this matter considerable thought and is of the opinion that the phonograph dealers are best fitted to handle complete radio receivers. They have the booths all ready for their patrons and, furthermore, they are thoroughly acquainted with the sales plan, under which the more expensive radio receivers will eventually be sold. Reference is made to the time-payment plan."

Here Are Your Answers

We will place in your stock a demonstrating line of Prima radio receiving apparatus retailing *complete with all batteries, tubes and other accessories*, from

\$30.00 to \$250.00

You pay us the usual dealer's price, with regular discounts allowed, as is customary in the talking machine trade.

Sales Guaranteed

You sell these efficient, complete and among the best receiving sets on installment terms. We will take up the installment paper on each and every sale.

Sell on Installments

No cost to enter—No accounts or stock to carry—Every sale means profits. We will ship you the demonstrating set, or sets, on regular or installment terms, and sales will be guaranteed.

The Best Dealers in Every City

This opportunity is open only to live, progressive, up-to-date merchants. Territory will be restricted.

*Act quick—Wire or write your offer.
Enter the Radio Field without gambling.*

Prima Radio Corp., 185 Twenty-second Street
Brooklyn, N. Y.



It's three o'clock in the morning, We've danced the whole night thru.

THIS YEAR'S BIG WALTZ HIT IS

"Three O'Clock in the Morning"

That Entrancing Melody You Hear Everywhere

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

HEAR IT NOW

ATLANTA DEALERS LOOK TO FALL

Business Marks Time Until Crop Returns Materialize—Jesse G. Bowen Piano Co. to Open "Talker" Department—Month's News

ATLANTA, GA., July 10.—This Southeastern district is so largely agricultural that except in the larger cities and towns the talking machine business is marking time. The large returns from crops do not come until Fall. Dealers are, however, already planning for the coming season.

In Greensboro, N. C., the Frazier Piano Co. will shortly move into a fine new store and will push talking machines more aggressively than ever before.

The Jesse G. Bowen Piano Co., of Winston-Salem, N. C., is completing a new building and has made its plans to open a well-arranged talking machine department, featuring the console type.

Geo. F. Alexander has opened a large music store in High Point, N. C., featuring the Victor and Brunswick. He was formerly located at Roanoke, Va.

Many Victor dealers throughout this section are taking on the Console cabinet equipped with Victor VI and thus have a true period, flat-top console model to sell at a reasonable price.

M. E. Lyle, representing the Strand, has been absent for several weeks looking after his trade through North Carolina and later going on to New York to visit the executive office of the Manufacturers Phonograph Co. He has been successful in opening new Strand accounts in many towns.

P. C. Brockman has returned from a trip North, his time being chiefly spent at the offices of the General Phonograph Co. Mr. Brockman is in charge of the wholesale phonograph division of the Polk Furniture Co., Atlanta, Okeh record distributor.

Westervelt Terhune, Columbia branch manager, has just returned from a brief visit to the company's executive office in New York. Mr. Mohl, assistant manager, has been off to Florida, looking after the company's interests there.

I. M. Bame and Leroy Webb, who have been with the Shriners on their long jaunt to the Pacific Coast, have returned home to this city.

The Cable Piano Co. recently decorated its large show window to represent a forest camp. The floor was carpeted with sand and rocks. Pine trees formed the background. Near the tent was a camp fire all ready for service. Displayed most appropriately were small Victor models. This clever window trim made an attractive sales appeal.

Very handsome and timely Fourth of July window decorations were featured by the Phillips & Crew Piano Co. and the Goodhart-Tomkins Co.

FIRTH EXECUTIVES VISIT TRADE

P. A. Wilkinson Calling on Western Trade—H. E. Brennan Spends Several Days in Boston

P. A. Wilkinson, vice-president of John Firth & Co., New York, N. Y., manufacturer of Firth wireless telephone products, who is now making an important trip through the Middle West, has appointed several jobbers and full details regarding these appointments will be announced in the course of the next few weeks.

Herbert E. Brennan, secretary and sales manager of the company, spent several days in Boston recently in conference with Robert E. Steinert, of the M. Steinert & Sons Co., distributors of the Firth product. Mr. Brennan states that the outlook in New England territory is very satisfactory, and while in Boston managed to spend a half day on the links under Mr. Steinert's able supervision.

A. H. CURRY ON SOUTHERN TRIP

ORANGE, N. J., July 14.—A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., leaves to-morrow on a Southern trip, during which he will look over his wholesale and retail phonograph interests in Texas. In addition to visiting Dallas and other cities in Texas, Mr. Curry plans to call on Edison jobbers located in Indianapolis, St. Louis, New Orleans, Atlanta and other points. He expects to return to Orange by the end of July.

EDISON WINDOW DISPLAY FOR AUGUST

Music and Flowers Principal Theme of This Very Attractive Window Arrangement

The Edison window display service put out by Thomas A. Edison, Inc., for the benefit of new Edison dealers is moving ahead very fast. An increase in the demand for it of 33 1-3 per cent occurred in July, as against the previous month. This remarkable growth is attributed by the Edison organization to two things: First, the



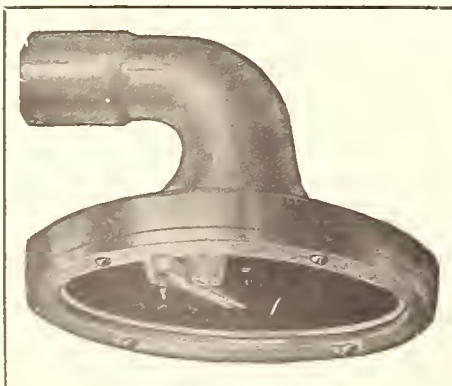
The Edison August Window for Dealers

fact that Edison dealers are anxious to use every worth-while plan for securing additional customers, and, second, to the fact that the service itself has been recently greatly improved.

Thomas A. Edison, Inc., has prepared a very attractive window for the use of Edison dealers in the month of August. The principal theme of this window is music and flowers, and every effort has been made to portray the scenes which are most appealing to those who derive the most pleasure from the Summer season. The center of the display is built around the Re-Creation "Hearts and Flowers," by Walter Chapman. The other selections featured are "Serenade—Les Millions d'Arlequin," by Albert Spalding; "Carnival of Venice" and "As Once in Happier Days." Walter Scanlan is the subject of the portrait in the upper center of the window.

ANDREWS WITH OKLAHOMA T. M. CO.

OKLAHOMA CITY, OKLA., July 6.—The Oklahoma Talking Machine Co. has added to its staff Warren Andrews, who has had a varied Victor retail experience. He has been connected with the Oklahoma Talking Machine Co. for some time in the past in various capacities familiarizing himself with the general wholesale business. He has been assigned to no particular territory, but will travel chiefly in Oklahoma. In addition to P. A. Ware, sales manager, who will spend most of his time in the field in dealer development, this gives the Oklahoma Talking Machine Co. three representatives on the road.



The "VICSONIA" REPRODUCER

For Perfect Interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia, nickel plated, will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

GLEANINGS *from the* WORLD *of* MUSIC

INTRODUCE NEW TITLE DISPLAY DEVICE FOR ORCHESTRA

Will Aid the Sales of Talking Machine Records, Player Rolls and Sheet Music in Most Effective Way—Device Entitled Songtitlegraph—Being Used by Vincent Lopez and Others

We have at various times since the opening of this department outlined plans by which orchestras could aid directly the sales of talking machine records, player rolls and sheet music. Our contention invariably was that the display by the orchestra of the title of the numbers being played would be of considerable value to the manufacturer and retailer, as well as the public.

We must confess that although there have been a number of schemes devised to encourage orchestras to carry out such plans they have not, to any extent, proved successful. Most orchestras believe that if they play a given number they are doing all they are obligated to do. The publisher, naturally, is not in a position to dictate the methods by which selections are programmed, but must be satisfied with the fact that he induces the orchestra to play a number from his catalog.

The retailer, however, is not obligated to the orchestra as is the publisher and he can, where his relationship will allow, bring pressure to bear and often persuade the orchestras of his city to carry out some plan of displaying the titles of the numbers rendered.

The latest innovation along these lines, which marks an important step forward in the announcing of titles by an orchestra, was that inaugurated by Vincent Lopez and his orchestra at the Pennsylvania Hotel, New York City. Mr. Lopez is ever on the alert to make his organization one of the leaders in its field and he spares no time or expense to carry out new ideas and to render service.

This new Lopez method consists of an electric sign above the orchestra stand which registers the titles of the numbers as they are being played. It is operated automatically, with the titles of the various numbers being flashed from a series of slides which are set in motion by the pressing of a button. The machine holds as many as 100 titles, which are operated in rotation, and by pressing the shift button two seconds before the end of the selection the title of the following piece is flashed by the time the introduction is taken up. The machine is known as the Songtitlegraph and Mr. Lopez controls full selling rights.

By its use the orchestra not only offers a distinct novelty, but renders to its clientele a service that, once inaugurated, will, we believe, be difficult to discontinue. From the commercial standpoint it has exceptional value. The dance enthusiasts receive, in addition to the melody, the title of the number which they have received more or less favorably, leaving them in a position to call on the retailer for the record, roll or sheet music if desired.

Following the initial expense of the installation of this electric machine the cost of maintenance is quite low and we believe that there are possibilities of the device being installed by at least one leading orchestra in every large city.

"ROMANY LOVE" SHOWS UP WELL

New Sam Fox Number Proving an Active Summer Offering

Early this Spring Sam Fox, head of the Sam Fox Publishing Co., brought East with him a manuscript copy of "Romany Love." He believed he had a number of big possibilities. He had no idea, however, that "Romany Love" was to prove one of the most popular of the Summer offerings. However, shortly after the release of the song in New York territory it made an impression on the various recording rooms which are this year particularly looking for hits—something to create activity and add to sales. Mr. Fox was induced to give the leading orchestras manuscript copies of the number until he could rush through the printed orchestrations. All of which resulted in "Romany Love" finding much favor.

A special orchestra arrangement similar to that made for the Paul Whiteman organization has now been printed and sent to the prominent orchestra leaders and the original band arrangement made for John Philip Sousa has been printed and forwarded to the larger bands. Regular orchestrations, band and vocal copies are now ready and the Sam Fox organization has inaugurated one of the most elaborate campaigns ever arranged for a popular song.

It must be remembered by those who are interested in the success of this method of programming—and every one selling records, rolls and sheet music is interested—that if this plan is taken up by a sufficient number of orchestras the musical combinations of lesser caliber will be forced to display the titles they are playing. Of course, in every instance the smaller orchestra would not be able to carry the expense, but there are many less costly methods of displaying titles which can and, no doubt, will be used if the idea makes the progress its importance justifies.

It might be said in closing that the Songtitlegraph now being used by Vincent Lopez and his orchestra is the third machine of this character that has been tried out by him. He conceived the idea many months ago and experimented extensively before completing the successful device now used nightly on the Pennsylvania Roof.

TO REVIVE "SOME OF THESE DAYS"

New Arrangement to Be Introduced by Sophie Tucker on Her Return From Europe

CHICAGO, ILL., July 8.—Will Rossiter announces that the big-time hit, "Some of These Days," is to be revived with a new arrangement and placed on sale all over the country. It has practically been decided that Sophie Tucker will introduce the new arrangement of this song upon her return from her present European tour.

Incidentally, we might mention, in passing, that the two big present Rossiter numbers, "Those Longing-for-you Blues" and "In Bluebird Land," are selling in a most satisfactory way in Chicago. The Six Brown Brothers have been featuring "In Bluebird Land" at all Ballaban & Katz theatres and will return to Chicago next week. Will Rossiter has a man now in New York plugging on "Those Longing-for-you Blues." It is already out on a number of records and bids fair to be a remarkable success.

M. J. Mintz, president of the Cameo Music Pub. Co., announces that through an arrangement with Jack Loeb, manager of the William Fox Theatres, Catherine A. Borland's "The Voice From Calvary" will be featured in all the Fox theatres on the first anniversary of Caruso's death, August 2.

Now Ready—Records of the Smashing Blues Hit

Lonesome Mama BLUES

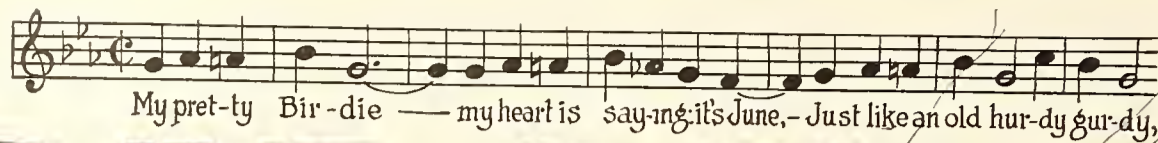
FOX TROT

Records by almost every talking machine Co.

The demand promises to be tremendous
Order your supply now—and liberally

Published by J.W. JENKINS Sons' Music Co. Kansas City, Mo.





BIRDIE

A Sweet-Tweety Fox Trot Song by Jesse Crawford

HEAR IT NOW!

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

SUIT OVER "GALLAGHER AND SHEAN"

It is quite the usual thing when a song becomes a national hit to hear the charge of plagiarism or the entering of a suit charging that the whole or part of the melody is an infringement. The latest action of this sort is that instituted by Bryan Foy, in private life Bryan Fitzgerald, alleging that he wrote the song "Mr. Gallagher and Mr. Shean" in May, 1921. The vaudeville team of Gallagher and Shean are made defendants and Jack Mills, Inc., the publisher, co-defendant.

IMPROVEMENT IN WINDOW DISPLAYS

Sheet Music Retailers Giving More Attention to This Form of Publicity—An Interesting Recent Example in Weymann & Son Store

As remarked some time ago in these columns, there has, during the last twelve months, been a decided improvement in window displays of both sheet music and talking machine records, thus showing that the retailer has come to realize the great advertising value an attractive window display offers.

Much credit, we think, for this advance in window arrangements belongs to such houses as Lyon & Healy, J. W. Jenkins' Sons Music Co., Sherman, Clay & Co., H. A. Weymann & Son, Inc., and others of like caliber, who seem to have led the way in this connection. Their pioneering, as it were, has had a very large and exceedingly favorable response in retail circles.

The above brings to mind an attractive display recently shown in the Chestnut street window of the Weymann store in Philadelphia, a reproduction of which is shown herewith. Here is, undoubtedly, one of the most elaborate displays of the past twelve months. The Victor record

of "Three O'Clock in the Morning," and the sheet music of the number (Feist), as well as player-rolls of the same selection, are all shown, and of particular importance is the fact that the display of the merchandise seemingly does not intrude upon the setting. In other words, the ball-room scene, with figures of a boy and girl dancing, and an artistic clock denoting the hour of 3 a.m.,



Weymann Window Display of Feist Hit

attract the attention and arouse the interest. The merchandise, seemingly, is supplementary, but those who are attracted, undoubtedly, get the message intended without in any way feeling that they have been imposed upon by the commercial activities of the house—an important psychological point.

ARTHUR J. LAMB'S LATEST EFFORT

Veteran Songwriter Collaborates With J. S. Zamecnik in "Romany Love"

It has often been said, particularly in sporting circles, that "they never come back" and there has been some basis for believing that that maxim applies to the writers of songs, but, while this may be true in general, there is evidence in several instances that a writer's vogue may last at least twoscore years.

Arthur J. Lamb, who wrote "Asleep in the Deep," has, from time to time since, contributed other offerings, though none seems to rival that number for which he is chiefly known. It is quite surprising, then, to find his name linked as collaborator with J. S. Zamecnik in the current fox-trot and song success, "Romany Love," issued by the Sam Fox Pub. Co.

Recently was instanced a case or two where publishers who did not recognize a Summer depression were cashing in heavily on the sale of songs through their Summer activities. Among such publishers is the house of Fox, which

operates upon the basis that if you have the goods of merit and create a demand for them the public will buy. An almost overnight recognition of "Romany Love" seems to prove the contention.

GORDON V. THOMPSON RECOVERING

Canadian Manager of Leo Feist Convalescing—Dealers Tie Up With Movie, "Smilin' Through," and Boost Sale of That Number

TORONTO, CAN., July 6.—Gordon V. Thompson, Canadian manager of the Leo Feist Co., this city, has been very ill the last two or three months, with a complication of troubles. Mr. Thompson's personality, good-fellowship and general likableness have endeared him to the trade and everybody will be very glad when he is able to be back at his desk.

The moving picture, "Smilin' Through," is playing at the Allen Theatre, and those sheet music dealers who have hooked up with this picture have been selling a satisfactory quantity of the song of that name published by M. Witmark & Sons.



"ROMANY LOVE"

The New Gypsy Fox Trot Song Hit

Featured by the prominent leaders while yet in manuscript and released on leading records and rolls before printed copies were available; by far, the quickest popular hit we have struck. Its appeal is instantaneous. Printed song copies and orchestrations now on sale at the low introductory price.

INTRODUCTORY TRADE PRICE 13½c.
(12½c. in 100 Lots)

Extra Title Pages and Display Streamers
Supplied with Every Order

Published by

SAM FOX PUB. CO.

Cleveland, O. U. S. A

TO MANAGE BRUNSWICK ARTISTS

Arthur Judson in Conjunction With International Concert Direction to Book Artists for Coming Musical Season—Co-operating With Dealers

Wm. A. Brophy, managing director of the Brunswick recording laboratories, New York, announced recently with keen enthusiasm the fact that Arthur Judson, manager of the Philadelphia Orchestra and the New York Philharmonic Orchestra, is to undertake in conjunction with the International Concert Direction Incorporated Bureau the management of several Brunswick artists for the coming Fall and Winter musical season. The Brunswick artists who will come under this new arrangement are Claire Dux, Bronislaw Huberman, Marie Tiffany, Theo Karle, Siegrid Onegin and the Elshuco Trio, all well-known Brunswick artists who have made many recordings on Brunswick records. It is expected that under this new arrangement these artists will be given wide publicity throughout the country, and will be heard in most every prominent center during the coming season. Mr. Brophy stated that Brunswick dealers will be notified in advance of the appearance of these artists in their particular cities, and that the Brunswick Co. will do everything possible to co-operate with the dealer to the fullest extent, which no doubt will result in increased sales of the records of these artists and arouse an interest in Brunswick product generally.

FOUR CONTRACTS RENEWED

Witmark Organization Renews Contracts With Four Prominent Writers

Four noted and successful songwriters and composers have renewed their contracts with M. Witmark & Sons by which the firm acts as exclusive publishers for the quartet for a term of years. Included in these are Sigmund Romberg, the well-known composer of musical comedies, who last season had to his credit such productions as "The Blushing Bride," "The Rose of Stamboul," "Bombo" and "Blossom Time." Eubie Blake and Noble Sissle, of "Shuffle Along" fame, are also included in the list of renewals, as well as that contributor of unusual ballads of marked distinction, Arthur A. Penn.

FOLDER OF O'HARA SONGS

Ditson Co. Features Three of the Popular Songs of That Composer

The Oliver Ditson Co., Boston, has issued for the use of dealers an interesting little envelope folder devoted to the songs of Geoffrey O'Hara, two of them clever French-Canadian numbers for which William H. Drummond supplied the lyrics, they being "The Wreck of the 'Julie Plante,'" and "Leetle Bateese." Both these songs have proved distinctly popular among a large group of concert singers. The third number featured in the folder is a ballad, "Sweet-heart, Do You Remember," for which May Stanley supplied the words.

FEATURES GENNETT RECORDS

DULUTH, MINN., July 8.—The McClure Music Co., of St. Paul, Minn., has taken over the music department of the I. Freimuth Co., of this city, and, in addition to the sheet music department, the former concern has installed a complete line of Gennett records. A window display of these records in connection with a vigorous campaign is showing excellent results.

J. Will Callahan, the blind composer, and his wife are spending the Summer at their home in Bay View, Mich. Mr. Callahan and his wife for the past several months have been sojourning down in Florida in an endeavor to recuperate Mr. Callahan's health. It is said that he has just finished a new number in collaboration with Lee S. Roberts and Max Kortlander.

EDISON CONTESTANTS ENJOY TRIP

Winners of Sales Contest Sponsored by Harger & Blish, of Des Moines, See Sights of Gotham and Visit Edison Laboratories at Orange

The prize-winning dealers of the sales contest recently put on by Harger & Blish, Des Moines, Ia., for the Edison dealers located in the territory which this company serves as an Edison jobber, started on their journey East to New York, and to the Edison laboratories, the early part of this month. They arrived at the factory and called on the Edison officials and went through the factory on Monday, July 10. Each prize winner was presented with a handsome autographed photograph of Thomas A. Edison and the whole party received a most cordial reception from the Edison executives throughout the day they spent in Orange. An attractive luncheon was served at the famous inn located on the mountain which lies back of the center of Orange. In the evening, as the guests of the Edison people, the visiting dealers were given a wonderful Italian dinner at Carrie's, the famous dining place of New York's Great White Way. Following the dinner party they were taken to "The Music Box Revue."

The prize-winning dealers who made the trip were: Division 1: Guy Cooper, S. E. Cooper & Son, Maxwell, Ia.; Division 2: F. M. Cooper & Son, Woodward, Ia.; Division 3: Harry C. Shroyer, Bethany, Mo.; Division 4: H. A. Lorenzen, Newcomb & Mathews, Creston, Ia.; Division 5: Ray Fude, Carl E. Schlegel Drug Store, Davenport, Ia.

On the way to the factory and on the return trip the party stopped off at several points of interest.

TALKING MACHINE SPEEDS UP WORK

Stimulates Men Working on Rebuilding of Mississippi Factory to Such an Extent That They Break Some Real Speed Records

MERIDIAN, MISS., July 5.—The value of the talking machine in speeding up the efforts of merchants was illustrated most forcibly recently in connection with the rebuilding of the big lumber plant of the Long-Pell Co., at Quitman, Miss. When the plant was destroyed by fire the general manager was instructed to use every available man and speed up rebuilding operations as rapidly as possible. Thirty days was set as the time limit.



Work was started with two shifts of men working right through the twenty-four hours, and every effort was made to keep things moving. It was found, however, that the day shift accomplished much more than the night men, owing, probably, to the monotony of night work. The manager thereupon secured a talking machine and several dozen jazz records and kept a boy operating the outfit throughout the night hours. The result was that the night shift was able to lay 1,500 more bricks than was the record before music was furnished, and by actual comparison accomplished more than the day shift. The plant was entirely reconstructed in twenty days, or ten days within the time limit, and credit for the last work was given to the talking machine.

MACINTOSH BROS. IN NEW HOME

Handsome Victor Shop Equipped by the Unit Construction Co.

COLLINGSWOOD, N. J., July 8.—MacIntosh Bros., Victor dealers in Collingswood and Woodbury, N. J., announce the opening of their new store on Haddon avenue in Collingswood. In the new location MacIntosh Bros. will be able to give even better service to their many customers and the service department of the Unit Construction Co. has accomplished the equipment changes for them. Old ivory is the predominant tone in their new store, which has been attractively arranged to produce an effect which is sure to please customers.

ANOTHER "DOWN HOME BLUES" ON
BLACK SWAN RECORDS



RECORD No. 14115



"Ain't Got Nothin' Blues"

Soprano with Orch. by
Mary Straine

COUPLED WITH

"The Fowler Twist"

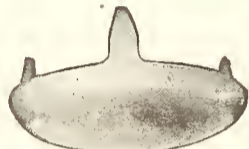
Baritone with Orch. by
John P. Vigal

ORDER TODAY and let this record keep your Summer sales going big. IT'S A HIT!!!

PACE PHONOGRAPH CORP., 2289 Seventh Ave., New York

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced



Extra Heavy
Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.



Furniture Footwear

Simplicity

Furniture footwear to give thorough satisfaction must be simple in character—otherwise it means trouble and dissatisfaction.

There is only one device that meets this specification

DOMES of SILENCE

The perfect footwear for furniture.

Domes of Silence also have these additional qualities, which ordinary devices do not possess:

- Economy*
- Silence*
- Invisibility*
- Adaptability*—Suitable for covered and uncovered floors alike.
- Service*— Long wear.

Protection to furniture, floors and rugs.

The perfect footwear for furniture—

DOMES of SILENCE

“Better than Casters”

Henry W. Peabody & Co.

DOMES OF SILENCE DIVISION

17 State Street, New York City

In All Your Talking Machine Orders,

Specify DOMES of SILENCE

F 63

*What we say above about Furniture applies also
to Phonographs*

RED SEAL CLASSES IN NEW YORK

First Class Under Auspices of Victor Wholesalers of Metropolitan District Holds Sessions at Hotel Pennsylvania This Week With One Hundred in Attendance—Second Class Will Meet on Monday, July 17, at Same Place

The first of the Red Seal salesmanship classes under the auspices of the Victor Wholesalers of the New York metropolitan district, opened at the Hotel Pennsylvania on Monday of this week, July 10, and continued daily up to and including Thursday. About one hundred members of local retail sales organizations attended the classes, two sessions being held daily from 9 to 12 a. m. and from 2 to 5 p. m.

The course at the school was very similar to that covered at the Red Seal School in Camden, although in condensed form, and followed along the lines of the Red Seal classes that have been held in Buffalo, Washington and other cities. F. A. Delano, in charge of the Victor Co.'s classes in salesmanship at the factory, was in charge of the course, and among those who gave talks during the week was Mrs. Frances E. Clark, head of the educational department of the Victor Co.

Following the close of the school on Thursday afternoon those who attended the sessions were taken in automobiles to Brighton Beach where they enjoyed dinner and dancing at the Hotel Shelburne and later attended the vaudeville show at the Brighton Beach Theatre as the guests of the metropolitan wholesalers.

Although all the wholesalers co-operated in the holding of the classes the arrangements of the details for the school were in the hands of a committee consisting of J. Newcomb Blackman, of the Blackman Talking Machine Co.; L. L. Spencer, of the Silas E. Pearsall Co., and Charles B. Mason, of the New York Talking Machine Co.

Beginning next Monday, July 17, the second and final class will begin its sessions at the Pennsylvania with a registration of about seventy-five. The second class will end on July 20 and the course will be the same as that of the first class.

LUDWIG & CO. ENLARGING STORE

WILKES-BARRE, PA., July 10.—The Simon Long Building, headquarters of Ludwig & Co., talking machine and musical instrument dealers, is being remodeled in order that the enlarged business of the concern can be taken care of in an efficient manner. The company is considered the largest house in this section of the State, and when the alterations are completed it will be one of the most attractive in the East. The remodeling includes the installation of a number of booths for record demonstration purposes, new show cases, larger window space, etc.

GETTING AFTER THE NEWLYWEDS

Cline-Vick stores in Indiana send special and attractive cards of congratulation to all newly

JOY and HEALTH to the BRIDE and GROOM
 WE WILL SAVE YOUR VICTROLA UNTIL AFTER THE HONEYMOON



Cleverly Designed Greeting Card

married couples in the towns where their stores are located and incidentally offer suggestions that mean Victrola sales.

The Ideal Furniture Co., of Hazard, Ky., Columbia dealer, is planning to move into a new five-story building about September 1.

INSPIRING BUSINESS TALKS

Metropolitan Victor Dealers Enjoy Talks by J. T. Lange, Abram Davega and J. W. Schwetz at Knickerbocker Co. Meeting in New York

The Knickerbocker Talking Machine Co., Victor distributor, New York City, invited metropolitan Victor retailers to attend a lecture in the concert hall of the company at 138 West 124th street, on Thursday, July 6, at 2 p. m. Joseph T. Lange, educational manager of System Magazine, talked interestingly on "Salesmanship in Selling Merchandise," and gave many valuable suggestions that were applicable to the talking machine retailer in the conduct of his business.

Previous to Mr. Lange's talk Abram Davega, president of the company, spoke on "Selling Good Business." He said in part: "You, yourself, have got to be sold on good business, and I am sold on this idea. I know that there is absolutely nothing the matter with business conditions." Mr. Davega pointed out how the dealer who was sold on the idea of good business was far better

equipped to overcome obstacles and urged the spreading of this doctrine. He analyzed conditions leading up to the present time and told of a letter recently received from the Victor Co. stating that students of business conditions say that the 1922 Fall season will be the best business season we have had in two years. "If things are slack during the Summer don't give up and go away for a two months' rest, but just knuckle down to business and plan out a systematic campaign," stated Mr. Davega. "There are hundreds of good business ideas. You have to be sold on good business before other ideas can be carried out to improve your business."

Another talk which was intensely practical and inspiring was given by Joseph W. Schwetz, vice-president of the Knickerbocker Talking Machine Co. Although thoroughly experienced in the talking machine business from both the retail and wholesale angles, this is said to be Mr. Schwetz's first speech. The subject was "How to Conduct Your Business," and represented Mr. Schwetz's twenty years' experience in talking machine merchandising.



Patent Pending
 Size: 8 in. x 14 in.
 x 15 in.
 Weight: Complete,
 including album,
 22 lbs.

"One handle handles it"

Outing

TALKING MACHINE

Perfection in a Portable Phonograph

❖ ❖

Made in Mahogany and Fumed Oak Finishes

THE OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality. Built to give years of satisfactory service.

JOBBERS:

- | | | | |
|---|--|--|---|
| <p>GENERAL PHONOGRAPH CORP.
 New York Distributing Division
 15 West 18th Street
 New York, N. Y.</p> <p>CABINET & ACCESSORIES CO.,
 145 East 34th St.,
 New York, N. Y.</p> <p>BRISTOL & BARBER
 3 East 14th St.
 New York, N. Y.</p> <p>THE GRAFONOLA CO. OF NEW ENGLAND
 174 Tremont St.,
 Boston, Mass.</p> | <p>GEO. C. ULRICH & CO.
 718 Lincoln Bldg.,
 Philadelphia, Pa.</p> <p>A. J. HEATH & CO.
 27-29 So. 7th St.,
 Philadelphia, Pa.</p> <p>IROQUOIS SALES CO.
 210 Franklin St.,
 Buffalo, N. Y.</p> <p>UTICA'S GIFT & JEWELRY SHOP
 Utica, N. Y.</p> <p>DAVENPORT PHONO. & ACCESS. CO.,
 217 Brady St.,
 Davenport, Ia.</p> | <p>VOCALION CO. OF OHIO
 Cincinnati, O.</p> <p>VOCALION CO. OF OHIO
 Cleveland, O.</p> <p>BURNHAM, STOEPEL & CO.
 101 East Larned St.,
 Detroit, Mich.</p> <p>WALTER S. GRAY CO.
 942 Market St.,
 San Francisco, Cal.</p> | <p>J. K. POLK FURN. CO.
 294 Decatur St.,
 Atlanta, Ga.</p> <p>CANDIOTO PIANO CO.
 120 S. Limestone St.,
 Lexington, Ky.</p> <p>WM. ANDERSON PIANO CO.
 79 Eighth St., S.,
 Minneapolis, Minn.</p> <p>RICHMOND SPORT & SPECIALTY SHOP
 (Newton Corp.)
 616 E. Broad St.,
 Richmond, Va.</p> |
|---|--|--|---|

There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.

Outing

TALKING MACHINE CO., Inc.

A. J. COTE, President

MT. KISCO, N. Y.

Dealers in Mexico and Cuba should send orders and inquiries to

R. C. ACKERMAN
 291 East 162nd Street New York, N. Y.

Foreign Export—CHIPMAN LIMITED
 8-10 Bridge Street New York City
 Cable Address, CHPMUNK, New York





BALTIMORE

Portable Machines Have the Call—C. B. Noon's Enterprise—Ordinance to Muzzle Talkers—Trade Outlook Improves—The News

BALTIMORE, Md., July 10.—While business, generally speaking, is quiet, dealers here are satisfied with the business being done and have no cause for complaint. The demand for small portable machines by campers and vacationists is reported as exceeding the supply and in addition quite a number of the larger types of machines are being sold. Manager Roberts, of E. F. Drake & Sons, said his business for the last four weeks was 20 per cent ahead of the corresponding period of last year and the way business had started in this month so far he figured on also beating last July's record. Both the other Victor agencies, Cohen & Hughes, and Eisenbrandt's, also report a fair business being done and a good demand for the popular records.

Sales of portable machines have been greatly stimulated by the advertising being done in the daily papers here, featuring these instruments.

The Columbia branch here reports difficulty in keeping up with the sales of portable machines and it is by no means a dull season for the regular line of Grafonolas. This company has also been doing some extensive local newspaper advertising and is helping dealers to organize outside sales forces. Business is reported exceptionally good on records on Saturdays in the western part of the city, but quiet in the eastern section.

Loans "Talkers" to Sick in Hospital

The importance of music as a factor contributing to the rapid recovery of those convalescing from illness has been demonstrated twice recently in this city through the courtesy of C. B. Noon, president of the C. B. Noon Co., Inc., who loaned a talking machine to two patients at Johns Hopkins Hospital. Some weeks ago

Mr. Noon was asked to rent a machine to a woman patient who was in the local hospital to undergo an operation. He placed a machine in her room without charge and the same day relatives of the patients called at the Noon establishment and purchased a large number of records.

When the woman left the hospital she personally called upon Mr. Noon to thank him. About the same time one of the other patients made the request that the machine be loaned to her and Mr. Noon complied. Another supply of records was sold.

With his customary enterprise, Mr. Noon now is making plans to put machines in the other hospitals of the city.

Voluma Corp. in New Home

The Voluma Corp., of this city, patentee of the Voluma reproducer, has rented the store at 317 North Howard street and is giving daily demonstrations of the instrument.

Effective Work in Schools

The work of Miss Margaret R. Martin, educational representative, who has been working in the local territory, has met with great favor among the universities and schools of Virginia and North Carolina, and letters received at the Baltimore branch office indicate that educators with whom Miss Martin has worked have been most agreeably surprised at the wealth of educational material available for Columbia dealers.

Fine Grafonola Business

Lester B. Harvey, at Oakville, Va., depends entirely on country trade for his Grafonola sales. When competition began to root for depression in business Mr. Harvey put in his efforts boosting and selling. Results are very gratifying. It is the belief of both Mr. Harvey and the Columbia

branch that the healthy business being done under present conditions will continue to show a steady, wholesome growth. What better commentary on the success of the carload sale than to note that W. T. McCoy, of Charlotte, N. C., whose carload sale last December netted 111 Grafonolas, is now enjoying a well-earned vacation in Atlantic City, N. J.

Flood Damages Bristol Store

Gutman's, Inc., of Bristol, Va., was nearly inundated by the recent big flood in that section. Water on the first floor was deep enough to float a boat in, although sand bags, piled breast high across the doorway, acted as a dike. Their store warehouse, however, was in the deepest part of the flood and suffered considerable damage. Walter J. Boggs, the general store manager, reports that swimming suits and waterwings were the order of the day.

Changes in the Trade

William H. Swartz has succeeded J. H. Marshall as head of the Dealers' Service Bureau of the local branch of the Columbia Co. and has some new idea along this line which he intends to put into operation in the near future. H. W. Webb Peptor has been made manager of the dictaphone department of this agency.

Would Muzzle "Talkers"

A city ordinance muzzling talking machines, horns and other musical instruments and devices used for advertising purposes was favorably reported to the Second Branch City Council this week by the Police and Jail Committee. It was laid over, under the rules, until the Fall meeting of the Council. The purpose of the ordinance, which carries penalties ranging from \$25 to \$100, is to prevent stores selling musical instruments from disturbing people on the highways and in office buildings by "continuous noises."

A number of stores have been using talking machines with large horns in the doorways of their stores and running the same continuously all day. This brought a number of complaints from business houses in the vicinity of these places to the police and resulted in the introduction of the above ordinance.

Receiver for Setchell's Song Shop

Judge Rose, of the United States District Court, signed an order this week adjudicating George W. Setchell and Mary E. Setchell, individually and as co-partners, trading as Setchell's Song Shop, 332 North Howard street, bankrupts, and appointing Joseph M. Hasselhoff receiver for their business, fixing his bond at \$4,000. The orders were signed upon a petition filed by the R. F. Volland Co. and others, alleged creditors.

Talking Machine Shop Chartered

Talking Machine Shop, Inc., 704 Union Trust Building, has been incorporated with a capital stock of \$25,000; 250 shares preferred stock, par value \$100 and 100 shares common stock without par value. This company is incorporated to deal in talking machines, etc. Incorporators are Francis S. Harris, Allan H. Fisher and Morton P. Fisher.

We Are Now DISTRIBUTORS for the

Swanson Portable Phonograph

The most compact, up-to-date portable on the market.

Wooden tone-arm, Heineman No. 36 double spring motor—weight only 15¼ lbs.

For further details regarding the Swanson Portable Phonograph see page 25

Write today for dealer proposition

CABINET & ACCESSORIES CO.

145 East 34th Street NEW YORK



SHERATON
MODEL 8

The Widdicomb Sheraton model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with albums for records, automatic stop and patented tone control. Widdicomb Phonographs play all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90 to \$260.

WIDDICOMB Phonographs are distinguished alike for their exquisite cabinet work and for their beauty of tone. Their artistic period designs are the handicraft of an organization which for three generations has enjoyed a deserved reputation for leadership in fine furniture building. Their tonal beauty and faithfulness in reproducing recorded music have been perfected by years of painstaking research. Naturally they have won an unusual prestige among discriminating buyers. It follows as a matter of course that merchants with the Widdicomb franchise are accorded the esteem and patronage of the best class of trade. If you are genuinely interested in building up your business among this class of buyers, write for catalog and detailed information regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

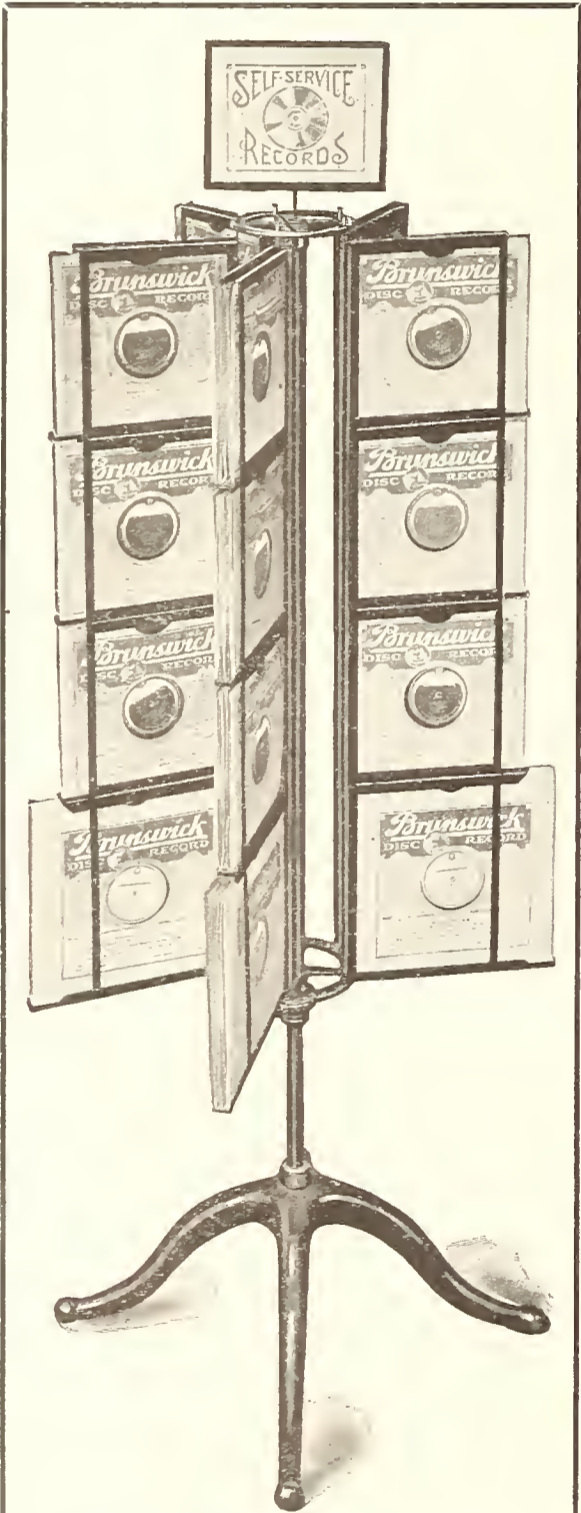
Fine Furniture Designers Since 1865

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

DETROIT

Business Is Normal—Collections Improve—The Radio Situation—Some Notable Changes

DETROIT, MICH., July 10.—Business is normal in the talking machine field. Nobody reports a very brisk trade, yet most dealers have apparently enjoyed more than average trade for the past month. July and August are expected to be in the same class as June and dealers are looking for a good Fall trade. It's the same old thing every year, according to one dealer. The same months are good and the same months are dull, year in and year out. The one outstanding feature of trade conditions for the past month was the great improvement in collections, which is a very healthy sign and indicates that people have money. This is certainly true in the city of Detroit, as people have been working, wages have



NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel.

Complete.....\$35.00

Write for complete catalogue

UNIVERSAL FIXTURE CORP.
133 West 23rd St. New York

been good and employment steady since last March. The outlook that such a condition will continue is very bright. Motor car factories have more orders than they can fill and this will obtain for at least another three or four months, if not longer.

Radio Demand Loses "Pep"

The radio, which has been worrying some of our dealers, seems to have lost its "pep." At least that's the report we get from dealers in radio outfits and supplies. There doesn't seem to be near the interest in radio to-day that there was two months ago. It may be due to the warm weather. Dealers do not even attempt to predict that it will come back again in the Fall. "It's not as good as a talking machine" is the way one person expressed it who had gone to the expense of installing a \$500 outfit in his home. "The beauty of the talking machine is that you can put on a record whenever you want to, whereas with the radio you have to sit and wait and you can only get entertainment for several hours and then it usually comes between six and seven when you want to eat your supper."

Fine Vocalion Business

Sam Lind, of Lind & Marks Co., distributor of the Vocalion, says that business for the first six months has shown a very fine increase over the same period of last year and that new dealers are being taken on every week and that the old customers are increasing their orders. Record business, he adds, is exceedingly good for this season of the year.

Music Memory Contest Creates Interest

The Music Memory Contest continues to create great interest among local music houses. The contest is sponsored by the Detroit News in co-operation with the Detroit Talking Machine Dealers' Association and the whole city seems to be manifesting an interest in it. The stores that have joined into the spirit of the contest with vim and vigor are The Edison Shop, Grinnell Bros., J. L. Hudson Music Store, Detroit Music Co., Gardner-White Co., Reich Music Store, Waite Music Co., and the Peoples Outfitting Co. These stores are giving concerts every week, changing the program each week, and the attendance at the recitals is surprising.

New Edison Records Daily

An interesting announcement appears in the window of The Edison Shop to the effect that new records arrive daily. In other words, instead of releasing twice a month as other companies do, The Edison Shop releases new records as fast as they come in so that every day there is something new to offer. R. B. Alling, general manager, states that retail business is holding its own for this time of the year and that wholesale business, which is conducted through the Phonograph Co. of Detroit, is also normal, with new accounts being opened steadily.

Doran Phonograph Co. to Move

Henry Doran, of the Doran Phonograph Co., Victor dealer, who for many years has been located on Michigan avenue, says that he expects to close definitely for his new store during the present week. His lease expires August 1 and he must vacate at that time as the building is to come down.

Jewett Plant Speeds Up to Fill Orders

A. A. Fair, of the Jewett Phonograph Co., states that business has been very good the past few months, and that the factory at Allegan, Mich., is further oversold than at any time this year. In addition to the regular Jewett line the company is now producing a combination radio-phonograph which is selling faster than the factory can produce it. The company has extensive plans in mind for enlarging the factory, and hence production. Mr. Fair has been East most of the past four weeks and has been meeting with big success everywhere in securing new business.

TAKE ON COLUMBIA LINE

Salano Bros., proprietors of the Murray Hill Music Store, located at Forty-fifth street and Second avenue, have recently added the Columbia line to their stock. They will specialize in Italian records.

NEW EDISON RE-CREATION CATALOG

Latest Edition Is Second Volume Issued—More to Follow in Consecutive Volumes

Thomas A. Edison, Inc., recently issued volume two of the Edison Re-Creation Catalog, which is, in fact, a Re-Creation stock book as well as the Edison Re-Creation catalog. It is the plan of the Edison Co. to issue succeeding catalogs in consecutive volume form, so that the Edison dealers will secure the complete library by assembling the different volumes as fast as they are received, each new volume not in any way superseding the previous editions, but being supplementary thereto. This plan obviates the necessity of transferring the inventory and sales data contained in the previous editions.

VICTOR EDUCATIONAL ACTIVITIES

Members of Educational Staff of Victor Talking Machine Co. Carrying on Work in Many Parts of the Country During Summer

PHILADELPHIA, PA., July 7.—These are busy days for the staff of the Educational Department of the Victor Talking Machine Co., the members of which are for the most part busy attending conventions of teachers and music supervisors in various sections of the country. Mrs. Frances E. Clark, head of the educational department, attended the National Educational Conference held in Boston recently, later going to New York to address the salesmanship classes in that city. Miss Edith M. Rhett is giving a course of instruction during the Summer at the Northwestern University in Evanston, Ind. Miss Margaret M. Streeter is in the South attending various educational gatherings.

Miss Bess Daniels recently gave a three weeks' course in music at the Latter Day Saints' University in Salt Lake City and is now in Colorado. Miss Marie Finney and S. Dana Townsend are in the Middle West. Robert J. Coleman is visiting the normal schools in Virginia and West Virginia and Miss Mabel Rich is in Europe on vacation.

Two new members of the educational staff are Miss Alice Keith, of Chicago, an authority on pageants, and Dr. Esther L. Gatewood, of Connersville, O., who has a wide reputation as a lecturer on philosophy.

APPOINT NEW YORK REPRESENTATIVE

The American Musifer Co., recently incorporated in the State of Delaware with a capital of \$3,000,000, has certified to the Secretary of State that C. J. Kilber, 167 West Sixty-fourth street, New York, will represent the corporation here.

We Have It!

A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS



Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn
Sample Price to Dealers Now—\$12.50
Send for Sample To-day
Phonographs and Accessories, Repair Parts for All Makes.
Best Steel Needles of American Manufacture at 30c. per M.

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City
Between 20th and 21st Streets

Sprague Radio Receiving Sets

are the product of many years of radio development in a laboratory continuously and exclusively engaged in Radio research

Simple Operation—Selectivity—Perfect Reproduction and Amplification

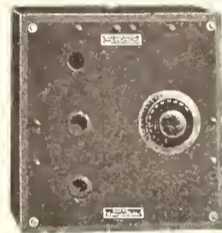
The market has been flooded with amateur radio equipment of uncertain quality and imperfect construction wholly lacking in those points of superiority found in professional equipment.

All Sprague radio equipment was developed and is manufactured in a plant that has designed and built many successful transmitting stations for marine and land service and has been one of the principal suppliers of the Government and the commercial companies. Sprague home sets are all made with the same care and precision used in the construction of this fine professional equipment.

First, you sell this self-contained, complete unit *Receiver*

Professional in construction, but so simple in design that anyone, even a child, can operate it easily. Our detector control makes possible the clear reception of weak distant signals.

List \$88.50—"A" Battery and Head Set extra



Sprague Radio Console

This Queen Anne Period Console is an ideal home instrument of remarkable delicacy and range. It encloses a complete wireless receiving equipment of the same high quality and construction identical with all Sprague Radio.



CLOSED



OPEN

List
\$450.00

The second unit, "A" Battery Case

This is connected at the side of the first unit and forms a neat compact housing for the "A" Battery. The case is protected from battery acid by a lining of asphaltum. Will hold a large size six-volt storage battery.

List \$11.50



Then add the Three-Stage Amplifier

This connects with the top of the Receiver, the first unit. The unique scientific arrangement of the component parts of this Sprague Radio amplifier effectively avoids distortion.

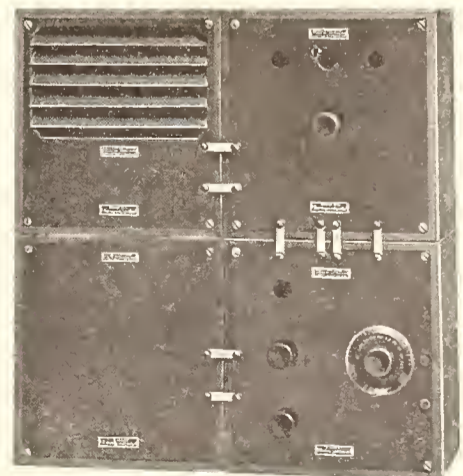
List \$130.00



Complete the Assembly with Spragaphone Loud Speaker

The fourth unit connects with the side of the amplifier and over the Battery Case. It is especially designed for home use, is extremely sensitive, but is capable of producing a greater volume of sound than is required to fill even a very large room.

List \$95.00



"Long Range"
Four Units Assembled Complete
\$325.00

Except in large cities, agency is limited to one dealer in a town

Sprague Radio corporation

342 Madison Ave., New York, N. Y.

TELEPHONE: 8373 VANDERBILT

Extreme discounts to Reputable Dealers. Write or wire us at once

C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.

Associated With National Metals Depositing Corporation

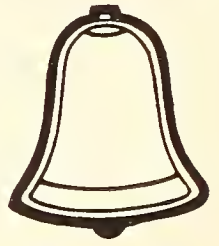
BEST RECORDING
EXPERIENCED SPECIALISTS
LOUD AND CLEAR
LAST WORD IN QUALITY

9 East 47th Street, New York City

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



W. HAUSSLER'S STRONG ARGUMENTS

General Manager of C. Bruno & Son, Inc., Makes Forceful Address Before Meeting of Metropolitan Victor Dealers' Association—Value of Window Displays for Dealers

General business conditions as they affect the Victor retailer formed the subject of an intensely interesting address given by William J.



W. J. Haussler

Haussler, vice-president and general manager of C. Bruno & Son, Inc., Victor wholesalers, of New York City, at a recent meeting of the Metropolitan Victor Dealers' Association. Mr. Haussler touched on the present-day situation and stressed the big future possibilities in Victor business. Describing the Victor Co. as the greatest and ablest organization of its kind in the

world, he stated that to be associated with such an institution was an asset and just cause for pride on the dealers' part and urged that Victor retailers put the interest of the Victor business as a whole far above any personal or passing consideration of their own. Mr. Haussler pointed to the advertising of C. Bruno & Son, Inc., in the talking machine trade papers and told how the merchandising suggestions given therein were given solely for the purpose of helping the Victor retailer to increase his business. In his talk Mr. Haussler demonstrated a complete mastery of his subject and presented it in a spirited manner. Many dealers at its close described it as one of the most helpful addresses that they had ever listened to.

With the co-operation of a number of music publishers, C. Bruno & Son, Inc., Victor wholesaler, New York City, are preparing a series of window displays for the Victor retailer featuring from three to seven of the popular song hits appearing on Victor records. The first display was sent out on July 10, to be followed by others at short intervals.

S. L. COOK IN NEW HOME

INDIAN HARBOR, IND., July 8.—S. L. Cook, successful Columbia dealer here, has moved his place of business to larger quarters in the same community. Attractive interior decorating, coupled with reliable service and merchandise, has made this Grafonola shop one of the foremost music shops in this locality.

NEW LINES FOR BRISTOL & BARBER

Bristol & Barber, New York City, have taken on the Outing portable, made by the Outing T. M. Co., and the Clay-o-la line of talking machines, manufactured by Geo. Clay Cox, in addition to the other lines of machines and accessories that they distribute.

EDISON PITTSBURGH DEALERS MEET

Quarterly Meeting of Dealers in Pittsburgh Zone Hears Interesting Address by F. C. Beatty and a Number of Other Trade Members

PITTSBURGH, PA., July 6.—An important meeting of the Edison Disc Dealers' Association, Pittsburgh Zone, was held here recently at the Fort Pitt Hotel. This was one of the regular quarterly meetings held by this body. The feature of the occasion was an address by F. C. Beatty, who represented Thomas A. Edison, Inc., and whose talk was devoted to explaining the important new plans which are now on deck with the Edison trade. Other talks of an illuminating sort were made by representatives of the Buehn Phonograph Co., local Edison jobbers, and members of the Dealers' Association. The entire affair was a complete success and announcements made by Mr. Beatty provoked great enthusiasm from the Edison retail merchants attending.

NEW BRUNSWICK SHOP IN SALEM

Odell Bros. Take on Brunswick Line for New Store—Unico Installation Throughout

SALEM, Mass., July 10.—Kraft, Bates & Spencer, Brunswick distributors for New England, have concluded arrangements for a Brunswick account in Salem. This will be known as The Brunswick Shop and is under the ownership of Francis B. and Charles Odell. The Odell brothers are planning to go after business in an energetic manner and are providing efficient store equipment through arrangements they have made with the Unit Construction Co., of Philadelphia, for an installation of Unico equipment in their store at 64 Washington street. The formal opening will be on July 21. Arrangements have been made for the Carl Fenton Orchestra to be there on the opening day.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
415 Fourth Ave., New York, N.Y.
Tel. Madison Square 6635



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**



AMONG THE LEADING FIFTY

Four Talking Machine Manufacturers in List of Leading Advertisers—Victor Talking Machine Co. Is the Second on the Entire List

In the July 6 issue of Printers' Ink there appears an interesting table showing the amount of money spent by fifty advertisers in thirty-six publications during 1921. These data were compiled by the Curtis Publishing Co., of Philadelphia, and the compilation does not include the total advertising investment of the concerns in question. The great majority of these companies are heavy users of newspapers, farm papers, outdoor advertising, window displays, etc., and the figures, therefore, constitute only a certain proportion of their expenditure.

It is interesting to note that four prominent talking machine companies are included in this list of fifty leading advertisers. The Victor Talking Machine Co. is second on the entire list, with an expenditure of \$1,239,693 in the thirty-six publications comprising the estimate. The leader of the list is the Joseph Campbell Co., manufacturer of Campbell soups.

The Columbia Graphophone Co. is seventeenth on the list with an expenditure of \$497,411, while Thos. A. Edison, Inc., spent \$326,471 and the Brunswick-Balke-Collender Co. spent \$302,975. These figures are especially interesting when it is realized that talking machine manufacturers are the only musical instrument concerns included in this list of fifty leading advertisers.

NEW PHYSICAL EXERCISE RECORDS

Victor Talking Machine Co. Puts on Market Sets of Three Special Records and Charts Prepared by Prof. Charles H. Collins

The Victor Talking Machine Co. has just placed on the market the new Victor physical exercise records which are now being delivered to wholesalers and dealers. The outfit consists of three double-face records, 10-inch size, covering twelve distinct exercises with appropriate music prepared on a plan and under the supervision of Prof. Charles H. Collins, of the Collins Health Institute, of Philadelphia. The records, with instructions for use, are packed in a durable case which, when opened, shows complete charts and positions for each exercise. The set of three records and container is listed at \$3.

O. H. WILLIAMS WITH CHAPMAN

O. H. Williams, well known in talking machine circles in Greater New York and who was formerly actively engaged as general manager of the Halsted Williams Co., Brooklyn, is now located in Rochester, N. Y., as representative for E. J. Chapman, Victor distributor for New York State. Mr. Williams has had wide experience in the Victor field, which covers a period of many years. He was a traveling representative of the Victor Talking Machine Co. for a long time and also was connected with two well-known Victor wholesalers and is well qualified to promote dealer interests in his present connection. Since joining the Chapman organization, three months ago, he has been able to establish many new and desirable accounts and no doubt will prove himself a valuable man for this wholesaler in every respect.

VICTOR CO. PLANS EXTENSION

CAMDEN, N. J., July 8.—Approval was given by the Street Committee of the City Council here to a request of the Victor Talking Machine Co. that the city vacate Ambler street from Cooper to Penn streets.

The Victor Co. agreed to pay the nominal sum of \$500 in return for the privilege granted by the city. The company is planning to erect a building in the space to be vacated.

The fellow who is sure that he knows it all usually lacks the brainpower to know much of anything.



Radiophones For Dependability

Reg. U. S. Pat. Off.

To the list of distinguished houses recently announced as jobbers, De Forest Radio Telephone & Telegraph Company has added

ALBANY RADIO CORP.
ALBANY, N. Y.

The size, prestige and reputation of the music houses that endorse De Forest products should convince the most skeptical dealer that the De Forest Line is the one to which he should tie up.

Possessing an old-established radio business, De Forest is not cultivating the talking machine trade for the sake of immediate returns.

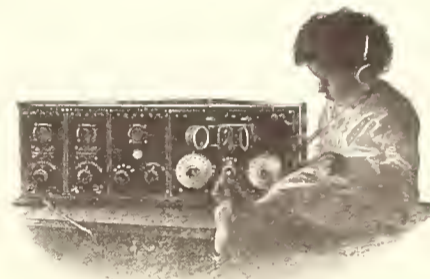
We would not, if we could, load up phonograph dealers' shelves, nor is there any stock in this company for sale.

Consequently, in conferring patronage upon us, which we will accommodate to the best of our increasing capacity, the talking machine dealer may rest assured that he will never be left high and dry with "out-of-date" merchandise.

Nor will we use his "ownership of stock" in our company as compulsion on him to over-buy.

The De Forest Line includes MR-6 all wavelength range Receiver, the Everyman Receiver, the Radio-home Receiver, the DT-800 Amplifier, and the Radiobest Receiver

For those who build their own sets, De Forest also manufactures Rheostats, Tube Sockets, Coil Mountings, Honeycomb Coils, Grid Leaks, Condensers, Transformers, Crystal Detectors and Switches.

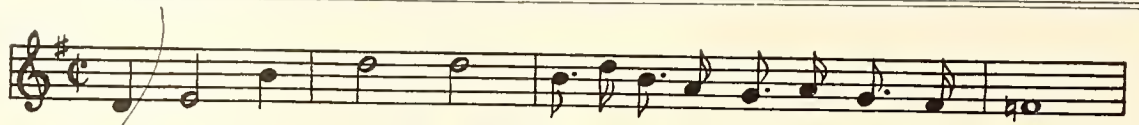


"I'm Glad We Own a Radio Phone"

General Offices:
Franklin Street and Central Avenue
Jersey City, N. J.

Factories:
Jersey City, N. J.
Jackson, Mich.





On - ly a ba - - by That's why ev - ry - bod - y "ba - bies" you,

You're Only A Baby

A Fine Swinging Fox Trot Melody

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

SCORE AT CHICAGO RADIO SHOW

Raymond Engineering Corp. Exhibits Its Non-regenerative Three-tube Receiving Set, Which Wins High Praise at Exhibition

The Raymond Engineering Corp., New York, manufacturer of everything in radio, reports that since the company entered this field some eight months ago its plant has been kept extremely busy and that present indications point to a very busy Fall in the radio field. The company specializes in the manufacture of complete radio units for manufacturers and distributors, but is now planning to enlarge its field of radio activities by manufacturing a receiving set that will be known as the Raymond radio receiving unit. This will be placed on the market as a separate unit, and also will be furnished in a well-designed cabinet of the console type, which it is expected will meet with considerable favor in the talking machine field.

C. M. Hunt, sales manager of the company, working in conjunction with A. Schwartz, manager of the Chicago office, spent a profitable two weeks exhibiting at the Chicago radio show held in that city the latter part of June. In Booth 71 was featured the company's non-regenerative three-tube receiving set, which attracted considerable attention. This set was attached to a specially designed loud speaker and functioned without the use of an extra battery. Mr. Hunt stated that the results obtained from this non-regenerative set and loud speaker were most satisfactory and it was commented on favorably by all who saw it. Several technical schools who were exhibiting and giving instructions to radio amateurs were so impressed with the merits of this set that parts for constructing a complete unit were loaned to these schools by Mr. Hunt and were used for instructing and demonstrating radio receiving during the time of the show.

The success attained at the radio show was very gratifying to the officials of the company,

and influenced them to manufacture a set of the same type to introduce to the talking machine trade, which will be placed on the market within a very short time.

SONORA PORTABLE PRODUCES SALES

MILWAUKEE, Wis., July 8.—W. E. Pugh, city salesman for the Yahr & Lange Drug Co., Milwaukee, Sonora jobbers, is a keen admirer of



An Enterprising Sonora Man

the Sonora portable and always carries one with him on his sales trips. Mr. Pugh maintains that the combination of an automobile with a Sonora portable cannot be excelled for producing speed records in Sonora sales.

The White Music Co., of Berkeley, Cal., has added radio outfits and supplies to its general stock of musical instruments.

NEW DE FOREST RADIO AGENTS

Several Prominent Talking Machine Houses Now Handling That Line

The DeForest Radio Telephone & Telegraph Co. announces an addition to the list of distinguished music houses who have been appointed jobbers of DeForest radiophones. It has included the Schmelzer Co., of Kansas City, Mo., and the Albany Radio Corp., Albany, N. Y. Other music houses included are: Lyon & Healy, Chicago; Owen & Beers, New York City; Triangle Radio Supply Co., New York City; Silverstone Music Co., St. Louis, Mo.; Rochester Phonograph Co., Rochester, N. Y.

PENNSYLVANIA HOUSE REORGANIZED

The Pioneer Music House, Inc., Has Elected a Strong Board of Officers, With J. M. Stewart as President—Capital Stock Now \$150,000

INDIANA, Pa., July 10.—The Pioneer Music House, Inc., has succeeded the old firm of S. Ren Pollock, Inc., which has been operating in this city since 1891, having been founded by S. M. Work. The officers of the new company are: J. M. Stewart, president; C. F. Gaylord, vice-president, and H. C. Trader, treasurer. The company is incorporated under the laws of Pennsylvania with capital stock of \$150,000.

The new company has started work on a two-story addition to its present building and also plans to entirely remodel the interior of the store, making it one of the most attractive establishments in this section of the State.

The Pioneer Music House features the Brambach, Packard and other makes of pianos and player-pianos, and has a large talking machine department, in which is handled the Victor, Edison and Brunswick lines of machines and records. Musical merchandise and sheet music are also carried.

RETAIL PRICE \$15.00
FULLY GUARANTEED



Qualitiphone

A SMALL PHONOGRAPH THAT WILL LAST

A Success With Dealers Everywhere—It has proven its worth

Neat, compact and sturdy, with all the features of the high priced instrument. In perfect balance—tested by experts to the thousandth part of an inch.

Equipped with automatic speed regulator—start and stop device, genuine mica sound box. A real motor—silent and durable.

Attractive Proposition for Jobbers — Write for territories

QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET
NEW YORK CITY

MAY BE THE OFFICIAL GOLF SONG

"The Nineteenth Hole," Published by Leo Feist, Has Made a Tremendous Hit

Leo Feist, Inc., announces the release of a new song called "The Nineteenth Hole." This number, as its title indicates, is a golf song and has already been heard in some of the country clubs in and about New York, where it has been received with much enthusiasm. There is every indication that it will be adopted by golfers as their official song. It lends itself readily to the "gang" spirit and inasmuch as its lyric is typical golf language it wins immediate approval.

Edgar F. Bitner, general manager of Leo Feist, Inc., speaking of the release of "The Nineteenth Hole," said: "We have looked for some time for a song that would describe the life on the links and in the club house. Many lyrics were presented to us for examination, but none seemed to fit the situation. We believe this number, which is full of comical golf language, fills the bill."

BOOKED SUBSTANTIAL ORDERS

Player-Tone T. M. Co. Secures Substantial Business at Furniture Show—I. Goldsmith Optimistic Regarding Future

PITTSBURGH, PA., July 8.—I. Goldsmith, president of the Player-Tone Talking Machine Co., this city, returned recently from the Grand Rapids furniture market where the company maintained an attractive exhibit. The company has arranged to manufacture three new upright models at popular prices and, according to the business booked by Mr. Goldsmith at Grand Rapids, the outlook for the talking machine business this Fall is going to be far better than heretofore.

Mr. Goldsmith states that there was a considerable amount of buying done in the West owing to excellent crop conditions and the dealers who visited the furniture show were confident that business in general would be healthy and active during the coming Fall. During the past few months the Player-Tone Talking Machine Co. has received substantial orders from its dealers and Mr. Goldsmith is making arrangements whereby the new models will be ready for delivery next month.

CARL KNITTEL VISITS NEW YORK

Carl E. Knittel, sales manager of the Wolf Mfg. Industries, Quincy, Ill., was a recent visitor to New York. Mr. Knittel secured some good-sized orders for the Wolf products and found the trade particularly interested in the new console cabinet that the company has just introduced which is adaptable for radio installation. He states that business conditions generally show a decided improvement and, judging from the orders received, the talking machine trade will enjoy a healthy Fall business.

SIXTH WEEK OF GOLDMAN CONCERTS

The Goldman Band, under the direction of Edwin Franko Goldman, is completing its sixth week at Columbia University, with programs that will be a delight to all music lovers. As the Summer session of the University is now in full swing, with its 13,000 new students, the audiences will now be larger than ever. On Friday night, July 21, the first half of the program will be devoted to the works of Tchaikowsky. Mr. Goldman's two new compositions, "The Chimes of Liberty" and "In the Springtime," have become so popular that they are demanded almost nightly. Free season tickets are still available and may be had upon written request to "Summert Concerts," Columbia University, New York City, the only requirement being that a self-addressed, stamped envelope be enclosed with request.

The Inland Music Co., of Spokane, Wash., recently went out of business.

VICTOR TRAVELERS TO MEET

Annual Convention of Traveling Sales Department to Be Held in Camden Next Week

The annual convention of the members of the traveling sales department of the Victor Talking Machine Co. will be held at the factory in Camden next week, the first conference being held on Monday, July 17. An extensive and intensive program has been mapped out for the convention. Members of the traveling staff will be housed at Green Hill Farm during the week, although the business sessions will be held at factory headquarters.

NEW SONORA WINDOW STRIPS

The advertising department of the Sonora Phonograph Co. has just forwarded to all Sonora dealers thirteen window strips, consisting of twelve paper strips and one of muslin. The

muslin strip, being large and durable, may either be fastened to the dealer's awning or tacked on to the wood base of the window. The other twelve strips are of various sizes, each different in design and showing the latest Sonora models in handsomely lithographed color effects.

VOCALION RECORDS OF NEW PIANO

Successful Recordings Made of Tones of Moor Duplex Octave Coupler Piano

The Aeolian Co. has announced Vocalion records of the music of the new Duplex octave coupler piano, the invention of Emmanuel Moor, and which has been subjected to international comment during the past year or two. The records have been made by Winifred Christie and Max Pirani, there being four twelve-inch double-face records in the group. The new piano, it is declared, makes possible effects absolutely unattainable on the ordinary piano.



The Music Master Radio Amplifier greatly magnifies sound volume, with reproduction free from any harsh metallic screeching. The horn is made from richly grained mahogany and with the nicely finished goose-neck and base provides a handsome yet practical radio necessity.

Made in two sizes—21-inch for concerts and out of doors, \$45.00. 14-inch for general use in home, \$35.00.

Geraco Variometer and Variocoupler assemblies are a long step ahead in the development of accurate tuning instruments, being the perfected result of exhaustive tests by competent experts. Note the detail of design (see variometer illustrated to left) the composition posts and absence of unnecessary metal parts. Price \$6.00 each.

Geraco moulded dials will improve the appearance of any set. A smooth black surface that will not discolor or chip. Neatly finished and accurately calibrated. 3-inch size, 50c

Geraco moulded parts are carefully manufactured from a durable and tested industrial material. This dielectric substance has proved qualities which assure our guarantee of minimum power loss. This fact is borne out by the opinion of the Bureau of Standards of the United States. See circular No. 74, Radio Instruments and Measurements.

- Items in the Geraco line now obtainable:
- Variometers complete
 - Variometer rotors
 - Variometer Post Assemblies
 - Variometer stators
 - Dials
 - Knobs
 - Music Master Radio Amplifiers
 - Variocoupler complete
 - Variocoupler tubes
 - Variocoupler balls
 - Vacuum tube sockets
 - Crystal detector bases
 - Aerial insulators

Manufacturers and Dealers—Write at once for complete schedule

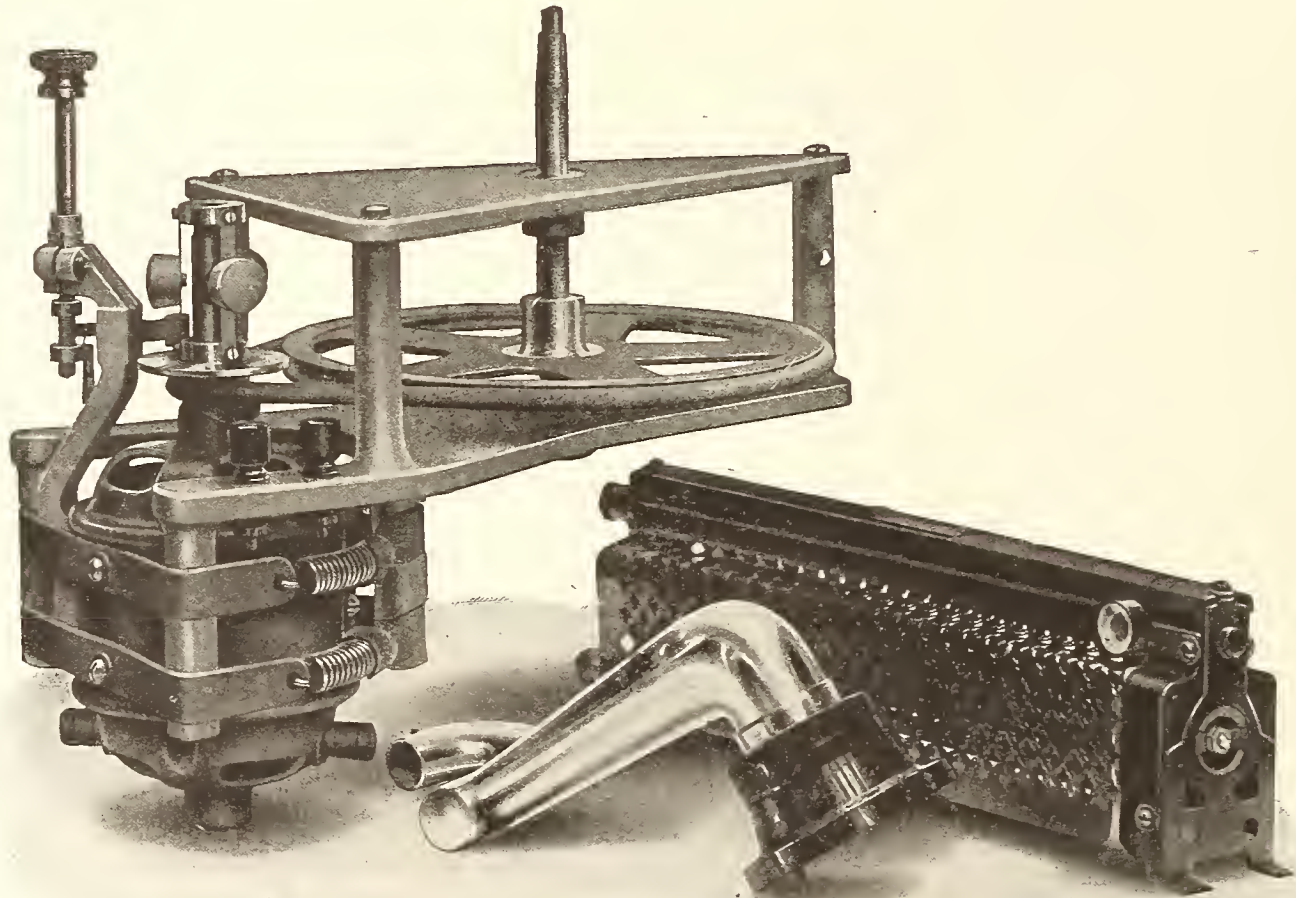
General Radio Corporation
 Manufacturers and Distributors of
 High Grade Radio Apparatus
 624-628 Market St.
 PHILADELPHIA

GERACO
 PROVEN RADIO PRODUCTS

The two units of the Geraco line illustrated above represent the most masterly development in the electro-mechanical field our products dominate.

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C., ENGLAND

Prince's Dance Orchestra has scored another knock-out for the waltzers in "Gypsy Love Song," introducing the "Good Morning Chorus" and "She Said 'I Was So Lonely'," from *The Fortune Teller*. For an encore they play, on the other side, Victor Herbert Waltz Gems. Here is waltz rhythm de luxe. A-3636.

Columbia Graphophone Co.
NEW YORK



PORTLAND, ORE.

E. B. Hyatt Heads Oregon Music Trade Association—Rose Festival Produces Many Artistic Windows—Dealers Co-operate—The News

PORTLAND, ORE., July 8.—E. B. Hyatt, of the Hyatt Talking Machine Co., was unanimously elected president of the Oregon Music Trades Association at the annual meeting held recently. Other officers elected for the coming year were W. A. McDougall, of the McDougall-Conn Music Co., first vice-president; M. Davis, district manager of the Brunswick Phonograph Division, second vice-president; J. J. Collins, vice-president of the Reed, French Piano Co., secretary, and Frank M. Case, manager of the Wiley B. Allen Co., treasurer.

Portland's annual Rose Festival was again a thing of "joy and beauty" and was successful from both an artistic and business standpoint. It brought many visitors to the City of Roses and, although not much business was done by any of the music houses during the days of the festivities, sales took a big jump immediately following the celebration.

All dealers dressed up their stores and windows to suit the occasion. J. N. Dundore, manager of Sherman, Clay & Co., was "Prime Minister of Rosaria" and escorted "Queen Harriet" wherever she went.

The floral parade was most beautiful, and out of the many hundreds of floats the one entered by the Victor dealers of Portland stood out as one of the most attractive and unique floats of the entire parade. The judges must have thought so, too, as the float was awarded the grand prize of its division.

Mary Elizabeth Godwin, educational director of the Victrola department of Seiberling & Lucas Music Co., was the originator of the plan and it was due to her untiring efforts that the float was perfect in every detail. A Victrola made of pink roses, large enough to enclose a six-piece orchestra, was built on the float, and music

was dispensed all along the route. Nine beautiful little girls were on the float and danced aesthetic and folk dances whenever the parade halted to give the drill. Victor dogs were much in evidence.

The following Victor dealers contributed to the affair: Sherman, Clay & Co., wholesale and retail; Hyatt Talking Machine Co.; Bush & Lane



E. B. Hyatt, President Oregon Association Piano Co.; G. F. Johnson; Wiley B. Allen Co.; Powers Furniture store; Reed, French & Co.; McCormick Music Co.; Seiberling & Lucas; Meier & Frank, and Charles D. Ray.

A Sonora phonograph completely dismantled, showing the complete construction of motor and sound box, made an attractive window display at the Lipman, Wolfe & Co. store and many people interested in the "inner works" of a phonograph stopped to examine it. Men especially stopped to see first what "made the wheels go round." Roy Feldenheimer, manager of the phonograph department, reports increased Sonora business since the window demonstration and says: "I always find it pays to advertise your goods, no matter how well known they are, and to keep them before the eyes of the public."

Mary Elizabeth Godwin, educational director of the Victrola department of Seiberling & Lucas Music Co., is being featured on the Willard Hawley, Jr., Broadcasting programs and several times a week she entertains with a "children's hour" when selected records for the kiddies are broadcasted.

J. Walter Johnson, window decorator of Powers Furniture Co., won a handsome silver cup as a grand prize for the best decorated window displays during the Elks' Golden Jubilee and

another large silver cup awarded for the best music display window. A large Victor dog and a handsome elk's head were the main figures in the window with Victrolas, Victor records and purple and white ribbons artistically arranged.

All of Portland has gone or is planning to go on a camping or beach trip this season is what the dealers in the small camp outfits believe and reports from all sides are to the effect that the portable machines are going like "hot cakes."

C. W. Collins, manager of the Cable Piano Co., of St. Paul and Minneapolis, was a recent Portland visitor. He was on his way home from the Rotary Club convention in Los Angeles. He paid his respects to Frank M. Case, manager of the Wiley B. Allen Co.

C. N. Sundquist, floor manager of the Victrola department of Sherman, Clay & Co., took unto himself a June bride (Olivette Mills) and is receiving the congratulations of his friends since his return from Vancouver, B. C., where a two weeks' honeymoon was spent.

O. N. Gore has been added to the sales force of the Victrola department of the Sherman, Clay & Co.'s store.

Kathryn Campbell has been placed in charge of the record and roll department of the Portland Piano Co. of Lipman, Wolfe & Co.

A new agency for the Valuphone and Mandel phonographs has been established in Portland at 467 Washington street, with Frank A. Bergman, manager in charge. Mr. Bergman handles the Gennett records and has the honor of being the exclusive dealer of this popular record on Washington street. Miss Belle Montpas is in partnership with Mr. Bergman and it is announced that the business partnership is soon to be a life partnership as well.

UNEMPLOYMENT DECREASING

Figures gathered by the Merchants' Association of New York for the use of the Committee on Unemployment of New York City show that industry is reviving. A canvass just completed indicates a decrease in the number of workers now out of work. This means greater activity in the retail domain.

There is no time like the present for performing disagreeable tasks. Get them over with at once and set your mind at rest.

OSLAND, Inc.

122 Fifth Avenue, New York City

Alpha Reproducer

Pivot stylus with spring tension

Radio products

Variocouplers

Variometers

Variable condensers

MANUFACTURED TO SPECIFICATIONS

THE MELODIOUS AND TUNEFUL
A "HIT" EVERYWHERE
STAGE AND DANCE
THREE LITTLE WORDS
FOX-TROT
SHEET RECORDS ROLLS
JOE MITTENTHAL INC. NEW YORK

RADIO AND THE LOOP AERIAL

H. F. Thornell Explains the Adaptability of the Loop Aerial for Use in Connection With the Receiving Apparatus of the Radio in the Home

Harrison F. Thornell, who is well known throughout the country, particularly in the music industries, having traveled extensively in the interest of several musical devices, recently entered the radio field, forming a company under the firm name Eagle Radio Co., Newark, N. J. Mr. Thornell is the producer of a series of devices, some of which are for the purpose of eliminating obstacles and simplifying radio receiving apparatus and its use in larger cities, particularly apartment houses.

In an interview with a representative of The World Mr. Thornell said:

"Due to the enormous demand in the cities for radio receiving apparatus, the problem of aeri-als has become a big and a serious one, but, like other difficulties connected with radio, it couldn't be a difficulty long, and now is satisfactorily

overcome by means of an indoor loop aerial.

"The great majority of city dwellers live in apartments, and comparatively few of these people have been able to install radio receiving sets because of the question of aeri-als. Only a limited number of aeri-als can be erected on one roof, and none can be erected if the owner of the building objects, which the majority do, either because they think that there is danger from lightning or because they do not want the outside of the building cluttered up with wires. Then, too, in some cases, where an aerial could be erected, the question of lightning ground and the location of the rooms make this type of aerial impractical. This has resulted in the growth of the industry to date being largely limited to the country and suburban sections of the cities, with the vast majority of the city dwellers without any radio to date.

"The rapid growth of the radio industry has been so sudden that until very recently this matter has not been seriously studied by radio engineers. The consensus of opinion now is that the solution of the problem lies in the loop aerial

and with the advent of a good and practical loop aerial on the market the number of radio enthusiasts will jump ahead again by leaps and bounds.

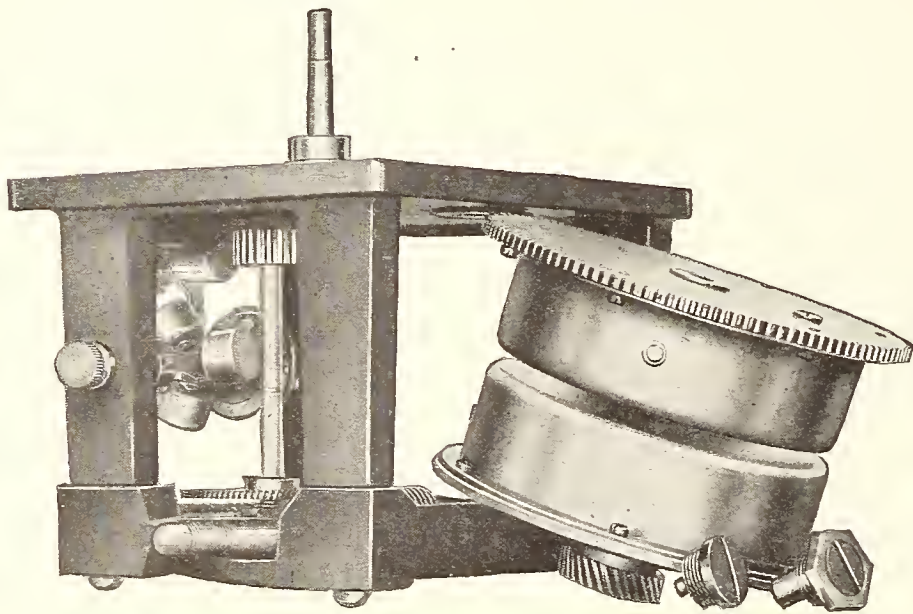
"The loop aerial, to be practical and at all efficient, has required considerable experimental work and careful study. Special kinds of wire and careful designing to reduce the losses to an absolute minimum have resulted in the loop aerial now being practical in its operation and construction. A point overlooked by many people is that the loop aerial must be of such a size that it will not be in the way and take up too much space in an ordinary room, such as is found in a city apartment house.

"In a great many cases, other than those mentioned above, the loop aerial is more practical and serviceable than the conventional out-of-door aerial. Due to its marked directional receiving qualities, it is a big help in reducing, and eliminating, the interference from nearby transmitting stations, and also static electrical interference is greatly reduced, a big advantage in the Summertime. The loop aerial can also be used in any place desired without the necessary delay or bother in running wires, climbing trees, erecting poles, etc. With the coming perfection of radio-frequency amplification the use of the loop aerial will come into almost universal use for receiving, and it is only a question of a comparatively short time when the aerial will only be used by the ultra-energetic person who delights in climbing around high places and who doesn't care about the unsightliness of an outside aerial.

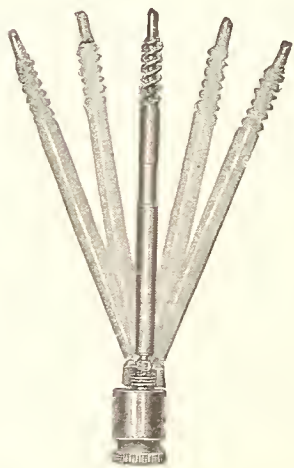
"There is not the slightest doubt that radio is here to stay, and with it the loop aerial, because of its portability, directional qualities, reduction of static and other undesired interference and general all-around usefulness in the radio field."

Study the **SILENT Motor**

Its Advantages for Your Line of Talking
Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.

Self-aligning governor shaft,
mounted on universal ball-and-
socket bearing. Eliminates gov-
ernor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.

MELODY SHOP OPENS IN SEATTLE

Victor and Columbia Machines and Records
Featured in Fine Department

SEATTLE, WASH., July 7.—The most recent addition to the music stores of this city is an attractive establishment opened at 1402 Second avenue and known as the Melody Shop. The store features the Victor and Columbia lines of talking machines and records. During the formal opening, which was well attended, each purchaser was presented with a popular dance record. Purchasers of sheet music were presented with an autographed copy of the latest composition from the pen of Harold Weeks.

BUSINESS PROSPERITY HERE

Survey by Department of Commerce of Various
Industries Indicates Revival

WASHINGTON, D. C., July 7.—Business is booming again, the Department of Commerce reports.

Statistics for June, just completed, show the tide of prosperity is rising steadily. Out of forty-two industries tabulated thirty-eight showed increases in production over the previous month.

The agricultural situation is considered particularly good. Building is having the biggest boom it has ever known and is carrying with it many allied industries.

The department issued a warning against business men practising "excesses" during the period of prosperity, because they cause depression.

The coal and railroad strikes constitute the only threat to better business, the Department states.

The Brunswick Music Shop, 49 Tenth street, Allentown, Pa., is the name of the latest addition to the music stores in that city. The Brunswick line is handled exclusively.

A few years ago there was a small dealer in a medium-sized town who believed in the power of advertising and each year as his business grew he made his advertising appropriation larger. To-day he has a very large business. The reason is obvious.

The Aristocrat of All Radio Receiving Sets

The Radio Phonolier

*Awarded first prize for most meritorious Radio Novelty
exhibited at New York Radio Show, May, 1922*



In reality the Radio Phonolier comprises the most perfect and compact 3-step receiver including our new "ALL WAVE" coupler (with guaranteed wave length of 150 to 3,000 meters) and loud speaker, all artfully yet artistically embodied in the form of a beautiful table lamp, built entirely of copper. Easily and accurately tuned and can be set for any desired wave length—then all that is required is to connect the lead from the instrument to battery box—just child's play. Functions equally well with indoor or outdoor aerial. The indoor aerial is incorporated in the outfit, but if the use of outdoor aerial is desired a dial on panel governs the change from one to the other. The base (which conceals the loud speaker) is finished in bronze, silver or gold.

*In appearance and efficiency it
surpasses any phonograph*

Because—The first cost is the last!

No changing of records!

No additional records to buy!

**Monotonous repetition is replaced by endless
variety of entertainment**

For the Radio Phonolier is a permanent, yet ever changing record bringing in the wonderful vocal and musical selections now being broadcasted all over the country, CLEAR, SWEET, and LOUD, WITHOUT DISTORTION.

*Easy to tune
Mistake-proof
Nothing to get out of order
No technical knowledge required*

The Radio Phonolier is a musical instrument to be proud of.

Now is the time to book up out of the forthcoming production at a cost of \$300 up—less attractive discounts.

**Capitol Phonolier
Corporation**

54-60 Lafayette Street

New York, N. Y.



The Merchandising Possibilities of Radio in the Talking Machine Field :: :: By Raymond F. Yates

Radio Editor, The Evening Mail

One of the most interesting talks on radio that local talking machine dealers have been privileged to listen to was that delivered at a recent meeting of The Talking Machine Men, Inc., by Raymond Francis Yates, radio editor of The Evening Mail, in New York, who offered some practical thoughts regarding the merchandising of radio and the lines on which it might be expected to develop.

After commenting upon the development of the automobile, motion picture and the talking machine through various stages, from the time when they were considered merely as fads to a point where they became recognized commercial successes, Mr. Yates emphasized the close connection between radio and the talking machine and enlarged upon the field for a combination instrument including, in one cabinet, a talking machine and a radio receiving set.

The speaker made the point that the success of the talking machine business and the quantity sale of higher priced machines came when means were provided for selling better class instruments on instalments. In this connection he said:

"The radio industry must parallel the phonograph industry in this respect if it is to enjoy the same prosperity. To-day radio instruments cannot be bought on the time payment plan simply because the manufacturers do not have to sell them that way. They have found enough purchasers who are willing to pay cash. The great majority of American homes will not have the more expensive radio instruments until the manufacturers co-operate with the dealers in arranging more convenient payments.

Should Be Sold by Phonograph Dealers

"To-day radio instruments are being sold in various kinds of establishments. We see them in drug stores, hardware stores, electrical shops, dry goods stores, phonograph shops and recently I saw a display of instruments in the show windows of a hat store. The electrical industry claims that radio belongs in the electrical shops, but I am not inclined to accept this view. I firmly believe that radio belongs with the phonograph industry or at least it should be sold by phonograph dealers. It would seem that the general merchandising plan used in the disposal of the more expensive radio re-

ceivers that are about to be placed on the market will be very similar to that used to-day in the sale of phonographs. Then, too, we must not forget that the radio, in its present stage at least, is essentially an entertaining device as well as an educational one. Radio and the phonograph must go hand in hand.

"With few exceptions, the radio receiving devices that are on the market to-day are not in the least ornamental. They do not harmonize in any way with the furniture and surroundings of even the most modest home. In general they are encased in a plain cabinet with a number of unsightly knobs, dials and switches arranged on the panel. In the case of vacuum tube receivers a storage battery, with all its

Why the Talking Machine Dealer Is Admirably Equipped to Give Proper Attention to the Sales of Radio

attending troubles, is necessary. How simple it would be to place these radio receivers in a cabinet with a phonograph and put this troublesome storage battery in the cellar with a plug receptacle on the baseboard. Radio receivers at present are supplied with unsightly tin horns when the perfectly designed wooden horn of the phonograph could be arranged so that the radio receiver could make use of it as well as the phonograph mechanism. It does not take a great deal of foresight to see that the radio receiver as it stands to-day cannot take its place in the American home as a substantial piece of furniture. We all know that the phonograph, in its early days when all the mechanism was exposed, had to meet a certain amount of prejudice on the part of the purchaser. The

thing did not look ornamental enough. It did not look like a piece of furniture.

"Another thing in favor of the phonograph dealer are the facilities he has at his disposal for patrons to listen to the phonograph or the radio music. He already has in his place of business a number of comfortable booths which may be used for the sale of radio instruments as well as for the sale of phonographs and phonograph records.

The Question of Stock

"Most every phonograph dealer who contemplates entering the radio field is confronted with the question, 'What kind of instrument shall I buy and who makes the best radio receivers? Shall I stock only finished receivers or shall I include a supply of parts and accessories?' In this respect radio is very much different than the phonograph industry. Among the radio enthusiasts we find a certain class who like to fuss around with independent instruments. They would much sooner go out and purchase a number of parts and assemble them rather than purchase the finished instruments. This class of buyers, however, is by no means in the majority. Probably five per cent of those who purchase radio instruments would care to do this. However, it is true that many people who buy instruments in this way do so not because they are particularly interested in the assembling of the receiver, but because they are forced to do so as a matter of economy. The volume of this part business will, no doubt, be greatly reduced when the time comes that a purchaser can buy an instrument on time payments. There will then be no desire to purchase parts on the part of those who cannot afford a more elaborate assembled instrument.

"For the time being, at least, I would strongly advise every radio dealer to stock a few spare parts simply with the idea of building up a patronage. A man buying apparatus to-day from the dealer will, in the majority of cases, come back to that dealer when he wishes to purchase the finished receiver on the time-payment plan. Of course, aside from these spare parts, every dealer must be able to offer his customers service in the way of battery vacuum tube replacements, crystals, telephones and the many

The
**ECLIPSE
MUSICAL CO.**
VICTOR WHOLESALE ONLY

**CLEVELAND
OHIO**



**SELLING VICTROLAS
IS A YEAR AROUND BUSINESS**

The old idea that musical instruments cannot be sold in the summer is a fallacy worthy only of the passing generation of the trade. Everybody doesn't leave town in the summer and those few that do are back in a week to the comforts of home.

Living cost is lower in summer, there is more money to spend and sales competition is less.

The Victor has a style for every season and every home.

Selling Victrolas is a Year Around Business



Emerson Foreign Records

**Foreigners are *Good Customers*
All Year 'Round**

Do you know? EMERSON FOREIGN RECORDS
have proven a *most profitable merchandise* in the stores of

4000 DEALERS

Comprehensive Catalogues of steady selling records
are ready in the following languages:

**JEWISH—GERMAN—ITALIAN
POLISH—RUSSIAN**

NEW RECORDS JUST OUT

Write Us About Them Today and Cash In

Our efforts are being entirely concentrated upon the production of Standard Records—Exclusive Merchandise that has a 100% Sales Value at all times. This new policy will include, Standard American (Vocal and Instrumental), Operatic, Violin Solos, Instrumental Combinations, Sacred-Holy, Irish Ballads, Irish Instrumentals, Hawaiian and Foreign Records. The policy of concentration will enable us to give Quality and Service.

EMERSON PHONOGRAPH CO.

206 FIFTH AVENUE

NEW YORK CITY

**SEVERAL TERRITORIES are open for Jobbing Franchises
We Invite Correspondence from Responsible Individuals or Firms**



Wow! Here's a bear cat! Edith Wilson and Johnny Dunn's Original Jazz Hounds break loose in these two "blues" for August.

**"Mammy, I'm Thinking of You."
"Take It 'Cause It's All Yours." A-3634.**

**Columbia Graphophone Co.
NEW YORK**

THE SALES POSSIBILITIES OF RADIO

(Continued from page 132)

other necessary little knick-knacks that make up a complete receiver.

"I approach the subject of crystal receivers with no little reservation and with great caution. The crystal receiver is put in a very uncertain position, not only on the account of certain patented and legal matters, but from the standpoint of its lasting power as a factor in the field. With the crystal receiver headsets are absolutely necessary and certainly those people who can afford to spend the amount necessary for a vacuum tube receiver do not care to sit hour after hour with a pair of heavy telephone receivers clamped to their aching ears. I would advise phonograph dealers going into the radio business to purchase this type of instrument with the greatest caution.

"The great demand for radio devices has brought into the field a large number of opportunists and sharpers who are supplying apparatus that cannot be manufactured fast enough by the legitimate houses. As a result of this unfortunate situation the market has been flooded with apparatus of doubtful parentage. In some instances deliberate attempts have been made to hoodwink the buying public with fake devices that function with the lowest efficiency. This condition makes it very difficult for the average phonograph dealer, who does not have any technical knowledge of radio, to go out in the open market and purchase a supply of parts or assembled instruments that will stand up and render efficient service.

"I firmly believe that the phonograph dealers of New York City would do a very wise thing if they established temporarily a central purchasing office or at least enlisted the services of an expert who could steer them clear of the many pitfalls that are apparent. When a man goes into a clothing store for a suit of clothes he usually buys with some sense of value. But not so with radio. Take a pair of headphones, for instance. Many people buy them for appearance, but this is a mistake. In radio ap-

pearance means little or nothing as far as operating efficiency goes. It is the details of construction and design that count.

"We now come to the question of technical service in connection with the sale and installation of radio apparatus. When radio parts are handled the services of a salesman who at least has an elementary knowledge of radio are necessary. If there is one phase of radio merchandising that requires intelligent salesmanship it is that of parts.

"A man with little or no knowledge of radio may come into the store and ask for the parts of a regenerative receiver. He does not know himself exactly what he wants. The clerk or salesman must think for him and help him to purchase the right kind of instrument.

"Installation and maintenance service are another thing that must be considered by the radio dealer. I believe that every dealer should offer free installation with outfits that sell beyond a certain price. In the average case an outfit can be installed at a total cost of five dollars for labor. This service strengthens the bond between the purchaser and the dealer and opens a way for future sales in the form of vacuum tubes, batteries and other replacement articles.

"In closing, let me repeat that I firmly believe that radio belongs to the phonograph dealers since they are best qualified to handle it. The phonograph industry was built up through their patience, understanding and sense of public service. The national sale of radio receivers can be entrusted to them with every assurance of complete success. However, let it be understood that often less qualified agencies are attempting to bring radio into their own fold and if the phonograph dealers want to enjoy their share of this business they will have to go out and fight for it."

HOUSE FAVORS MILEAGE BOOKS

Passes Senate Measure Providing for Issuance of Interchangeable Mileage Books or Scrip for Use of Commercial Travelers

WASHINGTON, D. C., July 8.—The House of Representatives recently passed the Senate Bill authorizing the issuance by the railroads of an interchangeable mileage book. The original bill was amended, however, to permit the Interstate Commerce Commission to determine whether such books should be issued or whether the railroads should place on sale scrip books. The Commission will determine what form the books will take and whether the charge per mile will be lower than the regular tariff.

Various organizations of traveling men, particularly the National Council of Traveling Salesmen's Association, of which the National Piano Travelers' Association is a member, have been fighting for special mileage books for many months, advocating a rate of two and a half cents per mile for bona fide commercial travelers. The interchangeable mileage books will be a boon to all members of the traveling fraternity.

SPRAGUE RADIO MODELS INTRODUCED

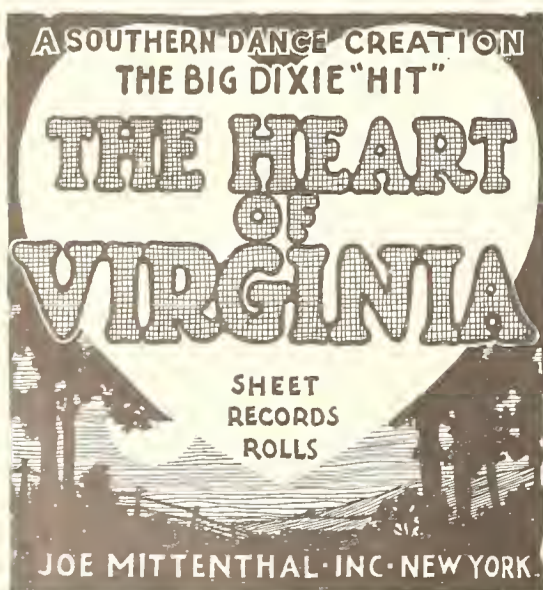
Prominent New York Manufacturers Make Important Announcement Regarding Plans for the Talking Machine Trade—Strong Staff of Experts Connected With This Company

A new concern manufacturing radio receiving sets to market in the talking machine trade is the Sprague Radio Corp., of New York, which is manufacturing several models, both console and upright, which are now being introduced in the talking machine field. The personnel of this company are well-known men in the radio engineering field, their experience covering a period of many years in radio sending as well as in receiving. The company is credited with the installation of more radio sending stations in the United States Navy ships and merchant marine than any other company in this country. This phase of the business has been established for many years past, and extensive experiments have been conducted to the end of manufacturing a receiving set that will be of the same high caliber as the other products, mainly the sending stations which the company has manufactured heretofore.

The first models to be introduced to the trade are to retail from \$125 up, depending on the quality of the cabinets and also the number of units with which they will be equipped. It is the plan of the company to market these radio receiving sets direct to the retailer and to give him a discount large enough to enable him to carry a representative stock and also to market it to the consumer at a profit large enough to insure the dealer a stable business.

The officers of the company are: C. W. Sprague, president; Harry E. Sherwin, vice-president and general manager; A. W. Duckett, secretary and treasurer. Well-appointed offices have been opened at 342 Madison avenue, New York City, and the manufacturing is being done in one of the most modern and best-equipped factories in this country, located in Portchester, N. Y., which insures facilities for extensive experiments and room to insure a maximum production and a prompt delivery of all orders. W. H. Knowles, well known in radio engineering circles, is in charge of the factory. He has with him engineers who enjoy a wide reputation as experts in radio engineering circles, such as Harry Shoomaker and Geo. Farrand, who were for many years connected with the radio wizard Marconi in the capacity of consulting engineers, and who also conducted practical experiments and installations of radio sending and receiving stations all over the world. Another engineer of note connected with the factory is William McIntyre, who has had a wide experience in radio receiving.

Mr. Sherwin, general manager of the company, is leaving New York this week for a two months' trip which will take him as far West as the Coast and back again. This trip is for the purpose of visiting retail trade throughout the country and introducing Sprague radio products to the talking machine dealer in each city.



THREE (3) MILLION DOLLARS

Spent in

RECORDING

Now Offered For Sale

in the form of MOTHER MATRICES 10, 12 and 7 inch

A Rare Opportunity for those who are now manufacturing and those who contemplate to manufacture or press 10, 12 and 7 inch Records with their own label and trademark.

Records of proven Distinctiveness for compiling a Variety Catalog. This diversified Repertoire consists of the following selections:

- 1200 American Ballads and Dance Selections
(Standards)
- 50 Rube and Hebrew Dialogues (Comic)
- 50 Marches—Military Bands and Orchestras
- 75 Negro Dialect and Blue Songs
- 35 Instrumental Combinations
- 100 Church Hymns—Holy Songs
- 75 Violin, Piano and 'Cello Solos
- 50 Hawaiian—Ukulele and Guitar
- 50 Operatic Arias
- 400 Hebrew-Jewish
- 70 German
- 300 Italian (Neapolitan and Sicilian)
- 90 Polish
- 12 Russian

Sales Price of Mother Matrices About $\frac{1}{10}$ th of Our Actual Expenditure

NOW IS THE TIME FOR YOUR OWN LABEL RECORD

Write for any list that is of interest to you

APEX RECORDING LABORATORY

1126 Broadway

New York, N. Y.

OH YOU GOLFERS!

AT LAST A "GOLF SONG"

A REAL "SPORTSONG"

"The 19th Hole"

**A SONG THE "GANG" WILL SING AND ENJOY
IT'S FUNNY—OF COURSE**

READY SOON FOR RECORDS AND ROLLS—WATCH FOR IT

"You Can't Go Wrong With Any 'Feist Song'."

MUSIC WILL DOMINATE PAGEANT

Publicity Director of Forthcoming Chicago Event Details Musical Features of Great Municipal Week Which Opens July 29

CHICAGO, ILL., July 10.—Elaborate preparations are being made for the provision of music during the great Pageant of Progress which will begin on Chicago's Municipal Pier on July 29 and last until August 14. Questioned as to the musical events which are scheduled to take place, John F. Delaney, director of publicity, said:

"With a civic music association of rare ability and indomitable energy, with the most democratic grand opera in the world and with the great symphony orchestra, child of the late Theodore Thomas, as three of its principal musical assets, music will receive marked recognition at the Pageant of Progress Exposition, which opens in Chicago on the Municipal Pier, July 29, to continue until August 14. The bands of Chicago, adult and juvenile, will lend their aid to the harmony of the seventeen days. There will be music from the great Deagan chimes to be set up at the entrance to the pier; there will be the great organ from Northwestern University and scores of choruses, ranging in size from the official Pageant chorus of 250 voices to the 3,500 in the singing organization of the colored people of the city.

"Removing the organ from Northwestern University to Congress Hall on the pier where the musical programs are to be given is a task of interest to builders and manufacturers of musical instruments. The magnitude of the work may be gauged when it is remembered that every pipe, section and cross section must have individual attention, both in the dismantling and in the setting up. When placed in position on the pier the whole great instrument will have to be voiced.

"Singing of the colored chorus from barges anchored off the pier is expected to be one of the most delightful features of the Pageant. The plaintive lullabies and folk songs of the old South will take on new beauties as they float across the lake.

"Another organization expected to attract attention is the 'President's Own Chorus,' of Mooseheart, Ill., the national home of the Loyal Order of Moose. This chorus, consisting of 1,000 voices, is being trained for the Mooseheart Pageant which President Harding will attend. It will be brought to the Pageant here on Moose Day, August 12, with the Mooseheart band of one hundred players, considered one of the finest juvenile organizations in the country.

"Other choruses will be from the Italian and German singing societies of Chicago, each of approximately 2,000 voices, and another composed of singers from the more than 5,000 church choirs of the city.

"The story of the evolution of music from the most primitive of instruments down to the present day will be told in exhibits by leading manufacturers of the country.

"Among the firms that have taken space for the exposition are: Lyon & Healy, the Steger & Sons Piano Mfg. Co., M. Schulz Co., Starr Piano Co., Samuel C. Osborne Mfg. Co., Martin Band Instrument Co., Ludwig & Ludwig, Chicago Conn Co., Gulbransen-Dickinson Co. and George C. Diver."

APPOINTED SWANSON JOBBER

Cabinet & Accessories Co. Will Distribute New Portable—Active Sales Campaign Under Way

The Cabinet & Accessories Co., New York (Otto Goldsmith, president), announced this week that it has been appointed a jobber for the Swanson Sales Co., which is the exclusive agent for the Swanson portable phonograph. The Cabinet & Accessories Co. will represent this portable in the metropolitan district and Mr. Goldsmith is keenly enthusiastic regarding the merits of this instrument. According to the

plans of the Cabinet & Accessories Co. an intensive sales campaign will be inaugurated in a few days featuring the distinctive qualities of the Swanson. R. W. Moon, general manager of the Swanson Sales Co., who has been visiting New York the past few weeks, closed this deal with Mr. Goldsmith, and a good-sized shipment is now en route to New York.

NEW MATHUSHEK MANAGER

The Mathushek & Sons Piano Co. announces that Howard Weber has been appointed general manager of the retail stores of that company, with headquarters at 37 West Thirty-seventh street, New York.

Alexander Rosansky, well known to the metropolitan music trade, has been made general sales manager for Saul Birns, 111 Second avenue, dealer in pianos, talking machines, records, etc.

HOW ABRAHAM & STRAUS ARE ADVERTISING THE SONORA

ABRAHAM AND STRAUS INC

Store Hours: 9 to 5:30 **BROOKLYN** Telephone Main 6100

The Highest Class Talking Machine in the World.



Baby Grand \$200
The popular bulge model, beautiful and distinctive, with exclusive Sonora features.



Imperial \$150
A simple and handsome upright style, remarkable in value.



Queen Anne \$250
A new period model, with the latest Sonora improvements in tone quality and cabinet design.

Presenting

Some of the newest models of the famous

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL 

The Phonograph which won highest score for tone quality at the Panama-Pacific Exposition

IT was our pleasure some months ago to add the Sonora line to the vast stock of highest quality merchandise which this store has built up in its years of service to the public.

For many years it has been the custom of Abraham & Straus to search the markets of the world for the best merchandise obtainable in every class.

In the case of the Sonora, both the steadily increasing demand for this superb instrument and our conviction that it stands among the highest achievements in phonograph making, led to its adoption.

The Sonora has won world-wide fame for its clarity and beauty of tone. We offer these instruments in the confidence that they will bring life-long pride and satisfaction to every purchaser. A wide selection of magnificent period and upright models is now on our floors, inviting your examination. These new models embody the latest exclusive improvements in tone quality and construction.

Prices, \$50 and Upward

Terms may be arranged according to your convenience.



The Sonora Portable \$50
Combining the tone for which Sonora is famous with the utmost compactness. Carries 18 records in its own case. Beautifully bound in calfskin.



Canterbury \$200
A graceful and dignified model in the exquisite style of Hepplewhite. A. & S.—Fourth floor, West

Pablo Casals, than whom there is no greater cellist, has given us in "Would God I Were the Tender Apple Blossom" a tone poem that is marvelous in its beauty. No collection of records is complete without a few good cello selections. You'll go far before you'll find the equal of 80159.

**Columbia Graphophone Co.
NEW YORK**



IN PITTSBURGH

Healthy Trend to Trade—Spear & Co. Managers Appointed—Machine and Record Shortage Probable—Other News of Interest

PITTSBURGH, PA., July 10.—Talking machine sales during the past month, while by no means brisk, have shown a very healthy trend, and there is every indication that the bottom of the economic depression has been passed in this section and that the talking machine trade is approaching a better buying season. A decidedly optimistic note is found among dealers and jobbers in all lines and a moderately busy season is anticipated the coming Fall and Winter.

It was announced recently that L. Weinberg, who has had charge of the Victrola department of Spear & Co., and Fred Johnson, of the Johnson Music Co., East Liberty, would assume charge of Spear & Co.'s new East Liberty furniture house at the corner of Broad street and Collins avenue. Mr. Weinberg will serve as manager of the new store, while Mr. Johnson will have charge of the finances. R. R. Myers, formerly associated with the C. C. Mellor Co., has been appointed manager of the Victrola department of Spear & Co.'s downtown store, which position he has already assumed. Mrs. Johnson will take Mr. Johnson's place in charge of the Johnson Music Co.'s store at Pennsylvania avenue, East Liberty.

T. T. Evans, of the C. C. Mellor Co., Victor wholesaler, states that there is no doubt in his mind but that there will be a decided shortage of Victor products during the months of November, December and January. Mr. Evans believes this is due to the fact that the dealers are working on skeleton stocks at this time, with the idea in mind that the jobbers will carry the stocks until they are ready to sell them.

J. C. Roush, president of the Standard Talking Machine Co., Victor wholesaler, spent a few days in the East, visiting the Victor factory and calling upon some of the jobbers nearby. Among the recent callers at the Standard offices were Arthur A. Trostler, secretary of the Schmelzer Co., Kansas City, Mo., and the newly elected president of the National Association of Talking Machine Jobbers; Rayburn Clark Smith, president of the Unit Construction Co., Philadelphia, and Gus Hellman, of the Yahrling-Rayner Music Co., Youngstown, O.

Edward John Fox Marx, local representative of the Victor Co., was married recently to Miss Edith Habbe, daughter of Mr. and Mrs. John Frederick Habbe, of Indianapolis. Mr. and Mrs.

Marx spent their honeymoon at Chautauqua Lake and are now at home in Wilkesburg, Pa.

Kaufmann's Department Stores, Inc., had a week's demonstration in their auditorium for Wallace reducing records and this demonstration produced splendid results.

NEW OUTING JOBBERS APPOINTED

Bristol & Barber Added to List of Outing Jobbers—Factory Now Working to Capacity

The Outing Talking Machine Co., Mount Kisco, N. Y., has closed a number of important deals whereby well-known concerns in different parts of the country will act as distributors for this popular portable, among these new jobbers being the Grafonola Co. of New England, Boston, Mass., and Bristol & Barber, New York. Both of these companies have attained unusual success in their respective territories, and Bristol & Barber have been successful in placing the Outing in a number of the leading retail stores in Greater New York.

A. J. Coté, president of the Outing Talking Machine Co., states that the demand for the Outing portable has far exceeded all expectations and the factory is working to capacity to give the jobbers and dealers efficient service. At the present time the Outing is being distributed in practically all of the leading trade centers and, without exception, these jobbers are enthusiastic regarding the sales value of this portable. They say it has made a most favorable impression.

SHOW JEWETT RADIO PHONOGRAPH

A. A. Fair Visits New York to Show New Jewett Product—Trade Enthusiastic Regarding Instruments—Jobbers Now Being Appointed

A. A. Fair, sales manager of the Jewett Phonograph Co., Detroit, was a visitor to New York recently, accompanied by E. Trowbridge, radio expert, who is associated with the company's radio division. Mr. Fair brought with him several models of the new Jewett combination radio phonograph, which has attracted wide attention throughout the country.

While here Mr. Fair was visited by a number of prominent distributors who evinced keen interest in the combination Jewett radio-phonograph, and negotiations were strated for the distribution of these instruments in important territories. In all probability these deals will be closed in the course of the next few weeks and Mr. Fair is delighted with the reception accorded the new product.

In a chat with The World Mr. Fair stated that the announcement used by the company in the June issue of The World featuring the new Jewett combination instrument had produced a great many inquiries from prominent concerns in all sections of the country. These inquiries are being given careful attention and it is interesting to note that at the present time the Jewett factory is working to capacity to produce sufficient Jewett phonographs to keep pace with the demands of the trade.

TONE TELLS

SOUND SELLS

The ORANOLA

Reg. U. S. Pat. Office

"The Perfect Talking Machine"

The Perfection Talking Machine Co., well-known as the manufacturer of the Oranola (the perfect talking machine) announces an addition to its line of instruments.

A RADIO CONSOLE

A combination talking machine and radio cabinet, completely equipped, upon which patents are now pending, at present being marketed in console type of cabinet, especially designed for its purposes.

The officers of the company have been identified with the talking machine industry since its inception, and assure the trade of the highest possible quality of workmanship, both in cabinet work and equipment.

A particularly inviting opportunity awaits jobbers and dealers. Exclusive territory. Act at once.

PERFECTION TALKING MACHINE CO., Inc. 228 SEVENTH AVE. NEW YORK CITY

FAMOUS VOICES RESURRECTED

Old Edison Recordings by Famous Men Brought to Light in England—Will Be Brought to United States by C. R. Johnstone, General Manager of Bell Recording Corp.

Phonograph records of the voices of famous men, taken more than thirty years ago by one of the first Edison machines sent to England, and buried since that time in the dust of a London warehouse, are to be resurrected and brought to this country late this Summer by Charles R. Johnstone, an English phonograph expert, who made many of the records, and is now general manager of the new Bell Recording Corp., at 9 East Forty-seventh street, New York City.

Among the old cylinders are records of some of the most famous voices of the latter part of the nineteenth century, including P. T. Barnum, Lord Tennyson, Florence Nightingale, William E. Gladstone, Robert Browning, Thomas Bailey Aldrich and Prince Louis Napoleon. They were the first records taken in what was intended to be a great "library of voices," to comprise the human utterances of the noted men in all countries.

Few persons knew of the existence of these records, and early this year, when Professor A. J. Armstrong, of Baylor University at Waco, Texas, undertook to find the old Tennyson records the search for the men who knew something about them took several months of his time. Finally he found Mr. Johnstone, the owner of the records, through the assistance of Frederick Kenyon, of the British Museum.

That search for the Tennyson records by the professor in the Texas University brought to the mind of Mr. Johnstone the idea that the old and dusty records might have great interest for the present generation, and he decided to dig them up in the London warehouse and make some duplicates for use in this country and England.

The finest record of the group, according to Mr. Johnstone, is that of the voice of P. T. Barnum, made while the famous American showman had his "greatest show on earth" in London for a long appearance.

The record of the wonderfully musical voice of Mr. Gladstone was taken at a party at his house. He had sent for the new machine to show his guests the mechanical marvel, and at the end of the entertainment the demonstrator asked him if he would like to speak a few words into the horn. Then, in a strong voice, Gladstone spoke into the recording apparatus a short address to Thomas A. Edison, thanking him for his great invention and praising its value.

Florence Nightingale, England's great nurse, spoke into the horn a few words about the suffering of the soldiers in the Crimea, with a plea for sympathy and help for the wounded.

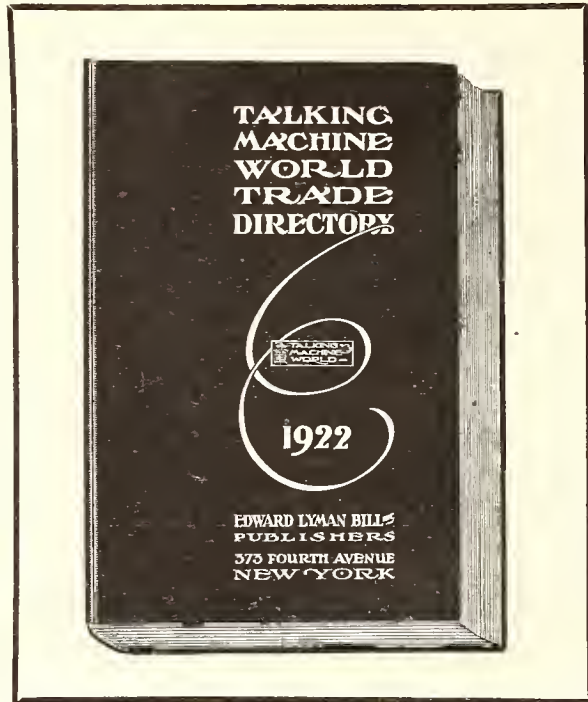
Speaking of the possible commercial value of the records, Mr. Johnstone said he thought he could make copies of these old master records, which are cylinders, and then put the new masters through the modern process of record-making, so that they could be sold at low prices to schools, colleges, museums or others who wanted them.

JOINS PEARSALL SALES STAFF

Thomas F. Green, president of the Silas E. Pearsall Co., Victor wholesaler, announced this week the appointment of C. A. True as a member of the company's sales staff. Mr. True was manager of the talking machine department of L. Bamberger & Co., Newark, N. J., for many years and has a splendid record.

Andrew Haug, well known in talking machine manufacturing circles, passed away recently at his home, 2659 Nina street, Lamanda Park, Cal., at the age of 53 years. Mr. Haug was formerly associated with the Columbia Graphophone Co., Thomas A. Edison, Inc., at Orange, N. J., and the American Phonograph Co., as factory manager.

INVALUABLE



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc., 373 Fourth Ave., New York City.

Gentlemen: Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name Firm Street City and State.....

JOINS EIGHT VICTOR ARTISTS

Rudy Wiedoeft, Well-known Saxophonist, Joins This Organization—Prominent in Musical Circles Everywhere—A Valuable Addition

P. W. Simon, manager of the Eight Famous Victor Artists, announced this week that Rudy Wiedoeft, one of the foremost saxophonists in America, would join this well-known organization for the 1922-1923 season. Mr. Wiedoeft has appeared as a vaudeville headliner and as the director of well-known dance organizations in all parts of the country, and he is recognized generally as one of the greatest saxophonists who have ever appeared before the public. His records have attained exceptional success and he will be a welcome addition to the Eight Famous Victor Artists.

Owing to the fact that his plans for the coming season necessitate his stay in New York almost continuously Fred Van Eps, the popular banjoist, who has heretofore appeared with the Eight Famous Victor Artists, will not play with this organization during the 1922-1923 season.

ANOTHER NEW TALKING MOVIE

Remarkable Claims for Invention of Prof. Tykociner, on Which He Has Long Been Working

CHAMPAIGN, ILL., July 11.—After more than twenty years of research Prof. Tykocinski Tykociner, Polish instructor employed by the experiment station of the State University, declares he has invented a method of making talking movies that will work.

By the unique method Prof. Tykociner has perfected it will be possible to photograph acting, the speech of the actors, all noises of nature, such as the wind and the ringing of bells and creaking of doors. Prof. Tykociner believes that this will develop a new art in the movies and that the film industry may be revolutionized.

Prof. Tykociner photographs variations in a manometric flame resulting from sound waves produced by speech at the same time that he photographs the subject. He then photographs these waves by means of a mercury vapor lamp invented by himself for the experiment. The developed negative shows the subject on one side of the film and the sound waves running in a steady line on the opposite side.

When a light is thrown through this film on the wave side and concentrated on a photoelectric cell, an electric current, varying with the volume of light, is set up. The current is amplified many times and run through a loud-speaking phone. The natural voice may then be reproduced distinctly.

SONORA DANCERS WIN HONORS

The sales department of the Sonora Phonograph Co., New York, received recently from W. H. Schermly, Sonora dealer at Durand, Wis.,



First Prize for Sonora Dancers

the photograph shown herewith, representing the Sonora dancing girls who took the first prize at the recent Firemen's masquerade ball held in Durand. The girls in their clever costumes danced to the music of a Sonora portable and the judges were unanimous in giving them first honors.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 139)

FOR SALE OR RENT
PHONOGRAPH
Recording Laboratory

Completely equipped for all classes special and regular commercial work. Established trade. Address inquiries, "Recording Laboratory," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

For Sale

200,000 Standard Make Phonograph Records. Wide Variety of selections.

CHICAGO PHONOGRAPH REALIZATION

315 Union Park Court, Chicago, Ill.

FOR SALE

Splendid music store in southern California city of 15,000. Only exclusive music store in town. Carries a fine line of pianos and has the only Victrola agency in the city. Forced to sell because of ill health. A wonderful opportunity for a live man. Can be handled for \$8,000 to \$15,000. Address "Box 1174," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Music house, well established for 14 years in a large middle West city. Pianos and Victor and Brunswick Depts. High-class clientele. Good reason for selling. All cash preferred, but terms to reliable party, or parties. Address "Box 1161," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Genuine Pathé sapphire needles. 12 cents each for cash. The Pathé Shop, 228 West Grand River Ave., Detroit, Mich.

FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

Phonograph and Music Dealers

Victor compound is a real money maker of quality for the progressive dealer. An easy seller and sure repeater. Nothing like it on the market. Free sample and full information to established dealers. Address Victor Chemical Co., Box 195, Battle Creek, Mich.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

Recording Laboratory For Sale

Recording machine, shaving machine, wax, lateral recording heads, motors, etc., etc. Perfect condition. May be seen in operation. Complete, without plating, \$500, or best offer. Opportunity for party desiring to make lateral disc records. Address "Box 1175," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

RECENT TALKING MACHINE EXPORTS

Exports of Machines and Records in April Announced by the Department of Commerce

Exports of phonographs and records now amount to more than a quarter of a million dollars a month, according to figures which have just been made public by the Department of Commerce, showing our export trade in April. The department reports that 4,406 phonographs, valued at \$154,891, and 196,750 records, valued at \$101,912, were exported during the month.

Our most important market for phonographs is Canada, whose imports in April amounted to 1,317 machines with a value of \$50,486. Japan was the next most important market, taking 986 machines with a value of \$30,834, and Mexico was third with 382, valued at \$13,754. Mexico, however, was our most important market for records, taking 26,743, valued at \$12,528, while Argentina was second with 19,156, valued at \$11,346. Other large exportations were 26,669, valued at \$10,732, to Australia, and 13,826, with a value of \$10,379, to Chile.

FEATURE COLUMBIA RECORD

Detroit Music Co. Makes Attractive Display of "Smilin' Through"

DETROIT, MICH., July 6.—The Detroit Music Co., of this city, recently featured an effective window display in connection with the Columbia record, "Smilin' Through." In this window placards were presented calling attention to the fact that this well-known motion picture is being shown at the local theatres and also mentioned that the Columbia record may be purchased at that establishment. Columbia dealers throughout the country have been featuring this record by Oscar Seagle, which is proving very popular.



PIANO BOOKS

THE Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to help keep the American piano industry the world's leader, both from an artistic and commercial standpoint.

Modern Piano Tuning
 A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

Theory and Practice of Pianoforte Building
 An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

Player-Piano Up to Date
 The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

Regulation and Repair of Pianos and Player Mechanisms
 Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

Mail This Inspection Coupon

Edward Lyman Bill, Inc.
 373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name

Address..... City.....

Mark which books you want to see	
<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair
<input type="checkbox"/>	The Player Pianist
<input type="checkbox"/>	Player-piano Up to Date

FROM OUR **EUROPEAN HEADQUARTERS** 2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Music Trade Convention the Dominating Happening of Month—Topics of Interest to Gramophone Dealers Discussed—Hire Purchase System Considered—Radio Development in the Trade in Great Britain—Invicta Record Co. in Liquidation—Interesting Views on German Reciprocity—Association Discusses the Subject of Unsalable Records—News of the Month

LONDON, ENG., July 4.—A feature of dominating interest in the British trade during the past month was naturally the music trade convention which was held at the Hotel Metropole, Blackpool. All agree that it was the best convention ever. From a point of attendance—well over 200 delegates, with a sprinkling of the fair sex—it established a record. President Louis Sterling handled the business side admirably; his tireless energy, tact and good humor won general praise. Lt. Col. R. H. Tatton, organizing director of the Federation of British Music Industries, under whose auspices the convention was held, and the various secretaries and officials of each Association worked hard to make the convention the great success it was from both a business and social viewpoint.

There were two or three business sessions each morning, the rest of the day being given over to pleasure. Of the subjects discussed—and generally the program was a heavy one—that which most interests my readers relates to the talking machine industry. The great question of unsalable records and their exchange by the manufacturers resulted in a very animated discussion among a big meeting of retail dealers from all parts of the country. The three to one exchange

met with general condemnation as being mutually inimical to dealers and makers. As will be seen by the following report some very good suggestions were put forward as a solution of the difficulty and there is every reason to believe manufacturers will accept the 10 per cent exchange proposal. Here is the report:

At the meeting of the Gramophone Dealers' Association, which was held recently, the chair was occupied by E. Rasin Jones, of Manchester, the president of the Association, who said in part: "We are not working for ourselves alone. The committee is working for the whole of the gramophone trade and especially of the members of the G.D.A. and we may say that the relations existing between the manufacturers and the G.D.A. are most friendly. If anyone thinks we are out, as an Association, to use force, let me tell him he is greatly mistaken; our policy is not force, but reason and right. You have a paper asking for answers to seven questions. We would be very much pleased if every member of this Association, and every gramophone dealer here, will answer those questions because by so doing you will enable us to form some idea as to what you desire and require."

Joseph Riley, Birmingham, speaking on the "Limitation of Catalogs and the Disposal of Unsalable Records," said: "If the catalog is a big one we have to stock the lot. We don't mind stocking all these records if we can sell them all, but our Association thinks that no maker's list should exceed 2,500, and if the manufacturers can only cut the catalog down to all good sellers, we should be able to get them to agree to take the old ones off as they put the new ones on. When

we find a record is dead we want to return it to the manufacturer. We don't want to create a museum of dead records. We ought to be able to part with these records or come to some arrangement with the manufacturers by which we could return them before their sale is finished in certain districts. For instance, in certain districts a record may be absolutely finished and if it came to Blackpool for a little fresh air it might live a little bit longer. The point is we don't want to bring it into the drapery trade where we can have sales once a year or every three months. We believe in price maintenance and if the manufacturers would come along and enable us to get rid of the unsalable stock then the record business would be a very sound one. On the question of exchange we think dealers should be entitled to return 10 per cent of their purchases every six months with credit in full."

M. E. Ricketts said on the subject: "I think a dealer has a right to know to a small number how many records a manufacturer intends to place in his catalog, what space will be necessary for racking purposes and to know approximately how much money he will have to invest in that side of his business. Unsalable records in the main consist of two kinds: badly chosen titles, which is not the fault of the dealer, and well chosen titles issued late, when the market has gone. If a dealer has 100 records to send back and a company says to him: 'You must take three to one,' that is, 'You have to take 300 before we give you credit for that 100,' is that in the best interests of the dealer or the public? Well, anyone who knows anything about this business

(Continued on page 142)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-elskab, Frihavn, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-haghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 141)

knows the answer is 'No.' The manufacturer says, 'You will have to take three to one'; what happens? A month or two or three weeks before those records are to be sent back the dealer begins to hold up his orders until he can collect orders for 300 records. Then he gets his 100 and sends in an order for 300. That 300 comes in and he fills the depleted racks. But what has really happened? That man has been without records which he should have had. The manufacturer does not sell one record more, and the public has not had the service it has a right to demand. With regard to the remarks of Mr. Jones and Mr. Riley, that the gramophone business can only be a success so long as the dealers are absolutely friends and partners with the manufacturers, that is the only way in which any big industry can be a success, and therefore this should not be made a question of fighting between the dealers and the manufacturers. When you get down to the bed-rock the dealers' interest is the manufacturers' interest. Therefore, I would suggest that the manufacturers should go into this matter properly and come down to this point. It will very likely be a matter of compromise. Supposing they were to say to the trade, 'We are going to cut off 100 records and you people that are stocking our goods in sufficient quantities for the needs of your district, send them all back to us,' what does it mean to the manufacturers? The loss is not a great one. It is the cost of the pressing minus the material. That is the loss. If you take the royalties of the artists, I believe the manufacturers will agree with me when I say that they would not even lose their royalty stamps. So that if I am correct the manufacturers can say to dealers, 'You are making as much as we are out of this business; the loss will average 6d.; you bear 3d. and we will bear 3d.' I don't say those are the exact figures, but a committee of manufacturers and dealers could in forty-eight hours settle the whole question."

Ernest Marshall, opening the discussion on "The Hire Purchase System as Applied to the Gramophone," remarked: "We have arrived at a decision on the question of the percentage basis that 10 per cent should be added to the cash price. It was the decision not only of the committee but of a general meeting of our members. It is subject to modification or alteration and so that we should not merely discuss the matter we have circulated certain questions which we want you to just put a simple answer 'Yes' or 'No' to in reply to each one. Now, we are dealing here with the hire purchase as applied to the gramophone, and the dealer says that the gramophone business is a little more risky than the piano business, as the gramophone is more easily removed and is more difficult to trace. In all these matters we are not opposing the manufacturers. This is always a friendly discussion and it is very unfortunate that a company happens to adopt methods that the trade is against. The question is, 'What is a fair rate of interest to charge?' You have the question to answer as to whether you are in agreement with the 10 per cent being added to the cash price or not. One company has introduced, as you all know, this new method of hire purchase business. We in our Association were extremely interested in this new method. We did not turn it down and we did not take any antagonistic view. Our committee got into communication with the company and asked them if they would kindly send the best exponent of that system to us. This was eighteen months or two years ago. The business was explained and the dealers who were present, I think there were somewhere about forty, on a vote at

the end were unanimously agreed against that system. We are not out to fight against it. You know the difficulties. I am sure I need not go into details of it. A dealer feels that when you are talking percentages, when you are talking about adding so much in the pound on the outstanding balance you are putting the hire purchase business to the customer in the worst light. It is better to say as a dealer says, 'Add 5 per cent to the cash price,' but if you say '10 per cent on outstanding' balance it sounds a lot, but it is the same thing. The next question is whether it is wise to have a great deal of competition in this question advertised. For instance, suppose we got one firm saying, 'We do our business on the hire purchase system at 2½ per cent' and another firm at 5 per cent, another 6 per cent, and so on. Is it not better to keep on to the old method, so much cash down and so much per week? One other point—the question of deposit, as to whether the amount we add to the cash price should be taken into consideration in the question of the deposit. Supposing we were adding 10 per cent on the amount and the man was paying £5 down, should we deduct that £5 from the cash price before adding the 10 per cent? The consensus of opinion is that if the instalments were level it should not be taken into consideration, but if a reasonable deposit be paid down then it should be deducted. It is rather a difficult matter to lay a hard and fast rule upon. There is another question and that is the limit of time for payment. Do you think all machines supplied under £40 should be paid for in a period not longer than twelve months, and if a machine is at a higher price, say £60 to £80, for a longer period. There is also the question whether a deposit of 10 per cent is satisfactory."

W. Holmes said: "We have made a rule, with a few exceptions, that we have half the price down and 5 per cent added to the remaining half, payable within six or twelve months according to the value of the machine. We find it works very well indeed. Our losses have been cut down to almost nothing and it is a very simple way out of the difficulty."

The various members present discussed the question at length, a number of them being of the opinion that being forced to demand a fixed increase over the cash price would play into the hands of competitors. In fact, several merchants testified to their experience in that direction.

Brunswick Activity in England

If the opinion be correct—and it has been freely expressed by men who should know—that American recordings, particularly on the instrumental side, be superior to our best here, then without a doubt the proposed distribution of Brunswick records through a London center should meet with a hearty reception. I can personally testify to an appreciation of your Brunswick discs, having been privileged to hear an advance series recently received by Alfred Graham & Co., of Crofton Park, London, S. E., and Saville Row, W. I may not be far wrong in stating that this consignment evidently foreshadows a move towards the marketing here of this record which, I believe, has secured a deservedly high reputation in the States. It would, perhaps, be somewhat premature to go into details at this stage of the negotiations between the two firms, but, undoubtedly at an early date something of interest to the trade and the gramophone enthusiast will develop along definite lines. There are several matters of policy yet to be decided. The scale upon which distribution will be carried out is still under consideration, and it is not yet possible to indicate a definite policy in regard to prices and conditions of sale, etc. Whatever this aspect of the business may resolve itself into, the fact remains that at Messrs. Graham's West End salon, so centrally situated, anticipations point toward a substantial retail trade in Brunswick records from this branch alone. The wonderful "Algraphone" series of instruments made by this firm, of which in all there are 101 models at prices from 15 to 750 guineas, are the admiration of the gramophone world. To conform with this high-grade

standard of production Mr. Graham has chosen the Brunswick record. In my judgment a very happy and appropriate combination, which coupled with the fine organization and enterprise of this British house should quickly exert a big influence to the good of and throughout the whole industry. More anon!

Wireless as It Affects the Music Industry

The subject was appropriately enough raised at the British music convention at Blackpool by E. Brinsmead Gough, who conducts a live retail business within the London area. Owing possibly to an overfull convention program, which curiously enough gave no mention of this new science, Mr. Gough unfortunately failed to get a proper hearing. That his remarks were taken up by many newspapers shows how lively is the general interest in what has been described as "the miracle in a little box." Thousands of these little miracle boxes are now being sold here so that the public may sit at home and "listen in" to concerts, news, or whatever is radiating around. We are at the dawn of a new era, and it is the far-seeing folk like Mr. Gough who are going to reap benefit by directing the wireless apparatus trade into the right channel. It is nobody's perquisite at the moment, but the gramophone dealer will need to wake up, and that quickly, if he would take advantage of the present opportunity. Who more fitted to develop this new business advantageously than the musical instrument dealer? Would you place it with the photographic dealer, the electrical apparatus shop—so restricted in number—the cycle dealer? No! By character, environment and intelligence, the musical shop undoubtedly represents the best retail channel through which wireless home apparatus should pass to the public. The music dealer once made a mistake in ignoring the gramophone when it first came along, with the result that much of the trade was for years lost to another branch of industry, i. e., the cycle shops. Success doesn't consist in never making mistakes, but in never making the same one twice. Let us remember that and get to grips now with this wireless musical broadcasting scheme.

The idea that wireless may supplant home music to some extent and reduce the demand for pianos, gramophones, etc., is not supported by Louis Sterling, president of the Federation of Music Industries, who in the course of an interview said: "In the march of science there has never been a great invention yet that had not been in the long run of incalculable benefit to the industry with which it was concerned. When gramophones were invented people said they would kill pianos; the cinema was fully expected to give the quietus to the legitimate stage; vaudeville was at first looked on as the death dance of musical comedy. None of these things had happened, and the new had in every case benefited the old. Appetite grew on what it fed upon, and the more good music the people got from broadcasting the more they would want from their own gramophones and pianos. But we in the music industry are very jealous that the broadcasting firms should give the best, there is no room for bad music."

One of the first gramophone firms to make a move in the direction of home wireless apparatus is Messrs. J. T. Hough, Ltd., of Edison Bell fame. In conjunction with Messrs. Elwell, Ltd., radio engineers, they have been working on some interesting mechanism which, the result of much experiment, is bound to claim universal attention at the appropriate time.

A combination wireless receiving set and gramophone amplifier is also under way by Messrs. Alfred Graham & Co., Crofton Park, London, S. E. Mr. Graham tells me that he has been working on it for some time. His extensive knowledge and experience of this branch of the trade is the outcome of many years' actual production of telephone and electrical apparatus, microscopes and such-like, of which Messrs. Graham were one of the chief sources of supply during the war. In Mr. Graham's opinion the development of the new wireless business here cannot be so rapid as in the States because of the many existing official restrictions, and of a somewhat involved situation regarding patents.

Horn, Hornless and Table-Grand GRAMOPHONES

FOR

EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecodisc, London"

FROM OUR LONDON HEADQUARTERS—(Continued from page 142)

The Marconi Co. apparently holds the key to the situation. This firm, by the way, is doing a big business in wireless apparatus and, in fact, it is literally besieged with applications.

Most of the big London stores are handling the business and are meeting with great success.

H. M. the King of Siam Ass.sts Recording

Among the many interesting items in the Gramophone Co.'s "The Voice" is a reference to news from Bangkok that during a recent recording session the king granted exceptional facilities to the "H. M. V." recorder. Records were not only taken at the Royal Palace, but His Majesty instructed leading artists to place themselves at disposal and in one case specially commanded an artist to return from up-country for the purpose of recording. It is stated that the "His Master's Voice" expert was as much gratified as surprised at the unusual interest displayed by the King of Siam.

Invicta Record Co., Ltd., in Liquidation

A meeting of the creditors of the above company was held June 12, following upon an extraordinary general meeting, when a special resolution was passed that the firm be wound up voluntarily. A. C. Simmons, 1 New Inn Yard, London, E. C., the appointed liquidator, informs me that the interests of the two directors, Messrs. Barrand and Barton, have been purchased by the Aeolian Co., Ltd. Mr. Barrand has now retired from business altogether, and Mr. Barton proposes to establish a new business as a merchant. The Invicta Co. was well known as the maker of the "Guardman" record.

Annual Meeting of Gramophone Association

On June 28 was held the annual meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, whereat was discussed the best method of disposal of unsalable records, having regard to the interests of manufacturer, jobber and dealers.

Business News of Interest

Though the actual figures of our imports and exports for April (the last available) show a decrease over those for March, allowing for the number of working days, the April totals are comparatively better. A slight but welcome indication of trade improvement.

The latest returns of the cost of living show a drop of 95 points since November, 1920, when the figure was 176 points above the pre-war level. The reduction is getting proportionally less each month, as expected, but there is a decrease each month and, however slight it may be, it's a good sign of more purchasing power. That's the point!

The great engineering strike is over, thanks be. Many thousands of men have returned to work. Also, after eleven weeks on strike 20,000 Mersey shipyard workers have resumed.

In March and April, owing to trade disputes resulting in lockouts and strikes, etc., it is estimated that no less than 9,000,000 working days were lost. No wonder there's little money for the purchase of gramophones!

We have still over 1,500,000 men and women unemployed. Others who are not registered and

those on short time may number an additional half million. That trade is gradually on the mend is indicated by the fact that the decrease of unemployment is now something between 30,000 and 40,000 per week.

On the other hand reports from Germany show that not one person in a hundred is unemployed. Out of 6,000,000 workmen only 51,000 are known to be idle.

The London Fair and Market

The above exhibition at the Agricultural Hall, London, is for the most part of a trade character. Its life is short, July 3 to 14, but during this period a substantial amount of good business is registered. Among the exhibitors are several musical instrument firms, including A. J. Balcombe, Ltd., who are showing a range of small goods and gramophones, and the C. H. Roberts Manufacturing Co., whose wonderful portable, the "Bestone," is creating an unusual amount of interest this side. An unique selling feature is the three years' full guarantee given with each machine!

V. F. Record Wins Favor

The higher class gramophone trade has welcomed the Edison Bell "Velvet Face" records, which were introduced a few months ago. It just means that on quality alone the V. F. has won a well-justified position on the shelves of the big dealers throughout the country. Recent issues embrace some fine chamber music by the Royal Symphony Orchestra, Michael Zacharewitsch, the Philip Lewiss Palladium Octet, the Royal Military Band, etc. An unique contribution is by Guido Gialdini, described as the greatest exponent of the whistling art. On the vocal side are some really good records by the lady tenor, Miss Ruby Helder, Margaret Wray and Robert Carr.

Messrs J. E. Hough also announce some exclusive recordings on their popular "Winner" record. Interest will center on some Jewish selections by the Rev. Meyer Formin, Ober Cantor of the Glasgow Synagogue. As a contrast, the Blackpool Tower Orchestra has been laid under tribute for the recording of a series of fox-trots and waltzes—just the type most popular with almost every class of the community.

The "H. M. V." Easy Payment Scheme

At the Blackpool music convention, also at the Scottish gathering, gramophone dealers exhibited opposition to the above scheme. The principle never for a moment came under question, the scheme so far as it develops a new channel of trade proving welcome. What dealers condemn is the method by which the scheme is worked, i. e., the adding of interest on the capital balance remaining over each month. At the two conventions referred to, many dealers expressed the view that this method is too complicated, especially from the customer's point of view. The Gramophone Dealers' Association registered its opposition some time ago and sent a delegation to the company, so far, I believe, without result. Dealers require to handle the hire-purchase prop-

osition, as they put it, on the straightforward basis of a definite extra percentage on the cash price, the whole payable in fixed monthly instalments over a given period.

The Gramophone Co. has circularized its dealers on the subject to (in part) the following effect:

"It is recognized that the old system of charging customers a heavy rate of interest has been the means of restricting trade, while our scheme is creating confidence and good feeling, which will cause sales to increase enormously. This is no mere theoretical statement, but is made as the result of practical experience.

"Announcements in the press, giving particulars of the scheme, have already been made by dealers, and we are considering the advisability of setting forth its advantages in those great newspapers in which our advertisements appear regularly, when all inquiries would be sent to those who have adopted our scheme.

"The easy payment system is the coming great sales force in the gramophone industry, and under our scheme the possibilities are unlimited."

German Reciprocity

An illuminating instance of German ideas on commercial reciprocity in the music trades has just come to light, says the Federation of British Music Industries. More than a year ago a leading gramophone maker wished to send three gramophones into Germany. He was informed that they could not be sent without an import license from the German Government and has been trying unsuccessfully for twelve months to obtain the required permission.

Another manufacturer sent experts to Germany to make records by native artists for distribution among the German population in the United States. The German Government refused permission for these records to leave the country. Representations were made through diplomatic channels, but the sole concession granted was that if the surfaces of the wax "master" records were scratched and defaced, then only would the goods be allowed to leave the country.

On the other hand, a German gramophone maker, who acquired the factory and plant of a British company in Germany during the war, has now issued catalogs identical with those of the former owners and is offering the records at ridiculously low prices. Many of the artists, being under exclusive contract with the British company, are receiving substantial royalties from that company. The German manufacturer pays no royalties and is offering the records throughout the world (United Kingdom excluded at present—Editor) at prices below the bare costs of manufacture in this country.

The German gramophone manufacturers have clearly succeeded in inducing their Government to keep out every outside competitor while they themselves ship their goods freely into this country and compete on unfair terms with the British manufacturers in foreign markets.

EDISON BELL



WINNER

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

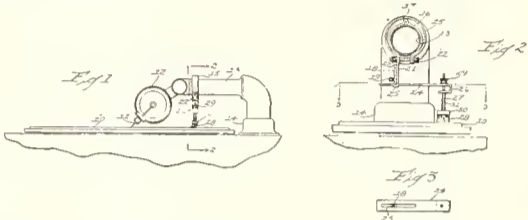
DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—Gramophone Record Brush. John Priespilis, Brooklyn, N. Y. Patent No. 1,414,302.

This invention relates to brushes for cleaning phonograph record plates or the like, and has for its object to produce a brush adapted to keep the record grooves clear of dust and the tiny shavings produced by the needle while reproducing a record. A further object is to provide means for elastically mounting the brush in such manner that it will readily follow the needle and



yield when meeting obstructions or uneven spots, and which allows a securing of the brush to tone arms of varying diameter.

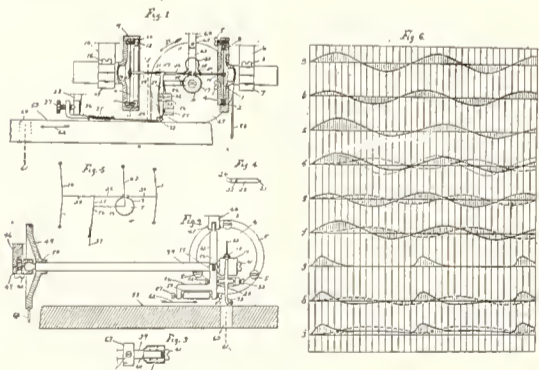
Figure 1 is a side view of a record plate, sound box, needle and tone arm with the brush constructed according to the invention mounted thereon. Fig. 2 is an enlarged detail view partly in section taken along line 2—2 of Fig. 1. Fig. 3 is a top plan view of a guide strip.

Talking Machine Record and Method and Apparatus Therefor. Daniel Higham, East Orange, N. J. Patent No. 1,414,185.

This invention relates to recording of sound waves for a talking machine record, and its object is to so provide for this recording that the distortions ordinarily made in recording and reproducing sound waves can be correctly compensated for.

With present recording means and methods, the amplitude of the recorded sound wave is reduced in amount by the opposing action of the recorder diaphragm, and the lower the pitch, with relatively greater amplitude of the sound wave, the greater the ratio of this reduction of amplitude of the recorded sound waves will be, compared to the original sound waves.

Figure 1 is a side elevation, partly in section, of means for carrying the method of recording into effect. Fig. 2 is a view, partly in section, looking from the left to Fig. 1 with certain parts removed from the left of the dash line V. Fig. 3 shows a portion partly in section; Fig. 4 a



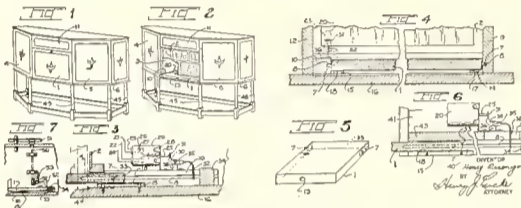
part in another view. Fig. 5 is a diagram showing a different position of parts of Fig. 1; while Fig. 6 graphically shows the performance of the method of recording as distinguished from present recording, and the distinguishing performance of each when operating the present reproducer.

Phonograph. Henry Orsenigo, Mount Vernon, N. Y. Patent No. 1,414,151.

An object of the invention is to provide a phonograph with movable panel or closure member for the discharge opening of the phonograph and open to view for the purpose of enhancing the phonograph as an article of furniture when not in use as a phonograph and to provide means for mounting such panel or closure member to conceal such panel when removed. Such provision of means affords a suitable ar-

angement whereby the motor of the phonograph is placed in operative connection automatically upon concealing such panel in its opening position and automatically effecting non-operative relation of the motor and the phonograph parts when the panel or closure member is in its viewed position.

Figure 1 is a perspective view of a phonograph embodying the invention, showing the panel in position when the phonograph is not in operation. Fig. 2 is a similar perspective view partially broken away to show hidden parts and showing the panel moved to its concealed position and the contact member of the motor circuit closed, in which relation the grill-work of the phonograph is shown to view. Fig. 3 is a

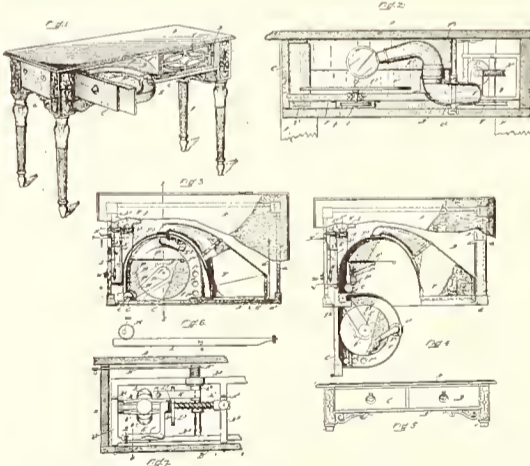


detail sectional view on line 3—3 of Fig. 2; Fig. 4 in a detail sectional view on line 4—4 of Fig. 3. Fig. 5 is a detail perspective view of the panel; Fig. 6 is a detail perspective view similar to Fig. 3, showing a modification, and Fig. 7 shows a further modification.

Phonograph Cabinet. Joseph Janes, Somerville, Mass., assignor of one-half to G. Clay Cox, Rochester, N. Y. Patent No. 1,414,086.

This improvement consists of a phonograph cabinet of such character that it may be used as an ordinary library table for writing, holding book, a lamp, etc., thus combining in one the functions of the two articles of furniture, especially desirable in a small apartment. It comprises means for supporting the phonograph mechanism, starting, stopping it, etc., automatically in a way convenient for changing records.

Figure 1 is a perspective view of a table, the phonograph support or drawer being open to enable the record to be changed or the needle adjusted. Fig. 2 is a cross section on line 2—2 of Fig. 3. Fig. 3 is a partial horizontal section



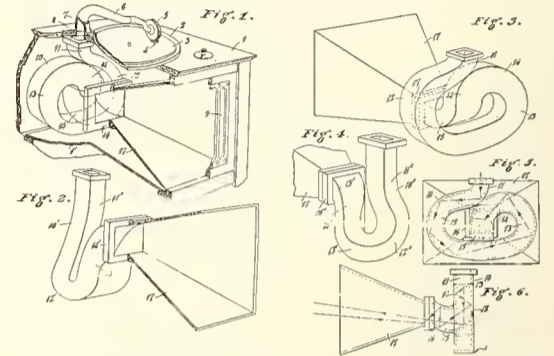
showing the parts as ordinarily arranged when out of use. Fig. 4 is a corresponding view, the drawer carrying the record table being open. Fig. 5 is a partial front elevation of the table when the drawers are closed and the phonograph out of use, and Figs. 6 and 7 are details.

Phonograph. Frank A. Lee, Cincinnati, O., and Frank G. Rose, Dayton, Ky., assignors to the John Church Co., Cincinnati, O. Patent No. 1,413,919.

This invention relates to megaphones for phonographs. The object is to so influence the sound waves produced by the phonograph that said waves are amplified, intensified, made richer in quality and clarified, so as to reproduce more nearly the actual quality of the sound waves imparted from the phonograph record to the phonograph diaphragm.

Figure 1 is a sectional perspective view of part

of a phonograph in which the invention is embodied in its preferred form. Fig. 2 is a detail perspective view of the megaphone of a phonograph, together with a throat according to the invention, but modified from that shown in Fig. 1, the megaphone being shown in longitudinal section. Fig. 3 is a detail perspective view of the megaphone and throat shown in Fig. 1, but the view being from the rear. Fig. 4 is a similar

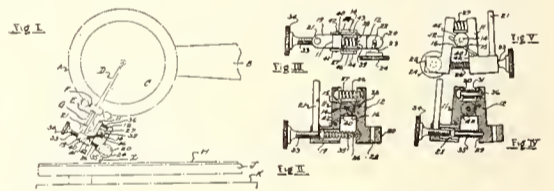


view of part of the megaphone and another modified throat according to the invention. Fig. 5 is a rear elevation of the megaphone and throat shown in Figs. 1 and 3; and Fig. 6 is a side elevation of the same.

Sound Modulator for Phonographs. Nils Seaholm, Mount Vernon, N. Y. Patent No. 1,414,673.

This invention relates to a modulator or sound modifier for graphophones or phonographs and the like. It more particularly appertains to a device interposed between the stylus of a sound-reproducing machine and the sound box thereof by means of which the audibility of the acoustic waves may be regulated.

Figure 1 is a side elevation showing this improved device in operative position with respect to a sound box and a record of a phonograph of well-known type. Fig. 2 is an enlarged sectional elevation of the device alone, in a position conducive to the maximum softening of the sound. Fig. 3 is a top plan view of the de-



vice shown in the preceding figure. Fig. 4 is a view similar to Fig. 2, showing the device in a position corresponding to a minimum of tone suppression; and Fig. 5 is a rear elevation of the device in the position seen in the last-named view.

Graphophone. Leopoldo Roberto, Philadelphia, Pa. Patent No. 1,414,898.

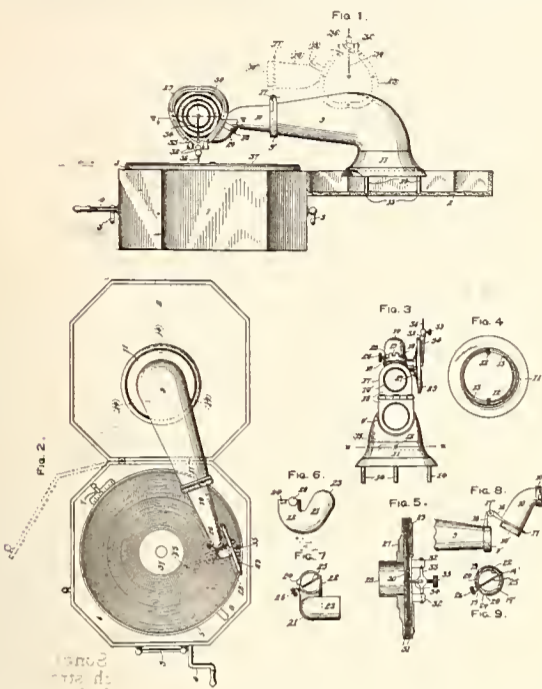
This invention has particular reference to the tone arm sound box mounting of the talking machine or graphophone.

This invention has many objects, among the most important being the provision of a graphophone wherein the tone arm is freely detachable therefrom with the hinged cover of the graphophone box constituting a sounding board upon which the outlet end of the tone arm is supported.

Figure 1 is a side elevational view of a graphophone constructed in accordance with the present invention, a portion of the sectional tone arm and sound box being moved to inoperative position and illustrated by dotted lines. Fig. 2 is a top plan view of the same. Fig. 3 is a front elevational view of the tone arm with the hinged section thereof elevated to inoperative position. Fig. 4 is a horizontal sectional view taken on line 4—4 of Fig. 3, showing the rotatable connection between the tone arm and the supported bell end thereof. Fig. 5 is a cross-sectional view taken on line 5—5 of Fig. 1, showing the stylus arm of the sound box connected to the dia-

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 144)

phragm. Fig. 6 is a front elevational view of the removable elbow of the tone arm for supporting the sound box. Fig. 7 is a side elevational view of the removable elbow of the tone

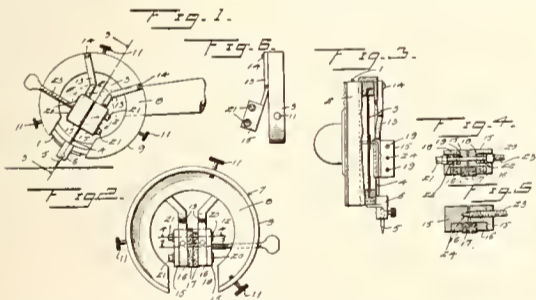


arm. Fig. 8 is a fragmentary side elevational view of the inner end of the tone arm showing the hinge connection between the sections thereof, and Fig. 9 is a cross-sectional view showing the connecting means between the elbow section and the hinged end of the tone arm.

Sound-deadening Device for Phonograph Reproducers. Ernest F. Dahlheim and Walter S. Hulet, Minot, North Dakota. Patent No. 1,414,937.

This invention relates to new and useful improvements in sound-deadening or regulating devices for phonograph reproducers and has for its primary object the provision of a device of the above stated character which may be easily and quickly applied to an ordinary sound box and is provided with means for regulating the vibration of the vibratory transmitter bar so as to increase and decrease the sound and thereby obviate the employment of different types of styluses now used for such purpose.

Figure 1 is a side elevation of a sound-deadening or regulating device applied to a repro-

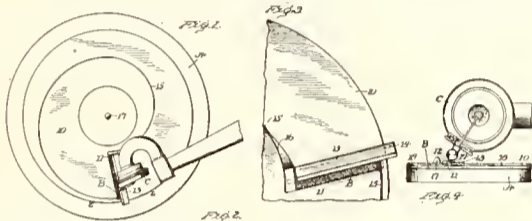


ducer and constructed in accordance with the invention. Fig. 2 is a rear elevation illustrating the same and removed from a reproducer. Fig. 3 is a sectional view illustrating the device applied to a reproducer. Fig. 4 is a detail sectional view illustrating means for urging the clamping members into engagement with the vibratory transmitter bar. Fig. 5 is a detail sectional view illustrating an adjustment for the clamping arms or members. Fig. 6 is an edge view, illustrating a modified form of the invention.

Repeating Attachment for Talking Machines. Everett G. Clements, Washington, D. C. Patent No. 1,414,980.

This invention relates to repeating attachments for "talking machines," and has for its object to provide means whereby such machines can be started into operation with a single record and will repeat the reproducing of the matter on the record continuously without requiring the attention of an operator. It further relates to means whereby the repeating apparatus may be adjusted to automatically return the needle from the point where it has completed the traversing of the record to the point of beginning, to accommodate records of various lengths or diameters. The object of said invention is to produce such a mechanism which will not only be automatic in its action, but will be simple and inexpensive in construction and positive and reliable in its operation.

Figure 1 is a top plan view of the rotary record bearing table, such as commonly em-



ployed on a machine of the type described, with a record disc thereon, and also illustrating the attachment as it appears in position for use. Fig. 2 a transverse section on the dotted line 2—2 in Fig. 1. Fig. 3 a detail plan view on an enlarged scale (practically full size) to illustrate more clearly the adjusting features of the invention, and Fig. 4 an edge view of the attachment.

Phonograph Reproducer. George B. Burch, New York, assignor to Leslie Stevens, Glen Ridge, N. J. Patent No. 1,414,803.

The invention relates to phonograph reproducers, and more particularly to improvements in means for vibrating the sound-reproducing diaphragm, and the invention aims to provide such means which shall be simple in construction, durable and highly efficient in transmitting vibrations from the record to the diaphragm so that a very perfect reproduction of the recorded sounds may be secured.

Figure 1 is a sectional view of a phonograph having a reproducer embodying the invention.

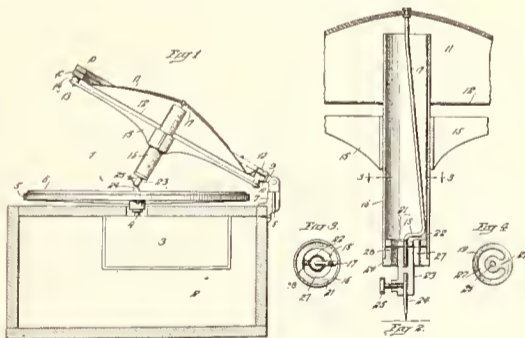


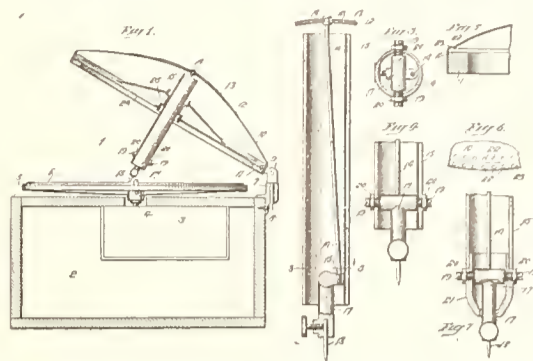
Fig. 2 is an enlarged sectional view of a portion of the diaphragm, stylus holder, transmission rod and connected parts. Fig. 3 is a sectional view, taken on the line 3—3 of Fig. 2, looking in the direction of the arrows. Fig. 4 is a plan view of a disc, which supports one end of the transmission rod.

Phonograph. George B. Burch, New York, assignor to Leslie Stevens, Glen Ridge, N. J. Patent No. 1,414,804.

The object of this invention is to provide a phonographic apparatus which requires no amplifying horn and which is efficient in operation and accurately reproduces all sounds recorded in the record and yet is simple in construction and efficient in operation.

Figure 1 is a sectional view of the instrument. Fig. 2 is a sectional view showing the stylus holder, transmission rod and connected parts. Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2, looking in the direction of the arrows. Fig. 4 is a sectional view showing the

lower part of the structure shown in Fig. 2, the section being taken at right angles to that of Fig. 2. Fig. 5 is a sectional view showing a portion of the diaphragm and a portion of the rim on

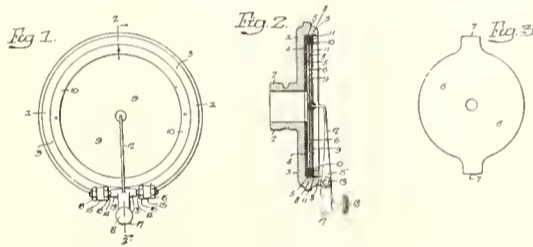


which it is mounted. Fig. 6 shows a portion of the edge of the diaphragm. Fig. 7 is a sectional view showing a slightly modified construction in and about the stylus holder.

Reproducer. Martin Jones, Philadelphia, Pa., assignor of one-half to Joseph S. MacLaughlin, same place. Patent No. 1,415,361.

One object of this invention is to provide a sound box or reproducer for talking machines which shall be capable of so affecting the sound waves as to produce the required volume of sound without being as heavy as is at present the practice. By reason of the resulting lightening of the reproducer structure there is a reduction of the pressure upon the record and a consequent increase in the life of the latter.

The invention also contemplates a novel arrangement and form of intermediate diaphragm whereby the above noted desirable results are obtained and also a construction whereby vi-



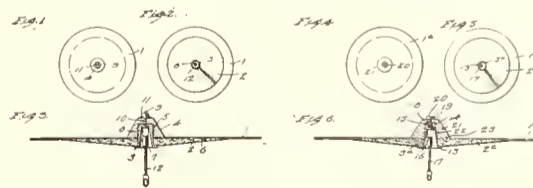
bration of the body of the box is prevented or damped, as are also certain objectionable metallic noises commonly produced when records of a certain class are played.

Figure 1 is a plan of a sound box or reproducer constructed according to the invention. Fig. 2 is a vertical section on the line 2—2, Fig. 1; and Fig. 3 is a plan of the auxiliary diaphragm forming part of the invention.

Diaphragm Attachment. Joseph E. Jones, Waltham, Mass. Patent No. 1,415,360.

This invention relates to diaphragm attachments, especially designed for use in connection with such diaphragm construction as used upon the Edison phonograph.

Another object of this invention is the production of a very simple and efficient means for attaching the cord to the diaphragm in such a manner as to permit the cord to be released



from the diaphragm when so desired and replaced should occasion arise.

Figure 1 is a top plan view of the diaphragm. Fig. 2 is a bottom plan view thereof. Fig. 3 is a central transverse sectional view through the diaphragm. Figure 4 is a top plan view of a modified form of the diaphragm which will be known as the friction cone construction. Fig. 5 is a bottom plan view of the diaphragm attachment shown in Fig. 4, and Fig. 6 is a central transverse sectional view through the diaphragm.

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Advance RECORD BULLETINS for August, 1922

COLUMBIA GRAPHOPHONE CO.

Table listing Columbia Graphophone records including Symphony Records (e.g., Blue Danube Waltz, Would God I Were the Tender Apple Blossom) and Popular Songs (e.g., Kinky-Koo, Kinky-Koo, I Love Her, She Loves Me).

VICTOR TALKING MACHINE CO.

Table listing Victor Talking Machine records including Popular Songs (e.g., Stumbling, Coo-Coo), Dance Records (e.g., Lonesome Mama, Moon River), and Vocal and Instrumental Records (e.g., Violets, Giannina Mia).

RED SEAL RECORDS

Table listing Red Seal Records including Lucrezia Bori, Emilio de Gogorza, Mischa Elman, Flonzaley Quartet, and others.

EDISON DISC RE-CREATIONS

Table listing Edison Disc Re-creations including Spagoni's Wedding Jubilee, Polonaise Militaire, My Melancholy Baby, and others.

Table listing records including Duke Rogers, Criterion Quartet, The Homestead Trio, and others.

BRUNSWICK RECORDS

Table listing Brunswick Records including Mamma Mia Che Vo Sape, A Vuchella (A Little Posy), and others.

AEOLIAN CO.

Table listing Aeolian records including Coo-Coo (Al Jolson-Bud DeSylva), Romany Love, Deedle-Deedle Dum, and others.

EDISON BLUE AMBEROL RECORDS

Table listing Edison Blue Amberol records including Pick Me Up and Lay Me Down in Dear Old Dixieland, The Laughing Girl Has Her Picture Took, and others.

ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 147)

- Whenever You're Lonesome—Duet—Orch. Acc., Thomas-West
- 1079 Smilin' Through—Tenor Solo—Orch. Acc., Sam Ash
Annie Laurie—Contralto Solo—Orch. Acc., Nevada Van der Veer
- 1080 O'Reilly, I'm Ashamed of You—Tenor Solo—Orch. Acc., Billy Clarke
Oogie Oogie Wa Wa—Tenor Solo—Orch. Acc., Bert Trever
- 1061 Pick Me Up and Lay Me Down in Dear Old Dixieland—Tenor Solo—Orch. Acc., Bob White
California—Quartet—Orch. Acc., Stellar Male Quartet
- 1084 Little Red Schoolhouse—Duet—Orch. Acc., Thomas-West
I Wish There Was a Wireless to Heaven—Tenor Solo—Orch. Acc., Sam Ash
- COMEDY RECORD
- 2045 Cohen Listens to the Radio—Comic Monolog, Monroe Silver
Cohen at the Movies—Comic Monolog, Monroe Silver
- VIOLIN RECORDS
- 2046 Souvenir (Drdle)—Violin Solo—Piano Acc., Margaret Lorenzo
Valse Bluette (Drigo)—Violin Solo—Piano Acc., Margaret Lorenzo
- 2047 Viennese Popular Song—Violin Solo—Piano Acc., Margaret Lorenzo
Little Song (Deuxieme Cansonette) (A. d'Ambrosio)—Violin Solo—Piano Acc., Margaret Lorenzo
- HAWAIIAN RECORD
- 2048 My Old Kentucky Home—Medley Hawaiian Guitars, Ferera-Franchini
Sweet Hawaiian Girl of Mine—Hawaiian Guitars, Ferera-Franchini
- PIANO SOLO
- 2049 Kitten on the Keys—Piano Solo, Vi Palmer
Poor Buttermilk—Piano Solo, Vi Palmer

REGAL RECORDS

- DANCE RECORDS
- 9320 South Sea Moon (Follies 1922)—Fox-trot, Glantz and His Orchestra
(J'En Ai Marre) (It's Up to You)—Fox-trot, Glantz and His Orchestra
- 9321 Lovable Eyes—Fox-trot, Eddie Davis Orchestra
El Calendario Del Ano—Fox-trot, Majestic Dance Orchestra
- 9322 Nobody Lied—Fox-trot, Stellar Saxophone Sextet
Gee, but I Hate to Go Home Alone—Fox-trot, Stellar Saxophone Sextet
Vocal Chorus, Arthur Hall
- 9323 Sweet Indiana Home—Fox-trot, Hollywood Dance Orchestra
Coo-Coo—Fox-trot, Hollywood Dance Orchestra
- 9324 Do It Again—Fox-trot, Regal Dance Orchestra
Cavalleria Rusticana—Fox-trot, Regal Dance Orchestra
- 9325 Deedle, Deedle, Dum—Fox-trot, Original Memphis Five
- POPULAR VOCAL RECORDS
- 9326 Why Should I Cry Over You?—Tenor Solo—Orch. Acc., Arthur Hall
I Wish There Was a Wireless to Heaven—Tenor Solo—Orch. Acc., Sam Ash
- 9327 Little Red Schoolhouse—Duet—Orch. Acc., Thomas-West
Whenever You're Lonesome—Duet—Orch. Acc., Thomas-West
- 9329 Smilin' Through—Tenor Solo—Orch. Acc., Walter Scanlan
I Hear You Calling Me—Tenor Solo—Orch. Acc., Walter Scanlan
- COMEDY RECORD
- 9328 Cohen Listens to the Radio—Comic Monolog, Monroe Silver
Cohen at the Movies—Comic Monolog, Monroe Silver
- STANDARD RECORDS
- 9330 Irish Medley Waltz—Part 1, Regal Dance Orchestra
Irish Medley Waltz—Part 2, Regal Dance Orchestra
- 9331 Dreamy Hawaii—Hawaiian Guitars, Ferera-Franchini

- Hawaiian Twilight (Hawaiian Guitars), Ferera-Franchini
- 9332 The Mocking Bird—Whistling Solo, Margaret McKee
The Song Bird—Whistling Solo, Margaret McKee
- 9333 Medley of Country Reels—Violin Solo, Michael Donovan
Medley of Country Jigs—Violin Solo, Michael Donovan
- VIOLIN SOLOS
- 9334 By the Brook, Margaret Lorenzo
Swing Song, Margaret Lorenzo
- 9335 Meditation From Thais, Milan Lusk
Humoresque, Milan Lusk

BLACK SWAN RECORDS

- POPULAR SONGS
- 14115 Ain't Got Nothing Blues—Soprano, Mary Straine
Fowler Twist, John P. Vigal
(Bobbie Lee and His Imperial Six)
- 14116 Honey Rose, Mamie Jones
Mandy 'n' Me, Mamie Jones
- COMIC MONOLOG
- 40002 The Dog, the Flea and the Bumble Bee, Archie Harrod
When Malindy Sings (Dunbar), Archie Harrod
- DANCE RECORDS
- 10068 Zowie—Fox-trot, Fred Smith's Society Orchestra
Arabia—Fox-trot, Fred Smith's Society Orchestra
- 10069 The Last Waltz, Henderson's Dance Orchestra
Jane—Fox-trot, Henderson's Dance Orchestra
- 10070 Spread Yo' Stuff—Fox-trot, Ethel Waters Jazz Masters
Snuggle—Fox-trot, Ethel Waters Jazz Masters
- INSTRUMENTAL
- 60002 Southern Dixie Medley—Banjo, Joe Briggs
Yankee Jigs—Real Old Southern Fiddler, Tony Gray
- HAWAIIAN RECORDS
- 25002 Dreamy Alabama, Kaluana & Brown
Drifting, Kaluana & Brown
- STANDARD VOCAL
- 18047 Can't You Hear Me Calling, Caroline—Tenor, Harry A. Delmore
A Dream—Tenor, Harry A. Delmore
- SACRED RECORDS
- 16057 Hallelu, Harrod's Jubilee Singers
Live Humble, Harrod's Jubilee Singers

CORSON OPENS FINE STORE

Music Merchant of Dalles, Ore., Handles Complete Line of Musical Instruments

DALLES, ORE., July 3.—One of the most attractive music stores in this section of the State is that of G. E. Corson, who recently opened a general music store in this city under the firm name of "Corson the Music Man." Mr. Corson is a firm believer in aggressive merchandising methods and the handling of the musical requirements of the people of his community with the aid of a representative stock. Among the instruments handled by him are pianos, player-pianos, stringed instruments of all kinds, sheet music and Brunswick phonographs and records.

A model example of unadulterated asininity is the fellow who sits in his store weeping salty tears because business is going to the dogs.

TRADE PROGRESS DURING 1922

Distinct Advances in Business Noted During First Half of Year, Says Dun's Review

The half-year just ended brought a distinct advance in business, with most of the gain in confidence and actual transactions achieved during the second quarter, says Dun's review of business conditions. Unsettled labor conditions in some industries have long been a detriment, curtailing operations and enhancing costs of production, and the railroad strike has greatly increased this uncertainty. Despite various drawbacks, however, recovery from previous depression has been substantial, if highly irregular, and many interests will be more active this Summer than was anticipated.

Interruptions from inventories and vacations will be experienced as usual, but there is clearly more work to be done this year and shutdowns will be less general and extended. A new and rather unexpected phase has arisen with the more frequent reports of labor scarcity in certain lines, the steel industry among them, and competitive bidding for workers is heard of in isolated instances. While there is still considerable idleness in different quarters more opportunity for employment is now afforded, and the public purchasing capacity would be measurably augmented if strikes were not present at coal mines and elsewhere. Such disputes invariably retard progress, though they may not wholly check it, and their effect on primary market prices is plainly visible in the existing situation.

MUSICAL MUSEUM CHARTERED

A provisional charter has been granted to the American Museum of Musical Art by the regents of the University of the State of New York. The museum will be located in Brooklyn, N. Y. The aims of the organization are to diffuse knowledge of the history and production of music; to preserve objects of interest relating to music and to maintain a building suitable for the service of the institution.

The Cammack Co., dealer in musical instruments, of St. Claire, Ill., has purchased a building in that village which it will occupy.

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ISSUE OF THE WORLD**

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The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.
Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.
Style 3 All parts of Tonearm and Reproducer are Plated.

No. 1 New Scotford Tonearm and Superior Reproducer . Nickel \$7.00 Gold \$ 9.00
No. 2 New Scotford Tonearm and Superior Reproducer . Nickel 7.75 Gold 10.00
No. 3 New Scotford Tonearm and Superior Reproducer . Nickel 8.50 Gold 11.00

Samples Prepaid at the Above Prices

*Write for Our
Specification Sheet and Quantity Price List*

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

NO PHONOGRAPH, even though it be Mr. Edison's latest achievement, can be quite complete, just as no rare gem can be quite perfect until a setting is produced that is worthy of it.



The settings of four New Edison Consoles in period designs are displayed on pages 30, 31.



THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, 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—Kipp Phonograph Co.

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 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.
Bahson Bros. (Amberola only).

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, August 15, 1922



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

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The Highest Class Talking Machine in the World

Sonora Makes Sales Where Others Fail



HEPPLEWHITE
PEMBROOK
\$165



BABY GRAND
\$200

Thousands of sales are lost by dealers who do not carry the Sonora. The prospects who say "they are not ready to buy", the purchaser who says she "will look around a bit further"—how large a percentage of these people could be turned into buyers if you offered them Sonora's exceptional tone and splendid values.

The Sonora has always been *built to sell and stay sold*. No possible advantage has been neglected. The new Sonoras have carried tone perfection beyond former dreams of possibility. The cabinets are soundly constructed and alluring in appearance. The exclusive features cannot be duplicated or equaled.

That Sonora makes sales where others fail is demonstrated regularly by the fact that so many big stores that have long held out are one by one becoming Sonora representatives.

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, President

279 BROADWAY

NEW YORK

Canadian Distributors: I. Montagnes & Co., Toronto

The Easiest Portable to Sell

It's never "too late in the season" to sell the Sonora Portable. At \$50 it represents such a wonderful value that it sells regardless of seasons—and a Portable owner is a good prospect for a larger Sonora.



The Talking Machine World

Vol. 18. No. 8

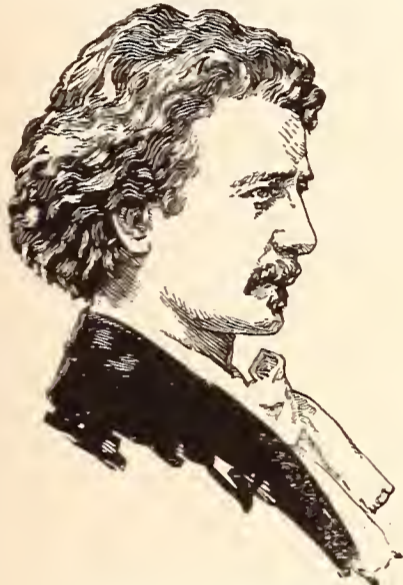
New York, August 15, 1922

Price Twenty-five Cents

PADEREWSKI TO MAKE CONCERT TOUR

Famous Pianist and Statesman Will Give Limited Number of Recitals Next Winter—Is Again in Evidence in the Record Field

The members of the talking machine trade will receive with no small degree of pleasure the news that Ignace J. Paderewski, the world-renowned pianist and former Premier of Poland, his native land, has decided to re-enter the concert field next Winter, following his return from Europe. He will be heard in a limited number of concerts in the United States and Canada



Ignace Jan Paderewski

through the medium of his favorite piano, the Steinway.

For some years it had been assumed that his artistic career in the musical field was at an end, but previous to his departure for Europe early this month, after a long rest at his ranch in California, he permitted it to be known that he would again be heard in concert, much to the delight of millions of admirers. Paderewski is one of the unique characters of history, being composer, pianist and statesman, in each of which posts he has scored a success.

Paderewski is represented in the Victor catalog by seven records which he made shortly before he assumed the troublous paths of leadership as Premier in 1917.

It is pleasing to note, however, that in the September Victor list Paderewski is again in evidence with a record of his own Nocturne in B Flat. This, the first Paderewski record in many years, is significant. It may be expected that the great pianist will reach his admirers through other records now that he chooses to resume his great role in the world of music.

LEONARD WITH COLLINGS & CO.

Joins Traveling Staff of Newark Distributors—Business Shows Improving Trend

Ernest C. Leonard was recently added to the traveling staff of Collings & Co., the well-known Victor distributors, of Newark, N. J. He will divide up the territory with David Roche and A. J. Wilckens, who already represent the Collings firm.

Harold J. Lamor, manager of the sales and order departments of the company, in a chat with *The World*, stated that July business showed much increased activity. The sales campaign recently inaugurated by the Collings firm received a gratifying response from the dealers in the territory in which they serve and indications, seemingly, are that business for the balance of the year will show increasing gains.

Put yourself in your customer's place occasionally and watch results.

OUR EXPORTS OF TALKING MACHINES

Exports and Imports of Talking Machines and Records Show a Decreasing Tendency as Compared With Last Year—Our Buyers

WASHINGTON, D. C., August 10.—In the summary of exports and imports of the commerce of the United States for the month of May, 1922 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during May, 1922, amounted in value to \$29,688, as compared with \$61,370 worth which were imported during the same month of 1921. The eleven months' total ending May, 1922, showed importations valued at \$492,302, as compared with \$733,520 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 3,736, valued at \$141,513, were exported in May, 1922, as compared with 2,564 talking machines, valued at \$115,000, sent abroad in the same period of 1921. The eleven months' total showed that we exported 34,387 talking machines, valued at \$1,392,206, as against 65,330 talking machines, valued at \$2,951,283 in 1921.

The total exports of records and supplies for May, 1922, were valued at \$110,598, as compared with \$212,986 in May, 1921. The eleven months ending May, 1922, show records and accessories exported valued at \$1,385,331; in 1921, \$2,817,134.

The countries to which exports were made in May and the values thereof are as follows: United Kingdom, \$11,515; Canada, \$42,334; Central America, \$4,232; Mexico, \$13,526; Cuba, \$2,328; Argentina, \$7,827; Chile, \$150; other South American countries, \$9,603; China, \$3,485; Japan, \$7,897; Philippine Islands, \$1,394; Australia, \$16,985; other countries, \$20,237.

WHY NOT A NATIONAL RECORD WEEK LATE THIS FALL?

Time for Vigorous Action by Talking Machine Retailers to Develop Trade—Must Arouse the Interest of the Buying Public in Their Line—Live, Persistent Campaign Needed

Record trade has been quiet. Whether this is due to the indifference of the public, or the dealer, is a question for the doctor to decide. The fact remains that the Fall will soon be with us, and it is time for dealers to wake up to a realization of the fact that records must be sold—that a new interest must be revived in their wonderful merits as one of the greatest entertainers in history.

A year or more ago when the automobile business was so dull that many dealers talked of retiring from the field what did the leaders in that industry do to stimulate interest? Did they arrive at the conclusion that the public was oversold on automobiles? No, they just started a campaign to show the essentiality of the automobile and they stuck at their guns until they converted the public back again to the greatest demand for automobiles in history.

Now, we are not selling automobiles, or buying them, but what was done by the automobile people can be done by the record people if a real, earnest effort is made. The manufacturers and jobbers can do their share, but the dealer, after all, is the man who must do the greatest amount of work, for he has the direct contact with the buyer.

Why not a National Record Week in one of the late Fall or early Winter months? Why not educate the public to the wonderful variety of records made and handled? To this end utilize the newspapers, the display windows, use special contest literature and inaugurate a live personal contact campaign by the sales force that will awaken the people to a realization of the great musical value of the talking machine

WOMEN DO THE BULK OF BUYING

Merchants Must Pay Attention to Details Which Please Fair Sex to Hold Patronage

The women of the Nation are the shoppers of to-day. Statistics from authentic sources show that in almost all lines of business by far the greater percentage of customers are women and even in those establishments classed as distinctly men's shops women do a large percentage of the buying for their men folks and practically all purchases for the home are first endorsed by the woman who rules it before the purchase is made.

With these facts in mind, there can be little doubt that the merchandiser of a product such as the talking machine must exert particular efforts to attract members of the fair sex to his establishment.

Now women are basically different from men in that they have and develop certain prejudices through little things which a man would never notice and if he did he would tolerantly pass by as irrelevant.

A few examples of the things which please women most are courtesy, cleanliness, artistic arrangement of stock and the appearance of the men or women in the store with whom they come in contact. No explanation concerning the achievement of these things is necessary. Anyone with a grain of sense and a little energy can accomplish them.

ELMAN MUSICAL ART CORP. FORMED

One of the most recent additions to the talking machine field of New York City is the Elman Musical Art Corp., which has been incorporated in this State, with a capital of \$500,000. M. S. and M. Elman are the incorporators.

Neglected Complaints Result in Loss of Trade and Considerable Harmful Publicity

The merchant, or salesman, who lets complaints go in one ear and out the other, unless the complainant is persistent enough to win attention as a means of keeping peace, is sometimes making a bigger mistake than he realizes, for a complaint, even if it is not justified, is like the plague, and, unless checked in the beginning, is liable to spread and cause irreparable damage.

A dealer handling a well-known line of machines and records was canvassing the residents of a select section of the city recently when he began to pick up a story of a man in that section who had purchased a machine of the same make he was selling and found it unsatisfactory. After several prospects had indicated their intention of buying another make of machine because of this man's experience the dealer felt it incumbent upon him to investigate the matter, even though he had not sold that particular machine.

He called upon the man from whom the complaint emanated and had to listen to a lengthy lecture regarding the deficiencies of the outfit before he could find the opportunity to explain that it was his desire not to sell another machine, but to inspect the one already installed and see what was the trouble. A cursory inspection showed that the reproducer was in bad condition, the diaphragm being cracked and the rubber gaskets being hard and unyielding.

He also found that one of the springs of the motor was broken, which formed the basis for the owner's complaint that the motor jumped and would not play more than two records without rewinding.

Under ordinary circumstances it would have been a simple matter to have explained the difficulties and arranged for the necessary repairs and adjustments, but the owner in this case maintained that the machine had been in that condition for a year and from within a week after it had been delivered. He had bought records for a time and told his dealer of the trouble, but the latter evinced little interest and the purchase of records stopped. Neither dealer nor his salesman had called at the house since the outfit was purchased.

It took some first-class salesmanship to prove to the machine owner that the case was an exceptional one and was due to the carelessness of one dealer rather than to any fundamental weakness

in the machine. Arrangements were quickly made for having the machine put in first-class playing condition, for which the owner agreed to pay. The result was general satisfaction all around.

The dealer who made the investigation told frankly why he had gone out of his way to look into the matter and the machine owner was quick to acquaint his friends with the service he had received and his satisfaction with the instrument after it had been repaired. The direct results of the investigation were the listing of a new record customer in the person of the ma-

Complaints Offer an Opportunity for Service Which Will Result in Business Expansion and Profits

chine owner in question, the sale of a number of machines to his friends and, finally, to the checking of a complaint that had threatened to cause many hundreds of dollars of loss to at least one talking machine manufacturer and his dealers.

It happens frequently that a talking machine dealer is faced with unjust complaints and his patience is sorely tried in meeting demands that are frankly ridiculous, but at the same time every complaint should be looked into regardless of how unfair it may appear on the surface.

It happens frequently that a machine owner, and particularly a new one, grows quite enthusiastic over the instrument and champions its qualities among his friends, but it happens just as frequently that the owner becomes dissatisfied and blames his particular make of machine indiscriminately for his dissatisfaction and then proceeds to tell his friends and the world at large just how rotten the product is in his estimation.

There is no worse sales killer in the world than one of these individuals with a grudge and if he can be headed off, even at an expense of time and money out of proportion to the value of his individual trade, the talking machine dealer is really accomplishing something. He is saving future business.

It does not always mean that the dealer must not show firmness in dealing with those customers who are unquestionably unjust and perhaps fraudulent in their claims. Firmness is most desirable where it appears necessary in handling a complainant, but the main thought is to look into the complaint in every instance. It is the neglected complaint that kills the budding sales.

JOHN ELLIOT CLARK CO. EXPANDS

Well-known Salt Lake Victor Distributor Takes Over Orton Bros. Wholesale Victor Interests in Montana Territory—An Important Move

BUTTE, MONT., August 5.—The John Elliott Clark Co., of Salt Lake City, has taken over the agency for the Victor Talking Machine Co. and has given to Butte a new wholesale Victor house, to be located at 224 South Main street. The agency was formerly handled by Orton Bros., Butte music dealers, who for years served the merchants of Butte and Montana with Victor goods in the wholesale department.

The John Elliott Clark Co. is now the exclusive wholesale distributor for the Victor people in this territory. The Salt Lake City house of this concern is one of the largest in the West, and it is purposed to make the new local firm one of the leaders in point of service in that field.

Orton Bros. will continue to handle the Victor line of talking machines and records for the retail trade.

BALLOONS BRING PUBLICITY

St. Louis, Mo., August 3.—Bauer's Music House, one of the live-wire Victor dealers of this city, is gaining considerable publicity through the medium of toy balloons with the firm name and a brief message upon them. The balloons are given to automobilists and children. The firm is also featuring its library of foreign records by consistent advertising.

THE TALKING MACHINE'S HELPMATE



NYACCO Albums Aid Fall Business

Right Price, Service, Increased Sales, Quality, Strength and Durability—all are found in NYACCO albums.

These qualities mean dollars and cents to you. Plan now for your fall business. Plan to sell NYACCO albums this fall. NYACCO albums make satisfied customers and develop reorders.

Write us for quotations and prices—Today.

A beautiful colored display card mailed upon request. JOBBERS and DISTRIBUTORS—How many do you want?



The Only Loose-Leaf Record Album on the Market

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
174 Tremont St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.

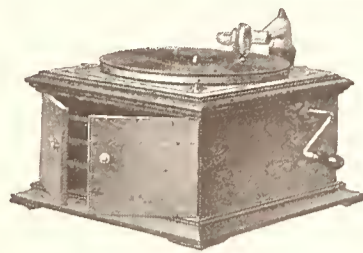
Victor supremacy is the supremacy of performance

Of performances 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.

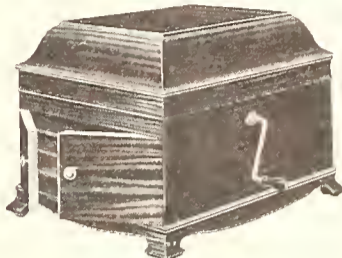
Victor Wholesalers

- Atlanta, Ga.....Elyea Talking Machine Co. Phillips & Crew Piano Co.
- Baltimore, Md.....Cohen & Hughes E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
- Birmingham, Ala...Talking Machine Co.
- Boston, Mass.....Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
- Brooklyn, N. Y.....American Talking Mach. Co. G. T. Williams Co., Inc.
- Buffalo, N. Y.....Curtis N. Andrews Buffalo Talking Machine Co., Inc.
- Burlington, Vt.....American Phonograph Co.
- Chicago, Ill.....Lyon & Healy The Rudolph Wurlitzer Co. Chicago Talking Machine Co.
- Cincinnati, O.....Ohio Talking Machine Co. The Rudolph Wurlitzer Co.
- Cleveland, O.....Cleveland Talking Machine Co. The Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsit Co.
- Dallas, Tex.....Sanger Bros.
- Denver, Colo.....The Knight-Campbell Music Co.
- Des Moines, Ia.....Mickel Bros. Co.
- Detroit, Mich.....Grinnell Bros.
- Elmira, N. Y.....Elmira Arms Co.
- El Paso, Tex.....W. G. Walz Co.
- Honolulu, T. H....Bergstrom Music Co., Ltd.
- Houston, Tex.....The Talking Machine Co. of Texas
- Jacksonville, Fla..The French Nestor Co.
- Kansas City, Mo....J. W. Jenkins Sons Music Co. The Schmelzer Co.
- Los Angeles, Cal....Sherman, Clay & Co.
- Memphis, Tenn.....O. K. Houck Piano Co.

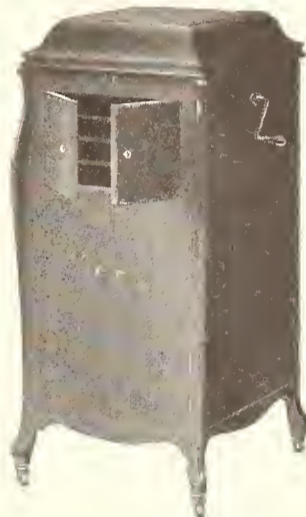
- Milwaukee, Wis....Badger Talking Machine Co
- Minneapolis, Minn..Beckwith, O'Neill Co.
- Mobile, Ala.....Wm. H. Reynolds
- Newark, N. J.....Collings & Co.
- New Haven, Conn...The Horton-Gallo-Creamer Co.
- New Orleans, La....Philip Werlein, Ltd.
- New York, N. Y....Blackman Talking Mach. Co. Emanuel Blout. C. Bruno & Son, Inc. Charles H. Ditson & Co. Knickerbocker Talking Machine Co., Inc. Musical Instrument Sales Co. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co.
- Oklahoma City, Okla.....Oklahoma Talking Machine Co.
- Omaha, Nebr.....Ross P. Curtice Co. Mickel Bros. Co.
- Peoria, Ill.....Putnam-Page Co., Inc.
- Philadelphia, Pa....Louis Buehn Co., Inc. C. J. Heppie & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
- Pittsburgh, Pa....W. F. Frederick Piano Co. C. C. Mellor Co., Ltd. Standard Talking Mach. Co.
- Portland, Me.....Cressey & Allen, Inc.
- Portland, Ore.....Sherman, Clay & Co.
- Richmond, Va.....The Corley Co., Inc.
- Rochester, N. Y....E. J. Chapman Co.
- Salt Lake City, U...The John Elliott Clark Co.
- San Francisco, Cal..Sherman, Clay & Co.
- Seattle, Wash.....Sherman, Clay & Co.
- Spokane, Wash.....Sherman, Clay & Co.
- St. Louis, Mo.....Koerber-Brenner Music Co.
- St. Paul, Minn.....W. J. Dyer & Bro.
- Syracuse, N. Y....W. D. Andrews Co.
- Toledo, O.....The Toledo Talking Machine Co.
- Washington, D. C...Cohen & Hughes E. F. Droop & Sons Co. Rogers & Fischer



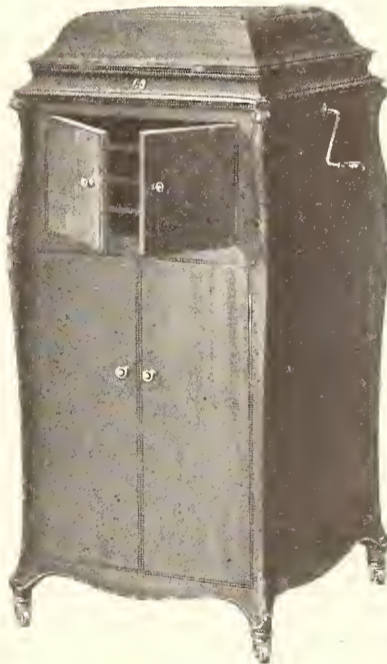
Victrola VI, \$35 Mahogany or oak



Victrola IX, \$75 Mahogany or oak



Victrola No. 100 \$150 Mahogany, oak or walnut



Victrola No. 120 \$275
Victrola No. 120, electric, \$315.00 Mahogany or oak



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company

Camden, New Jersey

How Continuous, Intelligent Advertising Has a Tremendous Trade-Making Influence

The inclination toward a general let-down in business activities during the Summer that apparently affects so many members of this and other industries frequently extends to the advertising and the result is a curtailment of publicity of all kinds during the heated season that is not only unwise but actually means money lost. No merchant with the average run of trade would think of closing his store for three or four months in the year and then be faced with the subsequent problem of winning back his customers from competitors who kept right on doing business, and yet that same merchant, or manufacturer, for that matter, will discontinue or cut down his advertising when what he accepts as the dull period of the year approaches.

Many erstwhile liberal advertisers fail to realize that when their advertising campaigns are stopped or curtailed for even a comparatively short period they are checking the business momentum developed by the advertising already done and are losing much of the value of the previous advertising. In fact, the loss in that direction may come close to offsetting any actual cash saving through a temporary discontinuance of the campaign.

The fact that in many sections of the country 20 and 25 per cent of the merchants are doing close to 80 per cent of the business affords striking proof of what happens when the majority of retailers apparently accept things as they come and rest on their oars while waiting for improved conditions. The retailer who advertises consistently and persistently throughout the so-called dull months, even though he may not use the volume of space warranted during the pre-holiday season, is keeping up with the procession,

and although the direct results may not seem to be large he is at least holding his own with competitors, keeping fairly active, and is maintaining his status among the merchants of his community against the time when that status will mean real patronage.

The modern advertiser doesn't insert his copy spasmodically as the spirit moves him, but makes his appropriation intelligently and lays out his

Curtailed Advertising Checks the Business Momentum Developed by Advertising Already Done

entire campaign for the year so that he knows just about what proportion of his overhead will be devoted to advertising. In this campaign every month in the year is properly taken care of, with special attention, of course, given to those months when extra selling effort is warranted, as, for instance, the Fall and pre-holiday period. Under this plan there are no gaps left in the advertising throughout the year and the results are therefore calculated to be the more satisfactory.

That talking machine merchants recognize the fact that stock copy will not do for Summertime is evidenced by the increasing number of retailers who have been presenting sales arguments in their advertisements calculated to make a special appeal at this season. The arguments take various forms, but are all designed to overcome the tendency of certain elements to put off musical instrument buying until cool weather.

The business man should no more think of cutting out advertising at any period than he would think of closing down his establishment and taking the sign off the door. His advertising is what keeps his name before the community and the regularity with which it appears represents the power that influences prospective buyers who select his store from among several as the one to receive patronage when they reach the point where they are ready to buy.

Mark Twain's story of the spider that looked over the newspaper files to learn the address of a non-advertiser so he could go where his web would not be disturbed carries a moral that is just as true to-day as it was when the story was first told.

USES SONORA TO BROADCAST

The Sonora Phonograph Co. recently received a letter from the Delta Electric Co., of Worcester, Mass., reading as follows: "It may be of interest to you to know that this broadcasting station is using a Sonora and has had very satisfactory results. In fact, during one concert the tone of this instrument was so clear that it was difficult to convince listeners that we were using a phonograph."



Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

10th and Santee Sts., Los Angeles, California

N.W. Corner 13th and Glison Streets
Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.
Seattle, Washington

330 W. Sprague Ave., Spokane, Washington

Victor Victrolas—Victor Records—Victor Accessories

Sherman  Clay & Co.

Pacific Coast Distributors

Five Wholesale Depots for Your Convenience

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 90
\$125
Mahogany, oak or walnut

Chaliapin, Jeritza, Schipa, New York Philharmonic Orchestra — every new name added to the list of famous Victor artists further strengthens the position of every dealer in Victor products.



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or oak



Victrola No. 240
\$115
Mahogany or walnut



Victrola No. 260
\$160
Mahogany or walnut



Victrola No. 280
\$200
Mahogany or walnut



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company

Camden, New Jersey



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, AUGUST 15, 1922

PLANS FOR DEVELOPMENT OF FALL TRADE

WITHIN a few weeks vacationers will begin to flock back to their homes to settle for the Winter, and the season will arrive when talking machine dealers will find the opportunity for cashing in on the efforts and advertising of the Spring and Summer months and realize sales in increasing numbers.

Of particular interest this year has been the great volume of business done in portable talking machines of various types. A number of dealers have been frank to declare that the sale of portables, and the records that go with them, have proven their salvation during the Summer months. As talking machine values go the sale of a portable model does not represent a big transaction in itself, but it has a double value that should not be overlooked, because, for every portable model that is sold to the owner of a large cabinet machine, there are probably two sold to those who own no other machine. Therefore, it behooves the retailer to comb over his list of purchasers of portable machines very thoroughly with the idea of interesting them in larger models for installation in their permanent residences.

The idea is not a new one in any sense, as for years dealers have sold small models of machines with the idea of exchanging them for large cabinet types when the interest of the purchaser had been aroused to the proper pitch. There is no question but that many portable machines have acted as missionaries in acquainting individuals with the musical possibilities of the talking machine and accompanying records, and this new appreciation is ready to be capitalized by the retailer who understands it and follows it up energetically. In other words, the list of buyers of portable machines does not represent a list of closed machine accounts, but rather a prospect list for larger sales.

KEEPING THE BUSINESS HOUSE IN ORDER

CONDITIONS in the talking machine trade, and for that matter in business circles generally, during the past few months have been calculated to lend considerable importance to the question of dealer financing, and there has naturally been much discussion of this subject by the dealers themselves, as well as by manufacturers and wholesalers.

The question of financing retailers who make a practice of selling on instalments has been a pertinent one in many lines of business,

and has only been partially solved in many instances owing to the credit conditions frequently involved.

The fact that instalment paper is often frowned on by bankers is not because it has little intrinsic value, but because the payments are so long drawn out that it means a tying up of the banker's money for a lengthy period, and represents an investment rather than a loan. This condition has prevailed particularly in the piano trade, where credit terms of from thirty to forty months or more are common.

A banker in discussing piano paper recently pointed out that bankers were not enthusiastic about long-time paper, but desired a quick turnover, despite the fact that his experience has shown that even long-time piano paper paid 100 per cent as a general rule if collections were carefully followed.

In the light of the experience of other industries, there appears to be no reason why talking machine dealers cannot keep their business houses in order and do business on terms that will make their instalment paper attractive to bankers. The average talking machine instalment contract is paid out within the year and in a goodly proportion of cases can be so arranged as to pay out within six months or so. While this business may not appeal to bankers quite as much as call loans, it nevertheless compares very favorably with the usual run of commercial paper.

Talking machine dealers have the advantage of seeing what long-term contracts have done to retailers in other fields, and can very easily make it a point to avoid those pitfalls and keep their credit terms within reason. Simply to charge interest on a long-term contract does not solve the problem, because that means the dealer himself is acting as banker. What he wants is to have his instalment paper in such shape that it represents a more or less liquid asset and attractive collateral.

The easing up of the financial and banking situation and the reduction of discount rates by Federal Reserve Banks is calculated to benefit the retail merchant who is doing an instalment business, but doing it conservatively and on a sound credit basis. He may perhaps in a pinch have to go to a discount company to tide him over, but the bulk of his paper, and ordinarily a sufficient amount to keep him going if he has adequate capital to start with, should be discounted by his regular bank. Where there is lack of capital at the outset, there are few financing plans that will bring relief except at a premium almost prohibitive.

The talking machine dealer handling nationally known and established lines of machines and records has substantial collateral in his good will and franchise rights, as well as in his instalment contracts. If his business ability and integrity will stand the test, it is to be assumed that he has a genuine opportunity to build up and maintain a substantial volume of business under the protection of definite selling rights. He is dealing in a product that ordinarily suffers little, if any, fluctuation in value, and if he deals with his customers on a sound credit basis his standing with the bank should be assured.

The danger lies in offering extravagant and unsound terms in an anxiety to increase sales volume without giving thought to the individual financing problems of the immediate future.

WEDDING THE FILM AND "TALKER" RECORD

ON several occasions during the past year or so there have been published reports of more or less successful attempts to produce talking moving pictures, through the synchronization of the motion picture film and the talking machine or through some of the several announced systems for registering sound waves on the motion picture film itself through the medium of light.

The talking machine trade is naturally interested in those projects for the reproduction of talking pictures that make use of the talking machine in its present state or in some specially developed form. But the trade should also be interested in the other experiments being made, especially those concerning the photographing of sound waves, which may be expected, if carried out to a successful conclusion, to have some direct or indirect effect upon talking machine record production of the future.

At the present time the talking machine record in its accepted form has reached an acknowledged high state of development, but even the most enthusiastic will hesitate to declare that the final point of perfection has been reached. If no improvement in records or recording systems were to be expected in the future the industry would be in a bad way, for there would be nothing to look forward

to. Hence experiments in sound recording and reproduction, along whatever line they are conducted, are of interest to the trade, not so much for what they offer at the present time as for the possibilities they hold for the future of the industry.

JUSTIFICATION FOR TRADE OPTIMISM

THOSE who see a substantial improvement in business for the next Fall and Winter are likely to find justification for their optimism in the reports of the many retail concerns which have been, and are, spending many hundreds of thousands of dollars in the aggregate to enlarge and remodel their quarters in anticipation of the business to come.

It is all very well to talk about a possible improvement in business conditions, and to tell the other fellow just how good things look, but when an individual or concern goes to the extent of investing hard cash in new and better equipment to take care of better business there must be something substantial upon which to base future calculations.

It is significant that practically all the moves reported in the trade are towards expansion and improvement. Those who have "given up the ghost," or who have resorted to a policy of conservatism, are so far in the minority as to be insignificant, which is an added reason for the prevailing feeling that a much healthier condition may be expected.

RETAILERS MUST BE AGGRESSIVE TO WIN

AT no time in history was it so necessary to be aggressive in the retail field as to-day. The dealer or dealers who are going to command the largest measure of success are those who are giving serious thought to the question of presenting their establishment and the product which they handle to the public in a manner to invite its support and confidence. There has been a slowing down of things in the talking machine field, largely because there has been a slowing down of effort on the part of the trade.

The World has recorded time and time again that where individual dealers have made extraordinary efforts to get after trade they have been successful. This has been done without any sacrifice of prices or special sales. Business has been developed by recourse to

unusual methods of personal contact—by analyzing the conditions prevailing in the dealers' territory and becoming acquainted with the people who have as well as those who have not machines in the home.

Dealers must get away from the idea that trade is coming their way without effort. It is not. Those days are past and he who succeeds to-day is the man who is getting out of the beaten track and building up his trade by methods that are out of the ordinary. Thinking men, not automatons, are going to win the largest measure of success the coming Fall and Winter.

RADIO APPEAL IS ON BASIS OF MUSIC

A FACT in connection with the selling of radio equipment that has not escaped the attention of those who are interested in the possible effects of the existing radio craze on the sale of musical instruments is that in the great majority of cases the appeal to the buyers of radio receiving sets is made on the basis of music.

A member of the trade who has had considerable experience in radio is authority for the statement that the men who have to do with the selling of radio equipment have practically abandoned most of the arguments looking to the sale of receiving sets except that based upon the class of music broadcasted and which the owner of a set can listen to in his own home.

It has been found that the average fan is not enthusiastic over the fact that he can listen to lectures on the care of infants or of hogs or reports of crop conditions and of the weather, by means of the radio. Even the fact that news is broadcasted apparently means little to the average man unless it be, perhaps, the scores of baseball games or the results of prize fights. What gets an immediate response is the statement that certain groups of artists, whether classical or jazz, are playing at broadcasting stations.

So long as music holds such a high place in the radio world; so long as the chief appeal to the purchaser of radio equipment is that of music he can hear, sellers of musical instruments need fear no permanent harm to their business. Whether the music merchants as a class will eventually act as distributors for radio equipment is beside the question. The thing that should interest them most is whether radio is going to injure or help their business, and in the long run it may be expected to prove beneficial rather than otherwise.

Victor Scholars

Pearsall Service is an essential part of Good Selling.

Ask any Pearsall dealer—he will tell you.

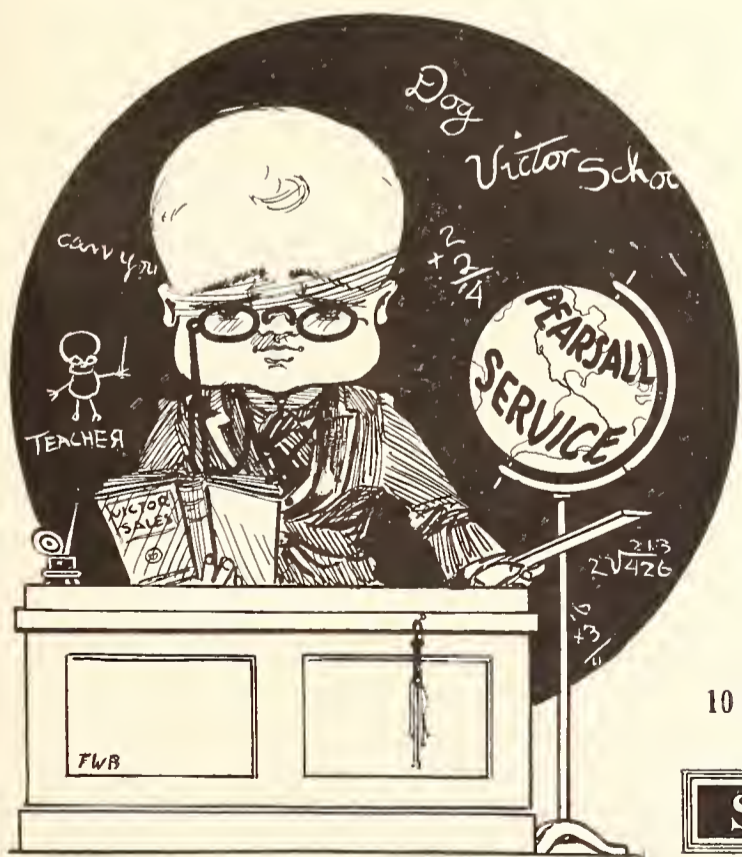
"Desire to Serve—Plus Ability"

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



Getting Out of the Beaten Path in Making the Effective Selling Appeal :: By W. Bliss Stoddard

In the Summer there are bound to come some dull days—people are away on vacations, and those at home do not want to venture out in the heat unless it is absolutely necessary. Instead of sitting back and waiting for business to revive, Cline Vick, of Carterville, Ill., goes after the trade that refuses to come to the store. On dull days Miss Griggs, the saleswoman in charge of the talking machine department, selects a few records from her stock, places them in an envelope, takes along the general record catalog, with the latest monthly supplement, and starts out. She makes up a list of persons to be visited before starting out, selecting her records according to the class she intends to visit. For example, if she intends to call on old women she takes religious and old-time songs; if middle-aged people, she takes both old and new selections, but of a conservative nature; while if she intends to visit young matrons she takes the liveliest dance music and the snappiest songs from the new musical shows. She calls only on those she knows possess a talking machine and rarely returns with orders for less than ten records. She makes it a point to do all her calling in the afternoon, as she figures the average woman will have her housework over and be in a more receptive mood by that time. She never goes out on Saturday or Monday, the busiest days of the housewife. If she gets a call for a record she does not have with her she makes a note of it and the store delivers it the following morning. Being of a pleasing personality these personal calls put the store before the public in a very favorable light. Even when no purchase is made much good is accomplished, for Miss Griggs leaves her card with the phone number of the store printed on it,

and suggests that the patron call her up when records are needed for special occasions.

Appealing to Sentiment

The McKelvey Co., Youngstown, O., has been very successful during the past few months in arousing interest in records by means of circular letters which it sends out at intervals. Like all live-wire concerns, it has a complete list of all purchasers of records and at intervals Mr. Dan-

Constructive Selling Appeals by Well-known Dealers Which Are Entitled to Consideration and Emulation

forth, the manager, picks out some new record, writes a human interest story about it, and mails the letter to everyone on the list. The entertaining manner in which the selection is talked about results in many requests that it be sent out, and in all events it keeps the firm and its records constantly before all lovers of the talking machine and causes them to instinctively drop into that store when in need of new records.

Getting the Trade of Music Students

All music teachers and students realize that

proper interpretation of a piece of music is one of the greatest elements of success, and it is strange that more dealers have not seized upon this phase of phonograph publicity. By the use of talking machine records the best music of every period, sung by the greatest artists, is as available for the student in the smallest hamlet as in the largest city. Several of the live-wire dealers have thought of this, and the way in which they have worked up a big music student trade should prove of interest to others. In talking to a special class newspaper advertising is of little value—or rather it is an expensive manner of reaching them—and the firms who have given it careful consideration regard the carefully written circular letter as the best means of increasing business. This letter should be made as individual as possible, and the subject presented in an interesting manner. Two letters recently sent out by firms in different parts of the country might well serve as models which each dealer could adapt to suit his own particular clientele.

The first sent out by the Morehouse-Martens Co., Columbus, O., read as follows:

"Miss Dorothy Moore,

"1720 Devon Road, Columbus, Ohio.

"Dear Miss Moore: Knowing of your interest in vocalization or a well-trained voice, and fully appreciating the difficulty encountered in the training, it affords us much pleasure to offer the Oscar Saenger course for consideration.

"We sing a great deal by imitation; then, of course, the artist's own interpretation means much. We believe you could follow no better leaders in coloratura work than Galli Curci, Garrison or Tetrizzini. They all sing Charmant Oiseau from Perle de Bresil, each perhaps differently, yet from each you can get a splendid thought that you may apply to your own work.

"All the necessary technique and exercise for the development of perfect vocalization are provided and explained in Oscar Saenger's own school. Mr. Saenger is, and has been, the teacher of such artists as Althaus, Garrison, Jacoby, Rappold, Baker, Scott and Hempel. We know it to be a wonderful advantage to be able to possess these lessons.

"In our music room we have all of the Victor artists' records, and desire to give you such service as will enable you to enjoy and appreciate this much-prized course. Yours very truly,

"The Morehouse-Martens Co."

The second letter, sent out by the Victrola department of the Rosenbaum Co., Pittsburgh, Pa., read:

"Galli Curci said, 'The Victrola has been my greatest teacher.' With this statement in mind we wish to tell you of the real value the Victrola and Victor Red Seal records can be to the music teacher and student.

"By listening to the records of the Red Seal artists you can benefit by their masterful rendition of many of the world's famous compositions. You can study opera with Caruso, Melba, Farrar or Scotti; oratorio with Even Williams, Louise Homer, Witherspoon; concert songs with McCormack, Alma Gluck, de Gogorza, Galli Curci or Mabel Garrison; you can study violin with Heifetz, Kreisler, Elman, Maud Powell or Zimbalist; violoncello with Hans Kindler; piano with Paderewski, Cortot or Rachmaninoff.

"You can repeat their records as often as desired and, by playing over the part you are particularly interested in, become familiar with the artist's vocalization and interpretation.

"We extend an invitation to the music teachers, musicians and students of Pittsburgh to come to our Victrola department and make use of our large library of Victor records. We will gladly play any of them for you at any time. Yours very truly,

The Rosenbaum Co."

SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building Record Brush.

YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers

138 West 124th St.

New York City

PEERLESS ALBUMS

The Incomparable Medium—

RESPONSIBILITY

TALKING MACHINE DEALERS, as a class, have a reputation for being merchants. Too, they are looked upon as leaders in the community in cultural development along musical lines.

There is no other industry today in which so much educational enterprise is necessary, where so large a responsibility devolves upon a merchant to step out of his store and take an active part in the social and domestic affairs of his neighbors.

In this position it is an easy matter for the talking machine man to combine his altruistic and commercial endeavors and concentrate them upon one focal point—A RECORD LIBRARY IN THE HOME.

The PEERLESS RECORD ALBUM is the one incomparable medium for accomplishing notable results along these lines.

Phil Ravis



for a thousand and one different merchandising plans in connection with records. But there is one plan you can depend upon as offering the greatest opportunity for steady, constant sales. It is the *Home Record Library plan*.

To the consumer

PEERLESS

—the Album

Stands Steadfast and Reliable as:—

A protection to fine and expensive records.

A means of classification for the HOME RECORD LIBRARY.

An incentive to collect and preserve the world's best music.

A storage house for the overflow of records from the instrument cabinet.

To the talking machine dealer

PEERLESS

—the Album

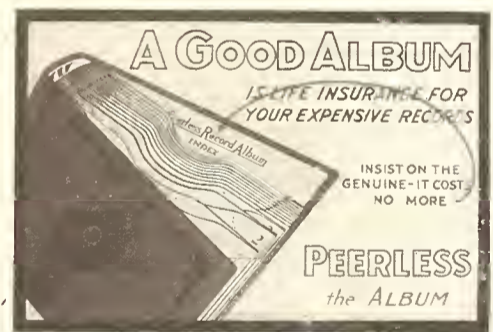
is an ever-ready business partner which means:—

An additional service to the patrons of your store.

An actually profitable item of constant demand.

An implanted idea which brings customers back to your store for more records.

An accessory as important to your business as rubbers are to the shoe man.



Display This Sign—It Will Sell Peerless Albums for You—Send for Yours at Once.

It Does Make - A Difference What Albums You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

PUT CAN'T IN THE CAN

By EDWARD FRASER CARSON

"I can't" gives up ere the fight begins,
In fear of the strife and stress.
"I can" will try. He may quit with a sigh.
But "I WILL" is INSURED SUCCESS.

I never have heard who the author was of the above, but that quatrain hits the nail squarely on the head. Cut it out. Paste it in your hat or over your desk. Read it once in a while. And Can the Can't.



Edward Fraser Carson

Don't think because you have failed ONCE that you never will succeed. Don't be discouraged. If things go wrong keep smiling and keep going. Keep going, keep at it even if you don't smile—though you will find it considerably easier if you do.

The greatest successes in the world have come because some man didn't know he was licked. Every time fate knocked him down he bobbed up serenely and took another wallop at it. And in the end he WON.

Edison, Whitney, Westinghouse, Wright, Stephenson, Columbus—in every line of endeavor, whether invention, discovery or otherwise—they all kept everlastingly at it. And to-day they have statues and streets and rivers and continents named after them—just because they put Can't in the Can.

In fact ALL of the really BIG THINGS of life are made possible only after repeated failure. For failure is the goal that drives genius on to its goal—SUCCESS.

And it is right that it should be so. Success wouldn't be worth while if it came without effort. What we get for nothing is seldom worth more than the price we pay for it.

Remember the story of Robert Bruce. Six times the Scottish leader had been defeated. Six times he had been forced to retreat. Six times he had failed.

Retiring from the last field of battle he stopped at a cottage to refresh himself and when resting

awhile he watched a spider spinning its web.

The spider would lower itself on the end of its web from the top of the door and then try to swing over to reach the jamb. Time and time again it failed. Six times its efforts were thwarted. But again it tried and the seventh time it succeeded.

Hope again thrilled the breast of the warrior. He had learned a lesson. Gathering his followers about him he bravely returned to the attack—and was victorious.

So runs the story. Maybe it is true. Maybe not. But that makes no difference. The lesson is there for him who reads to learn. You CAN succeed if you refuse to be beaten.

You may be a salesman, prize fighter, mail clerk or merchant—it makes no difference. You have your problems. Everyone has. You may oftentimes get discouraged. Often it may seem that the only thing to do is to lie down and quit. That is the time to do just the opposite.

No matter what your task may be you CAN succeed. And you WILL if you persist.

Don't be a quitter. Take pattern by the bulldog. Nothing can discourage him. He will fight as long as he has strength to stand. And even in dying he will close his jaws on his antagonist—and nothing can pry them loose but death itself. A kick only makes him more determined to put over the job he started out to do.

If you will only shoot often enough you are BOUND to hit the bull's-eye.

ALBUS CO. IN NEW QUARTERS

LOUISVILLE, KY., August 3.—The Albus Talking Machine Co. is now located in its new big store in the Commercial Hotel Building, where in quarters double the size of those formerly occupied a very attractive display is made of Strand console model talking machines and Okeh, Emerson and Gennett records. Mr. Albus has been in the business quite some years, and during the war did a large trade in the way of repairing for the great army of soldiers who were at Camp Taylor. The repair department, then as now, is in charge of Mr. Smith.

LOESER & CO. ADD RADIO STOCK

Popular Brooklyn Store Operates Fine Radio Department in Conjunction With Music Section—H. E. Erickson in Charge

A spacious radio department was recently opened by Frederick Loeser & Co., Fulton street, Brooklyn, N. Y., as an adjunct to their talking machine department. The new department is modernly equipped and is under the management of H. E. Erickson. The products of the Radio Corp. of America and Westinghouse radio supplies are handled.

In connection with the merchandising of radio outfits and supplies, Mr. Erickson stressed the necessity of service of a high order. "Nine out of every ten people entering this department do so for the purpose of making inquiries regarding the relative merits of the different outfits," said Mr. Erickson, "and it is up to those connected with the department to give out intelligent and courteous information because the inquirer of to-day may actually be in the market next week or the week following."

KEEPS MAILING LIST UP TO DATE

H. V. Beasley Music Co. Evolves Effective Plan for Keeping Mailing List Straight—Saves Waste and Unnecessary Expense

TEXARKANA, ARK., August 3.—The H. V. Beasley Music Co., 111 East Broad street, this city, Victor dealer, has evolved a simple and effective plan of determining whether prospects are interested in its line of instruments. A folder with a tear-off return postal was mailed to all persons listed as prospects. The text of the folder was in the form of a questionnaire, asking if the recipient were interested in a talking machine or records and to notify the concern promptly of any change of address. The response was good and from this the concern revised its mailing list, with the result that considerable time and money are now saved in the useless mailing of literature to disinterested persons.

RADIO BUGS HAVE HOUSE ORGAN

Organization Formed by Fay Luyster, Manager of Cline-Vick Victor Interests, Issues Snappy Little House Organ—Is Full of Pep

The Egyptian Radio Bugs, an organization composed of radio enthusiasts and those dealing in radio outfits and supplies, formed recently through the efforts of Fay Luyster, live-wire manager of the Victor department of the Cline-Vick Stores, which operate branches in a number of Illinois towns, with headquarters in Marion, have just issued the first number of a house organ, entitled Egyptian Radio Broadcasting News. The publication is well edited and contains live news pertaining to radio as well as club notes. Mr. Luyster is one of the most active and aggressive persons engaged in the merchandising of talking machines in the State of Illinois. Besides his duties in connection with the management of the Victor department of the Cline-Vick stores he edits the music section of one of the local papers.

RECORD SERVICE AIDS SALES

Victor Dealer Sends Selected List of Records to Customers for Try-out Each Month—Service Produces Very Satisfactory Results

SPRINGFIELD, ILL., August 2.—"A New Kind of Record Service" is the title of a small folder sent to customers by R. L. Berry, Victor dealer, of this city. These folders have been indirectly the means of increasing the record business of this concern. The message contained in the folder tells of the willingness of the concern to send to customers each month a special selection of records for a "try-out," with the privilege of exchange within two days. The record selection is suited to the taste of each customer.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Greater City Phonograph Co., INC.
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked
as the ease with which it sells.

"Sonora & Sales are Synonymous"

When Marconi heard the AERIOLA GRAND



© Underwood & Underwood

"It comes closest to the dream I had when I first caught the vision of radio's vast possibilities. It brings the world of music, news and education into the home, fresh from the human voice. It solves the problem of loneliness and isolation.

"The Aeriola Grand is at present the supreme achievement in designing and constructing receiving sets for the home—a product of the research systematically conducted by scientists in the laboratories that constitute part of the R C A organization."

G. Marconi

Perfect in Tone Quality—Easy to Manipulate

In tone quality, in simplicity of manipulation the Aeriola Grand is unrivalled. A child can snap the switch and move the single lever that tunes the Aeriola Grand and floods a room with song and speech from the broadcasting station.

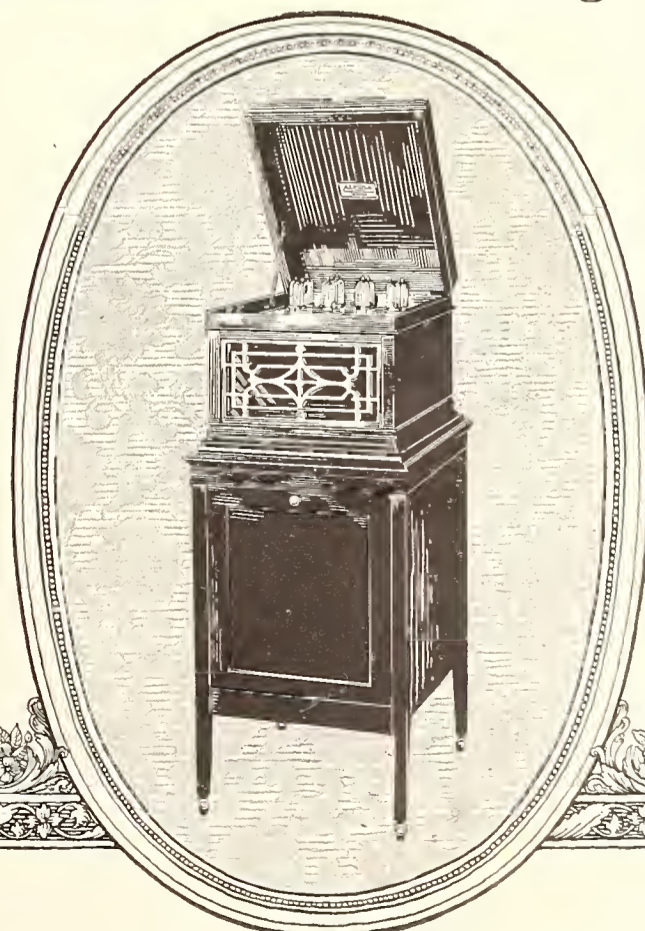
The Aeriola Grand is a product of

the research systematically conducted by the engineers of the Radio Corporation of America and the companies affiliated with it. Because it has been so carefully designed, because it embodies the approved principles of the foremost radio engineers, it will give pleasure for years after it has been purchased.

Backing the Dealer with National Advertising

The Aeriola Grand and other R C A receivers will be nationally advertised in the Saturday Evening Post, leading radio, electrical and musical magazines, and the principal newspapers of the country.

Think of this vast circulation, aggregating 10,139,000, and what it means to every R C A dealer with a stock of Aeriola Grands on hand.



There is a radio set for every purse — Retail prices range from \$18 up.

Aeriola Grand with stand Retail price \$350

Radio Corporation of America

WORLD WIDE WIRELESS

Sales Dept., Suite 2076
233 Broadway
New York City

District Office
10 South La Salle St.
Chicago, Ill.



Co-Operation of Sales Force Necessary to Insure a Larger Volume of Sales :: By F. V. Faulhaber

"Only by improving our methods can we hope to make more and easier sales," observed a talking machine dealer the other day. "It is not alone my own experience upon which I must rely; every individual salesman must play his part and be on the alert seeking and thinking about improvements which should make for better salesmanship."

Other talking machine dealers may be interested to know just what novel tactics this particular merchant is using in order to bring about improvements in his establishment. He distributes cards each day to the individual salesmen for the purpose of recording any new suggestions that may crop up. The salesmen are

also directed to jot down such remarks as may hint of further improvement in the store. Many of these suggestions and remarks, naturally, are based largely on the salesmen's observation while waiting upon different customers. Let us show specifically how this idea works out.

One salesman, during his experience in this store, has noticed that a certain customer dislikes to be accompanied to a booth while trying out a number of records. Well and good. That very fact may justify jotting down for the benefit of other salesmen who may not yet have waited upon that particular customer. He will jot down, for instance: "The tall, well-built chap, who usually comes in before noon, greeting

'Mornin'!', which we all can hear, dislikes to be bothered when trying out records. I usually sell more to this customer when I let him be by himself."

Another suggestion will be: "Mrs. Doring, who comes in here quite frequently, never buys any popular records and seems to show impatience when offered any, or when you discuss them. She dotes on classical pieces. I find that by showing her some old ones which she may have missed I make a hit with her, and many additional sales result. She delights in discussing classical pieces."

Then we have: "Never keep Mrs. Bardell, that stout woman, waiting for any records for which she inquires. She is very impatient. She usually comes in here, asking for about seven or eight records, which she has listed on a piece of paper. I give her the first one I find that she wants, then she makes a bee-line for a booth. The first few times she came in here I used to keep her waiting until I found those we had in stock which she had asked for, during which time she had indicated her restlessness and shown a tendency to grumbling."

Then we have the hint: "Let's have Barton (meaning the porter) unpack those cases in back of the store. A young lady nearly tore her dress on a nail protruding from a board at 10.50 to-day."

Who cannot see the possibilities in the foregoing suggestions? These cards are collected daily and during such times when the business is slowest a conference ensues relative to subsequent sales policies, discussing the various remarks and suggestions for the benefit of all, laying particular stress on the most important.

It will pay all the salesmen in the talking machine retail establishment to know that the customer who loudly greets "Mornin'!" wishes to try new records by himself; that Mrs. Doring wants to know nothing about popular pieces; that the stout Mrs. Bardell wants action, and that it is out of place for Barton, the porter, to unpack his cases in the front of the store. Herein are suggestions for other talking machine dealers.

USES TIMELY PUBLICITY

Pacific Coast Columbia Dealer Features Attractive Sales Message—Publicity Produces Sales

SAN PEDRO, CAL., August 5.—The San Pedro Furniture Co., of this city, Columbia dealer, recently carried an attractive full-page advertisement on the back cover of The Periscope, the official magazine for the United States Navy boys on the Pacific Coast. This advertisement was headed "How About Your Divisional Phonograph?" and featured a liberal offer to the sailors in order to encourage them to include a Columbia Grafonola as part of their divisional equipment.

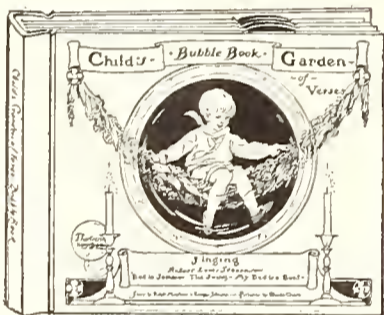
An interesting feature of this advertisement was the use of an illustration divided into four sections, entitled "The Demonstration," "The Sale," "A Friend for Life," and "Personal Delivery." The page attracted considerable attention and the San Pedro Furniture Co. received direct results from the use of this timely publicity.

ENJOYED VACATION AT LAKE PLACID

Amos E. Russell, manager of the talking machine department of the Cluett Store, in Troy, N. Y., and president of the Music Merchants' Association, of that city, has just returned from a very pleasant vacation spent at the Lake Placid Club, Essex County, N. Y. Mr. Russell reports a decidedly better condition in the record field, and is optimistic regarding trade generally for the Fall.



Two Good Reasons



Why Bubble Books Will Go Big This Fall

THE two new Bubble Books — No. 13, "Child's Garden of Verses" and No. 14, "The Chimney Corner"—just ready to ship, are going to help you to big Bubble Book sales this fall.

These splendid books will give new life to the whole line.

Display them. Talk them up. Start your public on the new books, and you'll find they will come back for the old ones, too.

BUBBLE BOOKS "that Sing"

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.

Successful Salesmanship in the Domain of Talking Machines and Records :: By Jos. T. Lange

[Joseph T. Lange, educational manager of System Magazine, talked on "Salesmanship and Selling Musical Merchandise" before the dealers who attended a recent meeting at the Knickerbocker Talking Machine Co., New York. His remarks are of more than usual interest and we are passing them along to our readers because of their general application to the development of sales in the talking machine business.—EDITOR.]

If business isn't good or if business is bad, it is because of a definite law that underlies it. There is one law of life and that is we must give if we would get. The sooner you recognize this law the sooner you will find business much better.

The best thing I can give you, outside, of course, of an order for Victrolas, and then I couldn't use more than one at a time, is ideas on how to serve the other fellow in order to get his business, and I will try to give you a short talk on this subject, near and dear to your heart.

Whether you are an owner or whether you are a clerk, there are only three things that any man can sell, and we are selling one or the other of them from the time we leave the cradle until we enter the grave. The first is the idea, the second, merchandise, and the third—service. Those are the only things any man can sell and we are engaged in selling one or the other of them all the time. If you are not as successful a merchant or salesman as you would like to be, or as others are, it is not the fault of the proposition, but the fault of yourself. You have failed in selling one of these three things.

Every normal being wants to succeed. If you are not succeeding you have failed to develop factors in yourself and instill them into your clerk or clerks.

Everything is a condition of the mind and has to do with the mind. There are plenty of men doing time in the prisons to-day who have a better brain than some of you or I have. They failed to develop the part of the brain where the sense of feeling is. The only physical factor has to do with endurance. If you are not succeeding, or if business isn't good with you, it would pay you to hesitate and analyze yourself or your business, or those who represent you in business, and you can tell in a jiffy why a clerk is succeeding or failing.

I assume you are all hustlers, reliable business men, all willing and all physically fit, with staying qualities, and I now want to talk upon the subject of your ability.

The only reason that you have for living, or that I have for living, is because we serve, and

in the proportion we give, in the same proportion we receive. If you give little you get little. The hobos are giving nothing; they are getting nothing. Some business men are giving very little; they are getting very little. In order to give with a view to getting you have got to develop yourself and multiply it into those who are working with you. You have got to develop head, hand and heart and then go into the business with a view to giving service to the people. Don't give poor service, give quality of service. You will get customers, which will mean money, contentment and growth as your reward.

Selling is a science, the same as medicine. Many men have never taken the trouble to find out what

may not come in right then to buy it. Selling is a study of the mind. As soon as the salesman pours something into the mind of the customer that pleases him, that results in the sale. Just as soon as you pour something into that customer's mind that he does not like or want he claps the lid right down and walks out and says, "I am not interested." The next step is desire. Thousands of people who have a desire to own a talking machine or automobile do not, because there has not been aroused in back of that desire as a result of the advertising anything to bring a definite motive. If your salesman could arouse in the minds of more of the customers who enter your store definite motives for their taking the action you would carry them all to the top, which is the making of the sale.

Four motives prompt a man to own a talking machine, or to do anything, even to committing murder. The first motive that prompted the action was the motive to gain or make money. If you can show people where they are going to earn in dollars and cents by owning a machine or anything else it would be easy to close a sale. I might buy a Victor machine to-day. I didn't buy it to satisfy gain because I couldn't sell it to-morrow for what I paid for it to-day. It was the merchant who gained in dollars and cents. I bought it to utilize. I purchased a Victor machine five years ago and have never spent a nickel on it since. The utility of that machine was very good. I bought a Victor because I wanted to get the best the market had, which suited my pride. You must play upon the pride of a prospect. That is another strong motive. John Wanamaker carries six million dollars' worth of insurance, which takes in all three motives mentioned, gain, utility, pride, as well as the fourth motive, and that is caution. None of us knows when we are going to kick in (to use a slang expression) and we buy insurance because we are cautious and to take care of those who are dependent upon us and are dear to us.

Make the customer feel about it as we feel about it. After you get the order and after the Victrola is delivered, and after payment is received, you must recognize one more step. That is the step called satisfaction. So many men overlook that step in business and work on the basis to get, not to give. Your individual suc-

(Continued on page 18)

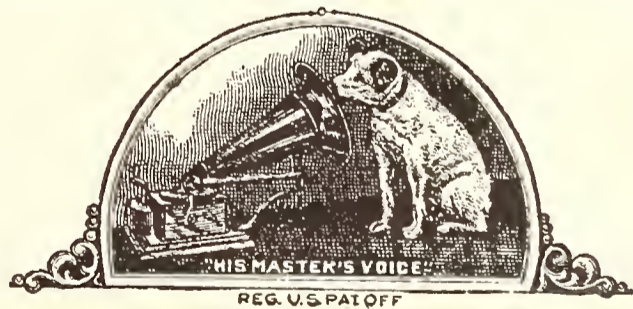
There Are Only Three Things Any Man Can Sell—First, Ideas; Second, Merchandise, and Third, Service

the fundamental principles are. Some clerks have no knowledge of them, which is the reason why many customers are not sold when they come into your store, although they are brought in as a result of the advertising which the Victor Co. and you get out. The reason for this is that salespeople often do not consider the customers' reasons for visiting the store.

In retail selling customers enter the store because anything we are vitally interested in we want to own. They come in with the idea of buying and sometimes these customers walk out without buying. Everything in life is based upon law, as I said before. No two objects can fill the same space at the same time. The same is as true of the mind as of a teapot. We can concentrate only on one thing at one time. When a person comes in to look at a Victrola it shows there is a desire there to own it although he



TELEPHONE NUMBERS
FITZROY 3271—3272—3273



DEFINING ORMES SERVICE

We are not content with just giving so-called service to our dealers.

Ours must be Exceptional to satisfy us. That's why we have been saying for several years—

"Ormes Really Means Exceptional Service"

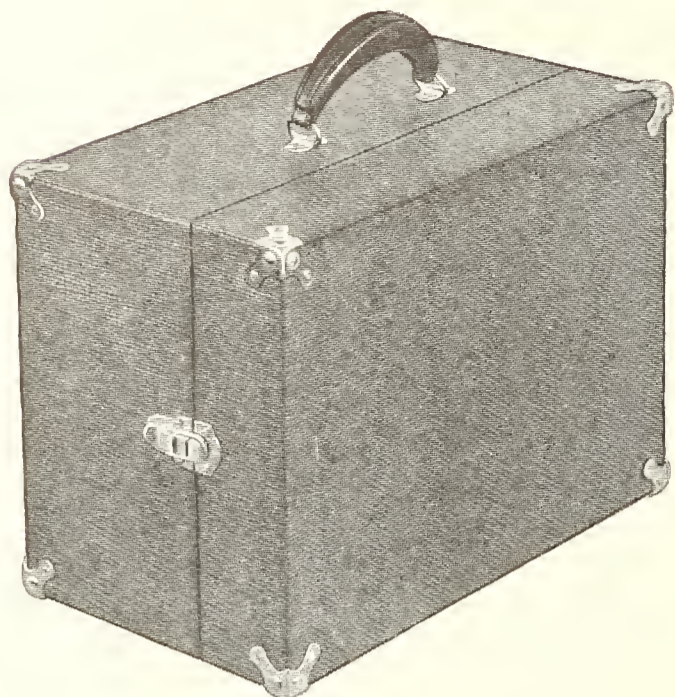
ORMES, Inc.

Victor Wholesalers

15 West 37th Street

New York

A Portable of Distinction



INTO the Columbia Portable Grafonola have been built the requirements of the finest musical instrument. Sturdy and compact in form, it has still all the best reproduction features of the cabinet Grafonola. From the sound chamber in the upper lid, regulated by adjustable tone leaves, there is produced a volume of tone which will surprise you. And the scientific perfection of its construction loses nothing of the sweetness and purity.

Here is an instrument that is always ready to play. Every part has been cleverly fitted into this small cabinet in the most convenient position. Lift the lid, insert the winding crank and everything is ready. The Columbia Portable will find a place of usefulness in every home. The young folks can move it to the porch for summer evenings of dancing and the children can make it their own. Its sturdy construction is made to withstand the hardest usage.

For vacation time it is an ideal partner—an asset to every outing. Music out of doors—on the river—at the summer camps—on lawn parties—picnics—what a sales vista this opens up among your customers.

Into the Columbia Portable Grafonola go only the finest selected materials and careful workmanship. You will be pleased at the perfection of detail of this instrument. Metal tops fit tightly over the needle cups when the cabinet is closed, and every part fits snugly for a journey. The handle of the case has been given a perfect adjustment, which makes carrying easy. You will not find such a list of sales features embodied in any other portable.

You can make many summer sales with this instrument that you can make in no other way. Put it on display in your windows and its appearance alone will produce inquiries. Demonstrate its compactness, its lightness, its perfect musical qualities, and sales will follow.

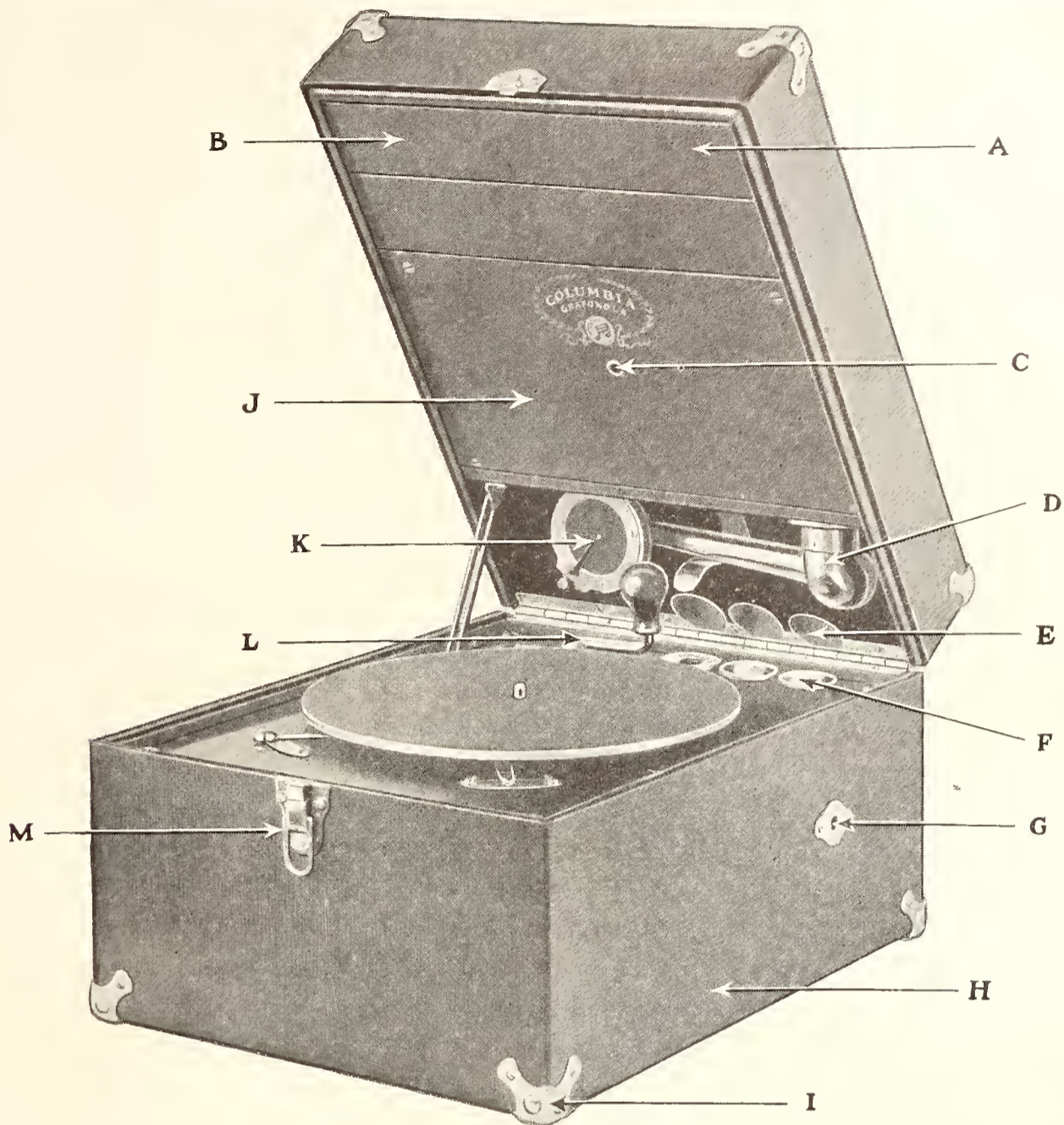
COLUMBIA GRAPHOPHONE COMPANY

NEW YORK



Columbia





- a*—Two-pivoted tone-control leaves at the mouth of the amplifying chamber permit modifying the volume of tone as desired.
- b*—The cover encloses the scientifically shaped amplifying chamber (or horn) which permits the full and natural development of the sound-waves (as in the big cabinet Grafonolas) from the neck of the tone-arm to the mouth of the horn.
- c*—An escutcheon at this point fits over the motor pinion and secures the turntable against rattle or damage during transportation.
- d*—The standard Columbia bayonet-joint tone-arm conveys the sound-waves directly into the amplifying chamber in a continuously widening channel without obstruction or the necessity of employing special turns or adjustments to suit this type of a phonograph.
- e*—Needle cup covers seal needle cups when cover is lowered for carrying.
- f*—Three shaped nickel needle cups (one for used needles) prevent aggravating forgetfulness.

- g*—The position of the winding spindle gives the crank a wide swing which permits easy and safe winding of motor.
- h*—Complete exterior is covered with the best grade of heavy black Fabrikoid.
- i*—Heavy nickeled corner protectors give strength, withstand abuse and save scratching of furniture.
- j*—The inside is finished in highly polished Red Mahogany which, with the highly polished nickel parts and black Fabrikoid exterior, makes this instrument very attractive in the playing position.
- k*—Tone-arm and improved standard Columbia reproducer swing back without adjustment and are safely positioned by a spring for carrying.
- l*—Winding crank is conveniently positioned here for transportation.
- m*—Ingenious safety catch permits dust-proof closing of cover.

Portable Grafonola

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

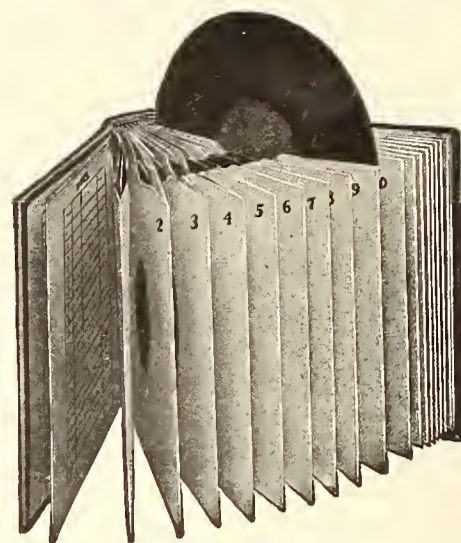
To the Trade:

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

TALK ON SUCCESSFUL SALESMANSHIP

(Continued from page 15)

Success depends financially upon your doing all you can for a customer after a sale is made. The best recommendation anyone can give you is a personal recommendation. For instance, if a customer knows of a friend who wants to buy a talking machine and he says to him, "Buy it from Mr. ———, the Victor store man. What he persuades you to buy will give you satisfaction." If a customer gives you that sort of a recommendation you are headed the right way, the direction known as success instead of failure. It is much easier to go right than wrong.

There you have the scientific steps of a sale which carry the customer from the first step to the top, or the step of satisfaction. The more you satisfy and serve the more you will succeed. There is another law in life you must recognize and that is the law of gravity. Everything that goes up must come down. The scientific ladder is up in the air. The keystone is based upon one word. If I didn't have confidence in the Victor machine or in you as a business man you couldn't give me a machine. Therefore, that is confidence, but there is still a rock-bottom foundation. You may get my confidence once, but you won't hold it very long unless you develop character, because success is an expression of character and right here is the first principle of success. What you do depends upon what you are. What you are depends upon what you think. As a man thinketh so is he, and what you think depends upon the stimuli and impressions you get from the outside world and accept as your own. If a fellow tells you business is rotten and you accept that, business is rotten—for you. Business isn't rotten; it has been good for months as far as I am concerned.

As I said before, the first principle of success is this: what you do and what you are, and this depends upon the impressions you get from

the outside world. What you do not accept as your own is not yours. Develop character and confidence. Surround yourself with a thick blanket of self-confidence to keep out pessimists. Business is just as you make it.

There you have in a nutshell the science of selling. There is no secret of success. If there were we would all be out of luck, because someone else would have cornered that market long ago. The part that luck plays in life is so small, it is negligible. Everything is law. Luck is an effect without a cause and "there ain't no such animal" in this life. If business is rotten there is a cause for it. If business is good there is a cause for it, so don't depend upon luck.

This formula I have mapped out is the secret of success if there ever was any. You will then get lots of customers, which will mean lots of money. You will be content and you will grow. You will have to make additions to your store and the result will be that you will get the reward. All I can do or anyone can do is to show you the guideposts that lead to the paths.

JOINS J. K. POLK CO.'S STAFF

Chas. J. Rey Now Associated With Okeh Jobber Well Known in Southern Talking Machine Trade

ATLANTA, GA., August 4.—Chas. J. Rey, well known in the Southern talking machine trade, has joined the sales force of the J. K. Polk Furniture Co., of this city, Okeh distributor. Mr. Rey has had several years' experience in the talking machine business, having been associated with the Elyea Talking Machine Co., Atlanta, and the Southern Sonora Co., of Atlanta. The J. K. Polk Furniture Co. recently completed arrangements whereby it will handle a complete line of main springs, supplies and other accessories, in addition to its Okeh record line, and Mr. Rey has joined the organization in order to take care of the company's fast-growing business.

RADIO DEMAND CONTINUES ACTIVE

De Forest Radio Telephone & Telegraph Co. Reports No Let-up in the Call for Its Products

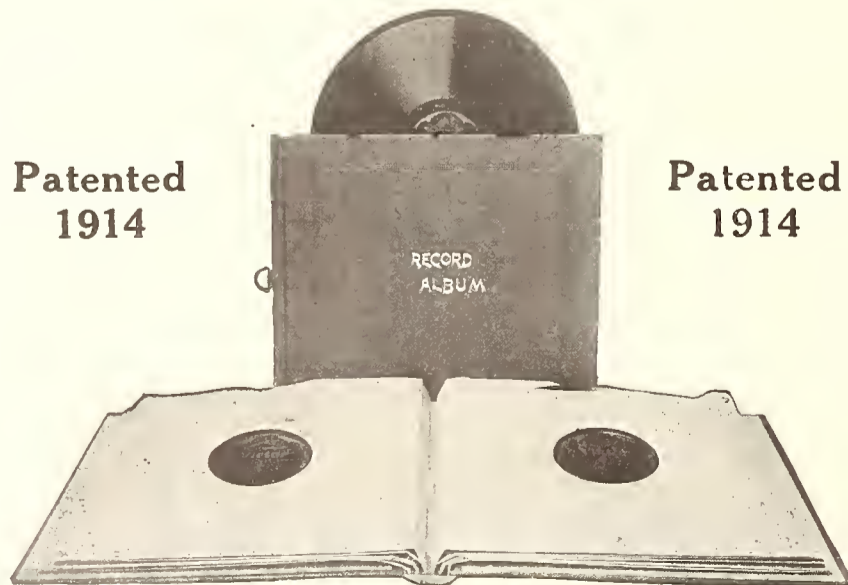
The opinion was quite prevalent that the sale of radio apparatus to the consumer would be greatly curtailed during July and August. A recent report, however, from the De Forest Radio Telephone & Telegraph Co., Jersey City, N. J., shows that there has been no let-up in the demand for this company's goods. While it is true that some of the shipments now being made are for dealers who have not heretofore handled radio, the fact that the outlets appointed some months back are sending in substantial re-orders justifies the conclusion that the wave of radio popularity has not waned. Naturally, with the opening of the Fall season the interest and demand will show heavy increases. The De Forest Radio Telephone & Telegraph Co. has a large volume of unfilled orders and the company's two plants, both in Jersey City and Jackson, Mich., will work at capacity for the balance of the year.

RENTS TALKING MACHINES

At the Lake Placid Club, Essex County, N. Y., quite a big business is being done by the Club store in renting talking machines and records at fifty cents a day. Pianolas and rolls are also rented—a rather novel idea. The Lake Placid Club has from fifteen hundred to two thousand guests during the Summer months.

QUEENS PHONOGRAPH CO. CHARTERED

The Queens Phonograph Co., of Queens Borough, New York City, was recently granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. Incorporators are S. Bloom, D. Leibowitz and J. J. Marcus.



Patented
1914

Patented
1914

STABILITY

The word is of tremendous importance to the talking machine trade—to retailers, jobbers and manufacturers alike. It indicates accurately the present condition of the market.

Why can we say the trade is now Stable?

Because:—The days of inferior goods are gone—

Because:—Inferior goods will never be welcomed again.

Because:—Determination of many manufacturers to produce and of many dealers to handle only goods of the highest quality.

Boston Albums were patented and placed on the market in 1914 and have ever since maintained their superiority by virtue of their high quality, materials and workmanship. Boston Albums are stable albums and are, therefore, used by the trade as a factor in stabilizing retail business.

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

PHONOGRAPH'S 45TH ANNIVERSARY

Thomas A. Edison Tells of Perfection of Phonograph—Discusses Radio Experiments—Recording Beethoven's Ninth Symphony—Looking to Future, Not the Past, Is General Policy

Thomas A. Edison and his great invention, the phonograph, were much in the public eye on July 18, when the daily papers devoted a great deal of space to his achievements, giving the history of the invention of the phonograph and quoting the data which Edison made on the draft of his invention on July 18, 1877, the day he wrote this prophetic declaration:

"Just tried an experiment with diaphragm having an embossing point and held against paraffin paper moving rapidly. The speaking vibrations are indented nicely and there's no doubt that I shall be able to store up and reproduce automatically at any future time the human voice perfectly."

Naturally, the forty-fifth anniversary of the invention of the phonograph attracted quite a lot of newspaper men to Orange to interview Mr. Edison. They found him in a new light suit, apparently in the best of health, sitting at his desk in the laboratory rapidly calculating a group of figures. In the first few minutes of conversation Mr. Edison added another to his already extensive list of epigrams: "All things come to him who hustles while he waits."

"No," said Mr. Edison in reply to a question, "I don't think the radio will ever replace the phonograph. I worked on the radio after the war, using the apparatus we had on our submarines, but I found when I tried it for recording there was too much mutilation of sounds, which is rather difficult to overcome. A low voice or a baritone carries fairly well on the radio, but it is not perfect. Talking is very good on the radio, because of the even pitch."

"I believe I have the phonograph close to perfection," Mr. Edison continued. "The piano can now be perfectly reproduced. I am trying now to achieve a reproduction of Beethoven's Ninth Symphony, played by seventy-five instruments. I can't say when I shall be able to accomplish it, but I think I can."

In speaking of the original model of the phonograph, now in South Kensington Museum, London, Mr. Edison said: "Nobody around here seemed interested in it, and the museum wanted some things. I also gave them the original of the first incandescent light. I am not interested in old models. I suppose it is because they take so much time and trouble to make them right that I lose the sentimental interest. It's what is ahead that interests me, not the past."

REJOINS PETERSBURG MUSIC CO.

J. K. Fletcher, Reappointed Manager of Successful Victor Establishment, Prominent in Retail Circles—Making Plans for the Fall

PETERSBURG, VA., August 5.—J. K. Fletcher, for a long time manager of the Petersburg Music Co. in this city, and more recently manager of the Victrola department of the Andrews Bros. Co., has returned to his old position as manager of the Petersburg Music Co. Mr. Fletcher's many friends in the trade will undoubtedly be pleased to know that he is "back on the job," for he is well known to the retail talking machine trade in the South and has a host of friends in the retail business. Mr. Fletcher is now going after business aggressively and is making plans for a healthy Fall trade.

RELEASES OF STANDARD RECORDINGS

The Apex Recording Laboratory, 1126 Broadway, New York City, announces the release to the general trade of standard recordings in the form of mother matrices in seven, ten and twelve-inch form. The purchasers can either take a complete catalog of all or any of the above-size records or can compile a variety catalog giving them diversified selections. Sales of the mother matrices are made outright for pressing purposes.

"ANNUAL FRIVOLITY RELEASE"

Distinctive Brunswick Copy Appearing in National Mediums Features Dance Records and Makes Strong Appeal to the Masses

A very striking double-page advertisement carried above the name Brunswick-Balke-Collender Co. in the July issue of the Saturday Evening Post bears the title "Here It Is! Brunswick's Annual Frivolity Release." The first page is devoted to a list of popular numbers played by the Isham Jones Orchestra, the Oriole Terrace Orchestra, Benny Krueger's Orchestra, Carl Fenton's Orchestra, Rudy Wiedoeft's Californians and Selvin's Orchestra.

The text matter on the opposite page is written in a light vein, but right to the point, reading in part as follows: "Nothing serious—just the newest conceits of world-famous dance orchestras to fill dainty slippers with toes that tingle from one end of the land to the other."

"For eleven months of the year Brunswick is serious.

"We talk about the New Hall of Fame of

world-noted artists who have chosen Brunswick as the most fitting means to perpetuate their art. For we are proud of that for which Brunswick stands in the world of musical art. And, quite humanly, like to talk about it.

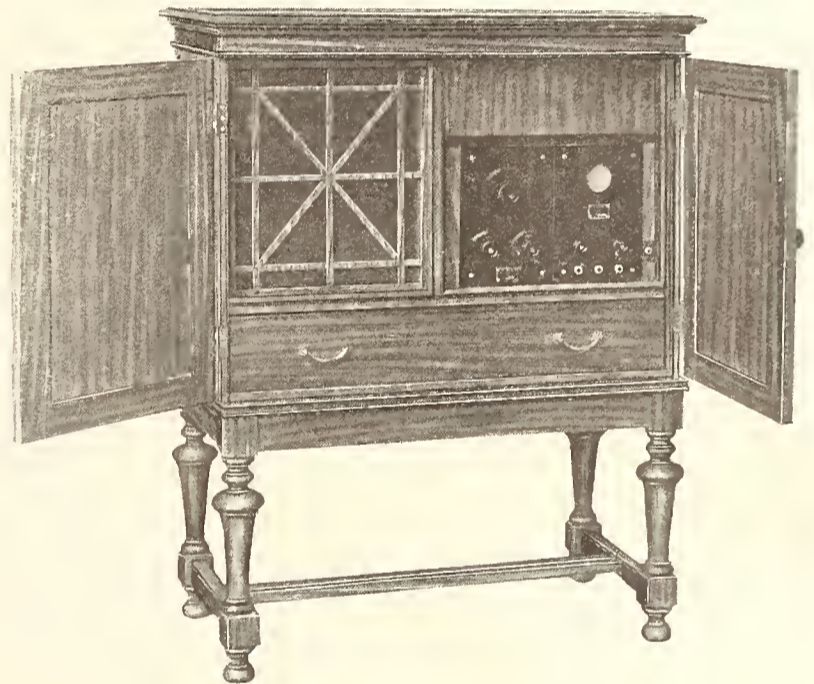
"But for one month seriousness is cast aside. Frivolity supplants art, with brightness and gaiety, and happy Summer evenings, beguiling the world to play. That's all we have to say."

This is followed by reference to the personalities of the various orchestras, constituting altogether a very clever appeal to the public—one that inclines the reader to buy records. There are some very clever illustrative conceits throughout the advertisement, and it must be said that this latest Brunswick publicity is valuable not only for its sales-creating possibilities, but also for the fact that it is a distinct departure from much of the customary advertising in its special appeal to the rank and file of people.

The merchant who possesses a correct and live mailing list is the owner of a gold mine from which he will garner wealth if he makes the most of it.

Are You Going to Lock the Door After the Horse is Stolen?

The HARPONOLA RADIO de LUXE



If you dealers and distributors of Talking Machines let the electrical and radio shops "cop" all the cabinet radio orders, it will be your own fault.

Let the radio stores sell the experimenters and the boys. You phonograph dealers should sell the folks who want a "drawing-room" radio outfit—and there is a great and growing host of people who want these well-finished cabinet radios.

You can't afford to wait until the cream of this trade is attracted elsewhere. Establish yourself NOW as a cabinet radio shop. There is nothing intricate about the business. In HARPONOLA RADIOS, the units are standard and dependable.

Get our proposition. We'll show you the way to introduce cabinet radios successfully. The profits and volume of sales are going to set new records in money-making.

THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President

Just compare any record of any make with the needle cut Pathe Actuelle and then you will know why the Pathe Actuelle is—

The Best Record in the World

Play on any phonograph with steel needles

For Example, try

"Stumbling"	No. 020746
Romany Love	No. 020777
Parade of the Wooden Soldiers	No. 020780
'Neath the South Sea Moon	No. 020781
Three o'Clock in the Morning	No. 020791
My Yiddisha Mammy	No. 020782
Swanee River Moon	No. 020803

Pathé
Actuelle
REG. U.S. PAT. OFF.

2 for \$1.00 - 55c each

(59c in Rocky Mountain States)

Partial List of Famous Artists—

Tito Schipa
Yvonne Gall
Adamo Didur
Margarethe Matzenauer
Rudolph Ganz
Anna Fitziu
Eleonora de Cisneros
Claudia Muzio
Luigi Montesanto
Kathleen Howard
David Bispham
Grace Hoffman
Alexander Debruille
Helen Yorke
Roberto Rotondo

DEALERS—

If you don't act quick your neighbor will be selling Actuelle Records. Write to us at once for information regarding the Blue Ribbon Order.

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue

Brooklyn, New York

Some Practical Ideas That Helped Not Only to Promote but to Close Sales :: By Thornton Hall

August is the month of vacations, but it is also the month of ideas. Several excellent notions for developing the sale of talking machines and records have already cropped up this month. The first case in point that comes to mind is that of a dealer in one of the larger Long Island towns about half-way down the Island.

This chap operates a sheet music department in connection with his talking machine business. It is a very good sheet music business, but like all other sheet music merchants the end of each month finds him with a fair-sized supply of popular music dead on his hands. He calculates the demand and when the popular run on a number has burned itself out or failed entirely to materialize he finds himself with a certain quantity of unsalable copies.

On the first day of this month he looked over his stock and sorted out copies until he had a pile several feet thick of popular "hits" which had passed out of the picture of popular desire. There was a very slim chance that he could sell more than thirty cents' worth. He might bale it and sell it to an old paper merchant, but it was an expensive pile of paper. Some of the numbers had cost him twenty-three cents a copy. He might throw it in the window and cut the price in two, but he had tried that and it never worked. If the public wants a number it wants it when it is fresh. Price is not an inducement.

Here is where idea number one comes in. Why attempt to sell them? Why not give them away? Accordingly he got himself a rubber stamp and an ink pad and stamped every copy, "Compliments of The Music Shop, 171 Main street." It was Saturday night and he knew where he could dispose of every copy. The movie house on the

corner had a very good bill and a crowded house. The curb was lined with automobiles on both sides of the street for a block. In each sheet of music he inserted a circular advertising a portable talking machine and the record releases for July and August. Packing them all in a bushel basket he set out personally to distribute them. Along the line of machines he went, placing

The Man on the Firing Line Gives Away the Secret How Some Dealers Really Close Substantial Orders

several copies in each car until he had disposed of the entire lot.

He considers that he has secured at a small expense some very effective advertising of the most direct type. A great many of the motorist-movie fans were very pleased with the music, and those who had already owned copies appreciated the dealer's spirit. He was able to reach a great many new prospects direct and he advertised his store, his talking machine department and his sheet music department. He not only eliminated

a charge for envelopes and postage, but he created the impression in the minds of several score of desirable prospects that he was a live-wire merchant.

Dealers who are confronted with the monthly problem of disposing of their surplus music copies might do well to profit by this chap's stunt. This dead merchandise is usually a flat loss and this method of clearing it off your shelves paves the way for some future business. It also goes to show that a sheet music department is closely and naturally allied with the business of selling talking machines.

Putting Sales Over Satisfactorily

So much for idea number one. Let us consider another of the practical August-born merchandising stunts. This one has to do with an Indiana dealer who decided that the Summer slump in machine business gave him a fine opportunity to experiment with a hunch he had been considering. Experiment he did and the hunch went over big.

The equipment for carrying out this idea included a list of every home in the territory which was without a talking machine, a Ford roadster and a live, energetic canvasser-salesman. He succeeded in obtaining a very good list of names, and sent the salesman out in the Ford to dispose of one hundred machines to these prospects. Here is the way he worked it.

Ford stops at the house of Mrs. Brown, who happens to be the first prospect on the list. Salesman hops out and rings the bell, which is answered by Mrs. Brown.

"Good morning, Mrs. Brown. I know just what you're thinking. You see my Ford out there and a phonograph on behind. You think I'm here to

(Continued on page 22)

The Recent Chicago Radio Show

Resulted in quantity orders from concerns ranging from Florida to California on—

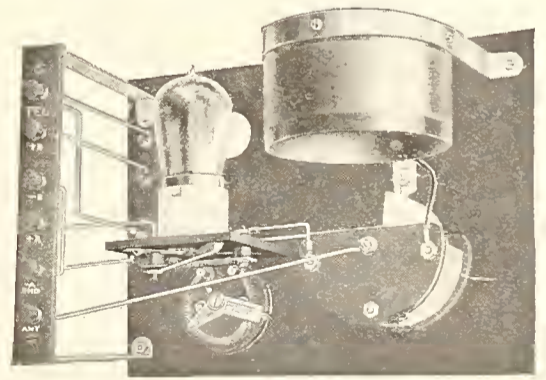
THE RADIO BUILDER SET



Shipped to customer in "knock-down" form and requiring only a screwdriver and a few moments to complete its assembly.

When finished it provides a vacuum tube set which is very selective, giving extremely loud and undistorted signals.

Price - \$30.00



SOME DEALER PROPOSITIONS STILL OPEN

The above type set is available in one, two and three tube form.

RAYMOND RADIO CORPORATION

Manufacturers to the Radio Industry

Offices: 309 Lafayette Street, N. Y.

Works: Farmingdale, L. I.

PRACTICAL IDEAS PROMOTE SALES

(Continued from page 21)

sell you that phonograph and you're all prepared to say 'No'.

"Not at all," he continues, glibly and pleasantly, before Mrs. Brown can interrupt. "Not at all. That's a ———— talking machine. The ———— company is a big advertiser and they do things in a big way. Just now they are putting on the biggest advertising stunt you or I ever heard of. For one month, Mrs. Brown, they are going to loan one of the ———— talking machines to every home in this city that hasn't already a talking machine of some kind.

"This is being done merely to advertise music. There is absolutely no obligation incurred by you to buy the machine at the end of the month. The company figures that by doing this in every home in the country without a talking machine they are going to sell the idea of music to the country. The more musical the country is the better the company's business will be. You see the idea?"

"Another thing, Mrs. Brown. The ———— company is represented in this city by the Beethoven Music Shop. The allotment of instruments for this city is limited, so the Beethoven people have had to cut down the list of homes to those in which they know the instrument will be well taken care of. You may be pleased to know that you were first on the list."

This settles Mrs. Brown. This surprising offer had rather bewildered her. She was suspicious; it seemed too good to be true. There must be a catch somewhere, but the subtle flattery of the salesman removed all doubts. He easily obtained her permission to place the instrument in the home for a month. He showed her how to operate and take care of the instrument and left. The next day Mr. and Mrs. Brown dropped in and bought a few records.

Now what happens? A few evenings later the Browns are sitting in their parlor when their neighbors, the Lathrops, come to call. "Oh, I didn't know you had a talking machine! Isn't it a handsome instrument! What a fine tone it has."

Do the Browns confess that it isn't really their

machine, but merely loaned to them as an advertising stunt? They do not, and their silence implies ownership. They cannot return the machine now. What would the Lathrops think? Anyway, they are becoming imbued with the desire to own it.

Soon the dealer telephones Mrs. Brown. Is the machine working all right? Can he be of any assistance? What's that? Oh, yes, Mrs. Brown, I think it can be arranged that you can keep the machine at the end of the month.

The next day the salesman makes another call at Mrs. Brown's and the terms of sale are arranged. This dealer had one hundred prospects on the list. Eighty per cent of the prospects were persuaded to take a machine for a month. Only 25 per cent failed to keep their machines at the end of the month, so the campaign netted him sixty sales of machines, a great deal of record and needle and accessories business, and twenty live prospects for future sales.

Co-operating With the Local Newspapers

The third of these sales-producing ideas originated with a merchant in Massachusetts. It commends itself to us because we think it is a practical one that can be adopted with a good deal of success by other talking machine dealers. It is an extremely simple stunt and consists of a music department in a local newspaper. He made a co-operative arrangement with the editor to provide a music page every Saturday evening.

The dealer agreed to take complete charge of the department. It was decided that the salary of such an editor would amount to just about the cost of the merchant's advertising in the paper, so that was the financial arrangement.

The subject matter in the music page was along the lines of the music pages that appear in the several metropolitan dailies. There were short sketches on musical men and affairs, both past and present. A regular list of popular records, player-piano rolls and sheet music was given, showing the relative popularity of the selections week by week. Experts on musical topics were engaged to write pertinent articles. Concert notices and reviews were given. The report is that the page resulted in much mutual benefit.

These examples indicate that even though business may show a falling off during the hot weather the merchant's gray matter must be kept working at top speed. When business lags it affords an opportunity to put on the thinking cap and to evolve some ideas that may be used later on, when the demand gets better and the competition grows keen.

PLANS ACTIVE SALES CAMPAIGN

A new use for the talking machine which can be included in the "indoor sports" was recently introduced by the Phon-o-Game Co., Elizabeth, N. J., samples of which are now being forwarded to the trade gratis. The main feature of the game is a twelve-inch disc somewhat resembling a standard record. Upon the outer edge of this disc is printed in red and black a series of numbers. The disc is placed upon the machine (without the tone arm or needle) and the brake is released. The record spins at high speed and when the brake is applied the winning number is indicated by a brass arrow, a part of the outfit. A set of rules accompanies the Phon-o-Games, showing the variations of playing the disc. Incidentally, there is an extra circle on the disc whereby the favorite "put-and-take" game can be played.

The manufacturer has planned an active Fall sales campaign and has issued window display signs and other publicity matter for dealers' use.

DELAWARE INCORPORATION

The Redorad Park Corp. of America, of Wilmington, has been granted a charter of incorporation under the laws of Delaware for the manufacture of talking machines. The concern is capitalized at \$500,000.

Past experiences often indicate the things to avoid in the future.

Are You Selling "ORPHAN" Machines?**GRANBY EDITORIAL LETTER****Number Six**

From Granby Phonograph Corporation, Newport News, Va.

There was a time in nearly every State when someone was trying to start an automobile company. Promoters sold stock, made promises, and built a few cars. A lot of people lost a lot of money.

Some of the promoters were honest, and some were not. The less said about those who were not honest the better. This country wants to rid itself of dishonesty.

But a great many of the promoters were honest. They tried. Tried hard. They failed because they didn't have enough capital to tide them over the hard spots.

And when they stopped manufacturing automobiles what happened? Who suffered? The investors—yes, but more:

A LOT OF DEALERS SUFFERED, TOO. They had cars on hand which were no longer being made. Would customers want to buy these "ORPHAN" cars? No!

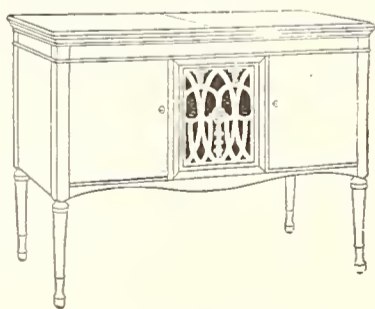
Suppose you are an automobile dealer. You have a lot of cars on hand which are no longer being made. Stuck, perhaps! Because "Who wants to buy a car when it isn't good enough to keep the makers from going in the hole?" That is what possible purchasers would figure. "Those cars you have are ORPHANS. They have no father or no mother." In just such a way the prospects would reason.

Let's turn to phonographs. Before and during the war great numbers of manufacturers started making machines that sold simply because people bought up everything. And then all of a sudden competition began again. You know the story, you dealers who THINK.

The makers didn't have enough capital to keep going. Most of them failed. THERE was the crop of "ORPHAN" phonographs, without manufacturer backing.

This is a condition that dealers should beware of. It is dangerous to the growth of their profits. Now you see why we tell you about the financial backing behind the GRANBY PHONOGRAPH.

The Granby is made and distributed by the Granby Phonograph Corporation of Newport News, Virginia. Capital is \$2,500,000.00. That is the FIRST fact.



Lifetime Construction
EARLY VIRGINIAN CONSOLE
Granby No. 51—\$175

The Granby Corporation is in turn OWNED and FINANCIALLY BACKED by the FOUR AND ONE HALF MILLION DOLLARS of the AMERICAN HOME FURNISHERS CORPORATION of Norfolk, Virginia. That is the SECOND fact.

The entire resources of the American Home Furnishers Corporation are behind GRANBY. And that is why GRANBY is now gradually and surely growing. The Granby Phonograph is a sterling-true product, backed by plenty of capital. These facts give CONFIDENCE to Granby dealers. These facts give CONFIDENCE to Granby owners. They HEAR for themselves the "Mellow as Southern Moonlight" tone, and they KNOW that their machine is now and ever shall be fathered and mothered by its makers.

There is a generous offer awaiting you in Newport News. Send for it. Write a letter to us today and let us show you how the GRANBY FRANCHISE will positively bring greater PROFITS to you. We shall send you this liberal offer the same day we get your letter.

GRANBY Phonograph CORPORATION

Capital \$2,500,000.00

Offices and Factory

Newport News,

Virginia

"The road to profit is as plain as the road to market"

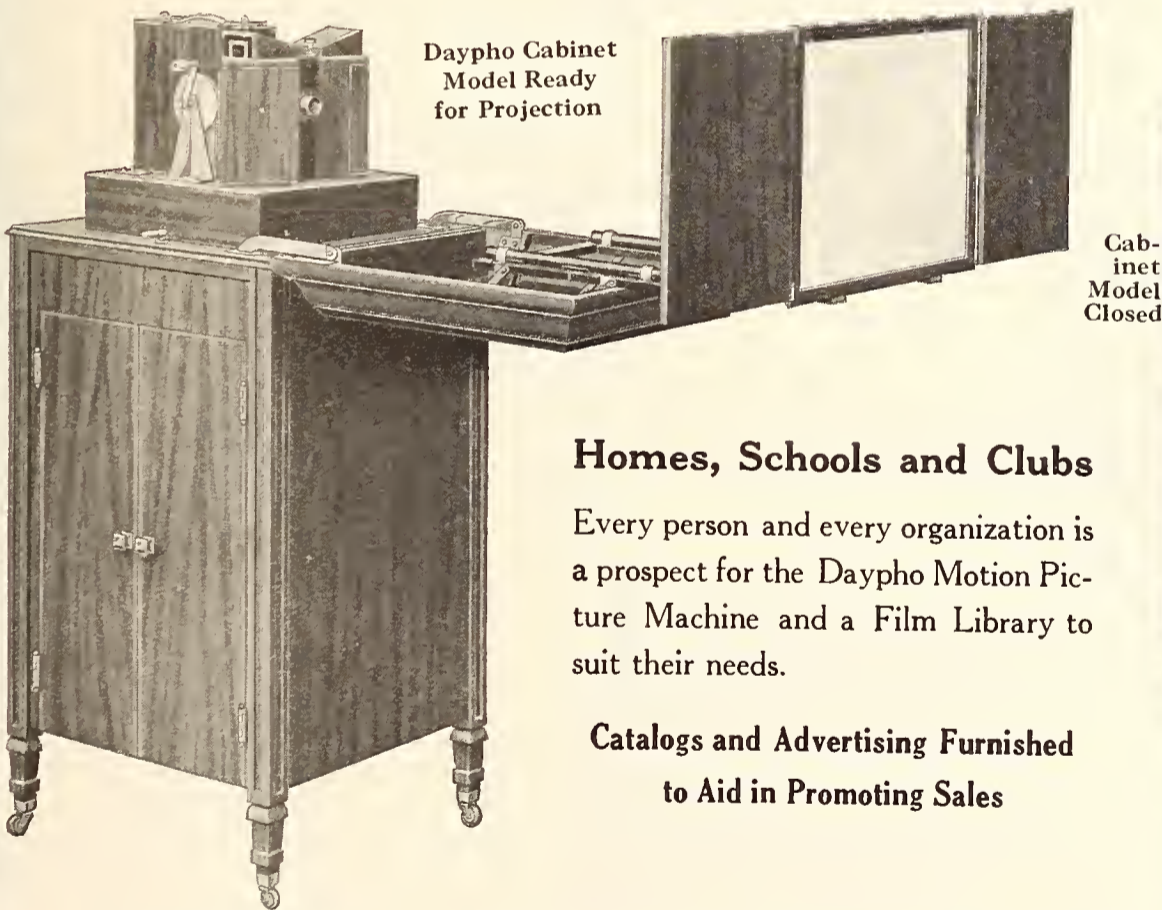


Movies Present a Real Profit Opportunity

"Movies" in the home spell opportunity for the progressive dealer who is first to introduce them in his territory. There is a satisfactory profit in the sale of the machine, but there is a continuous profit in the steady demand for Daypho Paper Prints---the Safety film that is made of paper.

The Demand for Paper Films Brings Customers to Your Store Every Day—A Steadily Growing Demand

You need a small and varied stock of Daypho Films to start with, in addition to catalogs covering the entire Daypho-Bray Library. Then each customer can choose his Library of Films at his leisure.



Daypho Cabinet Model Ready for Projection

Cabinet Model Closed

Homes, Schools and Clubs

Every person and every organization is a prospect for the Daypho Motion Picture Machine and a Film Library to suit their needs.

Catalogs and Advertising Furnished to Aid in Promoting Sales

Daypho Paper Films Absolutely Eliminate Fire Risk

CUT OUT - - - Pin to Letterhead

Send Catalog	()
Send Advertising	()
Quote Prices and Terms	()
Send Sample of Film	()
Have You Sold Projectors	()
Do You Sell Photo Supplies	()
Please check (✓) for "Yes"	
Use cross (X) for "No"	

These Paper Prints (or Films) are made of a specially treated paper of extremely tough fiber, which will not crack or break. It provides a picture of remarkable clarity, is less expensive than celluloid, and is absolutely safe.

The Dayton Photo Products Co.
DAYTON, OHIO, U. S. A.

Some Practical and Valuable Tips on How to Conduct Your Retail Business :: By Jos. W. Schwetz

Joseph W. Schwetz, who for twenty years has been connected with the firm of I. Davega, Jr., Inc., and its successor, the Knickerbocker Talking Machine Co., made his first public address in all those years at the last dealers' meeting of the Knickerbocker Talking Machine Co., Victor wholesaler, New York. In view of Mr. Schwetz's reticence as a public speaker his remarks on "How to Conduct Your Business" aroused a great deal of interest among the dealers present. He presented his ideas in a modest way, setting forth that whereas he felt that perhaps a great many of his listeners may be utilizing the ideas he was about to set forth, yet he might present some thoughts that are new which may be overlooked by some during the days when the cash register is working overtime. He also pointed out that in all the years he had been doing business he had always tried to practice the theories he was about to preach. He then proceeded:

How and Where to Find Customers

"The first and most important thing in most businesses is to find customers. Therefore it is advisable to utilize every plan you can think of to get in touch with those with whom you are likely to do business. Customers are often found where least expected. Do not miss any customers that may be right in your own circle of acquaintances, or let your acquaintances put you in touch with interested parties.

Read the Newspapers

"Keep in touch with all that is going on in your locality. There is often an item of news in the paper that will show you where you can find a customer. For instance, several newspapers, one in particular, called The Chief, has a column exclusively devoted to marriage licenses. Here is an exceptional opportunity for you to get in touch with newly married couples who would be interested in the merchandise you sell. If you read of a person's house or flat being damaged by fire it will probably pay you to visit the party at once, for as soon as he collects insurance, which he undoubtedly has on his property, he may be in the market for Victrolas or records which you can sell him. Notices of engagements in

your local papers also suggest opportunities for making sales.

"Make friends with children, for through children you will often reach the parents and learn of their desires, which you may be able to fill. Make inquiries among those whom you meet in your store, lodges, at meetings, etc. Let people know you are a Victor dealer. Impress this upon them by courtesy and ask them to let you



Jos. W. Schwetz

know if they have any friends or know of anyone who may be a Victrola prospect.

Be Systematic

"Keep the name and address of anyone who may be a prospective customer in an index file. Keep after them by letter, 'phone or personal calls. Remember, keeping everlastingly after them brings the business. Remember also that you should sell to those who sell to you. If you are doing business with a grocer, butcher, baker or tailor be sure to get all the business possible

out of them. If you are giving them business they should return the favor by giving business to you whenever they need anything in your line. You in turn can help them by aiding them to get new customers among your friends and acquaintances.

"To cite an example of this: The other day I had lunch with one of our retailers. It was not the first time he had taken me to lunch and I noticed that every time he took me to a different restaurant. I asked him why he changed his restaurant so often when the service and food were so good in the places where we had dined before. He told me that he had made several sales to the various employees in these different restaurants and in the particular restaurant where we were having our lunch that day he had sold three Victrolas to the waitresses and one to the chef, and his next prospect was the proprietor, who promised him an order for a period Victrola as soon as his house was completed. This dealer made the most of his opportunities and he let everyone know he was a Victor dealer. This was the way in which his order was carried to the chef, 'One order of roast chicken for the Victrola man,' and, believe me, when that order was brought out everything was on the table but the kitchen stove.

"If you are a member of a club or some organization that brings you in touch with a number of people that should be a good basis to work up a list of prospective customers.

Be an Advertiser

"Advertising for customers by means of letters, by special circulars or through newspapers is very important.

"If you can get your relatives, friends and acquaintances to help you advertise and boost the sales of Victrolas it will help wonderfully in getting in touch with customers. Do not forget that a good time to sell something is when you are purchasing something yourself. For instance, 'Three new specials will be released next week,' 'We have just received the new model Victrolas,' or 'Stumbling,' 'Some Sunny Day' and 'Coo Coo' are Whiteman's best numbers this month. Tell these things to all with whom you do business. Invite them into your store to hear these records and see the new model Victrolas, for, as I have said before, people whom you give your business to should give their business to you.

Show Appreciation

"Do not forget to show your appreciation for every little help you receive whenever a sale is made to a person whose name was suggested by or secured from some other customer or friend. Be sure to call upon the party who gave you this new customer's name and give him at least a hearty word of thanks.

"Treat your customers as if you hoped to do business with them the rest of your life. Try your best to please them. Make your customers your friends. Then, when they hear of anyone in the market for a Victrola they will go to any reasonable amount of trouble to let you know about it and recommend you.

Go After Summer Business

"During the Summer a great many retailers and salesmen discontinue their efforts to get business. This is a mistake. It is just because of this condition that you have a chance to do plenty of business if you will push as hard as you usually do. With less competition you ought to do as well in the Summer months as during the other seasons of the year.

Study to Please Customers

"In dealing with your customers be sure to impress upon them your desire to please and satisfy their wants. Your success depends upon pleasing customers, and in handling record customers the Victor catalog offers you enough variety to suit all customers. After a record sale has been

(Continued on page 26)



**BRUNS
MADERITE**

MADERITE

WATERPROOF

PHONOGRAPH MOVING COVERS

Cover, Straps Attached



A cover that will fully protect against damage in delivery and against the ravages of inclement weather.

Why be troubled with packing and unpacking? Why not just slip a MADERITE Padded Delivery Cover over the machine? No fuss, no dirt and positive insurance against damage incident to delivery.

The use of the BRUNS MADERITE Covers, made of highest grade waterproof fabric, heavily padded, is not only serviceable but profitable. This cover is highly recommended.

Consult your regular jobber or write us for sample of cloth and prices.

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

A. BRUNS & SONS
50 Ralph Ave., Brooklyn, N. Y.
Manufacturers of Everything Made of Canvas

The Swanson

PORTABLE PHONOGRAPH

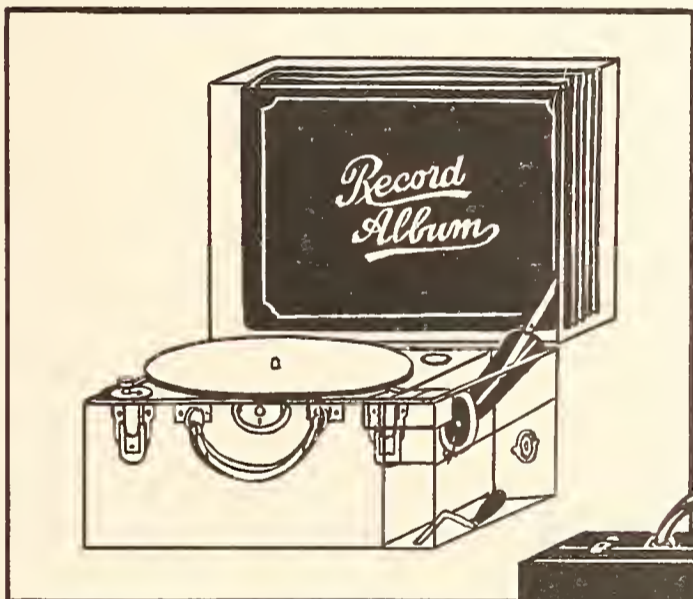
Sweeping the Country

This marvelous portable with its wooden tone-arm is proving a revelation to talking machine dealers. The splendid tone quality of the SWANSON makes it superior to any portable on the market.

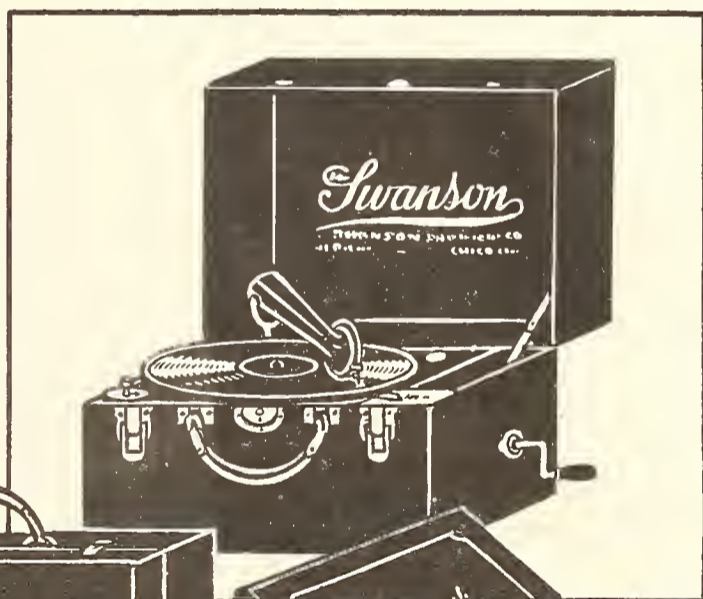
Weight—15¼ lbs.

Compact, attractive and absolutely fool-proof. Heineman double spring motor; high grade sound box and needle container. *A real portable.*

Write for details of liberal jobber and dealer proposition

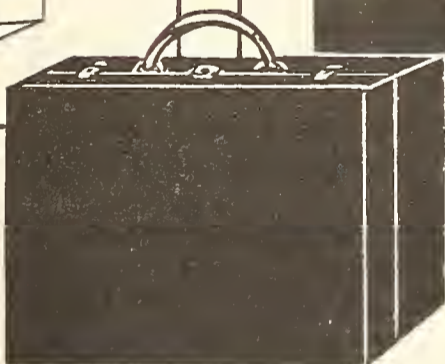


Phantom View—showing each part in place ready for carrying



The Swanson—ready for playing

List price of the SWANSON — \$40. Unusually liberal discounts to live jobbers and dealers. Write our nearest sales office for details.



Weight complete, 15¼ lbs.
Dimensions, 11⅞" x 13" x 7½"

We have an exceptionally attractive sales proposition for successful established jobbing houses. *Wire* our nearest office today. Territory now being allotted.

Swanson Sales Company

R. W. MOON, General Manager

1133 Broadway
New York, N. Y.

308 West Ontario Street
Chicago, Ill.

536 Merchants Nat'l Bank Bldg.
Los Angeles, Cal.

TIPS ON CONDUCTING RETAIL TRADE

(Continued from page 24)

consummated and you have bid your customer good-day a little remark such as, 'I hope you and your family will be pleased with your selection,' tends to show your customer that you have his best interest at heart. This will do a great deal towards inducing them to call again when they wish to make other record purchases and will also induce them to recommend others to your store.

"Study the people with whom you come in contact. Gain their friendship, their confidence, for that is one of the biggest factors in getting business. Learn their likes and dislikes. A knowledge of people with whom you are trying to do business will help you greatly.

Study Yourself

"You can learn a lot of these general principles by studying yourself, for if you yourself know what sort of treatment you would like to receive or what motives will induce you to buy and what methods will attract or repel you, you are pretty sure to have a good line on the other fellow.

"We all have our faults and weaknesses and we will be more successful when we learn what they are and overcome them. If a salesman has a cold or repellant manner he should endeavor to change it. Meeting people with a smile and a warm, hearty handshake goes a long way towards winning friends and customers and, by the way, one of our retailers who pays the highest rent for any one store in New York City is the greatest handshaker in the world. His success is attributed to his handshake, his smile and his interest in his customers.

"Care in personal appearance is an important matter. The salesman whose shoes need cleaning, whose linen is soiled and who needs a shave is not likely to attract the right kind of people. Never be too 'fresh' or too familiar with customers. Familiarity breeds contempt. Business matters are serious matters with most people, and if any joking is to be done let your customers do it. Always be polite. Politeness may not in itself secure any customers, but it will surely create a favorable impression and cannot possibly cause you to lose customers, as may a cold or brusque manner.

Do Not "Knock"

"Do not try to win customers for yourself by knocking the other fellow, his merchandise, and what he is trying to sell. Every time you talk about a competitor you advertise him and when you are talking about another man's goods you are neglecting to talk up your own merchandise. A wise salesman learns all about his own merchandise and tells his customers about it. If he studies what his competitor is selling it is

only for the purpose of pointing out the difference in the article offered and not for the purpose of defaming his competitor or misleading his prospective customer.

Be Continually Active

"The way to find customers is to be as industrious as possible in your search for them. Intelligent activity is the thing that counts and when you are not active in searching for customers be active in thinking out new ways to find them and how to create and increase your sales of records and Victrolas. Keep your mind on your business. Do not waste time and energy on outside lines that cannot help you any. Victrolas and records are your main line. That is your calling. Remember, you are selling the best talking machines and records in the world. Go after that business."

EXPANSION OF MAGNAVOX CO. PLANT

Addition Just Completed to Meet Increased Demand for Special Magnavox for Use With Radio Receiving Sets—Davis Ends Trip

The Magnavox Co., manufacturer of amplifying loud speakers heretofore used in telephones, which talking machine dealers have installed in stores for publicity purposes, is now manufacturing a loud speaker on the same principle for use with radio receiving sets. At the present time the company is devoting a considerable portion of its large factory in Oakland, Cal., to the manufacture of these radio loud speakers, but the demand for them necessitated the construction of a large addition, which was completed last month and is now being occupied. W. R. Davis, sales manager of the company, has just returned from a two months' trip which took him to the plant in California. En route he visited all of the important trade centers and conferred with talking machine men in the interest of both the radio loud speaker and the speaker used in conjunction with the talking machine. He stated that everywhere talking machine dealers were in a very receptive mood as regards radio, and that all are making plans for a very fine Fall and Winter business. Although the month of July showed little activity in actual sales many orders were booked for early Fall delivery, and the Magnavox plant has been kept busy accumulating a stock to meet these future orders, and all indications point to a brisk demand.

The sales offices of the company in New York City have been moved into larger and more commodious quarters at 370 Seventh avenue, where they are much better prepared to take care of the expected increase in business during the coming Fall.

THE MELODIOUS AND TUNEFUL

A "HIT" EVERYWHERE

STAGE AND DANCE

THREE
LITTLE
WORDS

FOX-TROT

SHEET RECORDS ROLLS

JOE MITTENTHAL INC. NEW YORK

LECTURES AID RECORD SALES

Representative of Columbia Co. Delivers Lectures on Music Appreciation to College Students and Boosts Sale of Records

FAYETTEVILLE, ARK., August 5.—Increased sales of talking machine records followed the recent appearance of Miss Florence E. Hazlet, of the educational department of the Columbia Graphophone Co., before the students of the University of Arkansas, to whom she demonstrated how very young children may be taught to appreciate music by forming small bands and following the music on records. Miss Hazlet also discussed music appreciation as taught to grammar and high school students. The public was invited to listen to her lectures and the result was a noticeable increase in the sale of records by local merchants.

SPECIALIZES IN STANDARD RECORDS

The Emerson Phonograph Co., 206 Fifth avenue, New York City, announces that its efforts are being entirely concentrated upon the production of standard records. A catalog of standard American works, vocal and instrumental, secular and sacred, operatic, Hawaiian and foreign records is to be featured under the new plan. The foreign record catalogs are particularly interesting, including universally known works, and are quite comprehensive in scope.

Nick Nelson, who was formerly vice-president of A. L. Cummings, Sheridan, Wyo., has purchased the Ball Music Co., of Billings, Mont., and will continue that business under his own name, handling the Victor line exclusively.

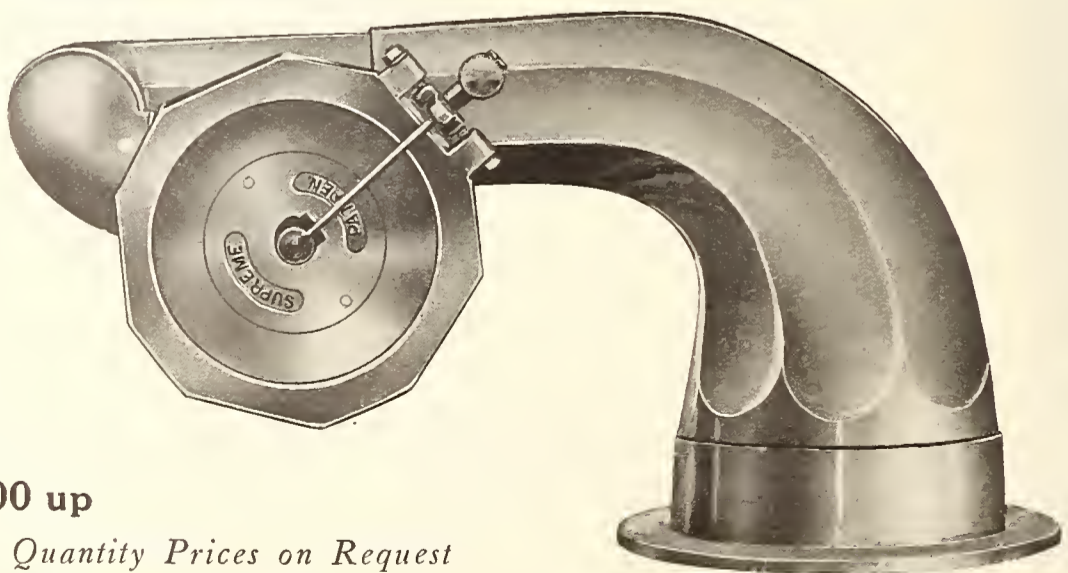
THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

Pleasing to the Eye
and
Pleasing to the Ear

Also equipped with our regular
No. 3 Reproducer if desired

Tone Arm measures 8½ in., and
9 in. from centre to centre

Tone Arms and Sound Boxes
complete from \$2.00 up



Quantity Prices on Request

The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City



Reputation Counts

MR. VICTOR DEALER

You cannot afford to overlook the reputation of the Victor Distributor you select as your main source of supply.

Your Distributor investigates your reputation before giving you credit. He wants to know your reputation for keeping promises and meeting obligations. You are generally served and supported accordingly. Why not investigate your Distributor's reputation?

Your source of supply should be dependable under all conditions. Choose your Victor Distributor as you would your doctor or lawyer. The best is none too good in critical times. You may need financial support or advice to meet your particular situation during a business depression. You have learned the need of a dependable source of supply during a great shortage.

Experience and reputation are extremely important. In our experience of over twenty years we have seen manufacturers, wholesalers and retailers come and go. The failures, however, seldom suffer alone.

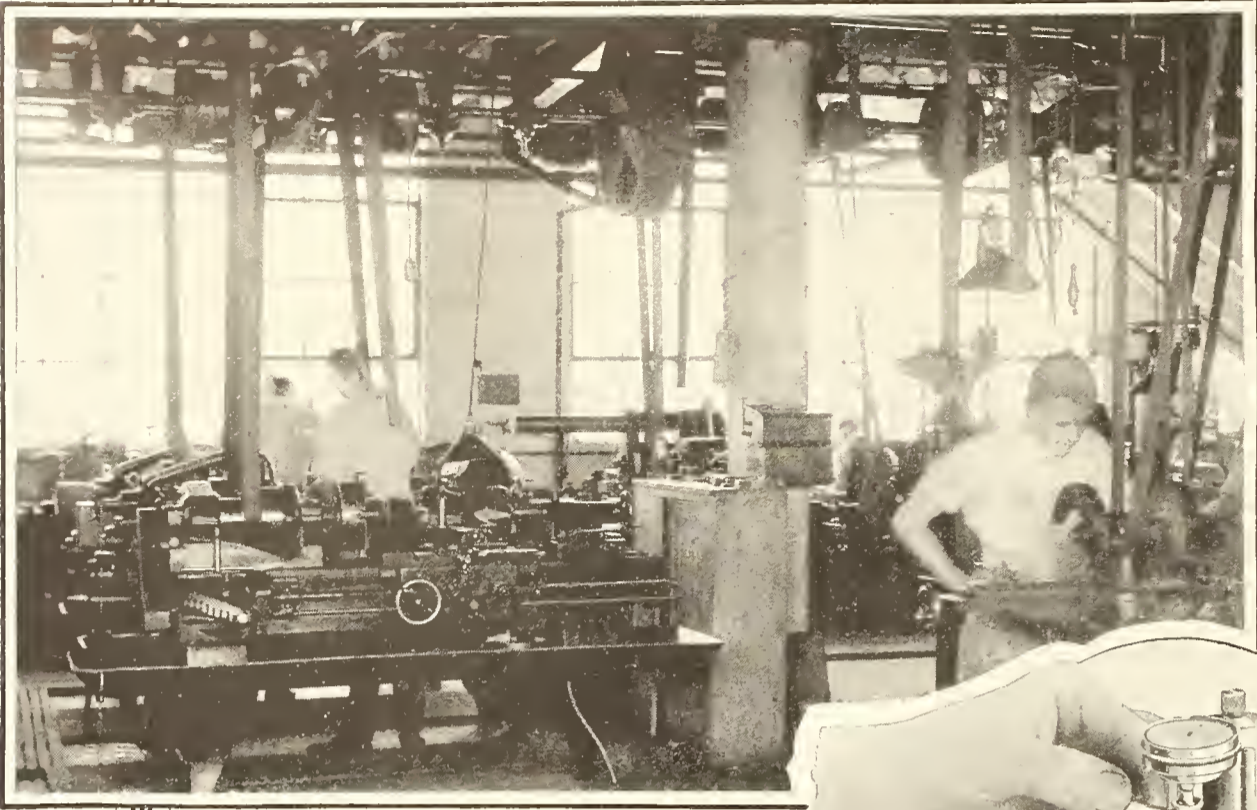
Do not overlook the value of representing a product of a strong manufacturer with a source of supply through a wholesaler of corresponding strength and reputation. Profit by the experience of others.

The Victor Talking Machine Co. and its product are supreme. The events of recent years pay tribute to that fact. As the Fall and busy holiday season approaches, you should weigh carefully the reputation of various Victor Distributors in your territory and make your choice accordingly. If you do, you will not disregard the Blackman reputation, through experience, financial strength, preparedness and, above all, dependability. They are all at your service, Mr. Victor Dealer. Can you afford to overlook the opportunity?

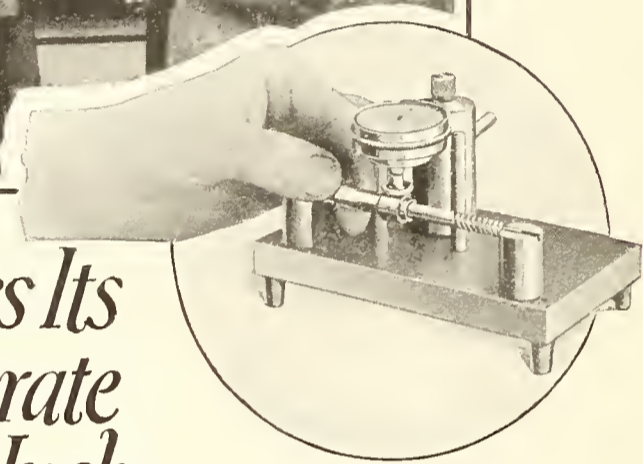
Take this seriously, Mr. Victor Dealer, and interview us if we are not your main source of supply. Blackman preparedness and dependability, we are confident, will convince you of the need of the combination—the Victor and Blackman.

Yes, reputation counts, Mr. Victor Dealer, and it is going to count big between now and January 1st.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS



*"Genius is but the
infinite capacity
for taking pains"*



Where Cheney Makes Its Own Gauges Accurate within .0005 of an Inch

This is part of the tool room in the Cheney metal plant—where Cheney experts make many of the gauges used in The Cheney.

In other advertisements we have told you how practically every part of The Cheney mechanism is required to be perfect within the limits of $2/10,000$ ths to $4/10,000$ ths of an inch. Cheney gauges with which these most exacting tests are made must be more perfect yet—perfect within $5/10,000$ ths of an inch.

How can we tell you what that means? Possibly by saying that an average human hair is $4/1000$ ths of an inch in diameter, and that the utmost limit of variation permitted in the manufacture of Cheney gauges is only $1/8$ th of that. Think of it— $1/8$ th of the diameter of a hair!

Only such precision and such care could build for The Cheney its reputation as the "Master Instrument."

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

The dial gauge illustrated above is only one of scores of special testing devices originating in The Cheney factories. The sensitive finger of the dial will point out a variation as small as $1/10,000$ th of an inch, a variation so minute that it is microscopic.

It is with such devices, made perfect under the trained eyes of its own experts, that Cheney is able to maintain its own high standards of quality of manufacture for its instrument.

Regular Cheney models sell from \$115 to \$325. Cheney console art models are priced as low as \$250.



The CHENEY

THE MASTER INSTRUMENT

Four-Minute Conference on Business Topics

No. 4—Your Reputation

[This is the fourth of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

Business reputation is quite as important as personal reputation. In fact, it is difficult to separate one from the other. But oftentimes a business principal with an excellent record will be surprised to learn that curious rumors are afloat which may be true, and he has supposed that he has kept the facts to himself. Or the rumors may be entirely false and intensely annoying.

As a rule, the cause of such reports can be traced to too much talking. Someone has been too ready to give information. The business principal himself can be genial, straightforward and a good mixer, without giving away facts which concern himself and his own affairs only.

There will be plenty of people ready to pump him for no reason at all save to gratify curiosity and to have something to peddle about, and there will be others who will be anxious to get business tips in order to determine just where competition will hit the hardest. The old maxim, "A wise head keeps a close mouth," applies here.

A recent case came to notice where a business man boasted of having been able to buy a lot of goods at a price so low that it enabled him to make a 200 per cent profit. The story became current and much was made of it, and a general impression prevailed that this man's prices were exorbitant on all of the goods and service

which he offered. It cost him a lot of patronage and much advantage which it had cost him years to win.

Then employes are often thoughtless in the details which they impart. Many people make a point of placing workers in any and every capacity in order to discover something of a startling nature. All employes having records to handle should be impressed with the responsibility laid upon them by reasonable loyalty, and records containing details should be properly cared for and not left lying about for everyone to read and perhaps misinterpret.

Our war experience proved to us that it is even possible for spies to dwell deliberately in our midst and to gain our confidence. It is not desirable to be suspicious of everyone, nor to give ourselves unnecessary worry. Nevertheless freedom from worry is purchased by sound business methods and wise discretion which insure safety and do not make public affairs which are justly of a private nature.

A business man who had been disappointed in moneys which he had expected to receive and who had been called upon to pay out more than he had planned to do on a certain day drew his bank account down to \$11. This gave him no anxiety, however, as he was amply prepared to protect himself by deposits from various other sources. Knowing, however, that he was to have a substantial sum of money paid to him

that day he hesitated to disturb any other matters. The money came in and the deposit was made and everything was tidied over without trouble.

But in the meantime an employe had seen that record, "Balance, \$11.47," and forthwith a rumor was sent flying abroad that the firm was on the edge of bankruptcy. Much embarrassment resulted, and not a few creditors pressed their claims insistently. The business man learned his lesson, but at no small expense.

Your business reputation takes a long time to build up. It can be torn down in short order. It pays to be careful!

WISCONSIN VICTOR DEALERS MEET

Eastern Wisconsin Victor Dealers' Association Holds Second Meeting—J. A. Sandee Elected Chairman of Next Meeting

APPLETON, WIS., August 2.—The second monthly meeting of the Eastern Wisconsin Victor Dealers' Association was held here recently, resulting in the election of J. A. Sandee as chairman of the third meeting of the organization, to be held in Fond du Lac this month. The local meeting was held in the Hotel Appleton and followed by a banquet. Among those who attended were: Mr. Bleck, Sheboygan; J. A. Sandee, Fond du Lac; Henry Brauer and O. A. Look, Kaukauna; Henry Chrisen, Manitowoc; Thomas Dowring and Mr. Zobrowsky, De Pere; Otto Schopen, Milwaukee; D. M. Grioux, Green Bay; Ralph Wilson, Oshkosh. There was quite a profitable exchange of ideas.

NEW OKEH RADIO RECORDS

Interesting Records Featuring Radio Code Now Ready for Trade—Okeh Jobbers Enthusiastic as to Their Value

The General Phonograph Corp., New York, manufacturer of Okeh records, has just released two new records for the purpose of furthering the interest of radio enthusiasts in the radio code. These records are known as radio code lessons number one and two on Okeh record 4633 and lessons number three and four on Okeh record 4634. The first record is a complete explanation and instruction in a new method of learning the radio code, which it is stated will enable radio fans to learn the code in one-tenth of the time usually required.

These very interesting records were made for the Okeh library by Jack Binns, the famous COD wireless operator of the S.S. "Republic" and radio editor of the New York Tribune. The short-cut system for learning the code, which is featured by Okeh, was presented by J. C. H. Macbeth, code expert and author of the Marconi code.

The General Phonograph Corp. is planning a vigorous sales campaign in behalf of these two records and a feature of this campaign is the publication of an instruction book, which accompanies the records and forms a complete outfit. The book is a detailed explanation regarding the new system on which the records are based and is also written by Mr. Macbeth. The complete outfit of two records and the book retails for \$2.00 or may be sold separately by Okeh dealers at 75 cents each for the record and 50 cents per copy for the book. Okeh jobbers have evinced keen interest in these radio records and the Moore-Bird Co., of Denver, Colo., wrote the following interesting letter to J. A. Sieber, advertising manager of the company:

"You have 'hit the ceiling' again with your two new radio records and we are anxiously waiting to receive our samples, together with the sample of the book. This thing is so simple that it is hard to understand why it has not been done before, but it is only another tribute to the efficiency of the Okeh organization in being the first with new, fast-selling merchandise."

The Pierian Phonograph Mfg. Co., of Goshen, Ind., has filed a decree of dissolution.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.
Jamestown, N. Y.

The Biggest Value on the Market. A Trial Order Will Convince

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Genuine Mahogany, Walnut or Oak

VOCALION PHONOGRAPHS

THE VOCALION LINE

Combines High Grade Distinction with the
Best Merchandising Value in the Trade



Style No. 550



Style No. 1623



Style No. 1627



Style No. 720



Style No. 1624



The Graduola

The great Tone-controlling device—
obtainable only on The Vocalion



Style No. 1593

The **A E O L**
NEW YORK CINCINNATI

VOCALION

RED RECORDS

Plavable on All Phonographs

THE DISTRIBUTORS OF
THE VOCALION AND VOCALION RECORDS

- MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City
- A. C. ERISMAN CO., 174 Tremont St., Boston, Mass.
Vocalion Record Distributors
- WOODSIDE VOCALION CO., 154 High St., Portland, Me.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- GIBSON SNOW CO., 306 West Willow St., Syracuse, N. Y.
Vocalion Record Distributors
- CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.
- SONORA DISTR. CO., 505 Liberty Ave., Pittsburgh, Pa.
Vocalion Record Distributors
- PENN-VOCALION CO., 16 W. King St., Lancaster, Pa.
- O. J. DE MOLL & CO., 12th and G Sts., Washington, D. C.
- VOCALION CO. of OHIO,
328 W. Superior St., Cleveland, Ohio
- VOCALION CO. of OHIO, 420 W. 4th St., Cincinnati, Ohio
- LIND & MARKS CO., 530 Bates St., Detroit, Mich.
- THE AEOLIAN COMPANY,
529 S. Wabash Ave., Chicago, Ill.
- LOUISVILLE MUSIC CO., 529 S. 4th St., Louisville, Ky.
- HESSIG ELLIS DRUG CO.,
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- THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.
- GUEST PIANO CO., Burlington, Iowa
- D. H. HOLMES CO., New Orleans, La.
- STONE PIANO CO., Fargo, N. D.
- STONE PIANO CO., 826 Nicollet Ave., Minneapolis, Minn.
- CONSOLIDATED MUSIC CO., Salt Lake City, Utah
- COMMERCIAL ASSOCIATES,
754 N. Spring St., Los Angeles, Cal.
- THE MAGNAVOX CO., 616 Mission St., San Francisco, Cal.
Vocalion Record Distributors

*Let Us Get in Touch With You Regarding
the Complete Vocalion Line*



Evelyn Scotney

Noted Australian Soprano of the
Metropolitan Opera Company

EXCLUSIVELY VOCALION

I A N Company
CHICAGO ST. LOUIS BOSTON



You pick a winner when you order A-3652. This is Nora Bayes in two typical Bayesesque songs, "You've Had Your Day" and "I Ain't Never Had Nobody Crazy Over Me." Nora has a wheedling, whimsical way in these swinging melodies that makes one just have to have that record.

Columbia Graphophone Co.
NEW YORK

DETROIT

Vacationists Keep Trade Volume Up—Music Contest Helps—Dealers Adopt Aggressive Tactics

DETROIT, MICH., August 6.—The talking machine business in this city, while not as brisk as a few weeks ago, remains comparatively active. This fortunate state of affairs is attributed to the fact that the vacation season is in full swing and that many people desire to take some music with them. As a result there is a steady demand for used machines at prices ranging from \$15 upwards, depending of course upon the model and its general condition. The new portables are also finding big favor with the public and the majority of dealers say that they cannot get them fast enough. Dance records are selling briskly and there is a slightly increasing demand for the more enduring type of music.

Music Memory Contest Stimulates Trade

Dealers believe this demand is created by the Music Memory Contest, which is city-wide in its scope and is well under way with over 15,000 contestants already enrolled and more coming in, despite the lateness of the date. Many of the leading music stores, in addition to being donors of prizes, are keeping the contest well to the fore by means of weekly concerts in their various shops. Among such firms featuring these

concerts, at which themes used in the contest are played, we find the following: J. L. Hudson Co., Kimball Piano Co., Grinnell Bros., The Edison Shop, Peoples Outfitting Co., White Furniture Co., Gardner-White Co. The concerts are well attended and serve as a means of bringing in many new faces to the shops. One of the good things resulting from the contest is the bringing into prominence of much local talent of exceptional ability. Many people are buying records of the themes used, both from a desire to become more familiar with them and also because they are awakening to a better appreciation of music.

The majority of dealers here are putting forth strenuous efforts to land business and are achieving very gratifying results. Grinnell Bros. are among the leaders in aggressive sales tactics and they are doing a remarkable amount of business, all things considered. One of the members of the firm stated that, "We are working hard for the business we are getting but we are inclined to believe that anybody could do it if they wanted to."

The majority of dealers are anticipating a brisk Fall trade and are setting the stages early, so to speak. One of the dealers on Woodward avenue remarked that he had noticed a different attitude on the part of the buying public, a happier attitude, and he attributed this to the fact that the large Detroit industries are running full time and in many cases overtime. This means that there is plenty of work for everyone and also means that nearly every one has some

ready money. With the return of prosperity the need for strict economy is passing. "As soon as the people return to the city in sufficient numbers, from their vacations, I confidently expect to see my sales greatly increased. At present I am disposing of all the second-hand machines I receive and this business is not to be despised," he says.

"Vacations cost money and without money are not to be indulged in. If the people who are away on vacations did not have a source of income they would remain in town and look for work. People able to indulge in vacations are able to buy and upon their return will undoubtedly do so, if the record of the last two or three months can be regarded as any indication."

George W. Bourke, of the Kimball Piano Co., also handling the Kimball phonograph, returned the first of the month from a fishing trip to the upper peninsula of Michigan. Accompanied by friends he motored through, covering over 1,500 miles, and reports it the most successful and enjoyable trip he has ever taken. He also reports a good demand for Kimball phonographs and believes that 1922 will set a new record for his store.

FOR ALL-SEASONS' SALES

Pal Phonograph Seems to Have Won Favor With Purchasers Along These Lines

According to a recent announcement the Portable Phonograph Co., 20 West Twentieth street, manufacturer of the Pal phonograph, will include the manufacture of this instrument for all-seasons' sales. The officers of the company state that there is no reason why sales of portable machines should be confined to the Summer season. A survey of the sales possibilities in various parts of the country shows that there will be a substantial demand throughout the year.

In speaking of the position the Pal portable has taken in the trade a member of the sales organization said: "From the large volume of sales which followed the first announcement of our company it is evident that the Pal type of machine has found favor with buyers in general. Some of the excellent features of our product are the universal tone arm and sound box, special sounding board which gives a clear, strong tone, as well as the Triangle motor which we use and the album which carries twelve ten-inch records.

"We believe the design and finish, either in mahogany or walnut, or encased in a genuine cowhide box, make the Pal portable as desirable for use in the home as for outdoors."

OCCUPYING ATTRACTIVE QUARTERS

The Cantlon Piano House, of Great Falls, Mont., has moved into attractive new quarters next to the Hotel Rainbow. In addition to a complete line of pianos and musical instruments talking machines and records are handled.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

CATERING TO THE AUTOMOBILIST

Vogue of the Motor Car Offers Live Dealers an Opportunity for Sales Impossible Under Conditions Which Prevailed in Former Days

One of the most popular outdoor pastimes during the Summer and Fall in the present day is motoring. Every city, town or hamlet, no matter how isolated and distant from the congested centers of population, has a steady stream of motor cars passing through it during the entire Summer and Fall and especially on Saturdays and Sundays. Many dealers have capitalized the motor vogue through billboard advertising and other means of bringing motorists to their establishments.

One dealer recently sent out folders describing the portable type of talking machine as an adjunct to the motor trip to all persons in his territory owning motor cars and the results from this bit of publicity more than justified the expense and trouble. Another dealer is using large billboard space which is devoted to advertising of a dignified type. He, too, has realized good results on his investment.

People on the outskirts of towns and cities who own automobiles usually motor to town at least once each week to do their shopping and advertising of this character is bound to draw their attention.

ARTIST TIE-UP BOOSTS SALES

Boyer Music Co. Takes Advantage of Appearance of Isham Jones' Orchestra to Feature Brunswick Records by These Artists

ELKHART, IND., August 3.—The Boyer Music Co., 417 South Main street, this city, took advantage of the recent appearance of the Isham Jones Orchestra in Christiana Park here to boost the sale of Brunswick records by these artists. During the appearance of the orchestra the company used extensive publicity in the local newspapers, emphasizing the entertainment value of the recordings of the Isham Jones Orchestra, with the result that a substantial increase in the demand for these records was enjoyed.

BOOM HOME RECORD LIBRARIES

Phil Ravis, president of the Peerless Album Co., New York, recently stated that the increased demands for his company's product coming from various sections of the country showed a decided return towards normal conditions. "This renewed activity," he said, "coming at the Summer period leaves no doubt as to Fall activity. Every indication seemingly showed the Fall season would be quite active."

The early Fall sales campaign of the Peerless Album Co. will include a plan to increase the demand for "home record libraries." This, the company has found, increases the sales of records for the retailer as well as sells its product.

THE ESSEX CO.'S ATTRACTIVE STORE

The Essex Talking Machine Co., of Montclair, N. J., recently opened its new warerooms to the public, where a full line of Victrolas and Victor records is on display and daily demonstrated. The new home is one of the show places of New Jersey. It is an attractive, well-arranged and lighted store, the interior woodwork of which is in old English style.

BUSINESS-GETTING STATEMENT

Wm. Hengerer Co. Increases Record and Machine Sales Through Monthly Statements Sent to Customers Having Charge Accounts

BUFFALO, N. Y., August 2.—The talking machine department of the Wm. Hengerer Co., of this city, which handles the Victor line of talking machines and records, has adopted a unique and effective method of keeping this department and the line handled before the patrons of all sections of the store at all times.

The store has a clientele of customers numbering about 20,000, who have accounts, and each month statements are sent to these people. That part of the statement which the customer retains contains a cut of a console model Victrola, No. 300, together with the price of the instrument. Immediately below this an attractive arrangement of type calls attention to the company's Victrola studios.

These statements reach many people who possess talking machines and considerable record business has resulted. To those who do not own a Victrola the statement is a monthly reminder that the store which they patronize can serve them in this respect.

STUDENTS SEE "MOVIE" OF VOICE

Interesting Apparatus and Mirrors Used in Transferring Voice to Screen

The Columbia Summer school students were shown motion pictures of the human voice in the Horace Mann Auditorium, in New York City, last week. For three hours the students, most of them teachers from other States, witnessed demonstrations of recent advances in wireless telephony by leading engineers.

A projecting machine, the stereopticon-oscillograph, was used and the demonstration accomplished by transferring the voice waves as they were transmitted by Mr. Mills electrically over a telephone circuit to the light by means of delicately balanced mirrors. These light beams were then projected upon a motion picture screen, appearing in the form of waves and varying in intensity, amplitude and character as the voice of the speaker varied in vowel and consonant sounds.

By means of the oscillograph it is possible to determine the relative audibility of various words and expressions. The vowel "o," it was pointed out, is the easiest human sound to understand, as illustrated by the word Chicago, the final vowel of which produced on the screen a marked broadening of the light in contrast with the weaker effects of the other letters.

A feature of the demonstration was the use of college yells, "Harvard," with its broad vowel sounds, leading in magnitude of light impressions. Yale, Columbia, Chicago and other university yells were shown on the screen, where the sound impression made by Yale was noticeably weak.

D. C. STEEL SECURES COLUMBIA

McPHERSON, KAN., August 3.—The Upshaw Furniture Co., of this city, has sold its agency for Columbia Grafonolas and records, including its entire stock of Columbia products, to D. C. Steel, who recently opened the City News & Music Shop on South Main street. The establishment is well equipped.



POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records \$.75 Each

- 1007 Pulcinella Ad Una Festa Da Ballo. Scena Comica. Un Balbuziente in Tribunale. Scena Comica.
- 0991x L'Altalena. Song.....Cav. G. Godono
- E L'Ammore. Song.....Cav. G. Godono
- 1000 'O Guarracino. Part 1. Song, P. Mazzone
- 'O Guarracino. Part 2. Song, P. Mazzone
- 0957x Luntano 'A Te, Mari'. Song, Cav. G. Godono
- L'Acquaiola. Song....Cav. D. Giannini
- 0997x Serenatona. Song.....R. Ciaramella
- Vipera. Song.....Jole Baroni
- 0955x Tic-Ti-Tic-Ta. Song.....R. Ciaramella
- Piererotta. Song.....R. Ciaramella
- 0993x Venerdi'. Song.....F. Rondinella
- 'E Ssignurine D' 'O Palazzo. Song, R. Ciaramella
- 0989x Mia Dolce Amica...Cav. Uff. G. Godono
- Voce D'Amor.....Cav. Uff. G. Godono
- 0995x Totonno 'E Quagliarella....Ciaramella
- Niru TeLangella
- 1001x Signora Mia (Duetto), Donnarumma-Ciaramella
- 'A Cura 'E Mamma' (Duetto), Donnarumma-Ciaramella
- 1003x Canzone AmericanaDonnarumma
- Donna Fifi'Ciaramella
- 1005x Mo Esce Achille. Scena Comica. Il Cavamacchie. Scena Comica.
- 1019x Momenti Gioiosi. Orchestra. Al Bosforo. Polka.
- 1021x Carmen (Selection). Bells. Nozze D'Oro. March.
- 1033x Abat—Jour (Salomè), Ciaramella-Rondinella
- Ninnolo....Cav. Uff. G. Godono, Tenore

We Are Also Manufacturers & Distributors of Italian Popular Music Rolls

New Hits Released the 15th of Each Month

JUST OUT

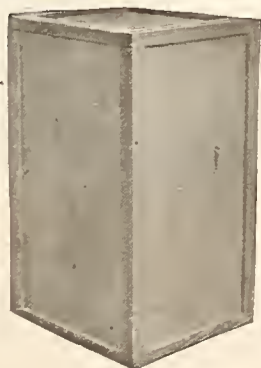
- 209—'O Viaggio 'E Nozze. Versi e Musica di M. Nicolò. (Word Roll).....\$1.25
- 181—Legenda Di Guerra. Versi di A. Giuliani. Musica di G. Bonavolontà. (Word Roll) 1.25
- 192—La Figlia Della Strada. Versi di A. Giuliani. Musica di A. Granozio. (Word Roll) 1.25
- 054—Lassanno Napule. Versi e Musica di F. Pennino. (Word Roll)..... 1.25
- 227—Se-Malia-E. Mancini. F. P. Tosti. (Word Roll) 1.25
- 228—Non E' Ver. Romanza di F. P. Tosti. (Word Roll) 1.00
- 212—In Viaggio. Polka di D. Ietti..... .90
- 057—L'Incantevole. Mazurka by J. Gioè.. .90
- 051—Napule, Addio! Versi di R. Cacace. Musica di D. Ietti. (Word Roll) 1.25

ITALIAN BOOK CO.

Music Dep't

145-47 Mulberry St. New York City

DISCOUNT TO DEALERS—ASK FOR CATALOGUES



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Let us figure on your requirements

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

THE PHONOGRAPH AN ONLY SURVIVOR

Filmer "Nanook of the North" Tells This Story—Eskimo Carried It 312 Miles—After Years of Adventure It Is Now Out of Tune

Anyone who has ever been lulled into sleep, or out of it, by the dulcet melodies of one of these faithful, dependable household pets will find that all his sympathetic chords will respond to this tale of the plain, ordinary little talking machine that ventured into the frozen North. It is a tale of the pluck, heroism and courage under circumstances which would have made even a \$3-a-record grand opera tenor quail, of one small phonograph which at the present moment is probably doing its humble, unassuming bit to make life more endurable for some rugged factor, some candle-fed Eskimo or some dashing Northwest mounted cop in the great open spaces up there in the Hudson Bay country.

The tale comes from Robert J. Flaherty, F. R. G. S., who has been in the colder North off and on for the better part of the past decade, and

was written for the New York Sun. He just returned after spending two years filming a picture of Eskimo home life, which he called "Nanook of the North," and which, as everyone knows, New York has had opportunity to see at a Broadway theatre.

And if the story of this plucky little phonograph doesn't remove the prejudice of every flat-dweller, then the writer is no Eskimo.

On one of his trips to the North Mr. Flaherty, who is a mining engineer by profession, experienced more than the ordinary difficulty. In fact, the good ten-ton schooner "Laddie," which had carried the party to Belcher Island, in Hudson Bay, had to be chopped up for kindling wood. All had to be chopped up save honor, the food and the instruments and papers.

There was a talking machine present. This would have gone to the axe, too, except that something about it that was appealing restrained the hand of the executioner at the last minute.

"I can't do it," he said, probably with a frozen tear just outside his eye.

It was at that moment that Wetalltak, Mr.

Flaherty's expert hunter and sledgeman—Eskimo, of course—came up and said, "Woodman, spare that phonograph," or words to that effect. The result was that Mr. Flaherty on leaving for the trip down James Bay gave Wetalltak the phonograph to have and to hold and to do with what he willed, until death did them part. Mr. Flaherty and his party went out into the snow and thought no more of the donated phonograph.

With the characteristic thrift of the Eskimo, Wetalltak saw a chance to make some money. He did not want the phonograph, because he had tired of music. Besides, it was October and night was coming on and he knew that if he played the phonograph very much the neighbors would complain sooner or later, by March at the latest.

He decided to take the phonograph to Mavor, the factor at Great Whale River, 125 miles away. Mavor, Wetalltak knew, would give him a skin or two for it. That is, he knew Mavor would do the right thing; he would skin him and yet he wouldn't.

Wetalltak later told of that trip with the phonograph. It was across "rafted," that is, rough ice. Wetalltak stood it all right because he used to be an iceman. But the phonograph was a product of civilization. In the States it had been handled by expressmen and wound by children, but it never had had a time like this.

Many times it weakened and would fain have given up, but Wetalltak, the sturdy, was always there to wind it up and hearten it. For days it was without needles until Wetalltak finally took the needle from his compass and gave it to the phonograph.

At last the 125 miles across the rough ice were accomplished and they reached the trading post at Great Whale River. Even Wetalltak was all in and the phonograph—you should have seen it. Then they told Wetalltak that Mavor, the factor, had been transferred to Fort George, 187 miles further on down James Bay.

There is no use going into details. Wetalltak made the trip. He was so mad that he just made the trip anyhow to spite Mavor for being transferred. And he got the phonograph to Fort George!

But when Mr. Flaherty returned to that country on his latest trip to take the Nanook pictures he came across his friend Mavor, who said to him:

"Say, Wetalltak brought me down an old phonograph of yours two or three nights ago—I think it was about 1917—and I wisht you'd take a look at it. IT'S OUT OF TUNE! ! ! !"

DOUBLES 1921 SALES TOTALS

CLEVELAND, O., August 5.—In a recent chat with The World, W. J. McNamara, president of the Empire Phono Parts Co., of this city, stated that the company's orders for tone arms, sound boxes and attachments during the past few months had been far beyond expectations. In fact, the sales totals for June and July were double those of the corresponding period of last year and Mr. McNamara believes that the talking machine industry is going to enjoy a healthy trade this Fall.

DUTY ON RECORDS IN FIJI

According to a decision of the Commissioners of Customs of Fiji, states the Board of Trade Journal, London, Eng., gramophone records are to be classified for customs purposes under tariff item, "Goods not specified," the rates of import duty being 27½ per cent ad valorem for the General Tariff and 15 per cent ad valorem for the Preferential Tariff, which applies to all goods produced in the British Empire. Ad valorem duties are based on the invoice value of the goods, plus 10 per cent to cover insurance and freight.

The Mamaroneck Music House was recently opened at 82 Mamaroneck avenue, Mamaroneck, N. Y. Included in the stock handled by this concern are Victor and Columbia talking machines, records, sheet music and music rolls.

Genuine Manhattan Radio Telephone Headsets are identified by the M-Seal-Flash on the back of each receiver case.



It is a mark that stands for high quality and dependability—a protection for dealers and consumers.



No. 2500
2000 Ohms
\$6.00
No. 2501
3000 Ohms
\$7.00

63,548 Headsets!

Outstanding Features of the New Manhattan Radio Telephone Headsets

- Extreme Sensitivity
- Amplifying Qualities
- Freedom from Distortion
- Sanitary Head Band with friction grip adjustment
- No Hair Catching Obstructions
- Concealed Cord Tips
- Polarity Indicating Cords
- Matched Receivers

For the four weeks ending July 1st—this was the production AND SALES of the new Manhattan Radio Telephone Headsets. Since the first new Manhattan Radio Headset was produced on March 20th—over 130,000 have been manufactured and SOLD.

Only by producing the highest grade of headset—a headset built with the precision of a watch—a headset designed to STAY on the market—could such an achievement be accomplished.

The materials that enter into the manufacture of Manhattan Radio Telephone Headsets are the same as used in the most expensive headsets.

Precision in manufacture, highest quality materials and most rigid tests and inspection during manufacture, are the factors that insure Manhattan Headsets a position of leadership and permanency in the market.

Get ready for the big fall and winter business—place your order with your jobber for Manhattan Headsets NOW.



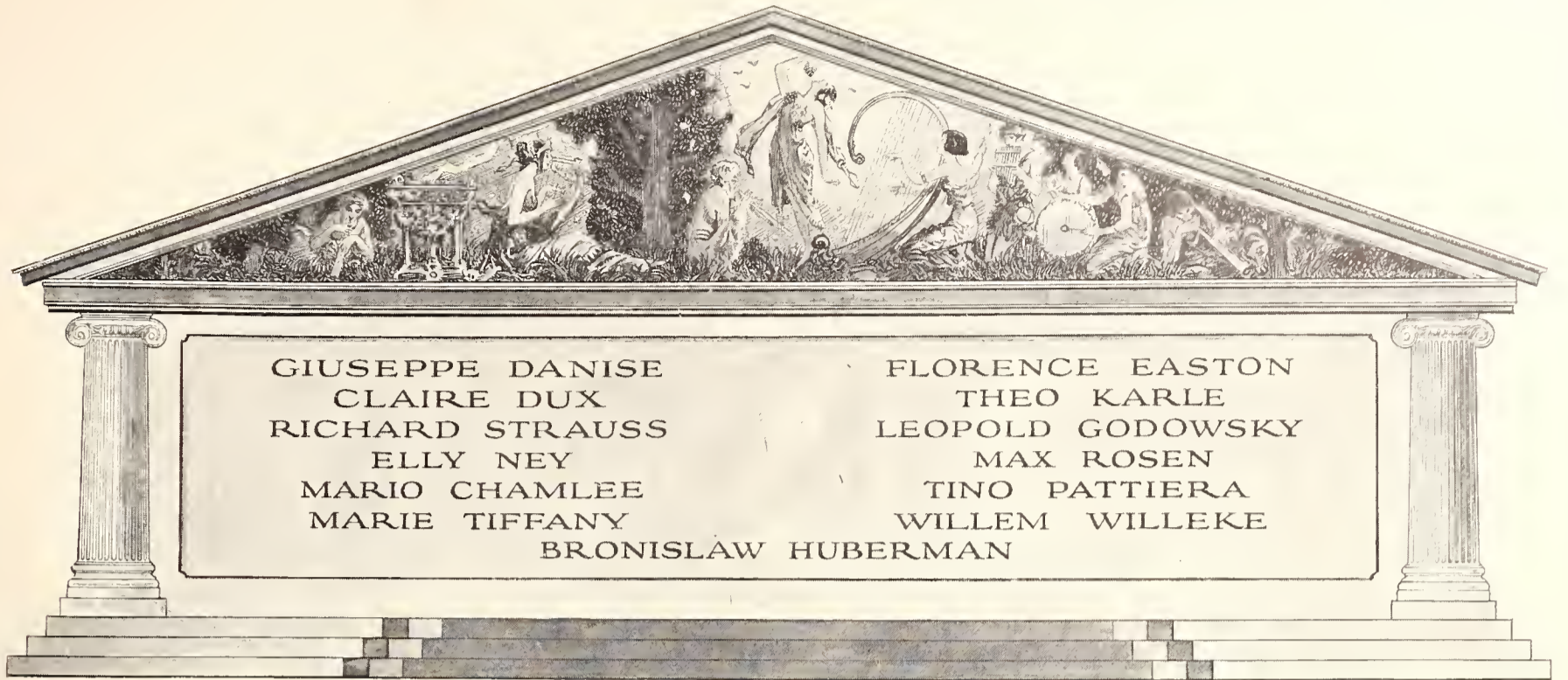
MANHATTAN
ELECTRICAL SUPPLY CO., INC.

Makers of the famous Red Seal Dry Batteries

NEW YORK ST. LOUIS
CHICAGO SAN FRANCISCO

Each Manhattan Headset is individually boxed in the distinctive Manhattan carton and is identified by the M-Seal-Flash insignia.





The NEW HALL OF FAME

OPERATIC and CONCERT



FLORENCE EASTON
 Prima Donna Soprano
 Metropolitan Opera Co.
 as Fiordiligi in "Cosi Fan Tutte"

THESE great artists, whose names are on the lips of musical critics the world over, have confined their artistic achievements exclusively to Brunswick Records, as the most fitting medium to perpetuate their art and to safeguard their fame.

THE BRUNSWICK-BALKE-COLENDER CO.
 Established 1845
 CHICAGO NEW YORK CINCINNATI TORONTO



CLAIRE DUX
 Soprano
 Chicago Opera Co.
 as Mimi in "La Boheme"



GIUSEPPE DANISE
 Premier Baritone
 Metropolitan Opera Co.
 as Scarpia in "Tosca"



MARIO CHAMLEE
 Tenor
 Metropolitan Opera Co.
 as Cavaradossi in "Tosca"



ELLY NEY
 Pianiste
 "The Woman Paderewski"



THEO KARLE
 Foremost in ranks
 of American tenors



BRUNSWICK
 PHONOGRAPHS AND RECORDS



Percy Grainger, at the piano, playing Grieg's "Norwegian Bridal Procession," then pausing a moment and playing Liszt's "Liebestraum." That is the musical treat Columbia has prepared in Symphony Record A-6217. The pause comes when one turns the record over.

**Columbia Graphophone Co.
NEW YORK**



CONFERENCE OF VICTOR TRAVELERS

Representatives of Victor Talking Machine Co. Come From All Parts of Country to Attend Annual Conclave in Camden

CAMDEN, N. J., August 5.—The annual conference of members of the traveling department of the Victor Talking Machine Co. was held at the company's plant in this city recently. Victor traveling men from all parts of the country were present at the conclave, which lasted the greater part of a week, and problems confronting them were discussed and analyzed.

Frank K. Dolbeer, manager of the traveling department, welcomed the representatives at the opening of the meeting, following which attention was given to the consideration of the problems of the department. The usual custom of executives and officials of the company to address the travelers at the annual conferences concerning the work of their respective departments was followed out this year and both the inside and outside staff of the traveling department were given an insight into the ramifications of the promotional and development work carried on by the company. Practically a whole day was devoted by the men to the exchange of ideas which have been found effective in sales promotion in various sections of the country.

The business discussions at the conference ended with a luncheon and sports. Tennis enthusiasts among the travelers repaired to the courts of the Overbrook Country Club, where several hotly contested matches were played. The remainder of the men engaged in a golf tournament on the links of the Bala Country Club, the result of which was the acquisition of a handsome handbag as first prize by James A. Frye, the Boston representative.

In the evening the travelers departed for their respective territories as follows: R. A. Bartley, eastern Pennsylvania; B. F. Bibighaus, New York City; R. S. Cron, Chicago; W. T. Davis, Maryland, Virginia and West Virginia; R. A. Drake, eastern New York, Vermont and New Hampshire; F. C. Erdman, eastern Ohio; J. A. Frye, Massachusetts and Maine; W. G. Gaston, Michigan; R. P. Hamilton, California and Nevada; R. C. Hopkins, northern New Jersey and eastern Pennsylvania; T. L. Husseilton, Missouri; E. W. Killgore, Connecticut; A. H. Levy, Brooklyn and Long Island; E. J. F. Marx, western Pennsylvania and West Virginia; A. C. Mayer, western Ohio and Indiana; L. S. Morgan, Wisconsin; K. B. Owen, Texas; D. S. Pruitt, North and South Carolina, Georgia and Florida; G. L. Richardson, Iowa and Nebraska, and P. W. Willis, western New York.

The Music Shoppe, Casper, Wyo., recently celebrated the formal opening of its fine new exclusive Victor store. The new quarters are modernly equipped, all the booths and counters being finished in French gray.

L. A. Peck has opened a new talking machine store in Hay Springs, Neb., handling the Victor line.

MEASURING MUSICAL TALENT

Scientific Methods Now Being Used in Educational Centers Are Most Interesting

Modestly but earnestly there have been in progress at a few educational centers of this country during recent years most interesting efforts to develop a scientific method of musical education. The method is based largely on psychology, and various instruments have been devised not only for making tests of nerve reactions but also for measuring musical talent and classifying it.

Apart from the psychological element, an instrument for visibly registering tonal vibrations, known as a tonoscope, has been under development for some twenty years, though it is only within the last few years that it has been practically applied. This instrument indicates the exact number of vibrations a second of any tone tested by it, and as, of course, the number of vibrations of all tones is known the instrument determines whether the pitch is correct. It consists of a perfectly balanced drum that rotates horizontally, making exactly one revolution a second. The white face of the drum is covered with black dots arranged in rows, which, in connection with a scale, enable the operator to read the number of vibrations a second made by a small gas flame in front of the drum, which is caused to vibrate in accordance with the tone of a voice or instrument conducted to it through a speaking tube.

Other instruments have also been developed for making various tests to determine the natural aptitude and musical talent of students, says Popular Mechanics. Many of these are now being practically applied at the public schools in Evanston. Among them are instruments for measuring nerve reactions to discover the degree of susceptibility to pitch of sound, others for testing precision, and still others for testing free and controlled rhythm.

THE IDEAL SONG SHOP OPENS

WAKEFIELD, MASS., August 5.—The Ideal Song Shop is the name of the latest addition to the music stores here. A complete stock of talking machines and Edison records is handled. In addition pianos, sheet music and small musical instruments are handled.

NEW BUILDING FOR ORSENIKO CO.

Demand for Period Styles Made by This Company So Great That Manufacturing Facilities Have to Be Expanded—Looks for Busy Fall

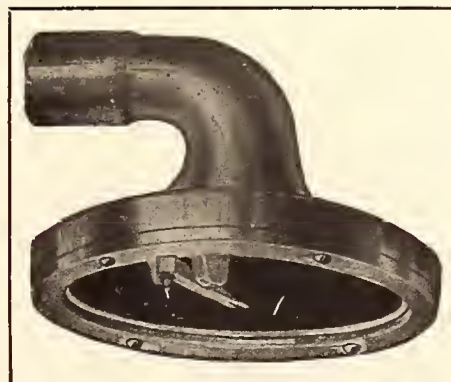
The Orsenigo Co., manufacturer of high-grade period model talking machines, of Long Island City, N. Y., is firmly establishing itself with the talking machine trade throughout the entire country. The Orsenigo period phonograph is being presented to the trade in several artistic designs, and dealers have shown such interest in these models that all indications point to a very healthy demand for the Fall and Winter trade.

T. Davies, general manager of the company, stated that the plant had been so rushed for the past seven months that it has been found necessary to find additional floor space to take care of the increased business which the company is receiving. Consequently the company purchased a large lot adjoining the present plant, on which a new building is being erected, modern in every respect, which will supply additional floor space of more than 100,000 square feet. This new addition is being rushed to completion and it is expected that equipment will be installed in this new plant and that it will be running in full swing by September. This addition will enable the company to take care of its increased business in a very efficient manner. The new plant will be devoted almost exclusively to the manufacture of the period phonographs, of which there are now twenty-five models. With increased facilities orders can be taken care of promptly and the company will be placed in a position to provide for the future growth of the business.

SELLS SONORAS TO SCHOOLS

LANSING, MICH., August 4.—E. E. Cummings, of the Michigan Sonora Shop, of this city, recently sold fifteen Sonora "Etudes" to the Lansing Board of Education. Mr. Cummings is naturally delighted with the closing of this sale, for there was keen competition over this order.

The Gaskill Music Co., Nebraska City, Neb., has moved the Victor talking machine department to the front part of the store and added two Unico booths, a service counter and a large record rack.



The "VICSONIA" REPRODUCER

For Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia, nickel plated, will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.



The New EDISON
Baby Console

(See page facing this)

The New EDISON Baby Console \$175.00

THIS newest addition to a famous group of consoles completes a line that contains a model for almost every prospective purchaser of a quality instrument.

The conservative design of the Baby Console assures a widespread demand for it as a unit of household furnishing, while the best indication of its mechanical fitness is the fact that it incorporates the best features of Mr. Edison's latest laboratory experiment.



THOMAS A. EDISON, Inc.
Orange, New Jersey

HOT LIPS

The New "Wang Wang Blues"
by the same Writer.

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

HEAR IT NOW!

He's got hot lips — When he plays Jazz, — He draws out steps, —

NATIONAL SALES CODE FOR USE IN HARDWOOD FIELD

Trade Members, Representing the Music Industries Chamber of Commerce, Endorse Recently Adopted Code of Procedure Intended to Simplify Transactions and Prevent Trade Disputes

Conditions surrounding the sale and purchase of hardwood lumber, which constitute a matter of vital importance to the members of the music industry, have been the subject of a recent conference of the National Hardwood Lumber Association, as the result of which a "National Sales Code" was adopted for the purpose of establishing uniform practices in lumber transactions and providing practical and responsive means for the settlement of disputes between buyers and sellers.

This code, which is the outcome of several years' preliminary work by the Lumber Association, establishes definite rules governing quotations, orders, acceptances and cancellations, stipulates the terms of settlement of accounts growing out of transactions under the code and provides for the inspection of lumber upon receipt by the purchaser when desired. The matter has been under discussion for some months past, with the Music Industries Chamber of Commerce as the representative of wood consumers in the music field, and a committee has been appointed by the Chamber to study the subject, consisting of: Thure A. Johanson, of the Cable Company; Howard C. Darnell, of the Victor Talking Ma-

chine Co.; Percy A. Deutsch, of the Brunswick-Balke-Collender Co.; A. G. Gulbransen, of Gulbransen-Dickinson Co., and Warren Thayer, of the Thayer Action Co. The conference recently held in Chicago was attended in person by Messrs. Johanson, Darnell and Gulbransen.

An important feature of the code is the provision for arbitration of disputes arising between buyers and sellers of lumber. In case of such a dispute involving a member of the Music Industries Chamber of Commerce, the arbitrators would consist of the secretary of the National Hardwood Lumber Association and the secretary of the Chamber, who, in case of their failure to arrive at an agreement, would select a third arbitrator, the decision of a majority of the arbitrators to be binding on the disputants.

In expressing his approval of the National Sales Code Mr. Johanson, chairman of the committee appointed by the Music Industries Chamber of Commerce, said:

"The committee is of the opinion that this revised code is quite fair to manufacturers, jobbers and consumers. It would seem as if this initial step in the standardization of selling and buying lumber as designated in this code is a good move

forward and we hope similar steps will soon be taken to clarify and simplify the grading, marking, etc., of lumber.

"Secretary Hoover's representative made quite a brilliant talk on this subject, pointing to this lack of standards as one of the weak points in the business and suggesting methods for remedying the same. Along this subject of standardization it might be a good thing to spend some thought on standardizing our own lines of trade.

"The committee also heard discussed other subjects pertaining to the lumber industry, all of which were of interest to the trade and its relations, and the energetic, businesslike method in which these discussions were conducted was a pleasure to behold.

"While the reported output of lumber is greater than the consumption, which would seem favorable to the consumer, yet it seems that prices of lumber in many instances have increased, while the grading of the stock has correspondingly lowered. The business outlook of the lumber industry seems to be favorable and both manufacturers and jobbers are quite optimistic as regards the future."

COLUMBIA ARTIST IN BUFFALO

Famous Hungarian Violinist Receives Ovation During Recent Vaudeville Engagement

BUFFALO, N. Y., July 31.—Duci di Kerekjarto, the famous Hungarian violinist and exclusive Columbia artist, appeared in this city recently at Shea's Vaudeville Theatre, where he received an ovation from Buffalo's music lovers and theatre patrons. During the week he was here Kerekjarto and M. H. Batz, city representative of the Buffalo branch, visited Columbia dealers, who were co-operating with this artist's appearance in Buffalo through the use of attractive window displays. While Kerekjarto was not the programmed star act at Shea's Theatre, he scored a hit that easily overshadowed all of the other acts on the bill. Incidentally, his visit to Buffalo stimulated materially the demand for his records.

Silvestre Teixeira, a talking machine and bicycle merchant of New Bedford, Mass., was recently declared bankrupt and H. A. Lider was appointed trustee by the court.

The agency for the Victor line of talking machines and records, formerly held by the Hofstetter Drug Store, of Warsaw, N. Y., has been taken over by the Ballantine Hardware Co.

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 1922-1923
Sample program and particulars upon request

P. W. SIMON, Manager
1658 Broadway New York City

HENRY BURR
ALBERT CAMPBELL
JOHN MEYERS
FRANK CROXTON
MONROE SILVER
BILLY MURRAY
FRED VAN EPS
FRANK BANTA

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

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

JAPANESE LIKE EFREM ZIMBALIST

Famous Violinist and Victor Artist Plays for Music Lovers of Nippon

Efrem Zimbalist, the world-famous violinist and Victor artist, who has been touring the Orient, accompanied by G. Ashman, pianist, has attracted widespread attention from music lovers in Ja-



Messrs. Zimbalist and Ashman in Tokyo

pan, where he recently gave a number of concerts, according to advices received by The World from the firm of Jiujiya Gakkiten, Victor dealer, one of the largest music houses in Tokyo, Japan, and an old-time subscriber of The Talking Machine World.

While in Tokyo Mr. Zimbalist visited the establishment of Jiujiya Gakkiten several times and the photograph reproduced herewith was taken in this concern's talking machine department during one of these visits. The photograph shows Mr. Zimbalist, Mr. Ashman and Miss Ai Kurata,

the pretty daughter of K. Kurata, proprietor of the establishment.

PLANS ACTIVE FALL CAMPAIGN

H. G. Neu, Manager of Regal Record Co., Tells of Impressions Gained From Recent Trip

H. G. Neu, manager of the Regal Record Co., Inc., 18 West Twentieth street, New York City, returned recently from a visit of several weeks to the trade centers of the Middle West. In speaking of his trip he said: "Dealers in some of the territory visited reported the usual falling off in Summer business. The outlook, however, was quite satisfying everywhere."

Mr. Neu made it a point to visit the merchandising managers of several of the leading department stores and he said, without exception, they all predict an unprecedented demand for records during the coming Fall.

The plans for the Fall Regal record campaign have been completed and call for much advertising material for dealers' use and other co-operative "hook-ups."

NEW LANDAY STORE IN BRIDGEPORT

BRIDGEPORT, CONN., August 5.—Landay Bros., who operate a chain of music stores in New York and surrounding cities, have leased attractive quarters at 1194 Main street, this city. The building is a four-story structure and the lease is for a period of ten years. Landay Bros. handle Victor talking machines and records and musical instruments of all kinds.

FRIEDA HEMPEL SCORES IN LONDON

Frieda Hempel, famous soprano and Edison artist, received a royal welcome from music lovers in London where she was recently heard in recital. The press was unanimous in its praise of this American favorite, and she has promised to give some extra recitals previous to returning to the United States.

SUGGESTS NEW "TALKER" MARKET

Writer in Printers' Ink Brings Out Possibility of Talking Machine Sales to Business Men for Office Use—Why Not Sell the Music Idea

The business man as a field for talking machines is suggested in a recent article appearing in Printers' Ink. The article, entitled "Couponless Advertising That Brought in 1,800 Dimes," by George H. Wicker, states, in part:

"A short time ago a salesman called to see the general manager of a large concern in the export field. As he sat waiting he heard the sound of music. It seemed to come from the general manager's office, the door of which was closed. He listened attentively and, being a music lover, was able to make out a violin rendition of the Meditation from 'Thais.' The selection was played twice over.

"Soon after the salesman got his audience, transacted his business and, when rising to leave, said:

"As I sat outside waiting I heard someone playing a violin. I'd like to know who played it and how music comes to occupy a place in your day's work, if it does."

"Thereupon the general manager pointed to a screen in one corner of his office, back of which stood a cabinet phonograph.

"That is what you heard," he said; "I've had that in my office for several months now. I get relaxation and refreshment from music. I have a habit of working too fast for my own good health. When my nerves get the best of me I quit, shut the door, turn off all telephone calls and give myself up to music for fifteen minutes. As a knitter of the raveled sleeve of care I find it better than sleep."

"Right there is a use for music that few people know about. Making a business man understand how he could use music that way would ordinarily require a longer story than it takes to induce people to buy popular dance music."

Here's an idea well worth thinking about! The field is entirely undeveloped.

WHY NOT YOU?

Wide-awake Dealers are increasing their profits thru the sales of De Luxe Needles

Before you place your next order don't fail to write us for samples and full particulars about

DE LUXE NEEDLES

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone



Medium Tone

DON'T FORGET THESE FACTS
 Perfect Reproduction of Tone No Scratchy Surface Noise
 PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)

COLUMBUS

Dealers Optimistic Regarding Trade Outlook for Fall—Vacations Under Way—The News

COLUMBUS, O., August 5.—A busy Fall for talking machines and records is the prediction of dealers and jobbers alike. Perry B. Whitsit, president of the Perry B. Whitsit Co., Victrola jobber, of this city, stated that the building activities now noticeable in this territory are bound to help the talking machine trade. Hundreds of houses are now going up all over the city and it is these new homes that will offer a new field for talking machines and records.

C. E. Avery, manager of the Victrola department of Stewart Bros., also looks for a busy Fall season. Having been engaged in an intensive campaign for an increase in volume of business, Mr. Avery anticipates the results of this campaign to be in evidence during the Autumn months. During the Summer months Mr. Avery put into being a plan to arouse interest in talking machines and records among people who formerly did not profess any interest at all in this line. "Two young women from our firm made house-to-house canvasses in territories in close proximity to our store. Out of 1,272 calls we secured 250 good prospects and 402 fair prospects. We have sold a number of machines as a result of this campaign and we expect to sell more in the near future. Experience has shown us that it takes about ninety days before the actual results of such a campaign can be calculated. As our campaign has only been going on for two months, it is too early to state definitely the degree of its success. At the present time, however, our sales have increased 20 per cent each week," said Mr. Avery.

Just as soon as Mr. Avery received a report of the interview which a representative of the firm had with the prospect he sent a follow-up letter. These letters brought many customers to the store.

An outstanding policy of the Stewart Bros. Furniture Co. is to have as many numbers of Victor records as have been issued by the Victor Talking Machine Co. An evidence of the completeness of this firm's stock may be had from the fact that only two customers were turned away inside of three months because records

asked for were not in stock and these particular discs could not be obtained in the city.

Visits to a number of the local talking machine firms revealed the fact that July, more than any other month, is the month of vacations. Those on vacation during July included: F. J. Connor, manager of the Victrola department of the Z. L. White Co., Victrola dealer, 106 North High street, who visited Cleveland, Cedar Point and Detroit; Mrs. Besse Bell, of the same concern, spent one month in Gloucester; Miss Vera Hammond, who visited her home in Amarilla, Tex.

Members of the C. C. Baker Co., 43 South High street, who enjoyed July vacations were: Mr. Baker, Mrs. F. Barnes, of the record department; Miss Julia La Rue, of the sheet music department, and Kenneth Pyles, of the player roll department.

Leslie I. King, manager of the music department, of the Morehouse-Martens Co., Victrola dealer, together with his family, is visiting his parents in Oakland, Md. Miss Mildred King, sister of Mr. King, accompanied them.

The Victrola department of this store took the honors in the sales contest that has just been concluded. Miss Dorothy Dawson, of the record department, headed the team that won the prize offered in this contest. Prize consists of three days' vacation with pay in addition to the regular vacation period that is granted to employes by this firm. Fifteen people constituted one team. Miss Dawson was the captain of team No. 2. At the close of the contest Miss Dawson's team was \$1,051 ahead of any other team.

In connection with the contest meetings were held frequently and salesmanship methods were emphasized to each member of the team by Miss Dawson. There were thirteen young women and two young men on this team. Each one of the 15 members received three days' vacation with pay.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., is visiting relatives in San Francisco, accompanied by her mother and aunt. She visited many points of interest en route, such as the Grand Canyon and Yellowstone National Park.

Out-of-town visitors at Perry B. Whitsit Co. during the past month included: O. A. Rider, Gem Pharmacy, Nelsonville, Ohio; A. E. Sargent, Crooksville, Ohio; Henry Ackerman, Jr., Marion, Ohio, and M. L. Phillips, Mt. Gilead, Ohio.



NO. VIII

Dear Bill:

In my last letter to you I stressed the necessity of going after business during the Summer months and outlined several good plans for conducting a profitable and sales-building Summer service. Now, I want to point out the necessity of taking advantage of the waning vacation season to prepare for the Fall and holiday business. This may seem a little premature to you, but remember that I have been through the mill myself and know whereof I speak.

In a little more than two weeks the vacation season will be practically over and once again the schools and churches will reopen their doors. People who have been away during the sweltering days will be back to their homes ready to settle down for the Fall and Winter. Experience has shown me that at this time, with longings for home life and comforts at their highest, people are most susceptible to the approaches of salesmen engaged in the selling of musical instruments.

It is well to plan a definite campaign to turn this susceptibility to good account. In this connection your advertising should make the home appeal and the value of your instruments as a means of home entertainment should be put forth most strongly. You will find that this sort of publicity at this time will be most effective in bringing customers to your store.

During the Summer you undoubtedly sold a number of the portable models of talking machines to people who desired them for use in camps and other vacation places. If you have a list of these people now is the time to capitalize on it by approaching them regarding the purchase of a larger instrument.

Now, in connection with the reopening of schools and churches, there is a big field for sales. In every church there are one or more organizations of a social character which offer fine prospects of not only making a sale of a machine to the society, but to individual members as well. You will probably find that most church organizations are hampered by lack of funds and you can secure their everlasting gratitude by helping them raise the money through one or more talking machine concerts. You carry a large stock of records and it would be an easy matter for you to arrange a well-balanced concert to be given in the church. Members of the congregation would be more than willing to pay an admission fee when they were told what the money was to be used for and by doing this you would also obtain some very fine publicity for your store and the line you handle.

Schools also offer a fine field for sales. The talking machine is being used more and more as an educational medium and Boards of Education are always willing to listen to plans whereby they can make their schools more efficient. Then there are concerts at the store or in the school for the school children which, while not resulting in any immediate sales, would provide live news for the local papers and widespread publicity for your store.

These are only a few of the opportunities which await the live dealer who takes time by the forelock and beats his competitor in getting to the prospects. It is a mighty good thing to have your plans prepared beforehand, so that you can start operations at a moment's notice. Thus, if one of your competitors should suddenly start work along these lines you are in a position to start something yourself without too much loss of time. As always, your friend, Jim,



IN the Swim as usual

Regardless of the season of the year, Mickel service to the Victor dealer is complete, up-to-date and practical.

For the Summer months—Swimming time—we are equipped to offer Victor retailers timely dealer helps that are well worth careful investigation.

MICKEL BROS.
DES MOINES IOWA

JEWETT RADIOPHONOGRAPH
No. 10



(Licensed under Armstrong Regenerative Patent No. 1,113,149, Oct. 6, 1914, and under pending patent application Serial No. 807,388)

“Guaranteed—Electrically and Mechanically—The Best That Money Can Buy.”

Are You An Ostrich— Or A Lion?

The Ostrich tucks his head into the sand and reasons that the Lion can't get him because he can't see the Lion.

With equal logic many a music dealer shuts his eyes to Radio, and proclaims that therefore it will never affect his business.

Ostriches, every one of them! And the fate of the Ostrich will surely be theirs, for Radio—one year old—is already the biggest and fastest money maker in the Musical Instrument field.

For distributors who are not Ostriches but Lions—merchants who know and appreciate Radio—this Company has territory, a product, and a proposition that means Profits.

Jewett Phonographs and Radiophonographs—the only actually complete line in the world—can be yours to sell if you're a Lion. The line is tested, approved and in full production. Our proposition is waiting for you.

You Lions! Let us hear you roar!

THE JEWETT RADIO and PHONOGRAPH CO.
DETROIT, MICHIGAN

The Stewart Sales Co., 18 W. Georgia St., Indianapolis, Ind.
Distributors for Indiana and Kentucky



The REGAL 50¢ Record

"Predominates"

**Regal's good quality
is not "accidental"**

The artists are the same talented stars who record for other leading record companies.

The recording supervisors are *experts* who have had long experience in this very important branch of record making.

The materials are of a high quality because *good materials are necessary for a good record.*

And the pressing is perfectly done in a factory that is the third largest record producer in the world.

That comprises Regal's quality!

But add to it the service of the organization that is back of the Regal Record.

Consider the tremendous scoops that Regal has made these past few months.

Remember that Regal is invariably out with the hits *first!* And that it maintains a 24 hour delivery service to ship these hits to the dealer!

Isn't it logical that Regal is the kind of a record company you could deal with profitably and satisfactorily?

Write for exclusive dealer proposition!

REGAL RECORD CO., Inc.
20 West 20th Street NEW YORK

RECORDS OF ALL RACES AND TRIBES

German Professor Has Collection of More Than 2,000 Recordings of Songs of All Races and Tribes—Says Wicked Do Not Sing

A museum for living voices—more than 2,000 phonograph plates of prominent personages, of wild tribes and all races—has been collected by Prof. Wilhelm Doegen, of the Public Library in Berlin, Germany.

The professor believes that from this extraordinary museum he could start a movement which would solidify peace in the world, and he is now trying to arrange for contact with American and other scientists.

"Furthering the mutual understanding of the peoples as well as of scientific progress," he said, "has always been the aim of our work. For instance, the general idea about the Ghurkas is that they are a savage tribe glorifying in bloodshed. Now take this record."

The sounds of a beautiful and melancholy tune ceased.

"Can anyone imagine a tribe having such songs and being a mere set of cut-throats?" he continued.

"'Wicked people do not sing,' says the German proverb. All human tribes, as we have confirmed, possess songs, some of which are merry and harmless ones, others full of passion and love, and some, the Slavic and Oriental races principally, which seem to be distilled out of sobs and tears."

Prof. Doegen says that wherever he had given performances in Germany and abroad the press has been unanimous in affirming that a wave of practical pacifism had emanated therefrom, more effective than the speeches made by political pacifists.

ARE YOU DOING YOUR SHARE?

If the organization with which you are connected offered a star to the worker who during the month contributed the idea which helped the most to increase income or decrease unnecessary expenses, would you be the one to wear it or would it go to someone else? asks Tom Dreier in Forbes' Magazine.

Without being impertinent, we want to ask you right now how much you have done during the past month to increase the sales of your company. Have you contributed one real, original idea? Has some thought of yours made the work of your associates easier and more efficient?

If you haven't helped to increase sales what have you done to effect economy? Have you been able to suggest anything that would eliminate certain unnecessary expenses? Have you suggested any short-cuts?

Just for your own pleasure and to test your own value to yourself and to your organization, ask yourself some searching questions like these.

HAVE MONEY TO BUY "TALKERS"

Savings Deposits in Banks in the United States
Total More Than \$16,500,000,000

Savings deposits in banks in the United States total more than \$16,500,000,000, according to a survey just completed by the American Bankers' Association through its savings bank division. Leo D. Woodworth, deputy manager of the division, under whose direction the study was made, points out that the total conflicts with the estimates recently issued by a United States Government bureau, which places the total savings for the country at \$27,000,000,000, a figure based on mutual savings bank deposits and outstanding United States bonds. The present figure of \$16,500,000,000 includes savings deposits, certificates of deposits and postal savings.

Ideas are everywhere. Good, bright, new ones abound in every line. When applied to your business they are valuable.

Pep is wasted energy unless it is directed along effective lines.

NEW VICTOR SHOP IN ALBANY

F. C. Henderson Co. Opens Attractive Store—
E. J. Yerick in Charge

ALBANY, N. Y., August 7.—A new, up-to-date Victor shop, to be known as Henderson's, has been opened by the F. C. Henderson Co., at 23 Steuben street. A complete assortment of Victrolas and records is stocked. E. J. Yerick, who formerly had charge of the talking machine department of the W. M. Whitney Co., has been made manager of the new establishment. No modern detail has been omitted in making Henderson's a store where practical service can and will be given its patrons. Its equipment includes sound-proof record-hearing rooms and large marble demonstrating rooms.

RADIO CHAMBER OF COMMERCE

First Annual Meeting of Radio Manufacturers in
Capital Results in Finishing Touches to Organization Recently Formed

WASHINGTON, D. C., August 4.—The first annual meeting of the National Radio Chamber of Commerce was held at the Wardman Park Hotel, this city, during the last week of July. The process of organization was completed during the convention and a constitution and by-laws were adopted.

The opening address was made by Herbert Hoover, Secretary of Commerce, and other interesting addresses were made by Secretary of War Weeks, Major General George O. Squier, chief signal officer of the Army; Dr. S. W. Stratton, Director Bureau of Standards, and others prominent in the radio field.

The delegates enjoyed the pleasure of a trip to the big naval radio station at Arlington, Va., and an inspection of the radio equipment at the Bureau of Standards.

SLIDE SERVICE PRICE REDUCED

Columbia Co. Announces Reduction in Price on
Motion Picture Slides

The advertising department of the Columbia Graphophone Co. announced recently that the moving picture slide service for Columbia dealers had been reduced from \$2.40 to \$1.00 per month. For this nominal sum the Columbia dealer receives four different hand-colored moving picture slides with his individual imprint. Each slide features a different record, as, for example, one set of slides presented Marion Harris singing "Fickle-Flo"; Eddie Cantor singing "I Love Her, She Loves Me," while the other two records featured several of the latest dance hits.

MOTROLA PRICES INCREASED

Jones-Motrola, Inc., 29 West Thirty-fifth street, New York City, manufacturer of the Jones-Motrola, an electric winding device for the talking machine, has announced an increase in the price of the product. Effective August 15, the retail price of the Motrola is advanced to \$25, maintaining the regular trade discounts to dealers and jobbers. The previous price of the Jones-Motrola was \$19.50.

Jones-Motrola, Inc., has also recently entered the radio manufacturing industry, manufacturing jacks, plugs, lamp sockets and other parts.

ISSUES FOREIGN RECORD POSTER

The Victor Talking Machine Co. has just issued an exceptionally handsome window poster for dealers' use in connection with the sale of foreign language records on the August list. The poster contains the national colors of Arabia, Bohemia, Croatia, Germany, Greece, Hungary, Italy, Spain, Poland, Portugal and Sweden and beneath these are listed the records in these languages.

To-day is the day to get down to business; to-morrow never comes.

The Stand-Patter Hinders Business Progress

By J. H. TREGOE, Secretary-treasurer, National Association of Credit Men

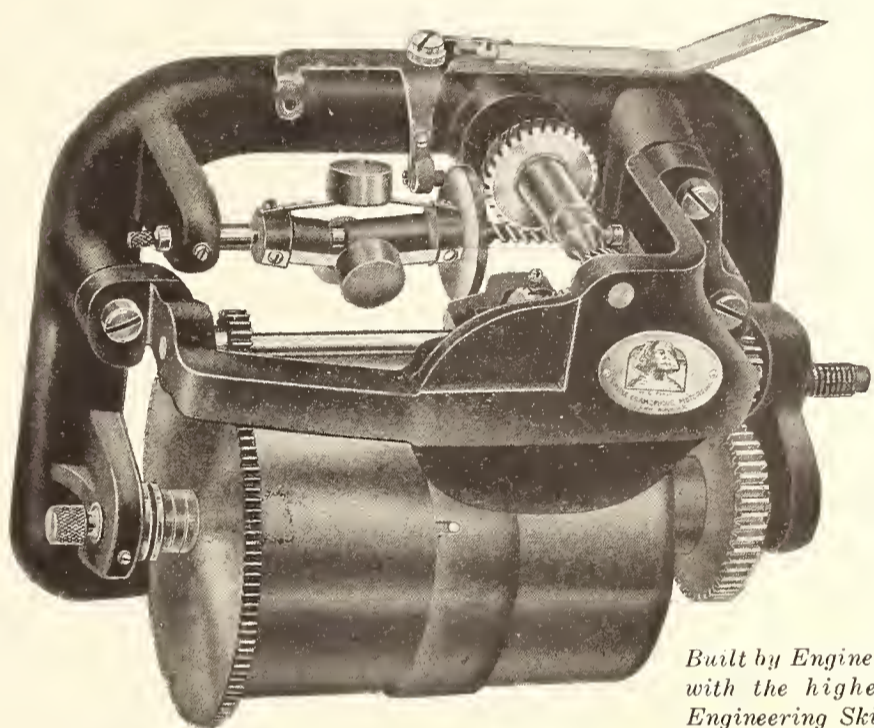
Make us thoroughly dissatisfied with ourselves is my earnest prayer for our business men, for the stand-patter in business is quite as much of an obstacle to progress as the stand-patter in politics, religion or other fields. To go on the principle that things merely happen, that the proper attitude is to take things as they come and make no effort to understand the whys and wherefores of past and present, just to accept as a matter of course that business must have its ups and downs, it is this sort of attitude that keeps us from moving forward and registering real progress in commercial affairs.

Progress is predicated on having the right point of view, the acceptance of the principle that to-day's events grow out of yesterday.

As business men, therefore, it is our duty to know the reasons for our present situation and, knowing them, to equip ourselves to bring new

forces to bear to make the new situation better. If well-directed action were ever needed it is needed now. If good thoughts ever had place it is now. The stand-patter must be jogged along and carried with the crowd or left behind. In full appreciation of the past, with right appraisal of the present and clear determination for to-morrow, we must go forward. What business shall be in the Fall of 1922 or the year following rests with us. It is not to be merely a matter of opinion.

A first dividend of 7 per cent has been allowed creditors of the Regina Co., Newark N. J., which was recently declared bankrupt, according to Atwood L. DeCoster, referee in bankruptcy. Creditors who consented to receive stock in the company in satisfaction of claims were exempt from the dividend.



*Built by Engineers
with the highest
Engineering Skill.*

DESIGNED to stand the shocks of
hard usage.

BUILT to run smoothly and noiselessly
under varying conditions.

OPERATED with uniformity, and
constant in speed.

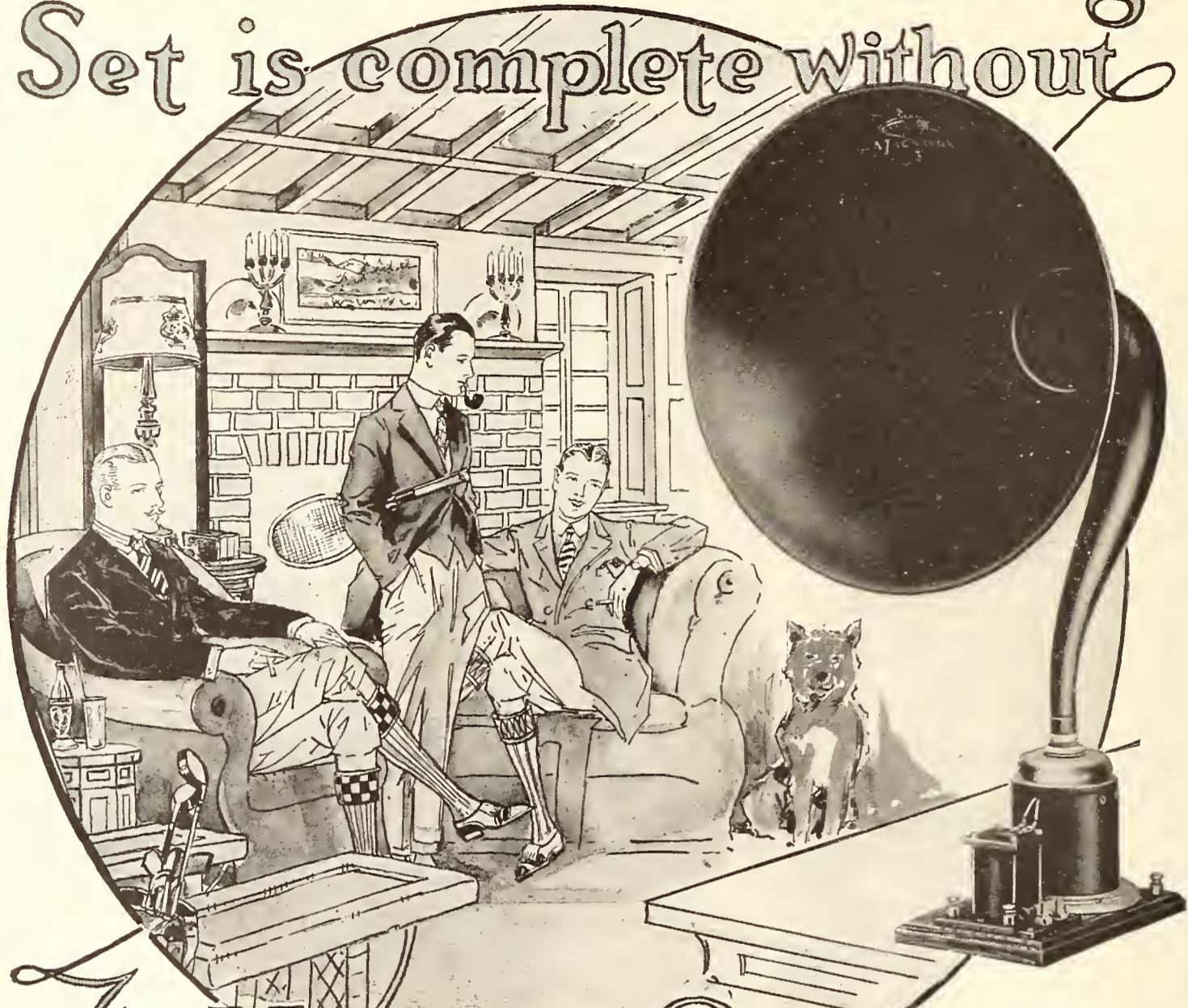
Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

No Wireless Receiving Set is complete without



The MAGNAVOX Radio

The Reproducer Supreme

TO show your customer the full use and enjoyment of a receiving set, demonstrate it equipped with Magnavox Radio—the Reproducer Supreme.

The Magnavox Radio opens up a large and most profitable radio market—by making it possible for the entire family to “listen in” at the same time.

Your profit margin is ample—your turnover on the sale of Magnavox Radio is rapid and sure. Carry it—understand it—demonstrate it—push it in your community.

Magnavox National advertising is producing “prospects” everywhere. Write for name of nearest distributor, and information as to how we help you sell Magnavox Radio.

Magnavox Radio consumer folder and other valuable “sales helps” link you up with the most interesting consumer advertising campaign in the entire industry.

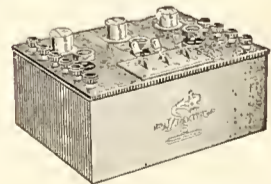
The Magnavox Company Home Office and Factory
Oakland, California
New York Office, 370 Seventh Avenue

R-2 Magnavox Radio with 18-inch Horn

FOR those who wish the utmost in amplifying power; for large audiences, dance halls, etc. Requires only .6 of an ampere for the field
Price, \$85.00

Type R-3 Magnavox Radio with 14-inch Horn

THE same in principle and construction throughout as Type R-2, and is ideal for use in homes, offices, amateur stations, etc. Price, \$45.00



3-Stage

Magnavox Power Amplifier Model C

INSURES getting the largest possible power input for the Magnavox Radio. Can be used with any “B” battery voltage which the power tube may require for best amplification.
AC-2-C, 2-Stage..... \$80.00
AC-3-C, 3-Stage..... 110.00

The playing of Brahms' "Hungarian Dance No. 1" by Toscha Seidel is fireworks set to music. With broad sweeping bow strokes he plays the opening theme, then dashes into a fiery torrent of glistening notes that fairly trample each other in their rush to burst from his violin, then by almost magical transitions he regains the original quiet, halting rhythm. 49690 12-inch Symphony.

Columbia Graphophone Co.
NEW YORK



NOW THE "DAPHO" MOVIES

Moving Picture Machine for the Home Introduced by Dayton Photo Products Co.—Paper Films That Are Effective and Fireproof

DAYTON, O., August 4.—The Dayton Photo Products Co., of this city, recently embarked on an extensive merchandising campaign of the "Dapho." This is a moving picture projection machine for use in the home and which, in design, is constructed along lines that closely resemble the talking machine.

This company also manufactures the Dapho paper prints—films of especially treated paper of extremely tough fibre that are fireproof and which, therefore, eliminate the fire handicap with which moving picture instruments have hitherto had to contend. This company is already in production of the "Dapho" motion picture machines, and has assembled an extensive library of films, including the entire "Dapho-Bray" Library.

Already retail dealers in several fields have become interested in securing the agency for this unique product and, according to the present outlook, a very substantial portion of the national distribution will be accomplished through retail talking machine dealers, because the new product is also essentially an instrument for home entertainment.

Quite a number of prominent American business men are interested in the Dayton Photo Products Co., and included among its directors and officers is one of the most prominent figures in the American music industry.

WALTER CAMP'S "DAILY DOZEN"

Health Builders' Record Course Is Steadily Extending Its Popularity

To make two blades of grass grow where one grew before is a goal for which most business houses are striving. Robert B. Wheelan, president of Health Builders, Inc., New York City, reports that the Health Builders' record course, consisting of Walter Camp's "Daily Dozen," set to music, is developing additional sales for dealers selling this set. A number of dealers have recently written Mr. Wheelan that they have definitely traced additional sales from friends of the original purchasers. Mr. Wheelan attributes the popularity of the Health Builders' course to the prestige of Mr. Camp and his "Daily Dozen."

MAX LANDAY WINS GOLF PRIZE

That Max Landay, president of Landay Bros., Victor retailers in the metropolitan territory and vicinity, can play golf as well as sell talking machines in a scientific manner was demonstrated recently, when he won the prize for turning in the low net score at the Advertisers' Golf Tournament in Cooperstown, N. Y. Mrs. Landay, who accompanied him, showed her skill in the ladies' tournament, going around the nine-hole course in 56 and winning a prize.

ALL PERSONS HEAR DIFFERENTLY

Research in Western Electric and American Telephone Laboratories Brings Out Interesting Facts Regarding Vocal Sounds

What you hear when you listen to talk or music is not the same thing that anyone else hears. All human ears hear the same thing differently. This is one of the discoveries made in the research laboratories of the Western Electric and the American Telephone & Telegraph companies, according to Dr. Harvey Fletcher, who has given this subject much consideration.

The normal human voice can be reduced to one-millionth of its volume and still be heard, says Dr. Fletcher, but if the voice is reduced to one ten-millionth it becomes inaudible. The ear will receive a human voice amplified to 100 times its normal volume without distress, but if increased a thousandfold the sound is painful to the ear. At this volume of sound also the words are indistinguishable. Thus the range of good hearing is from one-millionth the volume of the normal voice to 100 times its volume.

By a series of filters which eliminate any desired group of vibrations from the slowest to the most rapid Dr. Fletcher has discovered that E is the hardest sound in the English language to kill. Next to it is I. Th is the black sheep of the family. This sound, together with V and F, accounts for more than half of the errors in understanding what is said. Ou was found to be the easiest sound for all ears to recognize and the most difficult to misunderstand.

Dr. Fletcher has a perfect telephone apparatus which carries the voice without distortion. This is still a laboratory product, too expensive and fragile for commercial use. The results of 8,000 tests, which are still being studied, will, he says, eventually be of great value in improving the commercial telephone and revealing to actors, singers, teachers and public speakers what sounds must be stressed in order to be heard perfectly by the greatest number of hearers.

You may think a whisper does not start a sound wave, but Dr. Fletcher's perfect phone shows there is no difference in clearness in the reproduction of whispered sounds. Radio telephone orators take notice. Dr. Fletcher has compiled a list of sounds, giving the following order in which they are easy to recognize: OU, L, NG; long O, FR, Y; long A, I, D, O, W, T; long U, M; long E, Sh, B, H, A, U, A, J, Z, N, Ch, K, S, G, P, E, V, F, Th.

WONDA PHONOGRAPH CO. CHARTERED

One of the latest additions to the talking machine establishments of New York City is the Wonda Phonograph Co., which recently incorporated under the laws of this State, with a capital of \$10,000. Incorporators are: H. Tausig and C. E. Bilkes.

"A man who boasts he never changes his mind after it is made up," says Trude Hills, "is about as valuable as a glue-pot that has glued its own stopper in."

THE PHONOMOTOR CO.

121 WEST AVENUE
ROCHESTER, N. Y.

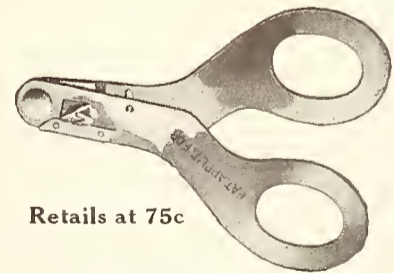
W. F. HITCHCOCK, Proprietor

5 years of success everywhere



THE PHONOSTOP

100%
Efficient



Retails at 75c

THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

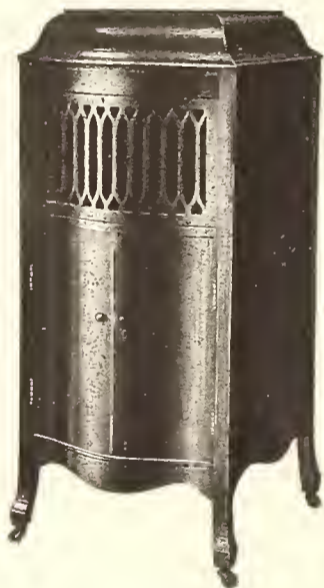
Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

A Selling Point That Can Be Proved



LAFAYETTE
\$165



IMPERIAL
\$150

The following statement of fact, from a Sonora advertisement, is typical of the arguments that are winning new victories for Sonora dealers:

"Playing the same record, some phonographs are so sharp and shrill that one's ear-drums vibrate almost painfully, while some go to the other extreme and are dead, weak, or sound as though played in a barrel, so noticeable are the unnatural overtones and reverberations.

"These objectionable effects cannot be created on the Sonora. The patented Sonora sound box, tone arm and laminated all-wood horn, designed according to the correct basic principles of sound waves and acoustics, refine and make clear and sweet the sounds of a high pitch such as piccolo tones, harsh bass notes and those of the middle register which frequently reproduce unnaturally on other phonographs.

"One of the most important of these factors contributing to Sonora's tone is the scientific design and substantial construction of the Sonora amplifier. Unlike the thin, flimsy horns found on some phonographs, the Sonora all-wood laminated amplifier is made of from five to fifteen thick, cross-banded veneers, impervious to climatic changes, and incapable of opening up or cracking."

Experience has shown you that the talk that can be *proved* is the most powerful influence for sales. With the new, improved Sonoras on your floor you can *demonstrate* the facts related above.

Write for information about our liberal discounts and other advantages of handling the Sonora line.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK : 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., 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.

Syracuse, N. Y.

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

605 Broad St., Newark, N. J.
State of New Jersey.

Memphis, Tenn.

Arkansas, Louisiana, Tennessee, Mississippi.

Indianapolis, Ind.
State of Indiana.

Omaha, Nebr.

State of Nebraska.

221 Columbus Ave., Boston, Mass.

Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

514 Griswold St., Detroit, Mich.
Michigan, Ohio and Kentucky.

616 Mission St., San Francisco, Cal.

Washington, California, Oregon, Arizona, Nevada, northern Idaho, Hawaiian Islands.

BESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

Houston, Texas.

Southeastern part of Texas.

310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

Wichita, Kans.

Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

Minneapolis, Minn.

States of Montana, North Dakota, South Dakota, Minnesota.

613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.

Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

Salt Lake City, Utah.
Utah, western Wyoming and southern Idaho.

720 S. Michigan Ave., Chicago, Ill.
Illinois and Iowa.

Milwaukee, Wis.
Wisconsin, Upper Michigan.

1214 Arch St., Philadelphia, Pa.
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

505 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

150 Montague St., Brooklyn, N. Y.
All of Brooklyn and Long Island.

311 Sixth Avenue, New York.
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, including Greater New York, with the exception of Brooklyn and Long Island.

A SURVEY OF SUMMER BUSINESS IN THE RETAIL MUSIC FIELDS

Trade Service Bureau Presents Interesting Analysis of Factors Which Enter Into Summer Music Business, With Suggestions for Increasing Sales

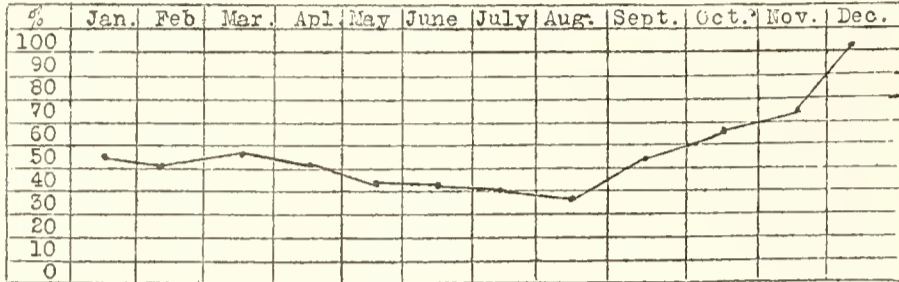
The Trade Service Bureau of the Music Industries Chamber of Commerce has recently made an extended survey of retail business in the music trade during the Summer months and has embodied the results of that survey in an interesting report, including charts showing sales

evident that those who want to keep up their sales averages during otherwise dull months must cultivate out-of-town business.

The answers to the questionnaire of the Trade Service Bureau on "Bracing Up the Dull Months" prove conclusively that the two great fields for

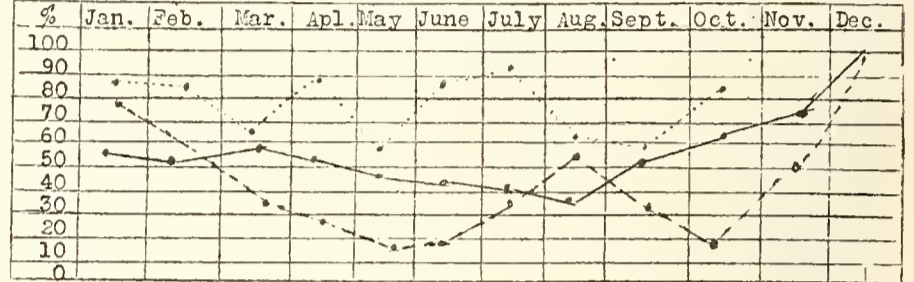
The music merchant in an agricultural community having Summer resort attractions is, of course, especially favored in this respect. (See Chart No. 4.)

The fact is generally known and is emphasized by the reports that the great majority of



No. 1—General Monthly Sales Averages

This chart represents the average monthly percentage of sales of nearly 200 stores of all classes throughout the United States. Compare your own monthly sales percentages with these to find out whether you are above or below the average during the dull months. The 100 per cent month is December, while June, July and August are each below 50 per cent of the peak month.



No. 2—Average City or Industrial Sales

In the cities, particularly those which are industrial centers, Summer sales drop down to 40 per cent, and even below that during August. The dotted line shows what one merchant was able to do in an industrial city, the dashes showing the monthly business of another merchant, under identical conditions, who apparently was willing to accept the dull period without a struggle.

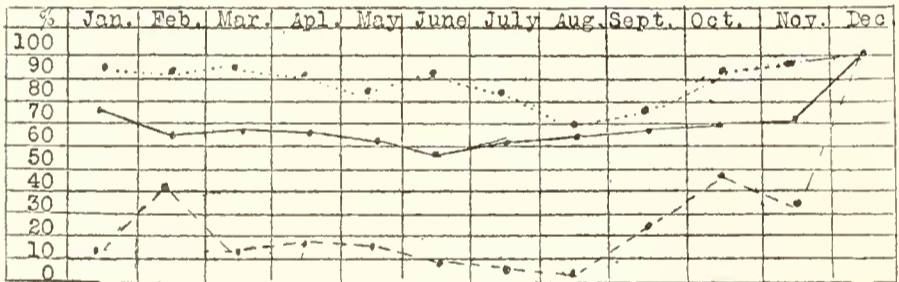
averages during the various months of the year and suggestions based upon the experiences of those retailers who have managed to overcome in some measure the Summer quietude. While none of the suggestions for increasing Summer sales may be termed radical or sensational a number of retailers may find in them some material that they can put to good use in their own localities.

intensive special effort to raise the sales averages of the most difficult months, July, August and early September, are as follows:

(1) Among the farmers who find time for mid-Summer diversion, before harvest, on the one hand, and

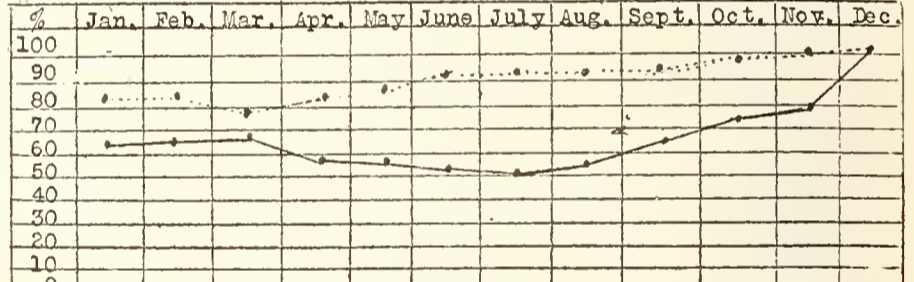
(2) Among city workers who are seeking vacation pleasures, on the other.

music business is done with city people, thereby emphasizing the opportunity for developing demand in rural and resort districts. The exodus of city workers into the country creates an obvious opportunity to transfer the city appreciation of music to country residents. At the resorts, Summer hotels and boarding places the country dwellers see what kind of diversions the Summer



No. 3—Average Sales in the Country

One of the most uniform individual reports returned on the questionnaire is shown by the dotted line, representing monthly sales in an agricultural community, with half the sales to country people and half to city people. The dashes represent a report showing the greatest variation, and although the business thus represented depends upon the agricultural element the fluctuation is explained by the statement that industrial and city people make up most of the sales. Apparently the farm trade has not been cultivated.



No. 4—Mixed Sales

Where the reports show the business to be evenly divided between city and country people, or industrial and agricultural workers, the monthly sales percentages run about parallel with the general averages of Chart No. 1, but there is greater evidence of sales opportunities being grasped. Here was found the most uniform report, as shown by the dotted line, with the explanation: "We do not have dull months. We have a big resort business in Summer and our regular good Winter trade, 60 per cent agricultural (with farmers)."

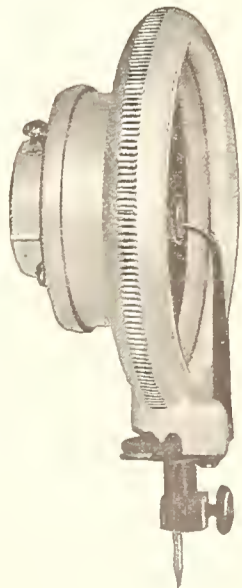
ties. For that reason the report is published in full as follows:

When the business done during the Summer months by music merchants who cultivate country trade averages better than 60 per cent (see Chart No. 3) of the peak month of December, while the city business in industrial centers drops below 40 per cent (see Chart No. 2), it becomes

The great army of stay-at-homes of all classes is susceptible to special arguments for musical equipment to break the monotony of the quiet Summer months and there should be no let-up of advertising and canvassing effort in the regular field. After all, it is only a relatively small minority of prospects who are away at a given time.

visitors enjoy, and if music takes its proper place in such diversions a new market is created, not only for the dull months, but for continued cultivation.

The figures secured by the Trade Service Bureau prove that the music merchants who keep after their regular business persistently and add to their usual efforts a special drive for busi-



A QUALITY SOUND BOX

Here is a sound box that has won a reputation for its quality features of design, construction and tone.

It reproduces a full, mellow, resonant tone of unrivalled volume and clearness.

Good enough for the highest-class phonographs and cheap enough for the lowest-priced machines.

Get acquainted with the superior qualities of the Presto rubber-hub sound box and you will realize why it has been adopted by the leading independent manufacturers.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.



ness among farmers and city people who are spending the Summer in the country or at resorts can maintain a fair degree of uniformity in their monthly sales averages.

Work alone is not the solution, unless that work is intelligently directed with certain definite ends in view. Every business presents different problems, but the following three channels of effort are representative of the methods by

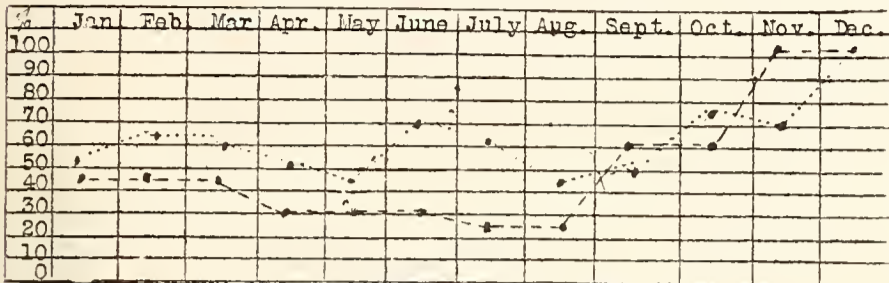
(3) Building Up the Prospect List

Even when the cultivation of Summer prospects does not result in immediate business there has been created the opportunity for future sales. People's minds are out of the rut of routine thoughts. Under the different conditions which surround their Summer activities they may be approached from some new angle. A man who is thinking in terms of golf or an auto

creating community spirit and friendly rivalry between towns, institutions and organizations.

The foregoing will suggest other avenues of approach, perhaps, and other methods of creating immediate or prospective business.

The report is intended to show that sales volume can be built up during otherwise dull months and that it is up to the individual enterprise of the music merchant to produce results at a time when



No. 5—Two Merchants in the Same Town

An interesting comparison of the attitude of two merchants working the same territory. The dotted line represents the one who reports a "great slump" in the particular field from which he was getting the most business, stating further that his poorest months (even though they were twice as good as his competitor's) were due to "not working hard enough on other prospects." Evidently this merchant is studying how to keep up his monthly sales percentages.

which higher monthly averages can be maintained:

(1) Offering of Seasonal Goods

There are certain offerings which are more likely to appeal to the indifferent prospect and create a desire in him to make music a definite part of his Summer diversion. The following are examples:

Used pianos, players and talking machines which can be priced low enough to make their installation in Summer bungalows within the means of many more prospects than could afford new instruments.

Small pianos of the type which are increasing rapidly in popularity, and which take up little room in limited Summer quarters.

Automatic pianos (coin-operated) for various resorts and public places frequented during the Summer.

Rental instruments of various types.

Portable phonographs which can be used in camps, on boats, on motor trips and, in fact, almost every place.

Special assortments of rolls and records, selected with particular reference to outing conditions and pleasures and all ready made up to save the time of the last-minute purchaser. Some old numbers, more or less out of demand, might be incorporated in such assortments, like "The Good Old Summertime."

Radio equipment for the Summer place.

Small goods like the banjo, ukulele, guitar and mandolin and novelties.

Band and orchestra instruments, especially the former.

Other items may suggest themselves to the music merchant who makes a careful study of his possible markets.

(2) Adapting the Sales Arguments

In order to develop the demand for Summer music special arguments adapted to the season must be put forth in advertising, window displays and sales solicitation, while the canvass for prospects must be suited to changed conditions.

Music for impromptu dances and concerts, music on motor and boating trips and in camp; music at boarding places, Summer cottages and clubs, and music as a happy addition to every kind of outdoor diversion and amusement should be pictured vividly. The lure of music across the water is irresistible.

Advertising should be very pointed, less detailed and should concentrate on a few basic ideas. People give less time to reading and less thought to what they read.

Window displays should associate music with outdoor ideas—the settings should show music on a cottage porch, amid grass and trees, along with fishing tackle or tennis outfits and other equipment which individualizes the window.

If there is a resort center nearby, but too far distant for convenient sales contact, a Summer branch headquarters might be desirable. The resort business might seem too small a factor to make this profitable, but the reports indicate that enough volume is gained in certain cases to make such a move practical.

trip may be more easily approachable than one who is buried in business during other months.

One may cultivate resort proprietors, provide concerts for the entertainment of Summer visitors in order to develop the idea and secure lists of guests. At some resorts and hotels time begins to hang heavy on the hands of many guests, who will welcome impromptu musical programs or the diversion of dancing. There is business to be built upon this awakened desire.

Informal contact with prospective customers under Summer conditions opens up a wonderful opportunity to secure information which can be used later—with regard to musical equipment in the home, music study for the children when vacation time is over, etc.

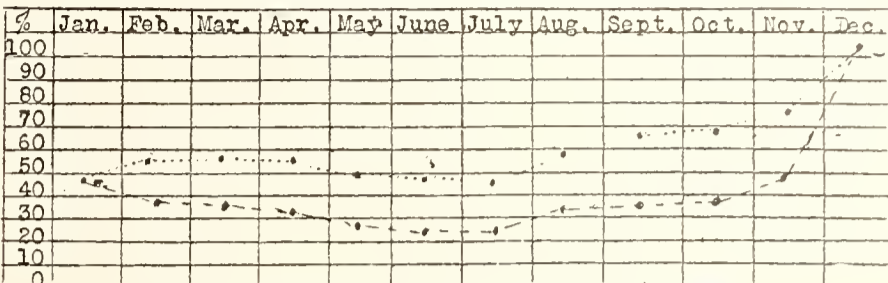
Summer is a good time to organize and teach bands. Community spirit may be stirred up, whether in a Summer colony or an industrial center, and band music is an important factor in

it is easy to let business drift, when sales usually drop to a minimum and when the monthly percentage of overhead expense goes up to a peak which may be disastrous to the year's profits.

SECURES OAKLAND VICTOR AGENCY

OAKLAND, CAL., August 5.—The local branch of the California Music Co. was recently purchased by Harry N. Chesebrough, giving him a Victor agency, in addition to the Kimball and Pathé lines that he now handles. Mr. Chesebrough's main store is located at 1448 San Pablo and it is understood that he will run both stores until the first of next year, when the two establishments will be consolidated at 1432 San Pablo.

Boost your sales by going after prospects as soon as they return from their vacations.



No. 6—Piano and Talking Machine Percentages

A comparison of the monthly percentages of piano and talking machine sales, the dots representing piano sales and the dashes showing the talking machine sales. The percentages were furnished by a large organization having retail interests operating in many localities and under varying conditions, making the comparison above fairly representative of a national average.



Wall-Kane Needles
Protect the Record

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

JOBBERS ONLY—APPLY FOR
SPECIAL PROPOSITION

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.



Clear as the notes of a nesting thrush, tender with deep mother love is Lucy Gates' rendering of "Sleep, Little Baby of Mine," an old-fashioned lullaby that has hushed babies to sleep the world around. As a complement for this, making an unusually complete record, she sings "Son O' Mine" a mothering song of exquisite sentiment. A-3639.

Columbia Graphophone Co.
NEW YORK

GRIFFITH BRANCH STORE OPENED

Well-known Piano Firm of Newark, N. J., Opens Branch in Scranton

SCRANTON, PA., August 3.—The Griffith Piano Co., with headquarters in Newark, N. J., has opened its third retail branch at 211 North Washington avenue, this city. A branch of this concern is also operated in Paterson, N. J. The local store is one of the finest in this part of the State and the lines of instruments handled here make it one of the most representative piano houses in this vicinity.

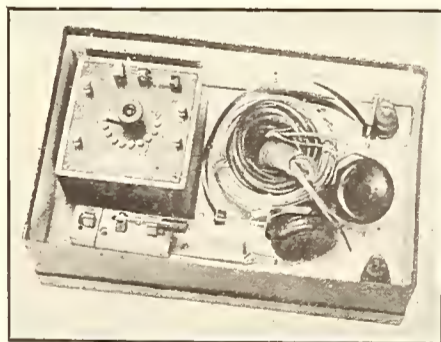
Included in the stock are Steinway, Sohmer, Krakauer, Hallet & Davis, Lester, Brambach and Griffith pianos, players and Sonora phonographs, Vocalion records, Q R S melody rolls and also reproducing rolls. The finishing and rebuilding shop is located in the rear of the store. Surplus stock is carried in the basement.

T. M. Griffith is president; P. O. Griffith, treasurer; Paul Griffith, who is in charge of the Scranton store, secretary; F. E. Griffith, vice-president, and H. G. Griffith, general manager.

H. MICHLOSKY VISITS GOTHAM

Harry Michlosky, partner with Hyman Landau in the firm of Landau's, Victor dealer, operating stores in Wilkes-Barre, Hazleton and other cities in Pennsylvania, was a recent visitor to New York City. While in the metropolis Mr. Michlosky visited various Victor jobbers.

The person who is "just looking around" to-day may be the buyer of to-morrow.



ATLANTIC JR.

Crystal Receiver

\$18.00

Ready for Installation

Atlantic Instrument Co.

INCORPORATED

13-21 PARK ROW

NEW YORK

OBTAINING CUSTOMERS' CONFIDENCE

Salesman Who First Serves Customer Has Best Opportunity of Promoting Further Good Will by Follow-up of Original Visit

A simple plan to retain the patronage and confidence of customers has been put in effect by a certain aggressive merchant in a medium-sized city with considerable success. Realizing that customers who make the acquaintance of a salesman through having made a previous purchase would probably be better satisfied with the services of that particular man than a stranger on the second visit, each salesman received instructions to present his card to customers after the sale has been concluded and request that if the customer desired anything in the future to ask for him personally and he would see that his or her wants were satisfied.

These salesmen were also instructed to keep track of the names and addresses of persons to whom they had given their cards and at certain intervals they were told to communicate with these customers by letter or telephone, calling their attention to records which would be most likely to arouse their interest—a plan which promoted good will and increased sales.

LANDAU FIRM LEASES BUILDING

Plan to Convert Theatre Building Into a Number of Stores—Expansion of Business Makes Larger Quarters Necessary

HAZLETON, PA., August 4.—The Landau firm, of this city, well-known music merchants, operating stores in Wilkes-Barre, Pittston and this city, have completed arrangements for the leasing of the Campbell Theatre Building at 27 Broad street.

The building will be converted into a number of stores, one of which will be occupied by the Landau firm, which has outgrown its present quarters on Wyoming street.

The company, besides handling Victrolas, jewelry and musical instruments, has added to its lines the Lester and Pease pianos, uprights and grands, in all stores; also radiophones and radio accessories.

Landau's expect to occupy the new quarters on or about October 1 of this year. When completed this will be one of the most beautiful establishments of its kind in the State.

MITCHUNK GIVES CONCERTS

Columbia Artist Heard in Series of Afternoon Concerts in Buffalo

BUFFALO, N. Y., August 4.—A. Maisel, live-wire Columbia dealer in this city, announced a series of concerts recently by L. Mitchunk, well-known accordionist and Columbia artist. Mr. Mitchunk gave a series of concerts from 3 to 5 o'clock in the afternoon and from 7 to 9 o'clock in the evening, playing a group of Russian and Polish selections, which were enthusiastically received.

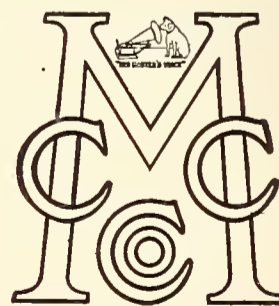
ITALIAN RECORDS FIND BIG MARKET

Interesting Report on Business Progress by Italian Book Co.—A. De Martino Visiting Europe in Interest of Company

The Italian Book Co., sole American distributor for the Phonotype record, manufactured in Italy, and who also distributes special releases of popular Italian numbers, of the Neapolitan line of records, reports that its business has shown a steady increase since January 1, and that the demand for its records has grown country-wide. Plans are now being made for an intensive Fall campaign which will introduce these records into every center in this country. In order to procure a record that will appeal more strongly to the Italian-speaking people in this country, A. De Martino, one of the officials of the company, is now in Italy, conferring with the officials of the Phonotype Co. there with a view of establishing a closer contact and to offer suggestions in giving these records an American color that will appeal to record buyers in this country.

Mr. De Martino, who has several copyrighted Italian popular songs under his control, is planning to offer these to the manufacturers of Phonotype records in Italy with a view of having them recorded, so that they will be ready to market in the early Fall. While in Europe he plans to visit France and Germany in the interest of his company, and will return by way of England some time during the month of September.

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

An Enormous Demand Exists

For Records By

MAMIE SMITH

Colored Queen of Syncopation

Her records can be secured only of Okeh Dealers because Mamie Smith is an Exclusive Okeh Artist and sings only for

Okeh Records

The Records of Quality

If you want to get in on this valuable trade write your nearest Distributor for full particulars



MAMIE SMITH

COMPLETE LIST OF OKEH DISTRIBUTORS

CALIFORNIA—*San Francisco*,
KOHLE & CHASE, 26 O'Farrell St.

COLORADO—*Denver*
MOORE-BIRD Co., 1751 California St.

GEORGIA—*Atlanta*,
J. K. POLK FURNITURE Co.,
294 Decatur St.

ILLINOIS—*Chicago*,
CONSOLIDATED TALKING MACHINE Co.,
227 W. Washington St.

W. W. KIMBALL COMPANY,
Wabash Ave. & Jackson Blvd.

INDIANA—*Indianapolis*,
KIEFER-STEWART Co.,
Capitol Ave. & Georgia St.

LOUISIANA—*New Orleans*,
JUNIOUS HART PIANO HOUSE,
703 Canal St.

MARYLAND—*Baltimore*,
A. J. HEATH & Co.,
321 Park Avenue.

MASSACHUSETTS—*Boston*,
THE BAY STATE MUSIC CORP.,
142 Berkeley St.

MICHIGAN—*Detroit*,
CONSOLIDATED TALKING MACHINE Co.,
2957 Gratiot Ave.

MINNESOTA—*Minneapolis*,
DOERR-ANDREWS & DOERR

MISSOURI—*St. Louis*,
THE ARTOPHONE CORP., 1103 Olive St.

NEBRASKA—*Omaha*
LEE-COIT-ANDREESSEN HARDWARE Co.,

NEW YORK—*Buffalo*,
IROQUOIS SALES CORP., 210 Franklin St.

New York City,
BRISTOL & BARBER Co., INC.,
3 East 14th St.

NEW YORK DISTRIBUTING DIV.,
15 W. 18th St.

NORTH CAROLINA—*Goldsburo*,
INDEPENDENT JOBBING Co.,

OHIO—*Celina*,
HARPONOLA COMPANY

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

Cincinnati,
STERLING ROLL & RECORD Co.,
137 W. Fourth St.

PENNSYLVANIA—*Philadelphia*,
A. J. HEATH & Co.,
27-29 So. Seventh St.

SONORA COMPANY OF PHILADELPHIA,
1214 Arch St.

Pittsburgh,
THE RECORD SALES COMPANY,
806 Penn Ave.

Williamsport,
RISHELL PHONOGRAPH Co.

TEXAS—*Dallas*,
MARTIN WEISS Co.,
903 Elm St.

Houston,
HOUSTON DRUG COMPANY.

WISCONSIN—*Milwaukee*,
YARR & LANGE DRUG Co.,
207 E. Water St.



General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT



25 West 45th Street, New York City



No matter what your customers ask for be sure to let them listen to Ray Miller and His Orchestra as they put their hearts and heads and hands into "Neath the South Sea Moon" from Ziegfeld's *Follies of 1922* and "It's Up to You." They'll Fox-Trot all over your store. A-3649.

Columbia Graphophone Co.
NEW YORK



BROADCASTING OF VOICES AND MUSICAL INSTRUMENTS

Radio Fans Often Wonder Why Some Notes of Music Are Intense While Others Weaken and Drag —Noted Expert Tells Interestingly Why Some Concerts Are Often "Blurred"

The Radio Editor of the New York Times carried a very interesting story the other day on the broadcasting of music. After pointing out how the Radio telephone commenced to gain recognition among Radio operators, both amateur and commercial, a couple of years ago, and how its entertainment features began to influence thousands of others to listen in, he said:

"Many people hear a concert which is 'blurred' and far from being as perfect as the original tones. This is not due to radio defects, but to the receiving operator's failure to understand his set properly, a run-down battery, or some defect in tuning because of inexperience. Transmitting operators have their troubles, but experiments and study are fast overcoming the agencies which in the early days of the radio telephone made it difficult to produce with true fidelity and clearness all classes of voices, and the tones of musical instruments.

"It is a question in the minds of many radio fans why some notes are heard with abnormal intensity and others have a tendency to weaken and drag. This effect can best be understood by considering the manner in which the notes of the piano reproduce and transmit. All who have listened to a piano recital by radio are familiar with the way some notes 'push through' and do not sound normal in their relation with other notes. This increase in the volume of certain piano notes is called 'blasting.' There is a definite group of notes on the piano in the middle register closest to the particular frequency at which the microphone or transmitter diaphragm vibrates best. The combination causes the increase in volume and creates a 'blast.' Much of this unpleasant sound has been eliminated by building microphones which are particularly adapted for use with the various types of instruments and by placing the instruments at the correct distance from the transmitter. In one of the early broadcasting stations the piano was shifted for six months before a position was found which overcame certain acoustic effects, harmful to radio transmission. Many of the peculiar problems presented by the piano in radio work have been solved in this way, but further improvements are still to be made before the piano music can be broadcasted perfectly.

Brass Instruments Carry Well

"Brass instruments, such as the horn and cornet, have characteristics which require care in handling, especially in their position and dis-

tance from the microphone, but when properly placed they are most successful in radio transmission. If these instruments are played directly into the transmitter, 'blasting' is certain to result.

"The cornet is considered one of the best musical instruments for radio concert work. The saxophone ranks high so long as the musician stays away from the extremely low notes. Traps carry very well over the radio because of their sharp, clearly defined characteristics. The bass drum is too slow and low. The music of the clarinet carries exceptionally well, but care must be taken to place it far enough from the microphone so that the mechanical click of the stops is not picked up by the transmitter. The flute at times reaches too high and piercing a pitch. The violin has characteristics which make it a great favorite and one of the finest instruments for radio entertainment. Its tones are reproduced by the microphone almost to perfection.

"Bells and the xylophone sound very good by wireless, as they produce tones which are clear and sharp, generally having a higher frequency than the natural vibrating frequency of the metal diaphragm of the transmitter. The ukulele is not as good as the banjo and mandolin. The ukulele produces what might be termed dead accompaniments, as its notes, clearly defined at the beginning, suddenly die away or fade, making reproduction difficult. The mandolin can be reproduced a trifle more efficiently than the banjo or harp. The tenor banjo and harp when struck vibrate at certain frequencies and die out gradually, making them well suited for a place in the radio orchestra.

Baritone Best Radio Voice

"The human voice can be reproduced and broadcast to a finer degree than any of the musical instruments. Voices, like the instruments, have their peculiarities for radio transmission. Articulation and correct breathing must be given

every consideration to render the concert a success.

"Male voices reproduce and carry far better than female because of more efficient modulation. This explains why the majority of announcers are men. The baritone has the vocal strength and quality which produces excellent modulation and places it first among the voices adapted to radio. The bass has to be placed closer to the transmitter than the baritone and the tenor still nearer.

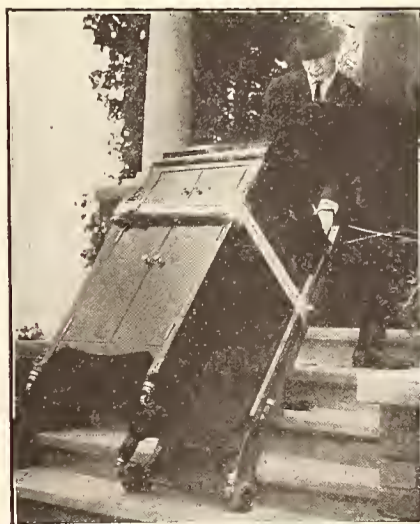
"Soprano may be broadcast effectively and can be heard over great distances because of the high pitched notes. The alto and contralto singer must be careful in striking notes too low and deep for they are apt to fade out and the beauty of the song cannot help being lost in the microphone.

"All singers do not have voices desirable for the radio, although on the concert stage they may be beyond reproach. In some cases personality and appearance capture an audience, but radio has not reached the stage where its invisible waves can transmit personality, therefore it is vocal qualities alone which make a singer a success as a radiophone artist. The distance of the singer from the microphone and the correct selection of the proper microphone for each class of music add in a great degree to the perfection of the concert. Each instrument and each voice present a different problem.

"The most popular and pleasing music to the average radio fan is the well-known jazz, and the ideal combination of instruments to send forth the tones as near to the originals as possible is the violin, saxophone, tenor banjo and piano. With a well-tuned receiving set the music is as clear as if its source were a few feet rather than many miles away. As observed, much depends upon the set and the competency of the operator."

Experience is a good teacher, but only a fool selects this method of gaining knowledge when he can, by very little effort, take advantage of the experiences of others.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD



TRUCKS

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO

Okeh



Okeh



CONSOLIDATED SERVICE

is famous for its Promptness and Efficiency. It's the foundation upon which we have built our business. We handle Okeh Records because they give the public utmost satisfaction, and increase the dealer's trade. You can build a *lasting business* on Okeh. We give you co-operation and sales helps which make your trade grow. Write and ask us about an Okeh Agency.

Consolidated Talking Machine Co.

227 W. Washington Street, Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

CLEVELAND

Tie-up Between Theatre and Dealer Pays — Interesting Sales Stunts — Buying Holiday Stock — Ohio Merchants Boost Music

CLEVELAND, O., August 9.—The biggest tie-up between a theatre and a music concern that this city has ever witnessed took place here this month, when the Columbia Graphophone Co., under the able direction of George Krauslick, service manager, arranged with the State Theatre that songs suggested by the Cleveland branch should be featured each week, and that a sign should be hung in the lobby of the theatre, which lists the selections and gives the Columbia record number.

A striking stage setting, which depicts a music shop, is used. The scenery is all Columbia. Through the courtesy of E. Strong, manager of the Loew Theatres, and Al Wolman, a Grafonola, Columbia records, fixtures and sign and framed artists' posters of Al Jolson, Eddie Cantor, Rosa Ponselle and Jeanne Gordon are used as stage decorations.

G. J. Murray, manager of the record department of the Columbia Graphophone Co., states that this "stunt" has created a great deal of interest about town. People are curious to find out how Mr. Krauslick managed to do it.

Columbia Song Tie-up With Theatre

Not very long ago Al Wolman, stage director at the State Theatre, put over "Moonshine" in great style, and then he informed the audience that they could hear the song over again on their Grafonola. His rendition of "Mr. Gallagher and Mr. Shean" scored heavily and it is expected that this will add to the sales of record A-3609.

"Safety First" Campaign Aids Business

The Buescher Co. is also giving an example of keeping right up to date. Cleveland Boy Scouts have been painting large footsteps at every crosswalk to help in a "Safety First" campaign in the city, and an idea of utilizing this "stunt" for novel advertising purposes was conceived by I. H. Buescher. The border of the advertisement, which is run in the dailies, is made of many black footprints, and in the center is the following: "FOOTSTEPS!—you see them at every crosswalk for 'Safety First.' When buying a Victrola and Victor records let your feet carry you to our new store at 1310 Huron road."

Vocalion Co. Co-operates With Dealers

A "cut-out" list, which is aiding dealers in the sale of records, has been started by the Vocalion Co. of Ohio. A plan has been arranged by which Aeolian dealers may return records

that have lost popularity. The list, which now has about forty records on it, is called the "cut-out" list, and is proving popular among dealers, as it enables them to add more popular pieces to their stock without fear of having them left over on their hands.

Simple Stunt Boosts Sales

Since a simple improvement has been installed in the Randolph House of Good Music, at St. Clair and Parkwood Drive, this establishment has found drawing new clientele during the hot Summer months an easy matter. A block distant from the Randolph House is one of the biggest food markets in this section of the country. Crowds flock to this market every evening, since they have the best selection of foodstuffs direct from the growers.

C. H. Randolph, head of the Randolph House, decided that he would let the people who visit the market know of the music store nearby. So a frame was fitted into the transom of one of the doors facing the market, a Magnavox connected and music distributed all over the neighborhood. A likely number of prospects has already been acquired through this medium, asserts the energetic Mr. Randolph.

Orders Christmas Stock

Louis Meier, president of the Northern Ohio Talking Machine Dealers' Association, and member of the L. Meier & Sons Co., is showing dealers in this city that the old saying, "Do your Christmas shopping early," applies to the dealer as well as the consumer. Business has so far been good, and the outlook for the future is so bright that Mr. Meier went ahead and bought in his Christmas stock. He explained that machines cannot be made in a day, and as the demand will be large he wants to be prepared to meet it. Mr. Meier is also having twelve-foot Victor dogs with the name and address of the L. Meier & Sons Co. on them distributed along the country roads outside of Cleveland.

Growing Demand for Edison Records

The Bailey Co. is finding a large market for the white label Edison record, the only difficulty being, members of the company say, that there is such a demand for it that the black label Edison will have to fight to hold its place.

New Starr Console Popular

A new type of console model has been introduced by the Starr Piano Co., and is proving

quite successful. A rather curious incident occurred at this establishment the other day. Several orchestra men entered the store to listen to the Gennett record, which is becoming popular here, to improve their style of playing.

Giving Suggestions to Dealers

L. G. Hart, sales representative of the Pittsburgh district, was a visitor at the new Brunswick headquarters in Cleveland, and he was greatly pleased with the facilities for improving the service to the dealers.

A. F. Hughes, service manager of the Brunswick Cleveland branch, has been visiting dealers in surrounding towns for the past few weeks giving them many new ideas on sale suggestions which will improve business.

Columbia Co.'s Prize Contest

The Columbia Co. is sending out a list to the different dealers to find out what are the best records, in their opinions, under different classifications, such as dance music, etc. These lists are then to be returned to the company, and three lists will be made out consisting of the records which have received the most votes. The dealer who turns in a list which nearly complies with the list put out by the company will receive a prize.

Some Live News Brieflets

The Tabak Music Co. has secured the Columbia agency and will handle this line exclusively. This store opened Saturday, July 15, and visitors were entertained by a five-piece orchestra.

The Buescher Co. has acquired the agency for the Cheney phonograph, and members of the firm expect that this will greatly increase the sales of the company, as this machine is one of the most popular makes in the city.

The Oriole Terrace Orchestra has made its first record for the Brunswick-Balke-Collender Co. This is considered by the company as a wonderful addition to its catalog. This company also announces that the merger of the Buffalo, Pittsburgh and Cleveland districts has been completed, and all business will hereafter be handled from the Cleveland office.

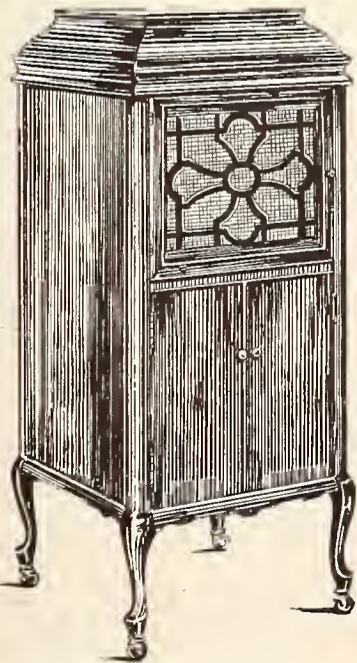
Howard J. Shartle, general manager of the Cleveland Talking Machine Co., is now visiting dealers in northern Ohio, and he expects to aid and assist dealers to procure increased sales. He will return in about a week.

Ohio Merchants Organize Music Committee

The Ohio Music Merchants' Association will organize its "Advancement of Music" committee at the annual convention at Toledo. This committee was authorized by amendment to the by-laws at a meeting of the council at Columbus, O., January 31, 1922. It was decided that the committee should consist of five mem-

(Continued on page 55)

Model 17, Mahogany, Golden Oak or Fumed Oak, 75-record file. Emerson Music Master horn and Thrush Throat tone arm. Heine-man No. 44 motor. All exposed metal parts gold-plated. A beautiful machine worth many dollars more than we ask. We have also a number of Emerson Model 20's.



Emerson Phonographs

at startling low prices

WHAT would it mean to you to be able to offer your customers a beautiful, nationally known, high-grade Emerson Phonograph at a price so low that it seems ridiculously impossible—and yet be able to make a fine profit on them? You can do so. We have a number of Emersons, fine, new machines, which we made up for the Emerson Co., which we can sell you at a price you will scarcely believe possible. We want to break even and that's all. You and your customers get the benefit. You know the Emerson—how really high grade it is—and what a splendid reputation it has. Cash in on this real buying opportunity!

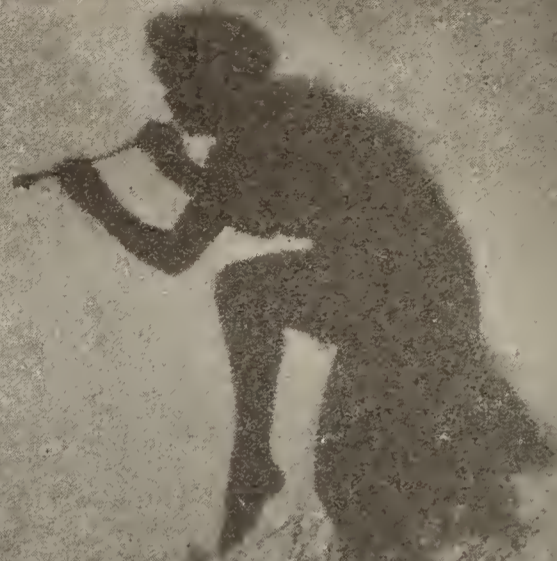
Write for full information

The UDELL WORKS :: Indianapolis

28th Street and Barnes Avenue

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—Jacksonville—London, Canada

STYLE III



TRADE HAPPENINGS IN CLEVELAND

(Continued from page 53)

bers who shall choose their own chairman, and who shall be originally appointed to terms of one, two, three, four and five years by the president, and thereafter the president shall annually appoint one member for five years.

The duty of this committee will be to assist the national as well as the local organizations in Ohio in their effort to advance the interest in good music.

The committee has already been appointed. Its membership is as follows: One year, A. L. Maresh, of Cleveland; two years, Marie C. Kratz, of Akron, O.; three years, Robert C. Wilkin, of Columbus, O.; four years, Charles H. Yahrling, of Youngstown; five years, F. B. Reinkamp, of Cincinnati.

ALTERATIONS AT MEIER & FRANK CO.

Portland Concern Makes Extensive Changes in Talking Machine Department—Mary E. Godwin Resigns From Seiberling-Lucas Co.

PORTLAND, ORE., July 31.—The Meier & Frank Co. is making extensive improvements in its phonograph department. The entire department is torn up, but business is being conducted as usual. Harry Andrews, manager of the department, says that the alterations will be finished about September 1 and that this will then be one of the largest and best-equipped talking machine departments in the city.

Mary E. Godwin, who has so ably filled the position of Victor educational director of the Seiberling-Lucas Music Co., has severed her connection with the firm, as the position of educational director has been discontinued during the Summer months. Miss Godwin was a live wire and only recently put over the Victor float, which took the first prize during the recent Rose Festival.

GEORGE JARROW IN TOWN

Chicago Columbia Dealer and Party of Friends Visit Columbia Co. Offices

Geo. Jarrow, well-known Columbia dealer in Chicago, accompanied by Mrs. Jarrow and a party of friends, visited the executive offices of the Columbia Graphophone Co. in New York after a four weeks' motor trip to various sections of the country, including Ohio, Indiana, Pennsylvania and New York State. While visiting the Columbia offices Mr. Jarrow took advantage of the opportunity to hear Ray Miller and Nora Payes record in the Columbia laboratories and then left for Bridgeport to visit the Columbia factories. Mr. Jarrow is keenly enthusiastic regarding Columbia product and states that he is making plans for an active, healthy Fall trade.

Courtesy means kindness, sympathy, a desire to serve and a willingness to help.

MULTUM IN PARVO

A careful reading of the business publications, a receptive attitude toward real selling ideas and the ability to adopt them and pass them on will do more to bring business back to normal than any number of inspirational appeals or speeches.—Printers' Ink.

WHY BUSINESS MUST IMPROVE

Rank and File of American People Are Saving Money, Thanks to Prohibition, Says One of Our Subscribers—To Resume Buying This Fall

One of our prohibition friends who is a "bull" on the United States, and also on the future of the talking machine business, is looking for an immense demand for talking machines and records when the people get ready to buy, because reputable authorities estimate that before prohibition some three billions of dollars a year was spent by the American people for intoxicating beverages. About 20 per cent of this amount has gone into the savings banks, while the rest has gone into the building of homes and the buying of merchandise, which raises the standard of living of the American people. Next!

INCORPORATES FOR \$200,000

Emerson Phonograph Co., Recently Reorganized, Plans Expansion of Foreign Record Business—Some Jewish, Russian and Italian Issues

The Emerson Phonograph Co., which was recently reorganized, has been incorporated under the laws of the State of New York, with an active capital of \$200,000. The incorporators are the purchasers of the Emerson assets, B. Abrams, Rudolph Kanarek and L. Guth. As announced in these columns, the company will continue the manufacture of Emerson records, confining its activities to its comprehensive catalog of standard and foreign records. Particular attention is being given to the foreign issues and this is to be greatly enlarged in scope. The new releases of the company repeat a series of records that were issued some time back, but were not cataloged, and, in addition, it announces some interesting new records in Jewish, Russian and Italian.

BRUNSWICK SHOP OPENS IN SALEM

SALEM, MASS., August 5.—The Brunswick Shop was formally opened at 60 Washington street, this city, recently by Charles and F. B. Odell. The demonstration booths, service counter, etc., were constructed by the Unit Construction Co. The Brunswick line is handled exclusively.






Superior Tone Quality

Bell Hood Needle

does it

Most natural tone reproductions

Try your favorite record with a Bell Hood Needle

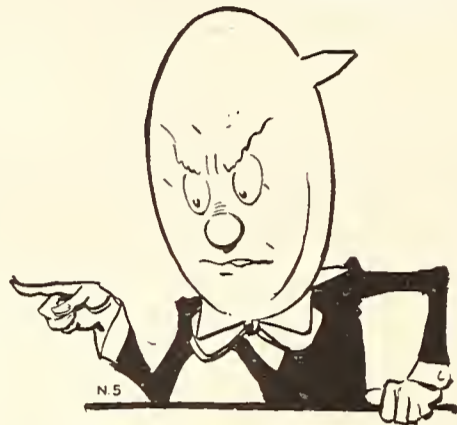
Now selling at 15 cents per package

BELL HOOD NEEDLE COMPANY
183 Church Street, New Haven, Conn., U. S. A.




Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced



Extra Heavy
Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Furniture Footwear

Silence

Noise in the home is particularly annoying.

There is but one form of furniture footwear that permits of furniture being moved silently and that is

DOMES of SILENCE

Which also has these additional important qualities which ordinary devices do not possess:

Economy

Simplicity

Invisibility

Adaptability—Suitable for covered and uncovered floors alike.

Service— Long wear.

Protection to furniture, floors and rugs.

The perfect footwear for furniture—

DOMES of SILENCE

“Better than Casters”

Henry W. Peabody & Co.

DOMES OF SILENCE DIVISION

17 State Street, New York City

In All Your Talking Machine Orders,

Specify **DOMES of SILENCE**

F 66

*What we say above about Furniture applies also
to Phonographs*

TWO VICTOR RED SEAL CLASSES HELD IN NEW YORK

F. A. Delano Directs Two Most Successful Classes Under the Auspices of the Victor Distributors of Metropolitan New York—Guests of Jobbers at Brighton Beach and Theatre at Close

Two Victor Red Seal sales classes were held in New York during the month of July at the Hotel Pennsylvania, under the direction of F. A. Delano, of the Victor Talking Machine Co. Both of these classes were signally successful, and Mr. Delano was delighted with the attention and consideration given the courses by the Victor

ance at the first, indicating that the dealers keenly appreciated Mr. Delano's efforts to cooperate with them. The second class closed on July 20, and the same program of entertainment was furnished to the members of this class as the entertainment of the previous week.

Mr. Delano received the hearty congratulations

ris Nimcowitz, New York City; Miss E. Cohen, Max Rosen, Brooklyn, N. Y.; J. F. Crosson, Sedgwick & Casey, Hartford, Conn.; H. Cunningham, New York Talking Machine Co., New York City; H. G. Dillon, New York Band Instrument Co., New York City; I. Donlon, Rye Music Shop, Rye, N. Y.; J. B. Elwood, Quackenbush Co., Paterson, N. J.; A. Eskild, Manor Music Co., Brooklyn; F. W. Evans, McManus Bros., Elizabeth, N. J.; V. J. Faeth, Winterroth Piano Co., New York City; D. Feiner, Woodhaven Music Shop, Woodhaven, L. I.; Miss F. L. Fitzgerald, Dunlap Sporting Goods Co., Far Rockaway, N. Y.; Miss M. Fowles, Alfred Fox Piano Co., Bridgeport, Conn.; C. Geller, Montauk Music Shop, Rockville Centre, L. I.; W. Helfer, Paul Helfer, New York City; R. H. Henning, Wm. H. Keller & Son, Easton, Pa.; J. Herchenroder, Ormonde Music Shop, Brooklyn; Miss Heeyde, Baumer Piano Co., New Rochelle, N. Y.; Miss A. Howley, Alfred Fox Piano Co., Stamford, Conn.; James Jenkins, Cool & Schaller, New York City; Sam Kaminsky, Graham T. M. Shop, Brooklyn; G. P. Kasmiri, C. P. Wing Co., New Bedford, Mass.; M. Klaus, Ideal Music Co., Brooklyn; V. Lanzaro, Neopolitan Talking Machine Co., Brooklyn; S. Larschan, L. R. Sherman, Brooklyn; Miss A. Lazarus and Mrs. S. Lazarus, Sol Lazarus, New York City; B. Lehrer, M. Rappaport Music Shop, New York City; A. Lerat, Hyde Music Co., Jersey City; A. Levine, Emanuel Blout, New York City; D. Levine, A. Lesser, Brooklyn; Mrs. I. A. Lynn, R. P. Dunlap, Peekskill, N. Y.; V. McGuinness, McGuinness & McGuinness, Jersey City; Paul McNulty, Kay T. M. Co., New York City; J. H. Mayers, International Phono Co., New York City; H. A. Micha, Traeger's Music House, Stapleton, S. I.; A. A. Miller, Franklin Music Parlors, Englewood, N. J.; R. Montalvo, Jr., New Brunswick, N. J.; A. R. Murray, C. Bruno &



Snapshot of the Attendants at the First Red Seal Sales Class

dealers in the metropolitan territory. All of the Victor jobbers in Greater New York co-operated with Mr. Delano, and a jobbers' committee consisting of Lloyd L. Spencer, Silas E. Pearsall Co.; Fred P. Oliver, Blackman Talking Machine Co., and Chas. B. Mason, New York Talking Machine Co., worked indefatigably in the interests of the classes.

The first class opened on July 10 and the last session was held on July 13. On the evening of that day all of the members of the class were the guests of the local Victor wholesalers at a dinner party held at the Hotel Shelburne, Brighton Beach, followed by a theatre party at the Brighton Beach Theatre. The members of the class, together with the representatives of the jobbers, were conveyed by automobile buses to the Hotel Shelburne, where a delightful shore dinner was served, during which the dancing devotees were given an opportunity to indulge in their favorite pastime. After the close of the performance at the Brighton Beach Theatre the party was conveyed to Manhattan by automobile buses.

On Monday, July 17, the second class opened and it is gratifying to note that the attendance at the second class was larger than the attend-

ance of all the members of his classes upon the practical value of this sales course, and the hope was expressed that he would have an opportunity to visit New York again in the near future and conduct another series of similar classes. During the course of the sessions Mrs. Frances E. Clark, head of the Victor Talking Machine Co.'s edu-



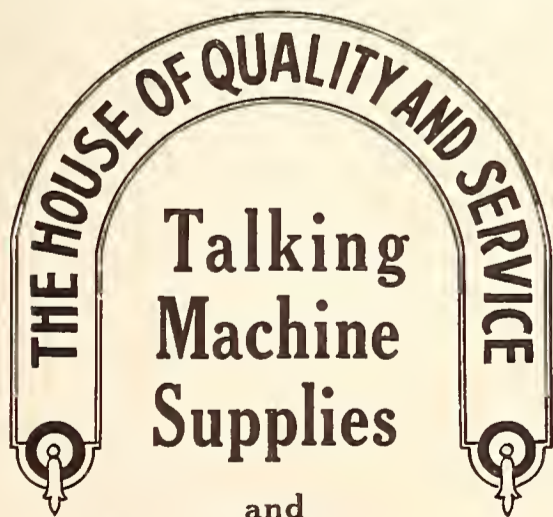
Those Who Attended the Second Red Seal Class

cational department, was a visitor, and many of the dealers discussed important educational subjects with her. The Victor jobbers who cooperated with Mr. Delano consisted of the following: American Talking Machine Co., Blackman Talking Machine Co., Emanuel Blout, C. Bruno & Son, Chas. H. Ditson & Co., Knickerbocker Talking Machine Co., New York Talking Machine Co., Ormes, Inc., Silas E. Pearsall Co. and the G. T. Williams Co.

The members of the first Red Seal sales class were: C. N. Abelowitz, Abelowitz Phono Co., New York City; J. W. Ackerly, J. W. Ackerly, Patchogue, L. I.; H. H. Ahrens, Carl Fischer, New York City; R. S. Allen, Ideal Music Co., New York City; Miss E. H. Bann, Lord & Taylor, New York City; L. F. Barg, Crescent Hill Music Co., Brooklyn; F. W. Baumer and F. Baumer, Baumer Piano Co., New Rochelle, N. Y.; Miss E. Beel, R. Montalvo, Jr., New Brunswick, N. J.; J. O. Benton, Lynbrook Music Shop, Lynbrook, L. I.; Miss H. Bjaanes, C. A. Hansen & Bros., Brooklyn, N. Y.; Clem Boling, New York T. M. Co., New York City; Arthur Boxer, University Music Shop, New York City; F. Bullenkamp, New York City; Miss K. R. Burnite, W. N. Burnite, Riverhead, N. Y.; T. A. Cabasino, Corona, L. I.; Miss L. M. Campbell, Mor-

Son, Inc., New York City; H. Nimcowitz, Morris Music Shop, New York City; D. Owens and R. B. Owens, Gibbons & Owens, Brooklyn; Mrs. C. PerLee, John Wanamaker, New York City; W. S. Phillips, W. S. Phillips, Cedarhurst, L. I.; Miss C. Pickett, Kay Talking Machine Co., New York City; C. M. Price, Jersey Music Co., Bloomfield, N. J.; A. B. Ross, Miss Ross and Chas. Ross, A. I. Ross Music Store, Astoria, L. I.; F. B. Roth, E. Leins Piano Co., New York City; I. Schlanger, Henry Mielke, Inc., New York City; Mrs. L. Schlein, Jersey City Talking Machine Co., Jersey City; H. G. Schoennauer, Koch & Droge Piano Co., Brooklyn; Miss E. Scholl, Fred G. Scholl, Woodhaven, L. I.; S. L. Schott, S. L. Schott, Inc., Mt. Vernon, N. Y.; Miss E. Schultz, Hunts Leading Music House, White Plains, N. Y.; E. Schwartz and Mrs. M. Schwartz, Schwartz & Chakrin, Brooklyn; H. E. Schweiger, E. A. Schweiger, Brooklyn; W. H. Shearer, Arthora Music Shop, Brooklyn; E. M. Sheetz, Blackman Talking Machine Co., New York City; Al Siegel, A. H. Mayers, New York City; S. B. Simms, Weil Bros., New York City; G. Sinisgallo, Max Rosen, Brooklyn; H. L. Smith, Brooklyn; H. Steinhart, Jacob Piano & Phono. Corp., Brooklyn; Miss Stevens, F. F.

(Continued on page 58)



Repair Parts

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We Specialize in Private Recording

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General Recording for the Phonograph Trade



TWO VICTOR RED SEAL CLASSES

(Continued from page 57)

Herrman Talking Machine Corp., Port Richmond, S. I.; Miss L. Sweeney, James Donnelly, So. Norwalk, Conn.; T. Tollefson, S. Kjeldsen, Brooklyn; E. M. Veith and H. T. Veith, Franklin Music Parlors, Englewood, N. J.; Miss A. Wernick, L. Wernick, Holyoke, Mass.; Harry Wernick, Holyoke Phonograph Store, Holyoke, Mass.; W. R. Wielage, Whitehall Co., Jamaica, L. I.; Miss H. Wylie, Wm. Berdy, Brooklyn; Miss E. Zapf, Fred G. Scholl, Woodhaven, L. I.; Miss D. Zvirin, Jacob Zvirin, Larchmont, N. Y.; Helen T. Coffman, Cool & Schaller, New York; M. Strangfeld, Empire Music Co., New Rochelle.

Those Who Attended the Second Class

The members of the second Red Seal class consisted of the following: Miss A. Allstrom, Muklijohn Piano Co., Providence, R. I.; M. Bachenheimer, Joseph Donlan, New York City; H. B. Baggett, Ormonds Music Shop, Brooklyn, N. Y.; Miss Tilly Bahnert, White Music Shop, Danbury, Conn.; Geo. A. Baker, Blackman Talking Machine Co., New York City; E. Bartels, Chevalier's, Inc., Brooklyn; H. L. Behrman, Savoy Music Shop, New York City; Wm. Berdy, Brooklyn; Albert Bersin and Miss R. Bersin, Albert Bersin, Brooklyn; John H. Bieling, Hempstead, L. I.; W. H. Bishop, Blackman Talking Machine Co., New York City; Barrie C. Bloedon, C. Bruno & Son, Inc., New York City; I. Bobowick, Island Musical Shop, Coney Island; Edw. G. Brown, Jr., E. G. Brown, Bayonne, N. J.; Gus Brown, Baumer Piano Co., New Rochelle, N. Y.; Miss Ruth A. Burke, Norman A. Burke, Nyack, N. Y.; C. Caradaglies, Greek American News Co., New York City; Miss M. Cocharan, Empire Music Co., New Rochelle, N. Y.; Wilson R. Casell, New York Talking Machine Co., New York City; T. T. Cavanaugh, Ideal Music Co., New York City; Geo. L. Cooper, Dunlap Sporting Goods Co., Far Rockaway, N. Y.; Mrs. Arthur

Dunkerley, Dunkerley & Co., Passaic, N. J.; R. P. Dunlap, Peekskill, N. Y.; Mrs. V. J. Faeth, Winterroth & Co., New York City; Fred E. Fuller, M. Rappaport's Music Shop, New York City; M. Goldblatt, Park Slope Talking Machine Shop, Brooklyn; Miss F. Goldfinger, Liberty Music Shop, New York City; Moe Goldsmith, M. Goldsmith & Son, New York City; David Goran, Morris Goransky, Miss S. Goransky and Charles Granett, Yenkens Talking Machine Co., Yonkers, N. Y.; Max Hanover, Talking Machine Shop, Norwich, Conn.; Sidney Helfer, Paul Helfer, New York City; William Herchenroder, Ormonde Music Shop, Brooklyn, N. Y.; F. F. Herrmann, F. F. Herrmann Talking Machine Corp., Stapleton, S. I.; Miss Edna Hoffer, Baumer Piano Co., New Rochelle, N. Y.; Fred R. C. Hoffmann and Mrs. M. A. Hoffmann, Hoffmann's Music Shop, Valley Stream, L. I.; Miss Hulst, Frederick Loeser & Co., Brooklyn; J. A. Johnson, Ormes, Inc., New York City; Jos. C. Kerr, Emanuel Blout, New York City; Miss Alice Knipe and Miss Ella McLean, Frederick Loeser & Co., Brooklyn; A. Koslitz, Fred Ponty, Portchester, N. Y.; John Lanzaro, Neapolitan Talking Machine Co., Brooklyn; Raoul Larue, Muklijohn Piano Co., Woonsocket, R. I.; H. C. Littlefield, Sedgwick & Casey, Inc., Hartford, Conn.; Horace Lubin, Schwartz & Chakrin, Inc., Brooklyn; William Luscher, Luscher's Music Shop, New York City; Sol Mahl, Modern Music Shop, Brooklyn; Miss M. C. Manley, Quackenbush Co., Paterson, N. J.; Geo. Martin and Wm. W. Miller, G. T. Williams Co., Brooklyn; Frederick Merritt, Ponty's Art & Gift Shop, Greenwich, Conn.; J. P. Middleton, Pittsfield, Mass.; Harry Meyers, Meyers Store, Pittsfield, Mass.; Miss H. M. Moses, The Carpenter Co., New York City; James Murray, McManus Bros., Elizabeth, N. J.; Miss Rena Nathan, White Hall Co., Jamaica, L. I.; Phil Palatrack, A. H. Mayers, New York City; Miss Ella V. Peck, Gunther-Kenny, Inc., Middletown, N. Y.; C. B. Perry, Ideal Music Co., Brooklyn; Theo-

dore Peyser, S. B. Davega Co., New York City; Mrs. May Relyea, H. L. Schott, Inc., Mt. Vernon, N. Y.; Paul Rescouise, Woodhaven Music Shop, Woodhaven, L. I.; J. Rosenberg, Max Davis, West Hoboken, N. J.; Albert I. Ross, A. I. Ross, Astoria, L. I.; Mrs. Leo Schlein, Jersey City Talking Machine Co., Jersey City, N. J.; Mrs. Rex L. Schott, S. L. Schott, Inc., Mt. Vernon, N. Y.; A. V. Schouler and Miss E. M. Schouler, A. V. Schouler, Inc., New York City; I. Seldin, Montauk Music Shop, Rockville Centre, L. I.; Miss Sophie Sherry, Carl Fischer, New York City; Chas. S. Simonson, Lynbrook Music Shop, Lynbrook, L. I.; Miss D. Smith, New York Band Instrument Co., New York City; Herman Spitz, Sag Harbor Music Shop, Sag Harbor, N. Y.; Miss F. Steadman, Frank Steadman, Yonkers, N. Y.; H. E. Terhune, Haverstraw, N. Y.; Frank W. Tillinghast, Kay Talking Machine Co., New York City; Miss L. M. Tisch, Adam B. Tisch, Elmhurst, L. I.; Wm. R. Tyler, Lord & Taylor, New York City; Edward Ugast, Ludwig Baumann & Co., New York City; Miss E. White, White Music Shop, Danbury, Conn.; I. Wolfson, M. Goldsmith & Son, New York City; Milton P. Young, Harmony Talking Machine Shop, Brooklyn; Marie R. Zak, James Donnelly, South Norwalk, Conn.; Miss J. Ziemkewicz, Dunkerley & Co., Passaic, N. J.; William Zvirin, Jacob Zvirin, Larchmont, N. Y.; Gus Sclafani, LaScala Phonograph Co., New York.

CANTLON PIANO HOUSE TO MOVE

GREAT FALLS, MONT., August 2.—The Cantlon Piano House, 415 Central avenue, will move into more advantageously located quarters next to the Hotel Rainbow on August 5. In addition to the Knabe and other high-grade pianos handled, the A. B. Chase line was recently added by this concern. Musical merchandise, including talking machines, records, sheet music, etc., is also handled.

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DELIVER RECORDED WAX
TO OUR LABORATORY



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IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



Appealing to the Individual Record Buyer

By GEORGE FOSTER PARSONS

Accurate analysis by the dealer of his prospect list is necessary if maximum results are to be obtained. There are many dealers who, realizing the value of the prospect list, obtain the names of people visiting their stores and who send the customary literature descriptive of the machines and the monthly record supplements each month and let the matter go at that. There are some who send canvassers and salesmen to sell both records and machines, but in the majority of cases this is as far as the merchant goes.

How many talking machine dealers have taken advantage of their opportunities and have analyzed their prospect lists in an endeavor to learn just what the significance of the name which they have secured means? It is a safe venture to say that the number is comparatively few. Probably not one talking machine merchant in ten has stopped to think that for each name at hand from two to six more can be added in the majority of instances by the expenditure of very little effort. Each name on the dealer's list represents only one unit of a family and it is also safe to assume that in most families there are a variety of tastes in music which the wise dealer can turn to his advantage through catering to the musical tastes of the individuals in the family.

What pleases son and daughter may be entirely at variance with the musical likes of father and mother. It is up to the dealer to gain the knowledge which will enable him to increase his sales in this manner. With the wonderful variety of music recorded by the various companies every musical taste can easily be satisfied. Jazz, hymns, light classics, operas, etc., they all have their admirers and in one family may be found devotees of each of these classes of music. The practice of many merchants of sending special lists of records to customers containing music designed to please each individual can easily be amplified so that several individuals in one family will receive lists of the records which will appeal to each. In

other words, if the members of the family are particularly fond of operas or hymns special lists of recordings of these numbers should be sent to them and if dance music appeals to the younger element the special list should be confined to records of this character. This same method could also be followed in using the telephone for drawing the attention of customers to certain records.

BUSINESS WAKING UP, SAYS EDISON

American Manufacturers Making Study of Cost of Doing Business

"For the first time in his life the American manufacturer is beginning to know what it costs him to run his business, and he's beginning to appreciate that it isn't the first cost, but the last cost that really counts," declared Thomas A. Edison, in a recent interview, pointing out, at the same time, that the English and Germans do business on a "much firmer basis."

"When a German manufacturer puts up a building he builds for all time—solid, tremendous foundations, tessellated floor and everything possible to make for permanence. When we build a factory we build a shack," the inventor said.

"This hurry to get wealth was the fundamental basis upon which the American manufacturer went into business. Put as little as you can in, get as much as you can out. But it's changing now. We were beginning to see that it doesn't pay for one thing, and then there is more available money. The American manufacturer is beginning to wake up."

INTRODUCE NEW TONE ARM

Mutual Phono Parts Co. Introducing New Product Particularly Adapted for Portable and Upright Machines—Business Is Improving

The Mutual Phono Parts Co., New York City, has placed on the market a new tone arm, which is described as particularly adaptable for portable and upright machines, known as the IA tone arm. It ranges in size from seven inches to eight and one-half inches and has a straight tone passage from the reproducer to the tone chamber. It is claimed that this new tone arm has exceptional tone value. It has already met with much favor with the trade and it is reported that dealers and manufacturers are placing good-sized orders for the same.

Andrew Frangipane, secretary and general manager of the company, reports that business is now on the increase and so far results have been very gratifying. He states that indications point to a prosperous Fall and Winter.

FEATURES VICTROLA ON FINE FLOAT

BLAIR, NEB., August 3.—An exceptionally fine Victor float was featured in the Fourth of July parade here by James Mose, Victor dealer and one of the most aggressive talking machine merchants in this vicinity. A console type Victrola was placed on the rear of a handsomely decorated automobile and a large Victor dog occupied a prominent position on top of the auto hood, while smaller dogs graced the front of the float.

TAKE OVER VICTOR DEPARTMENT

HERKIMER, N. Y., August 1.—Rudd & Rex have bought the Victor department of the Keefe Co., of this city. The entire department will be moved to the headquarters of Rudd & Rex, but the Keefe Co. will continue the merchandising of small goods and other musical instruments in which it has built up a large business.

The Radio Symphony Phonograph Co., of Huntington, W. Va., was recently incorporated in that State, with a capital of \$500,000.

PORTABLE PAL PHONOGRAPH

An all-year-'round phonograph—particularly adapted for portable use!

PAL'S excellent quality and beautiful appearance make it as suitable a phonograph for the home as it is for outdoor use.

The guaranteed motor is smooth running—long lasting! The tone arm and soundbox could not be improved upon. The tone is sweet, clear—as strong in volume as the regulation cabinet size.

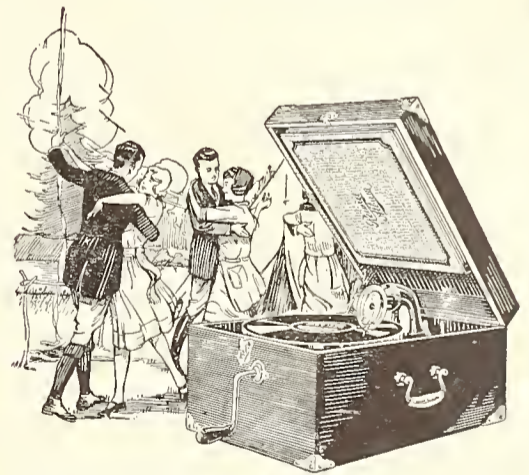
The finish is beautiful—walnut or mahogany; with nickel-plated hardware. (Each machine is equipped with a twelve-pocket album.)

That gives it quality—the quality which is the lever for an all-year-'round portable business. It offers people an excellent phonograph at a price they are willing to pay.

This means good business—something that you have been waiting for. Write us. TODAY!

Dealers' price \$20.00

F. O. B. New York



Plaza Music Co.
18 West 20th St. New York

PLAZA MUSIC CO.

(Portable Division),

18 W. 20th St., New York

Please send complete details on the "PAL" portable.

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Consultation by appointment on every phase of the phonograph industry, including:

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T O L E D O

Dealers Consider Plans for Fall Activities—Railroad and Coal Strikes Affect Trade—The News

TOLEDO, O., August 7.—Talking machine merchants are persistent in their efforts to obtain all possible Summer business before the warm weather comes to an end, and while the vacationist is in the buying mood. They are not overlooking the turn of the year, however, and are giving close attention to Fall plans.

The railroad and coal strikes are having some effect on a few industries in that the delivery of freight has slowed up, hampering deliveries of musical instruments to some extent. None of the large local industrial plants has as yet curtailed production or reduced its working forces.

Announces New Victor Model

Announcement is made by the Toledo Talking Machine Co. of the new Victor model No. 111, which is to take the place of No. 110, which will be discontinued. This new machine will be available in October, according to Chas. H. Womeldorff, general manager.

Adds Pathé Records

At the LaSalle & Koch Co. Victrola Shop a marked increase in July sales was experienced, R. O. Danforth, manager, declares. This growth amounted to fully 25 per cent over July, 1921.

One of the contributing factors of the July increase, it is believed, was the changing around of the departments and placing those which naturally fit together in close proximity to one another. Such a move took place on the seventh floor where the Art and Gift Shop, one of the finest in the State, is now a neighbor of the Victrola department.

The Actuelle-Pathé line of fifty-cent records was added during the past month and has proved a big winner. The Madison portable, an imported model, was offered as a special recently, and moved so rapidly that the entire lot was sold within a few hours.

Fine Victor Business at Lion Store

The Lion Store Victrola rooms recorded a fine increase for July, Manager A. J. Pete reports. This showing brings the total sales for the seven months up to a point which has exceeded expectations. Seasonable merchandise has played a leading part in putting Summer sales ahead. At no time within recent years have so many port-

able machines been sold. Many of these small machines will be exchanged in the Fall for larger instruments.

Moreover, store events had much to do with making the favorable showing possible. For example, a recent sale day—Dollar Day—which is a seasonable event, proved a big factor in closing talking machine sales. This showing explodes a theory often heard that a talking machine department cannot hook up with store events to advantage. These sale days always draw large crowds to the store and offer a golden opportunity for the Victrola rooms to share in the benefits of the occasion.

The annual store field day held July 19 at Sugar Island was attended by 1,700 employees and friends of the store. Among the prize events was a waltz. This was won by Orville Schaffer, of the Victrola rooms. This marks the third consecutive season that this section has won the dance prize.

Grinnell Bros. Plan Fall Drive

At Grinnell Bros. July sales were double those of last year during the same period, and the outlook for a continued run of business was never brighter, R. C. Elwell, manager of the Victrola department, states. Plans are in formation for an early Fall drive for talking machine volume. The farmer as well as the city dweller will be solicited. New equipment has been ordered in order to facilitate the campaign.

Henry F. Stucke, general manager of Grinnell Bros., is angling for the finny tribe in the Au Sable River in northern Michigan.

Downstairs Store Aids Sales

The downstairs store recently inaugurated by the Goosman Piano Co. is proving a great aid to closing talking machine sales. By starting customers with the used and repossession instruments and then showing them the newer finishes and designs it is often easier to secure the signature on the dotted line, whereas if the reverse process is employed folks sometimes feel they cannot afford a machine which involves such a large outlay.

Merchants Enjoy Outing

Fred N. Goosman, president of the Goosman Piano Co., was chairman of the Retail Merchants' Board entertainment committee for the annual outing, which was held at Monroe, Mich., July 25. Thirty automobiles transported the group. Practically every music dealer in the city is a member of the Board.

Good Business at Compton Bros.' Stores

The Record Shop, one of the Compton Bros. chain of stores, is experiencing an improved de-

mand for records, Pratt Egbert, manager, declares. Brunswick, Vocalion and Kimball machines are dealt in. At the Findlay, O., store a steady run of business has been recorded nearly all year. The Carey, O., shop is experiencing an awakening in the demand for machines.

Exhibits Laddie Boy's Cake

At Grubbs Music Shoppe, the birthday cake sent to Laddie Boy, President Harding's famous Airdale, by Chas. Quetschke, of the Caswell Kennels, breeder of the canine, was on exhibition and drew wide interest. The cake is a three-tier affair, built up pyramid fashion and mounted by three birthday candles. It was made of dog biscuit held together by red, white and blue ribbons.

New Da-Lite Displays

The Da-Lite Electric Display Co., 116 North Erie street, announces the following panel releases for August: "Lonesome Mama," "Nobody Lied," "Neath the South Sea Moon" and the Victor Physical Exercise records.

At the J. W. Greene Co. the Victor panel sign enumerating ten records which should be in every home is the center of attraction in a very effective window display. Each of the ten records is exhibited mounted upon a stand. A ribbon is extended from the panel title to each record, thus connecting the two. This window has brought a volume of sales greater than expectations, according to E. A. Kopf, manager of the department.

Farmers Again in Market

At the J. W. Greene Co. branch stores in Fostoria, Fremont and Stryker, O., the farmer is again becoming a buying factor. His crops are maturing and prices are favorable to him. With the abundant yield of nearly all farm products the outlook for a brisk Fall trade is very promising.

Ohio Merchants to Meet in Toledo

The Ohio Music Merchants' Association, of which Fred N. Goosman is president, will hold its annual convention at the Hotel Secor, Toledo, September 26 and 27. Rex Hyre, of Cleveland, secretary of the Association, recently made a trip to Toledo for a conference with the president and to complete arrangements for the convention.

Henry Dreher, Cleveland, and Chas. Yahrting, Youngstown dealers, challenged any two members of the Association to a golf match during the convention. Their challenge has been accepted by Wm. R. Gaul and A. M. Dom, both of Cincinnati.

The Toledo Music Merchants' Association, of which Henry F. Stucke, manager of Grinnell Bros., is president, will co-operate with the State organization to make the convention one long to be remembered.

News Brieflets

Doyle N. Wyre, formerly assistant to A. J. Pete, manager of the Lion Store Victrola rooms, and more recently in charge of the electrical shop, on August 1 assumed the position of manager of the Victrola department of the McAlpin store, Cincinnati, O.

Henry Dreher, president B. Dreher's Sons Co., Cleveland, was a caller recently on Fred Goosman.

Warren E. Kellogg, representative of the Toledo Talking Machine Co., and family are motoring in western Pennsylvania.

W. C. Wiant, Marion, O., Victor dealer, wife and son are enjoying their vacation in the wilds of Canada.

C. A. Ericsson, president of the Toledo Talking Machine Co., spent a few days in Toledo on his way East from the Pacific Coast.

Geo. Schweitzer, Victor dealer, Leipsic, O., made an extensive motor trip East. Stops were made at Washington, Baltimore, Philadelphia, New York and other centers.

Chas. H. Womeldorff recently returned from a business trip to Indiana and Ohio points. He found crop conditions very good and the Fall outlook promising.

A. L. Leyborn, of the Toledo Talking Machine Co., recently occupied his new cottage on the Toledo Beach line on Lake Erie.

KIMBALL Phonographs

Invite good customers and Ready Sales

Because the line is attractive from a business-getting standpoint and is thoroughly *reliable* the Kimball is the phonograph for the dealer who is building wisely and well.



Style R
Equipped with Albums
37 in. High 40½ in. Wide
23½ in. Deep

Write for Agency terms and the Kimball direct co-operative plan for financing sales.

Variety of Models in Console and Upright types.

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CHICAGO

Manufacturers of Phonographs, Pianos, Player-Pianos, Pipe Organs, Distributors of Okeh Records.





THE ORSENIKO PERIOD PHONOGRAPH



QUENBY WALNUT

Reproduction of an English Piece
 Front doors and side panels made
 of beautiful burl walnut. Note
 particularly the graceful sweep
 of the hand-carved legs. No detail
 of construction omitted; its work-
 manship is of the highest order.

Are your windows and showroom in the mediocre
 class? A selection from our line will create new interest
 in your display and put you in the progressive class.



QUENBY LACQUER

The same model as above, only
 finished in lacquer, with decora-
 tions done by real artists. Fin-
 ished in antique cracked effect,
 which gives it an unusual charm.

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Showroom: 112 West 42nd Street
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SALT LAKE CITY

*Industrial Outlook Brighter—Greater Activity Among Local Dealers
—Radio Much Discussed—Plans Under Way For Music Week*

SALT LAKE CITY, UTAH, August 4.—The industrial outlook grows brighter than ever. The big steel project talked of so long is an accomplished fact. A \$15,000,000 corporation has been formed and a large plant will be built at Springville in the near future. The actual manufacture of steel is expected to be under way in eighteen months or less. The crops look excellent with prospects of fair prices and everyone is looking for a better Fall business than has been enjoyed for some time.

An announcement of considerable interest is to the effect that the big Salt Lake Hardware Co. on Main street, which has been enjoying an annual business of millions, is to drop its retail departments and confine its attention entirely to the wholesale business. The company has been selling talking machines for some time, but it is not known yet whether they will continue to handle them on a wholesale basis. Vice-president and General Manager H. A. Schweikhart tells your correspondent that no immediate changes would be made, but confirmed the report that the building had been sold and that it was the intention of the company to confine its attention to the wholesale end of the business. He said he had thought for a long time that the retail business should not be connected with the wholesale.

The Glen Bros.-Roberts Piano Co. is supplying the Telegram broadcasting station with records for their talking machine music. Miss Nan Browning is giving a series of piano recitals.

The Daynes-Beebe Music Co. had one of the best windows during the early part of the month that has been seen in any music store here for a long time. It was an advertisement for the

portable talking machine and represented a young lady listening to an instrument as she sat beside the campfire. The scene was in the canyon and it was a most realistic one and attracted a lot of attention.

The Christensen Ashton Music Co., 2381 Hudson avenue, Ogden, has been offering records at a special sale.

The Lyric Music Co., Washington avenue, Ogden, has given up all other talking machine lines, but will retain the Sonora agency. Miss Bernice Foster is leaving the company. Miss Foster said she did not know just where she would go, but wanted to get into an exclusive Victor house. She is a capable and charming young lady.

Harry O'Loughlin, president, and "Ukulele" Hughes, manager of the small goods department of O'Loughlin's, Main street, are planning a fishing trip in the Duchesne country, southern Utah.

A prominent local radio concern is advertising "Better than a talking machine and practically no expense for upkeep." This message is, to a large extent, bunk. Some of the dealers, however, say radio is helping them. They report orders where people have asked for a certain record that they have heard on the radio.

Miss Ethel Karney, of O'Loughlin's for several years past, has married a local business man and, as a result, resigned her position with the firm.

George A. Bolduc, popular manager of the Glen Bros.-Roberts Piano Co.'s talking machine department, has accepted an important position with the Larson Music Co., Sidney, Neb. Friends in this city are sorry to part with Mr.

Bolduc. He was regarded everywhere as a fine, likable fellow and a good business man. Mr. Bolduc's successor has not been appointed yet. Another change in the department is the appointment of Miss A. Hillstead in the place of Miss Bessie Jackson, head of the record department, under Mr. Bolduc. Miss Jackson has gone to Montana.

Col. J. J. Daynes told the correspondent recently that he looked to a combination radio and talking machine to solve the radio problem for talking machine men. Colonel Daynes, who is, of course, the head of the big Daynes-Beebe Music Co., did not think radio would hurt the phonograph business.

George S. Glen has resigned as president of the Utah Association of Music Industries and is succeeded by Charles H. Norberg, treasurer of the Daynes-Beebe Music Co. Mr. Glen said he thought a Salt Lake man should hold the position as practically all the meetings are held here, and Ogden is thirty miles away.

Plans are under way for Music Week, which will be held in the Fall, but so far no definite program can be announced.

Salt Lake City celebrated its diamond jubilee on July 24.

VISITORS AT COLUMBIA OFFICES

Among the recent visitors at the executive offices of the Columbia Graphophone Co. was S. H. Nichols, manager of the company's Pittsburgh branch; Fred E. Mann, manager of the Boston branch, and W. S. Parks, manager of the Baltimore branch. All of these out-of-town managers were optimistic regarding the business outlook, stating that the dealers were preparing for an active Fall trade. Another caller at the Columbia executive offices was Miss M. Gross, assistant bookkeeper of the Cincinnati branch, who is spending her vacation in the East and who dropped in at the Columbia offices in order to become acquainted with the executive organization.

How to Increase Your Sales and Decrease Overhead

The particularly desirable elements of foreign-born population residing in Northern New Jersey and Northeastern Pennsylvania afford Collings dealers a lucrative market for the famous Victor foreign records.

If a dealer is not cultivating the possibilities open in the newly-enlarged Victor foreign repertoire, he is not getting either the volume or the net profit from his operations that he very easily can.

Let us go over this matter with you.

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



THE OLDEST, LARGEST EXCLUSIVE RADIO EQUIPMENT MANUFACTURERS ANNOUNCE A NEW TRADE NAME FOR THEIR LINE

Radak

Trademark Reg. U. S. Pat. Off.

RADIO has come to stay! And RADAK is going to hasten the process of stabilizing the radio equipment business.

The Clapp-Eastham Company has spent sixteen continuous years of exclusive radio specialization, working in the interests of radio professional and amateur alike. Now their experience and manufacturing skill are to be turned to the advantage of the dealer.

In announcing the adoption of the new trade name RADAK, Clapp-Eastham announce also the distribution of RADAK Receiving Sets and other radio equipment through jobbing distributors exclusively. These distributors will quote discounts to the dealer direct. And the new distribution plan enables the dealer to secure the maximum discount without quantity stipulation.

Advertising to a 25,000,000 Audience

The adoption of the new trade name RADAK gives the dealer an easily remembered, quickly identified line of merchandise for his store. To stimulate the process of identification, a new and more widespread advertising program has been entered upon.

A consistent schedule on a yearly basis is under way in the following publications, reaching a receptive audience of well-to-do individuals in varied lines of occupation.

Saturday Evening Post.....	2,100,000 Copies
American Magazine	1,634,000 Copies
Farm Journal	1,012,000 Copies
Country Gentleman	829,000 Copies
Farm & Fireside.....	803,000 Copies
Successful Farming	862,000 Copies
Radio News	125,000 Copies
Wireless Age	45,000 Copies
Radio	60,000 Copies
Q. S. T.....	17,800 Copies

A very conservative estimate of four readers to the copy per magazine gives a total of well over 25 million people reached by this list.

Let's Get Together

RADAK spells opportunity. Opportunity for every wide-awake dealer. Look into it. RADAK will soon become a household word. Make your store the RADAK headquarters. If you do not know the RADAK distributor in your locality, write us for the name and address.

CLAPP-EASTHAM COMPANY

America's Oldest, Largest Makers of Radio Equipment Exclusively, Established 1906

131 Main Street, Cambridge, Mass.

REGENERATIVE RECEIVING SETS AMPLIFIERS VARIOMETERS CONDENSERS
RHEOSTATS AMPLIFYING COILS UNIVERSAL TUBE SOCKETS
ELECTRO AMPLIPHONES

READ WHY CLAPP-EASTHAM EQUIPMENT SELLS THESE ARE UNSOLICITED COMMENTS FROM RETAILERS

SEVER-BEACHAM RADIO COMPANY
 Santa Fe, New Mexico

"Some time ago we purchased one of your Type H. R. Regenerative Receivers and Two-stage Amplifier used in connection with a Magnavox. This outfit has brought in more stations and longer distance than any set we have handled. Everybody else in the surrounding country with more expensive outfits than ours is not getting results this time of the year, and we still hear the broadcasting stations as usual. We have heard Cleveland, Ohio, many times, which is about 2,000 miles, I should think. This was news and music, not wireless. We hear all the stations within a radius of 1,000 miles every night."

KEHLER RADIO LABORATORIES
 Abilene, Kansas

"We have just recently been testing your improved regenerative sets and wish to state that we think they are a little wonder. For signal strength they are unexcelled by any of the highest priced sets on the market and are superior to some in this respect. They are also the least critical in tuning of any set which we have operated, as well as comparing favorably in selectivity. We are surprised at the absence of capacity effects from the body. We have a set in operation in our display department in the heart of Abilene, and with but two stages of audio-frequency amplification and a large magnavox, music and speech may be easily heard within a block of the horn which is

placed in the doorway. We have decided to specialize on this set, due to its reasonable price and its remarkable performance."

HOWARD S. BARLETT
 Knox, Pa.

"Am writing to you direct to compliment you on your Type H. R. Receiver and your Two-step Amplifier. They are the most wonderful receivers that there are on the market today. I have had them set up along with other standard makes that cost double and triple the price of yours, and will say that spark C. W. and voice come in over it more clear than with any of the rest. The only trouble that I find with them is to get them. I do my buying in Pittsburgh and the distributors are out of them."

OUTING OF TALKING MACHINE MEN AN IMMENSE SUCCESS

Members of Progressive Retail Organization From New York, New Jersey and Connecticut Have Most Enjoyable Time at Glen Head, L. I.—Manufacturers and Jobbers in Evidence

The largest Summer gathering in the history of the Talking Machine Men, Inc., was held on Wednesday, July 26, at Karatsonyi's, Glen Head, L. I. Members of the organization came from New York, New Jersey and Connecticut and a splendid representation from the Eastern talk-

ball game of dealers was played, following which two teams selected from the ranks of the jobbers played a three-inning game. The dealers' teams were captained by Irwin Kurtz and Sol Lazarus; the latter faction carrying off the honors. The winning team was composed of

Forster, of the Brilliantone Steel Needle Co., and M. W. Owens, of Owens & Gibbons. The Forster aggregation, after a bad start, made a whirlwind finish and won the game handily. E. F. Latham, of the Silas E. Pearsall Co.; W. J. Haussler, of C. Bruno & Son, Inc., and Paul Carlson, of Chas. H. Ditson & Co., were the shining stars of the jobbers' performance.

Following the ball game the track and field events were programmed. David Goldman, auditor of the General Phonograph Corp., proved



Some Snapshots at Outing of the Talking Machine Men, Inc.

No. 1. A. H. Murray, Mrs. Bloedon, Jack Bliss, Florence Hulett, E. B. Bloedon and Mrs. Bliss. No. 2. Phil Ravis, I. Halperin, George Seiffert. No. 3. C. L. Price, of Ormes, Inc.; W. H. Bishop, Blackman Talking Machine Co.; George Kelly, New York Talking Machine Co.; Lloyd Spencer, Silas E. Pearsall Co. No. 4. Jack Glogau. No. 5. William H. Ross and Elias Gottfried, winners of the three-legged race. No. 6. E. L. Sampter, William Brand, Miss A. M. Kennard and George Seiffert. No. 7. Miss Sadie Goldman, of the winning relay team for men and women. No. 8. Miss E. Goldman, winner of one of the ladies' events. No. 9. Ann Lazarus, daughter of Sol Lazarus, who won the ladies' 40-yard dash.

ing machine jobbers and manufacturers also attended. Sight-seeing buses and private autos left East Fifty-seventh street shortly after 10 o'clock in the morning, proceeding over Queensboro Bridge and the beautiful Long Island roads to the resort, where, upon arrival, a luncheon was served.

Messrs. Bersin, Zimmer, Goldman, Brodbeck, Jacobs, Gordon, Guthrie, Barg and Radle. It was rumored that the other team had several "ringers," but despite this it went down to defeat. The losing team was composed of Messrs. Bliss, Bloedon, Pressent, Kramer, Kurtz, Janeli, Hoffman, Titefsky and Murray.

himself to be the star all-around athlete by winning the seventy and forty-yard dashes. Oscar Zipf won the fat man's race; M. Brodbeck, H. A. Jacobs, B. Birnbaum and Ed Ugast won the four-man relay race. Miss Sadie Goodman and Mr. Ugast also won the relay race composed of teams for men and women. The forty-yard

In the forepart of the afternoon a four-inning

The jobbers' teams were captained by Byron

(Continued on page 66)



New Model "E"

The General Phonograph Mfg. Co.
Model "E"
TABLE PHONOGRAPH

The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY
Plays All Makes of Records
Superior Tone Quality

Write for our Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO

STEGER

*the finest reproducing
Phonograph in the World*

THE highest praise of the artistic Steger comes from those who are the most critical judges of music.

Dr. Anthony C. Lund, famed as the conductor of the celebrated Tabernacle Choir, has enthusiastically endorsed the Steger, as have Professor J. J. McClellan, organist; Professor Willard E. Weihe, violinist, and hundreds of other musicians and music-lovers.

Listen to a piano record on the Steger, a band, an orchestra, the human voice—and in all the reproductions you will recognize the distinctive qualities of excellence due to the exclusive Steger features. The patented, adjustable tone-arm, which plays all makes of disc records correctly, without change of parts, the unique tone reproducer and the vibrant tone-chamber of even-grained spruce are eloquent reasons for Steger supremacy.

INSURE YOUR SUCCESS

The strong advertising and sales co-operation plan back of the Steger makes Steger representation valuable to the aggressive dealer. Write to-day for details of the Steger proposition and a copy of our latest style brochure.

Phonograph Division

STEGER & SONS

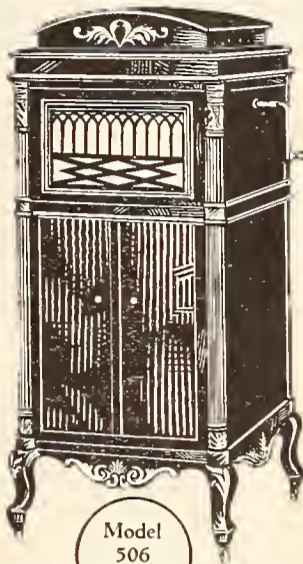
Piano Manufacturing Company

Established by John V. Steger, 1879

Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

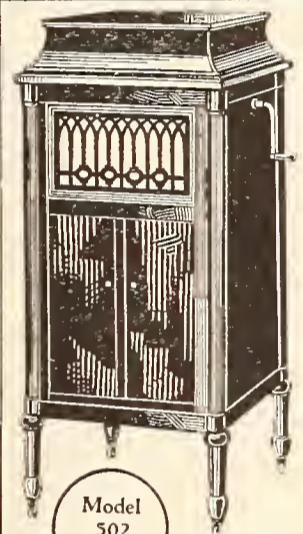
"If it's a Steger—it's the most valuable Piano in the world."



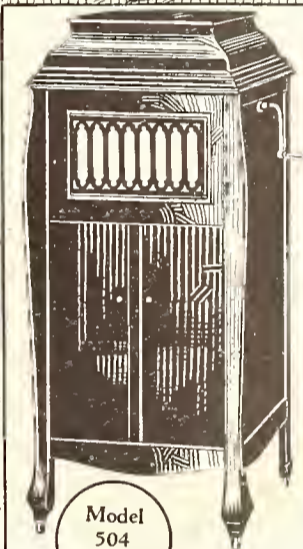
Model 506
\$250



Model 505
\$200



Model 502
\$125



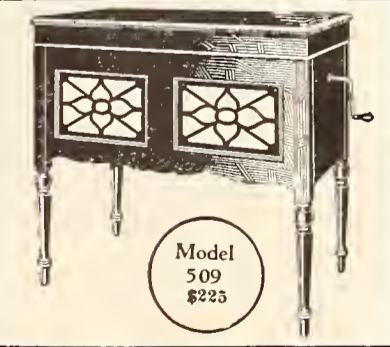
Model 504
\$150



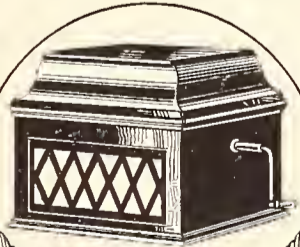
Model 503
\$165



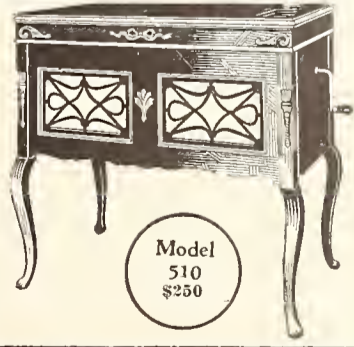
Model 501
\$100



Model 509
\$225



Model 500
\$65



Model 510
\$250

OUTING OF TALKING MACHINE MEN

(Continued from page 64)

dash for ladies was won by Miss Ann Lazarus, daughter of the well-known Sol; Mrs. Frank Mandel won the contest for heavyweight ladies and the honors for the three-legged race went to William M. Ross and Elias Gottlieb. Miss E. Goodman was also a winner in one of the women's contests.

The jobbers of the metropolitan district, although only associate members of the Talking Machine Men, Inc., and taking no active part in the functions of that body, have always shown keen interest and given substantial support to the Association; many of the prizes for the afternoon's events being contributed by the wholesalers. Among the representatives of the Victor jobbers who attended were: W. J. Hausler, E. G. Evans, Miss H. Marjorie Brown, A. H. Murray and Joseph C. Schlich, of C. Bruno & Son, Inc.; Paul Carlson and W. H. May, of Chas. H. Ditson & Co.; David Roach and A. J. Wilckens, of Collings & Co.; Mr. and Mrs. Abram Davega, Joseph Schwetz and Max Berlow, of the Knickerbocker Talking Machine Co.; Charles H. Offerman and M. M. Rountree, of the American Talking Machine Co.; George E. Thau, W. H. Bishop and George A. Baker, of the Blackman Talking Machine Co.; Cass Riddle and Joseph Kerr, of Emanuel Blout; C. R. Wagner, Musical Instrument Sales Co.; Charles B. Mason, George Kelly and Ernest Fontan, of the New York Talking Machine Co.; W. Miller, of G. T. Williams Co., Inc.; Clarence Price and H. T. Hawkins, of Ormes, Inc.; Mr. and Mrs. Thomas F. Green, Lloyd L. Spencer and Eugene F. Latham, of the Silas E. Pearsall Co. The manufacturers were also well represented, including: B. W. Jennings, C. H. Baker, D. B. Allen and C. W. Lukas, of the Columbia Graphophone Co.; Paul E. Bearwald, David Goldman and E. L. Sampter, of the General Phonograph Corp.; Frank J. Coupe, vice-president, and F. V. Goodman, assistant sales manager, of the Sonora Phonograph Co.; Mr. and

Mrs. Chester Abelowitz, Brunswick-Balke-Colender Co.; Walter Brunner, Manufacturers' Phono. Corp.; George A. Seiffert, Modernola Sales Co.; R. H. Keith and J. J. Schratweiser, of the Long Island Phonograph Co., Sonora jobbers.

In the evening an elaborate shore dinner was served, the diners all disporting multi-colored novelty paper hats. Music for dancing was rendered throughout the course of the dinner and was furnished by Paul Whiteman, Inc., the members of which were all exclusively Victor Talking Machine Co. artists and composed of the following combination: Alex Brasin, violin; George Lehritter, banjo; Keith Pitman, bass; Ric Atkins and William Asmus, cornets; Dave Bretthauer, trombone; Harry Rosenberg, drums; Al Mitchell, piano. The lucky number contest was a feature of the dancing, handsome prizes being awarded the winners.

Without doubt, it was the most successful affair in the history of the Association and the entertainment committee and the officers of the Association received a wealth of congratulations. The entertainment committee was composed of Sol Lazarus, chairman; Max Berlow, Otto Goldsmith, C. B. Riddle, Albert Galuchie, N. Goldfinger, E. G. Evans, Henry Conn, Fred Herrman, C. Abelowitz, E. G. Brown and Valentine Faeth.

NEW POST FOR KANTNER

Appointed Manager of San Francisco Branch of Columbia Graphophone Co.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., announced this week the appointment of P. S. Kantner as manager of the San Francisco branch. For some time past Mr. Kantner has been acting manager and his appointment to the actual management of the branch is a distinct tribute to the results that he has attained as manager of one of the most important Columbia branches in the country.

In announcing Mr. Kantner's appointment,

Mr. Hopkins called attention to a recent campaign conducted by Mr. Kantner with the Eastern Outfitting Co., of San Francisco, Cal., Columbia dealer. This campaign, which lasted for a period of only three months, resulted in the sale of 509 Grafonolas.

The general sales department of the Columbia Graphophone Co. was advised recently by Mr. Pickering, sales representative at the San Francisco branch, that another carload of Grafonolas had been sold to Fred R. Howe, Columbia dealer at Santa Cruz, Cal. The first carload sale inaugurated by Mr. Howe last Spring was a signal success, and he was so well pleased with the results achieved at this sale that he made arrangements for another carload of Grafonolas.

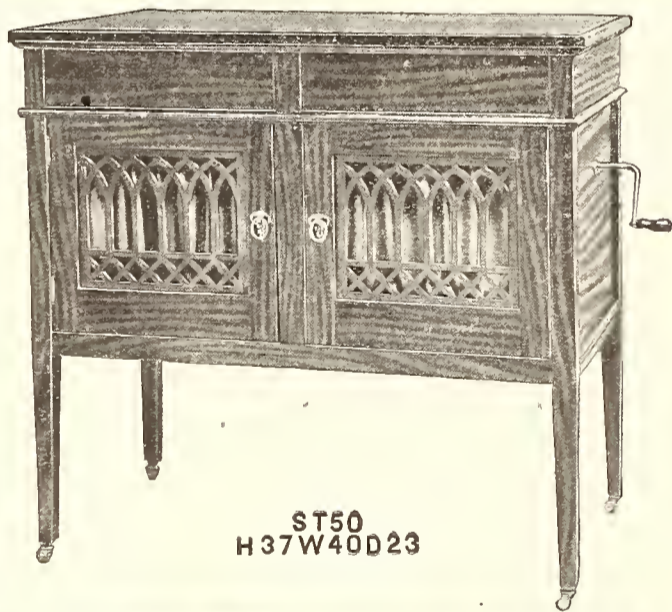
SENDING LITERATURE TO PROSPECTS

Continuous Bombardment of Literature Is Necessary for Best Results

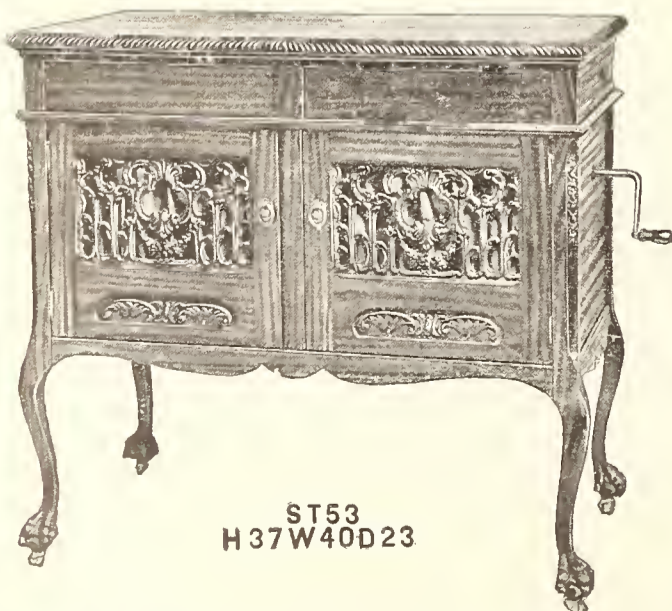
The prospect list is one of the powerful weapons in the hands of the dealer with which he can add to his profits through increased sales, provided, of course, that he makes proper and effective use of the list. Indeed, this list is more potent than ordinary newspaper advertising because each person listed thereon can be approached individually, whereas in an advertisement the appeal must be made general.

Now, there are many dealers who through many months of hard labor have built up fine prospect lists, on which all necessary information, including financial standing, musical preference, etc., is listed. With all these valuable data at hand merely sending out the monthly record supplements is not enough. A continuous stream of high-class direct-by-mail literature should be sent to these customers or prospects and this should be diligently followed up either through a canvasser or salesman.

Yesterday is past, so forget it. To-day is here, make the most of it and at the same time plan for to-morrow.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of
Cabinets Without
Equipment.

Write for Prices

It will pay you to investigate
our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., August 2.—Without a doubt, more of a stir has been created in the talking machine trade of the Quaker City by the announcement of the Victor Co. concerning the new Collins physical exercise records than has been caused by any other event in the talking machine business during the last few months.

Every one of the five Victor distributors in this city announces that it has received large orders from the dealers for these records. An instance of the volume of the first demands made for the records may be seen in the statement made by T. W. Barnhill, president of the Penn Phonograph Co., to the effect that they have received orders for nearly one thousand sets before the records have actually been received for distribution to the trade.

The importance which the Victor distributors of this city attach to the issuance of these records may be judged by a letter that has just been sent out by H. A. Weymann & Son to all of their Victor dealers, informing them of the fact that these records will soon be ready for distribution.

Demonstration Before Kiwanis Club

H. Royer Smith, the progressive talking machine dealer, located at Tenth and Walnut streets, has taken a step that will do a great deal toward bringing these records before the public and that will undoubtedly arouse widespread interest in them, through arranging for a demonstration of the Collins records before the members of the Philadelphia Kiwanis Club, at its weekly luncheon, to be held at the Bellevue-Stratford Hotel on August 15. Mr. Smith, who has been a leading member of the Kiwanis Club for a number of years, has arranged to have a physical instructor from the Collins Institute, which is located here in this city, appear at the Kiwanis luncheon and to the accompaniment offered by the Victor records demonstrate the exercises as they were worked out by Professor Collins.

Mr. Smith has also arranged to have a young lady demonstrator from the Collins Institute appear in the show windows of his store during the week of August 7, to give demonstrations of the exercises. These demonstrations will also do a great deal toward arousing the interest of the public, as thousands of people pass the Smith store each day.

Penn Phonograph Co. Plans Display

Another novel window display that is being arranged at the present time is that of the Penn Phonograph Co. Mr. Barnhill has secured a huge reproduction of the familiar tungsten needle that is more than six feet in height and over twelve inches maximum diameter. This metal reproduction will be shown in conjunction with a comprehensive display of talking machine accessories in general and the needles in particular.

Harry Trawitz a Benedict

Harry Trawitz, manager of the record department of the J. H. Troup Music House, Harrisburg, Pa., one of the Penn Phonograph Co.'s dealers, is in line for the congratulations of his many friends in the trade, following his recent marriage. At the present time Mr. and Mrs. Trawitz are on their honeymoon through the New England States. Before going away Mr. Trawitz said that the month of July witnessed a big improvement in the volume of the record

business for the Troup Music House and he anticipates a great increase in their business during the coming Fall.

Miss McFadden Now Mrs. Nagle

Congratulations are being tendered to the former Miss Mary McFadden, in charge of the Victrola department of B. E. Block & Bros. store at Norristown, Pa., also dealers for the Penn Phonograph Co. Miss McFadden caused great surprise among her many friends by announcing her secret marriage to Walter Nagle. Fortunately, Mrs. Nagle, upon her return from her honeymoon, intends to keep right on with her Victrola work, in which she is so greatly interested and concerning which she is most enthusiastic.

Exhibit Magnavox and Grafonola

The Frankford Music Store, Columbia dealer, held an exhibition of a Grafonola and a Magnavox at a recent celebration held at the Frankford Driving Club. The Magnavox and Grafonola were placed in the grandstand and could be heard clearly at any point in the grounds. The music was so distinct that people sitting on their verandas five blocks away thought it was a band playing and telephoned for further details regarding the celebration.

Outing of Foster Bros. Employees

Foster Bros., Columbia dealers at Manayunk, gave their army of employees a day's outing at Spring Mount, Pa. R. H. Foster was in charge of the outing and, beginning at 9 o'clock in the morning and lasting until late at night, a delightful program was prepared for the entertainment of the employees.

News With a Vacation Trend

F. B. Reinecke, secretary of the Louis Buehn Co., 835 Arch street, has just returned from an extended visit to Atlantic City, where he was registered at the Hotel Strand. Mr. Reinecke states that he is preparing to make large shipments of the Collins physical exercise records to the Buehn dealers and hopes to be able to make the first shipments during the latter part of the week. C. W. Miller, vice-president of the Buehn Co., is planning to leave the city on his vacation in a short time.

Morton Stern, the advertising manager of the

Talking Machine Co. of Philadelphia, has just returned to the city, after a vacation trip to Schroon Lake, N. Y., in the Adirondack Mountains. He is most enthusiastic over the success that has attended the advertising campaign conducted by the Talking Machine Co. in connection with the No. 240 Art Model Victor machine, which has "gone over with a bang." This company has also been doing a fine business in the Victor portable model machine. According to Mr. Stern the Talking Machine Co. had made only a few sales of this type machine until it arranged a most attractive window display at its Chestnut street store, next door to the Adelphi Hotel. This display included a miniature camping scene with a small, but "real," tree in the background, and with a canoe in the foreground, in which the Victor portable machine was placed. The great interest which this display aroused is most efficiently indicated by the numerous sales which this up-to-date company has made.

F. Marcellus Heppe left Philadelphia yesterday for Poland Springs, Me., where he will join his father, Florence J. Heppe, head of the well-known piano and talking machine company.

A. E. Wilcox, the manager of the Heppe piano department, has left the city on an extended automobile trip along the New Jersey coast and through western Pennsylvania.

R. F. Lehman, manager of the Heppe uptown store, at Sixth and Thompson streets, has just returned from a two months' trip through the West to California, returning by way of Canada.

New Vocalion Records Well Received

The Aeolian Co. has just issued a new group of Vocalion Red Records for August that is meeting with a most hearty reception, according to B. H. Rogers, treasurer of the Lincoln Business Bureau, 1011 Race street, the Philadelphia distributor for the Vocalion records.

"The new August Vocalion records," said Mr. Rogers, "feature a number of the latest Pacific Coast fox-trots. For a long time we have heard of the climate of California, but now we seem to be hearing more and more about her fox-trots, and a good percentage of the most 'whistleable' tunes have crossed the Rockies to the East, in-

(Continued on page 68)

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

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 67)

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS**Q. R. S. PLAYER ROLLS****WEYMANN "KEYSTONE STATE" STRING INSTRUMENTS****YOUR BUSINESS
and OUR BUSINESS**

are very much the same, "Mr. Victor
Retailer. We have the common pur-
pose of increasing Victor merchan-
dise sales. Getting together
will prove mutually
advantageous



cluding 'Whispering,' 'Do You Ever Think of Me,' 'Hindustan' and many others. The latest fox-trot from this source is 'The Sneak,' which has been played by the Yerkes S. S. Flotilla Orchestra for the August Vocalion records, and it certainly has a 'sneaky little tune'."

Joseph McKay, of the Heppe Victor department, has just gone to Atlantic City on a two weeks' vacation trip.

No Association Meeting Until Next Month

According to H. G. Hoover, whose store is located at 1031 Chestnut street, and the affable and popular president of the Philadelphia Victor Dealers' Association, there will be no further meetings of this Association until September, when a number of matters of general importance to the talking-machine trade will be brought up before the members of this organization. Mr. Hoover anticipates a very busy Fall season.

Return From Vacation Trips

Frank J. Osman, who is widely known throughout the talking machine trade in this city, as he has been connected with the Penn Phonograph Co. for many years, has just returned

from his vacation, which he spent at Atlantic City and visiting relatives at Newark, N. J.

Miss Rose Schmidt, also with the Penn Phonograph Co., has just left the city on a two weeks' vacation, which she will spend at Wildwood, N. J.

J. M. Martin and Horace Blake, both of the Hoover sales force, have just returned from their vacation, while Russell Weldy left last Saturday for Asbury Park and H. M. McGrath has just gone to Atlantic City for two weeks.

**ECKHARDT DISCUSSES
RADIO DEVELOPMENTS**

President of the General Radio Corp. of Philadelphia Optimistic Over Future—High-class Goods and Proper Merchandising Necessary to Success—A Timely and Interesting Analysis

PHILADELPHIA, PA., August 5.—Walter L. Eckhardt, president of the General Radio Corp., has given much attention to analyzing the future of the radio situation. In a recent conversation with *The World* he called attention to how radio popularity developed and swept the world like wild-fire, claiming the attention alike of amateurs, experts and the common people. He pointed out how myriads of industries sprang up over night, cashing in on the demand for equipment, and how the world seemed to go radio crazy. "Many conservative and sound individuals began to take the radio seriously. Soon telephone, telegraph, public service, talking machine, electric appliance and other allied industries began to show interest. Many important alliances were made. Interest in radio kept right on increasing. Newspapers and department stores fanned the coals into flame. New broadcasting stations appeared everywhere until the ether was so crowded that only very finely adjusted sets were of any real value.

"To-day we are seeing the end of makeshift and poorly constructed equipment," remarked Mr.

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES619 Cherry Street
225 W. Mulberry St.Philadelphia, Pa.
Baltimore, Md.

Eckhardt. "We are entering into the period of standardization and utility. The future will throw out thousands of sets, not because of a revolution in wireless telephony, but because the apparatus is so poorly constructed that it will not meet requirements. It cannot be stated too forcefully that the days of the radio toy are numbered. The best advice for those who are already selling and those others who are hesitating on the brink is to insist upon handling radio material only after they are convinced that it is the best. A difference of a few cents, or even dollars, should not determine a sale. A sound merchandising policy is just as essential in the radio business as it is for the electric appliance or talking machine dealer and manufacturer.

"We have little precedent to follow in predicting the future of radio. We might parallel it with the automobile or the talking machine, but we cannot get very far even when we collect a dozen different ideas and choose a part of each. We do know, however, that there will be further development of the radio. We also hope that there will be certain restrictions placed on the use of the ether or whatever it is that carries the radio messages. For unless we are able to cut out the static and other interruptions more effectually things will soon be a bedlam. Lack of restriction of amateurs will make radio useless to all. We can say with confidence that the solution of the many radio problems is at hand. Proper apparatus will be just as good ten years from now as it is to-day. Changes in set-up will doubtless be advisable; new devices and attachments will be developed, but the basic principles of wireless telephony are as standard to-day as the assembly of an automobile.

"As time goes on the wireless meddler will be limited in his operations. Broadcasting will be better organized and limited in distribution so that it will not interfere with the great commercial stations. Therefore, guard well your reputation. See to it that you serve your trade to its satisfaction. Sell only the apparatus in which you have confidence. Build for to-morrow and to-day will take care of itself. It will not be hard to choose the right lines; they will stand out head and shoulders above competition."

JAMES WATTERS IN RADIO FIELD

James Watters, who was at one time secretary of the Pathé Frères Phonograph Co., has now entered the radio industry. Mr. Watters is an executive of considerable ability and is well fitted to undertake his new and responsible duties with the Eastern Radio Corp., with which he has become identified.

BUSINESS OPPORTUNITY IN ITALY

WASHINGTON, D. C., July 31.—A musical instrument dealer in Italy wishes to purchase musical instruments and talking machines, according to information received by the Bureau of Foreign and Domestic Commerce here. Quotations should be f. o. b. New York and c. i. f. Italian port. Further information can be secured by communicating with the Bureau or any of its district offices and referring to Opportunity No. 2937.

Selling is a game and the best sportsman wins.

**For Fall Business
The PHONO-TONER**TRADE MARK
(Registered in U. S. Patent Office)**Clarifies and Modulates the Tone**

It appeals to every owner of a talking machine. It sells itself. Display a card on your counter. Keep one on a demonstrating machine.

Send for sample today, no charge.

Profitably retailed at 35c and 50c
in nickel finish and gold plate.

The Phono-Toner (actual size)

Forms handle
for needle set-
screw.

The Phono-Tone Co.
310 Lincoln Building
PHILADELPHIA, PA.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.



Waterson-Berlin & Snyder Co., Chicago, Ill.

Unico Equipped Thruout.

Musical Merchandising Efficiency

is developed by

The Unico System

MUSICAL MERCHANDISING embraces a wide field of activity. Talking Machines—Phonographs—Pianos—Player Pianos—Records—Player Rolls—Musical Instruments—Sheet Music—Small Goods.

UNICO EQUIPMENT includes a special fixture of the most efficient type for merchandising musical commodities of every kind and description.

FURTHERMORE—musical stores and departments equipped thru the Unico System possess an atmosphere which constitutes

THE BACKGROUND OF SALES

PATRONAGE is quickly attracted and permanently attached to the progressive establishment which offers its customers the service, comforts and attractive surroundings afforded by Unico Equipment.

UNICO DEPARTMENTS ARE CREATED BY MERCHANDISING EXPERTS

During July

Unico Equipment was installed by progressive dealers in:

- Connecticut and California
- Massachusetts and Missouri
- Oklahoma and Ohio
- New York and New Jersey
- Pennsylvania and Panama
- Illinois and Indiana
- Texas and ten other states



During August and September

Unico Service can convert your establishment into the musical headquarters of your community. Better still—this change can be accomplished at moderate cost.

Consult us *at once!*

No obligation or expense.

UNICO SERVICE IS NATIONAL SERVICE

SOUNDS EXPENSIVE, you will say—but it isn't! Unico Equipment is no higher in cost than ordinary equipment.

Complete Unico Departments available for immediate shipment, \$350 upwards.

YOUR BEST INTERESTS will be conserved by referring your problems to us, whether a single fixture or a complete musical department store.

Consult our nearest branch today.

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.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEX.
209 Dallas Bank Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.

SAN FRANCISCO, CAL.
942 Market St.

DENVER, COLO.
1642 Arapahoe St.

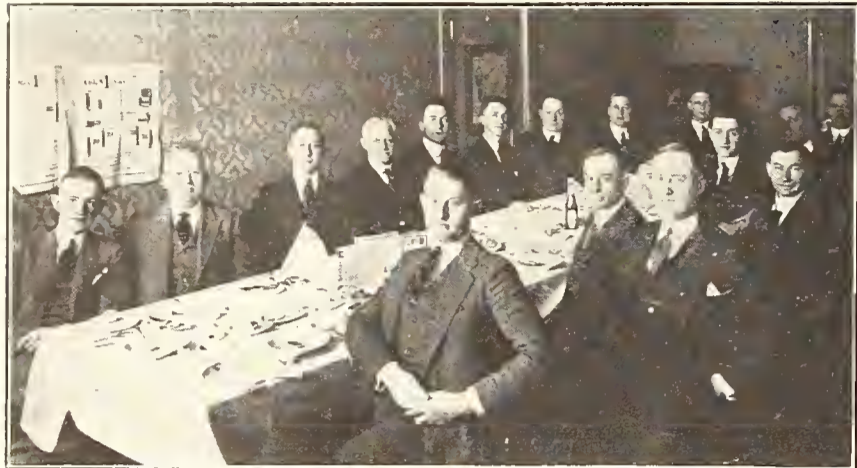
H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England

Unico Radio Merchandising Equipment now available—send for literature.

ENTERTAINS DEALER'S SALES STAFF

Eastern Outfitting Co.'s Staff Guests of P. S. Kantner, Columbia Branch Manager—Success of Sales Campaign Occasion for Banquet

SAN FRANCISCO, CAL., August 4.—The members of the sales staff of the Eastern Outfitting Co., of this city, Columbia dealer, were the guests at a recent banquet given by P. S. Kantner, manager of the San Francisco branch of the Columbia Graphophone Co. During the course of the banquet Mr. Kantner gave an interesting address on



Sales Staff of Eastern Outfitting Co. Entertained at Dinner

the educational value of the Grafonola, being followed by T. J. Walker, advertising manager of the Eastern Outfitting Co., who discussed cooperation from a sales angle.

The occasion of the banquet was the conclusion of an extensive advertising campaign featuring Grafonolas that was recently conducted by the Eastern Outfitting Co. in the "Daily News." During this campaign this successful dealer sold more Grafonolas in ten days than had been sold in any four months' period in the past.

I. Shemanski, president of the Eastern Outfitting Co., and Mr. Sieroty, secretary and treasurer, who attended the banquet, are so pleased with the results attained from the recent campaign that they have decided to conduct another campaign in the Daily News, consisting of approximately 730 inches additional advertising to spread over a period of three weeks.

Thos. E. Wilson & Co., talking machine dealers, at 706-708 Green street, Chicago, Ill., suffered considerable damage in a recent fire in that building.

CLOSES MANY IMPORTANT DEALS

Geo. W. Lyle Appoints Several New Strand Representatives—Important Territories Will Receive Efficient Service Through New Arrangements—Optimistic Over the Trade Outlook

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, returned recently from an extended trip to the Pacific Coast, during which he closed several important deals whereby well-known companies and individuals were added to the fast-growing list of Strand representatives. Mr. Lyle's reports regarding general conditions throughout the country are optimistic and Strand representatives and dealers are making plans for an active Fall trade.

In St. Louis, Mo., Mr. Lyle made arrangements whereby the Artophone Corp., of this city, will become a Strand representative in that territory. This company is one of the best-known talking machine concerns in St. Louis and is in an excellent position to give the Strand line efficient representation.

While on the Pacific Coast Mr. Lyle conferred with Walter S. Gray, California representative for the Strand line, and made arrangements whereby Joseph Grimsey, for many years Seattle manager of the Columbia Graphophone Co., will move to Los Angeles and represent the Strand line exclusively. Mr. Grimsey will carry a complete stock of Strand products and his thorough knowledge of conditions on the Pacific Coast will enable him to co-operate with Strand dealers.

L. D. Heater, of Portland, Ore., and for a number of years manager of the Columbia Graphophone Co.'s branch in that city, will become the Strand representative for Washington and Oregon, with headquarters at Portland. Mr. Heater numbers among his personal friends Columbia dealers throughout the Northwest territory and Mr. Lyle was delighted to include him in the list of Strand representatives.

If you're doing good work, don't worry, somebody will find it out.

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

INTRODUCES VICTROLA NO. 111

Handsome New Model Will Be Ready for the Trade in October—List Price, \$225

The Victor Talking Machine Co. has just announced a new type of instrument known as the Victrola No. 111. This instrument, which is shown in the accompanying illustration, embodies



The New Victrola No. 111

all of the exclusive Victor mechanical features, and one of the most important sales arguments for this new Victrola is the fact that all exposed parts are gold-plated.

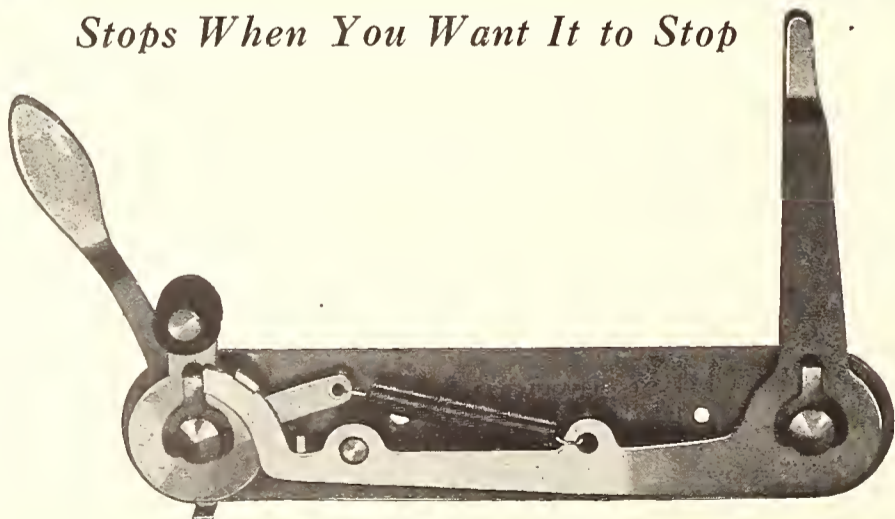
At the present time the Victrola No. 111 is manufactured in mahogany (red and English brown) and walnut, but it is expected that the various oak finishes will be ready in October, during which month the initial distribution of the new instrument will be made. The list price of the Victrola No. 111 is \$225 with a spring motor and \$265 with the electric motor.

WALT WHITMAN ON MUSIC

Here is how Walt Whitman, the great American sage and singer, puts it: "All music is what awakes from you, when you are reminded by the instruments. It is not the violins and the cornets; it is not the oboe nor the beating drums, nor the notes of the baritone singer singing his sweet romanza, nor those of the men's chorus, nor those of the women's chorus. It is nearer and farther than they."

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building Detroit, Mich.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD



IRVING KAUFMAN
Famous Phonograph Star

Recording his
First KODISK

A METAL DISK FOR
HOME RECORDING

KODISK

TRADE MARK
"SNAPSHOTS OF YOUR VOICE"

You, as a merchant desirous of supplying your trade with up-to-the-minute merchandise, should know all there is to know about KODISK, the marvelous new home recording medium.

KODISK is made of a special silvery metal, and can be used on any phonograph with the ordinary steel needle as a recording and reproducing point.

KODISK

TRADE MARK
"SNAPSHOTS OF YOUR VOICE"

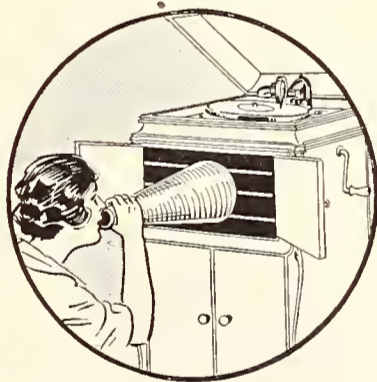
Is Popular in Price

and within reach of all, and, therefore, will be a quick, big seller and will repeat and continue to do so. KODISK records are 8 in.—double sided, which has an approximate recording capacity on each side of the ordinary 10 in. phonograph record. All KODISK records are neatly packed in individual envelopes, on which appear full directions.

Retail Price, 60c.



U. S. Patent No. 1421045



The KODISK record, the successful result of years of careful experimenting, achieves results so startling that it wins the enthusiastic admiration of all who try it.

It is possible to record on a KODISK record by talking or singing into the horn of an ordinary phonograph by using a megaphone as an amplifier. The best KODISK results are obtained by the use of the KODISK recorder. It is an attractive device which will set on any phonograph and may be placed and removed instantly.

The **KODISK**
Recorder

will multiply in many ways the pleasure-producing qualities of all phonographs.

Retail Price, \$6.00

Be first in your locality to show KODISK records. Make your store headquarters for the fastest seller in the phonograph industry. Get the details.

METAL RECORDING DISC CO., Inc.

Manufacturers

FISK BUILDING, 57th Street and Broadway, NEW YORK

PHONOVATIONS CO., Inc., 37 East 18th Street, New York
Distributors for New York State

FOX PHILADELPHIA CO., 723 N. 26th Street, Phila., Pa.
Distributors for Pennsylvania

WARNING!

KODISK Records are manufactured under United States Patent No. 1421045, issued June 27, 1922. Our patent protection extends not only to all kinds of sound records made in metal tablets with any type of groove, but also covers broadly the process of recording in metallic substances, including the grooved blanks intended for home use on ordinary phonograph machines. We accordingly advise the trade that only the blanks sold under the KODISK trade mark and manufactured by the Metal Recording Disc Company are authorized to be made, sold or used.

**ASK TO
HEAR IT**



THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o' clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

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



H. A. BRENNAN IN NEW POSITION

Well-known Talking Machine Man Now Sales Manager of Allen D. Cardwell Co.—Company Is Making Complete Line of Radio Apparatus

Herbert A. Brennan, formerly sales manager of the Lloyd Wireless Telephone Corp., and well known in the talking machine trade in the East, has been appointed sales manager of the Allen D. Cardwell Mfg. Corp., Brooklyn, N. Y., which is manufacturing a complete line of radio apparatus under the trade-name of "Cardwell" products. Mr. Brennan has already assumed his new duties and is preparing plans for an intensive sales campaign.

Allen D. Cardwell, president of the Allen D. Cardwell Co., has for many years been a prominent figure in the radio field. He is the inventor of important radio apparatus, and is also the inventor of the automatic transmitting system

recently installed in the New York Stock Exchange, and the American Telegraph-Type-writer. B. G. Smith, formerly comptroller of the Guaranty Trust Co., is vice-president and general manager of the company, and the directors include: W. R. K. Taylor, a member of the stock exchange firm of Taylor, Smith & Hard; D. H. Haynes, treasurer and sales manager of the American Machine & Foundry Co., and Ashbel Green, president of the New York Quotation Co.

NEW VICTOR NEEDLE DISPLAY CASE

Collings & Co., Victor distributors, Newark, N. J., are calling the attention of the retailers in their territory to the new Victor needle display case. It is pointed out that a display of needles will greatly increase sales and the additional activity for such goods will more than offset the initial cost of this sales-creator.

THE NEW UDELL BLUE BOOK

Latest Volume Illustrates and Describes Entire Udell Line of Roll and Record Cabinets—Special Catalog of Console Designs

The Udell Works, Indianapolis, Ind., the prominent player roll and talking machine record cabinet manufacturers, have just issued a new edition of the Udell Blue Book of Dependable Cabinets, a most attractive and comprehensive volume in which is illustrated and described the entire Udell line of cabinets, including recent additions. Full details are given regarding each cabinet, such as size, finish, weight and special structural features. Several pages are devoted to attractive crayon sketches, showing the roll and record cabinets in actual use and as they appear in the home setting. A page at the back of the volume is given over to illustrations and descriptions of Udell construction methods.

In the Udell line are to be found cabinets of many sizes, finishes and designs and arranged to suit the taste and pocketbook of practically every owner of rolls and records, and the Blue Book offers a medium for shedding proper light on the extensiveness of the line.

In connection with the Blue Book there has been issued a small catalog devoted entirely to the new console designs in Udell player roll cabinets. There are five handsome models illustrated and described in the special volume, including the Renaissance, the Colonial, the Adam, the Shcraton and the Queen Anne. These latest additions to the Udell line have proved popular with both the trade and the purchasing public.

DALLAS FIRM PLANS MUSIC HALL

Will A. Watkin Making Arrangements for Recital Hall to Be Opened in Fall

DALLAS, TEX., August 4.—The Will A. Watkin Co., of this city, will open a modern and imposing new recital hall early in the Fall. The hall has been arranged on the studio floor and will be one of the finest in the city, both from the standpoint of acoustics and artistic appointment.

The hall will be offered for the use of the music clubs and local professional musicians.

RADDER CO. OPENS MUSIC SHOPPE

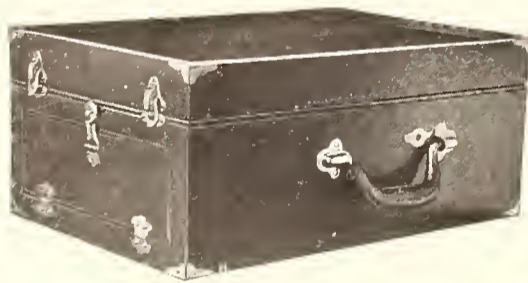
SENECA FALLS, N. Y., August 7.—The Music Shoppe, operated by the Radder Vending Machine Co., recently opened a store on Fall street, this city. In addition to Victor talking machines and Brunswick phonographs and records Baldwin, Hamilton and Howard pianos are handled. The new establishment is in charge of Osgood Radder and Mrs. Jessie Mathews.

Will the "can't-be-done" crowd keep in mind that a postage stamp will get them close to their prospects even when bank presidents are kept out?

The
Modernolette

A REAL
Talking
Machine

in
Portable Form



Retail Price

Wax Finish
Case
\$35.00

Leatherette
Covered Case
\$40.00



MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.

No. 929 Broadway

New York City

DEATH OF MRS. ELIZABETH WELSH

The local talking machine trade learned with regret recently of the death of Mrs. Elizabeth Welsh, who had been in charge of the record department at Bloomingdale Bros., Fifty-ninth street and Third avenue, for the past three years under H. D. Berkeley. Mrs. Welsh, who died at Kings County Hospital, after an illness of several months, is survived by two children. She was well known in the local trade, having been associated with the Victor department of Frederick Loeser & Co., Brooklyn, N. Y., before joining the Bloomingdale staff.

IDEAL MFG. CO. INCORPORATES

The Ideal Talking Machine Mfg. Co. was recently incorporated under the laws of the State of Delaware, with a capital of \$200,000. T. C. Gettell, Frederick W. Wilkins and Thomas W. Terry are the incorporators.

The man to whom difficulties are an added spur to achievement is bound to win success.

ALBUM SPECIAL

A twelve-pocket, cloth covered album, each one guaranteed, no seconds

10-inch at 45c. each
12-inch at 55c. each

Place your orders now and take advantage of the special price

Write for our 100-page encyclopedia containing illustrations and prices of

Outing, Swanson, Plymouth, Standard, Orpheus and Stewart Portables

- Radio Apparatus
- Jones Motrola
- Recordola
- Attachments for Edison, Victor and Columbia
- Albums and Album Sets
- Bubble Books
- Cabinets, Record and Roll
- Record Carrying Cases
- Corrugated Boards
- Moving Covers
- Dust Covers
- Dancing Toys
- Envelopes, Record Delivery Stock and Supplement
- Geer and Gold Seal Repeaters
- Needles, Steel and Tungsten
- Fibre Needle Cutter
- Display Fixtures
- Record Lights
- Lubricants
- Motors
- Nameplates
- Piano and Duet Benches
- Player-Piano Cleaner
- Polishes
- Record Cleaners
- Tonearms and Sound Boxes
- Springs
- Strings

GENUINE BRILLIANTONE STEEL NEEDLES

The Needle of Quality All Tones



The Cabinet and Accessories Co.

Incorporated
OTTO GOLDSMITH, Pres.

145 East 34th St. New York

"TOM" GREEN PASSES A MILESTONE

President of Silas E. Pearsall Co. Guest at Birthday Party—Friends in Trade Offer Congratulations to Popular Member of the Industry

After the close of the outing of the Talking Machine Men, Inc., held at Glen Head, July 26, several friends of Thos. F. Green, president of the Silas E. Pearsall Co., New York, Victor



Thos. F. Green

wholesalers, journeyed to his estate at Kensington Gardens, where they celebrated Mr. Green's birthday. "Tom," as he is known to all of his friends in the trade, was the guest of honor, but, during the course of the evening, heard so many expressions of good will and good fellowship by those present that he decided to become the host and show the "boys" just how he and Mrs. Green entertained their good friends.

Although "Tom" admits being in the early forties, he has shown such a fondness for hard work during the past few years that his intimate friends believe he is only in the thirties and is adding ten years to his age in order to gain additional prestige and dignity. Among those who were present at Mr. Green's informal birthday party were: C. L. Price, of Ormes, Inc.; C. R. Wagner, of the Musical Instrument Sales Co.; Herbert D. Berkeley, Bloomingdale Bros.; Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., and several others.

OPERATING AT FULL CAPACITY

DeForest Radio Telephone & Telegraph Co. Active at Both Plants—Distributors in Musical Instrument Field Are Steadily Growing

The DeForest Radio Telephone & Telegraph Co. is operating both of its plants, in Jersey City, N. J., and Jackson, Mich., at full capacity to care for the increasing demands for DeForest products. In addition to its established retail outlets, the DeForest sales organization has appointed six wholesalers in the musical instrument field and this has necessitated added production. A traveling representative of the company returned late last month from a trade trip to the Pacific Coast, where distribution plans were completed for the talking machine trade in the larger centers in that territory.

Charles Gilbert, president of the DeForest Radio Telephone & Telegraph Co., has returned to his Jersey City office, after having spent some time in the Berkshire Hills, Mass., motoring, accompanied by his family.

PORTABLE PHONO. CORP. CHARTERED

The Portable Phonograph Corp., of New York City, has been granted a charter of incorporation under the laws of this State, with a capital of \$300,000. Incorporators are: M. H. Freimark, L. J. Samalman and D. Kaye.

NEEDLE MAKERS ASK PROTECTION

Want Special Duty on Imported Talking Machine Needles Provided for in New Tariff Bill

A claim for a protective tariff on talking machine needles has been presented to the proper officials at Washington by a number of the leading talking machine needle manufacturers of this country, including: John M. Dean, Norwich, Conn.; W. H. Bagshaw, Lowell, Mass.; J. A. Crabb, Newark, N. J., and others, who went to the National Capital recently to bring the matter strongly to the attention of the tariff makers.

At the present time talking machine needles are included under the general head of musical instruments and parts and have no separate listing in the tariff bill. It is not fair to American manufacturers that they should face the competition of German needle makers particularly in view of the low value of the mark. Protection is required to enable the domestic manufacturers to meet harmful foreign competition on an equitable basis.

Mr. Edison Man:—

Don't Say

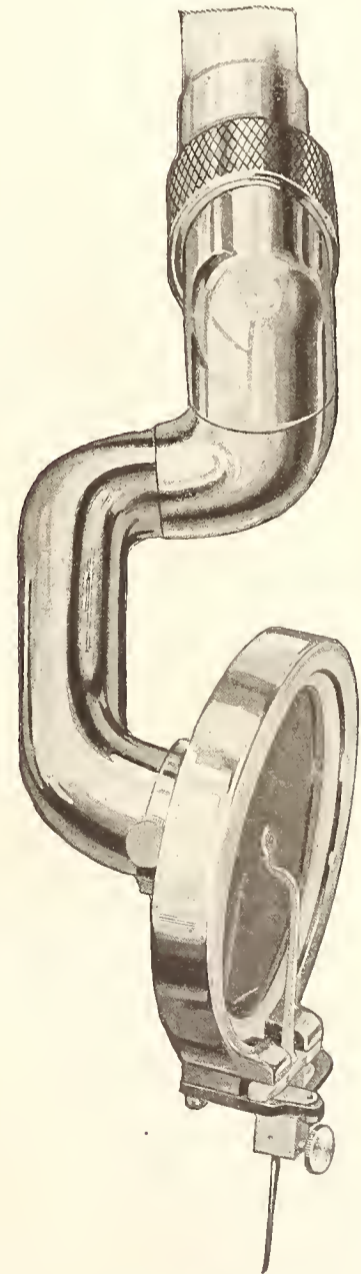
"KAN'T," say "KENT"

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.

DENVER

Expect Big Console Trade This Fall—Radio Station Is Using Edison—Portables Are Favored

DENVER, COL., August 6.—If the console talking machine, the period design type, at lower prices than heretofore offered, does not sell well this Fall then the predictions of Denver music dealers are all wrong. Talking machine dealers here are convinced that the console is to be the big selling factor this Fall. Already a number of the houses are working up attractive sales campaigns to take care of this type of machine.

Business has shown some increase since the middle of July. Some of this is due to unusual methods adopted by local dealers. Colorado has a bumper fruit crop, and if the mine and rail strikes are settled soon dealers believe money will be available to buy musical instruments, but if drawn out too long the situation is problematical.

That there is a tendency to buy the higher-priced talking machines is the contention of Oscar Frazier, manager of the talking machine department of the Darrow Music Co. July sales went beyond expectations, he says. The increased business in records has meant the employment of more help. The company has opened a sub-agency at Golden, Col., putting in charge Dr. Claude C. Crawford.

"Where Music Is Sweetest"

With this as its slogan a new store has been opened in Denver by the Emrick-Nadler Music Co., at 1624 Tremont street. The company handles the New Edison. A. E. Emrick, of this firm, has been a traveling salesman for the Edison department of the Denver Dry Goods Co., distributor in the Colorado division, for some time. Previous to this he was employed by

the Victor Co. He resigned his position to go into business with Mr. Nadler, a resident of Basin, Wyo., who will move to Denver early in September. The new store is handsomely decorated and carpeted, the color scheme being ivory, blue and gray. The company bought out the record stock of a store going out of business and the opening was held on July 26.

She Wanted Music

Frank Darrow, of the Darrow Music Co., tells of a recent sale of a phonograph which is out of the ordinary. A woman living forty-five miles from Denver was giving an afternoon party. At the last moment she decided she wanted music at this party. She jumped in her auto and drove the distance to Denver in one hour and forty-five minutes. She stopped at the Darrow House and bought a Brunswick, paying \$310 for it, loaded the machine in her car, drove back home and got there in time for her party. And music helped to make the afternoon a pleasant one.

Business Better

Roy E. Thompson, manager of the talking machine department of the Charles E. Wells Music Co., is spending a vacation at Estes Park and other points in Colorado. His office, however, reports that July business in talking machines exceeded that of July a year ago. The company is making a special campaign on the console type.

Edison at Radio Station

Norman D. Tharp, buyer of the Edison department, wholesale and retail, of the Denver Dry Goods Co., reports business picking up. His department has just placed an Edison at the new radio station of the Colorado National Guard, corner University and Grant streets. Captain Winner, of this station, says the Edison is giving eminent satisfaction.

Mr. Tharp finds that it pays to keep his mailing list alive in the matter of sending out the list of Re-creations for the New Edison each month. Those who do not respond to the list are cut off. A postal also was recently sent

THE SENSATIONAL NOVELTY
FOX-TROT
THE FRENCH TROT
SHEET RECORDS ROLLS
JOE MITTENTHAL · INC · NEWYORK

out to inquire if the list was of value to the owner of an Edison. Space was given to write on return card if the list should continue to be sent. The owner was asked also to give the name of anyone who might be interested in buying an Edison and in this way a new list of names was obtained as prospects. As jobbers the company gets out a postal card at intervals, on the back of which are printed the latest Edison hits, flashes from Broadway.

Aim to Increase Membership

In order to increase the membership of the newly organized Edison Dealers' Association of the Colorado division W. Leroy Larson, of Sidney, Neb., president of the Association, and Carl Schultz, of Denver, secretary, are getting out a letter to be sent to all Edison dealers in the State comprising the Colorado division.

Blinn Earns Rest

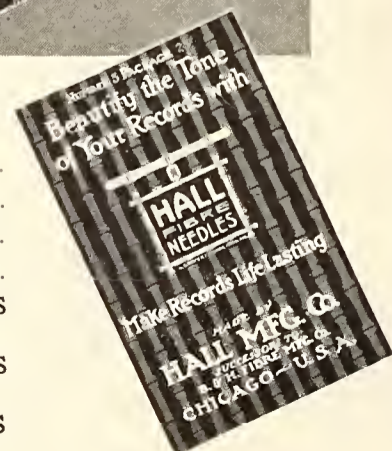
One of the live wires in the Denver trade is J. H. Blinn, manager of the talking machine department of the Baldwin Piano Co. His sales record shows a 25 per cent increase in business for July over the corresponding month in both

EVERY DEALER PUSHING HALL FIBRE NEEDLES

is enjoying larger and steadier profits because they have done more towards encouraging the collection of Record Libraries than any other single argument connected with the sale of talking machine records and the Record Collector is a growing asset to every Dealer.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.
33-35 W. Kinzie St. Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

..... CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.

..... CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.

..... CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.

DEALER'S NAME

ADDRESS

1921 and 1920. For the first six months of this year business has shown an increase of 40 per cent over a similar period in 1921 and 30 per cent over the same period in 1920. Mr. Blinn writes all his own newspaper display ads and is window display manager. His clever windows have attracted no end of attention and have been real business-getters. Recently another plan was devised to bring the people into Mr. Blinn's department. The company is selling a miniature piano, bearing the Baldwin name, for 25 cents, such as would delight any child for its play-house. Several hundred of these toy pianos have been sold and are proving most valuable in an advertising way.

Install Radio Merchandise

According to H. V. Huntoon, manager of the retail Victrola department of the Knight-Campbell Music Co., radio merchandise will be installed and sold in the talking machine department this Fall. He believes radio and music go hand in hand and that the two will co-ordinate satisfactorily. He reports a big increase in the sale of records for the month of July. New and used machines have sold well and a better down-payment was made in every instance than for some time past. The Walter Camp series of health exercises selling at \$15 has been quite popular with the general public.

Giving Service Quickly

A little framed sign hanging on the door of the Darrow Music Store has done much to attract people to step inside and to promote the sale of records. Mr. Darrow traces a lot of business to this sign, reading: "Courteous and efficient record service just inside the door." The records are kept close to the door and patrons are served quickly. The Darrow people report a good talking machine business.

Plans Sales Campaign

The McKannon Piano Co. is planning a sales campaign on the Edison console models this Fall. Mr. McKannon does not look for a tre-

mendous business, but an increase over the Summer months. The outlook for the piano business he believes is even better than that for the phonograph.

Portables Continue to Sell Well

Russell Gates, dealer in Grafonolas and Brunswicks, reports a large sale of portables this Summer. After a quiet period he says that business with the console type has shown an increase since the middle of July. He predicts good business this Fall.

PURCHASES THE SUPERTONE STOCK

The Phonograph Jobbers Corp., 206 Fifth avenue, New York City, some time ago purchased from the creditors' committee of the Supertone Talking Machine Co. all the complete cabinets and those in various stages of production and the right to manufacture and market the Supertone machine.

The officers of the above distributing corporation are B. Abrams and Rudolph Kanarek. It is the company's intention to continue the activities of the Supertone Co. and an announcement of the new arrangement has been forwarded to the trade.

MUSIC MASTER HORNS POPULAR

It is reported that the Music Master horn, produced by the General Radio Corp., of Philadelphia, is meeting with considerable success throughout the talking machine trade. Walter L. Eckhardt, president of the company, has devoted considerable attention to the perfecting of this horn, which is of laminated wood construction, designed to fulfill the functions of a loud speaker without metallic amplification. The fact that this radio horn embodies phonographic amplification principles has appealed strongly to the trade and new dealers are being constantly added to the already large number selling this horn

USES TIMELY WINDOW DISPLAY

Galperin Music Shop Features New Ted Lewis Columbia Record—Display Produces Tangible Results in the Way of Increased Business

CHARLESTON, W. VA., August 4.—The Galperin Music Shop, of this city, Columbia dealer, is quick to pick up a big selling record and feature it in an attractive window display. The accompany-



Galperin Shop Features Ted Lewis Records illustration shows a window prepared to feature a new Ted Lewis Columbia record, "Down the Old Church Aisle." The window illustrated the church aisle, the altar, the bride and groom and the minister, and this enterprising dealer also used good-sized space in the local newspapers in behalf of this record. Needless to say, this campaign produced splendid results and the record went over big in Charleston.

Worry takes more human energy than work.



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 Vertical Cut Records on Edison Phonograph

Jewel
NEEDLE EQUIPMENT

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."

If your jobber does not handle, write us.

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

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 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 154 W. Whiting St., Chicago

LONG
QUALITY
HANOVER, PA., U.S.A.

FALL TRADE and LONG CONSOLES

All indications point to a healthy, active season for the talking machine industry in the Fall of 1922. Competition will be exceptionally keen, and the progressive, wide-awake dealer will get the lion's share of the business.

LONG CONSOLES can be used as a sales leader by talking machine dealers everywhere. They embody quality of workmanship with attractiveness of design and represent the acme of perfection in cabinet construction.

LONG CONSOLES are made by one of the country's pioneer cabinet manufacturers, and are backed by responsibility, experience and prestige.

Write today for our catalog.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

RADIO INTERESTS ORGANIZE TO SUPPORT BROADCASTING · CAMPANARI RETURNS TO NEW YORK

Radio Apparatus Section of Associated Manufacturers of Electrical Supplies Formed for Purpose of Standardizing Apparatus and Stabilizing Industry Generally—Leading Concerns Interested

A development of much interest and importance in the radio field from several angles has been the organization recently of the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies, for the purpose of protecting the interests of manufacturers of radio apparatus, of promoting the standardization of such apparatus, collecting and disseminating information, and promoting co-operation among the members.

The two objects of special interest to those who have engaged in the wholesale and retail distribution of radio equipment are, first, the plan for standardizing apparatus which is calculated to protect the dealer against inferior products and against tying up excessive capital in a great variety of equipment, and, second, the plan to promote the consistent support of broadcasting.

It has been realized by the manufacturers that broadcasting up to this time has been carried on without assistance and, although many newspapers, department stores and other agencies throughout the country have erected broadcasting stations, the general public has turned for entertainment and instruction chiefly to about half a dozen stations maintained by manufacturers at their own expense. The question has been raised as to just how long this gratuitous broadcasting work will be carried on and what would happen if it were suddenly discontinued.

The officials of the new Radio Apparatus Section hold that in order to insure the future of broadcasting and with it the continued interest of radio fans some plan must be developed whereby the industry as a whole will contribute to the maintenance of broadcasting stations.

The members of the Radio Apparatus Section have already pledged themselves to give financial support to broadcasting stations, and it is hoped that other interests in the trade will be enlisted along the same lines.

The new section includes in its membership some of the most prominent of the manufacturers of radio apparatus, including: Acme Apparatus Co., American Radio and Research Corporation, L. S. Brach Supply Co., C. Brandes, Inc., Burgess Battery Co., Clapp-Eastham Co., Cutler-Hammer Co., DeForest Radio Telephone and Telegraph Co., Dictograph Products Corp., Edwards & Co., Electrical Products Mfg. Co., General Insulate Co., A. C. Gilbert Co., Holtzer-Cabot Electric Co., Manhattan Electrical Supply Co., W. J. Murdock Co., Pacent Elec-

tric Co., Radio Corporation of America, Signal Electric Co., Stromberg-Carlson Telephone Mfg. Co., Telenduron Co., Western Electric Co., Westinghouse Electric & Mfg. Co.

Of equally high standing are the officers of the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies. M. C. Rypinski, who is now vice-president and sales manager of C. Brandes, Inc., is chairman of the Radio Apparatus Section. The Eastern vice-chairman is L. G. Pacent, president of the Pacent Electric Co., Inc. The Western vice-chairman is C. E. Hammond, secretary-treasurer of the Signal Electric Co.; Charles Gilbert, president of the DeForest Co., is treasurer of the Association. The secretary is Elmer E. Bucher, who is sales manager of the Radio Corporation of America.

PLANNING AUTOMOBILE TOUR

Otto Goldsmith, Although Just Recovered From Accident, Will Join Party of Local Dealers On Extended Upstate Motor Trip

On July 11, last, Otto Goldsmith, president of the Cabinet & Accessories Co., suffered serious and painful injuries in an accident while driving his car. He was in the hospital several weeks, but Mr. Goldsmith showed his indomitable spirit by getting back to his many duties as chief executive of the company at the earliest possible date. Although suffering from effects of the mishap Mr. Goldsmith is well on the way to recovery and clearly shows that he has not become automobile shy through the announcement of a contemplated trip which he plans to make on or about August 17 to Fort Ticonderoga on Lake Champlain. Mr. Goldsmith will go as the guest of Al Galuchie, treasurer of the Talking Machine Men, Inc. Others who will take the trip in Mr. Galuchie's car are Irwin Kurtz, president, and E. G. Brown, secretary of the Association, and Sol Lazarus, well-known New York Victor retailer. It is expected that the trip will be from a week to ten days' duration.

The Cabinet & Accessories Co. has announced that the Kodisk, a metal record for home recording, has been added to the large list of accessories of which this firm is a distributor.

Arthur Walsh, advertising manager of Thos. A. Edison, Inc., returned last week from a very enjoyable vacation.

Well-known Baritone and Columbia Artist Re-opens Studios—Will Conduct Special Course in Cincinnati—A Most Distinguished Artist

Giuseppe Campanari, the eminent baritone and Columbia artist, returned from abroad some weeks ago and is again teaching at his New York studios. For seventeen years Mr. Campanari was leading baritone at the Metropolitan Opera House, previous to which he appeared in various first baritone roles with the Gustave Hinrichs-Basta Tivary Opera Co. in this country.



Giuseppe Campanari

Prior to his appearance as an operatic baritone Mr. Campanari was first 'cellist with the famous La Scala Orchestra in Milan, Italy, and later with the Boston Symphony Orchestra; previous to that he had sung in Italy with much success.

Mr. Campanari stands at the top of his profession, not only as a musician but as a master of operatic stagecraft. These talents would seem to have been inherited by other members of his family, inasmuch as his daughter, Marina, has just made her debut in opera in Italy, appearing in "Rigoletto" with pronounced success. Mr. Campanari has been chosen to conduct master classes for a five weeks' special course in Cincinnati this Summer, after which he will again resume his teaching in New York.

DEATH OF WM. H. CHESHIRE

William H. Cheshire, for fifteen years connected with Thos. A. Edison, Inc., Orange, N. J., most of that time as an official in the purchasing department of the company, died at his home in South Orange on Monday, July 31.

The Dawn of A New Day

In the talking machine business also means the dawn of thorough effort and careful business methods.

The recent industrial revision has taught as no other thing could the need for sound business methods, intense development and close cultivation of the territory particularly suited to the dealer.

Better a thorough supervision over a limited field than scattered efforts over a wide one.

Credits are safer and what you get you hold. True Victor sales mean true credits.

ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND OHIO.

BETTER
BUSINESS

ECLIPSE

BROOKLYN DEALERS REPORT IMPROVED TRADE

Summer Resort Business Has Been of Good Volume Throughout Long Island—Jobbers and Dealers Optimistic Regarding Fall Outlook—Many Houses Considering Radio—Some Successful Trade Drives—News of the Month

Talking machine dealers in Brooklyn and Long Island are especially fortunate in regard to Summer business, for these sections abound with Summer resorts of every description, a source of sales which a good many parts of the country are not favored with. Brooklyn proper has many resorts of this nature while on Long Island almost every city or town is considered a Summer resort. Large numbers of visitors come here in the early months and the majority stay during the entire season. Consequently talking machine dealers in every section of Brooklyn and Long Island each year make plans far in advance for intensive drives for this trade, and the result is that sales of machines and records remain brisk throughout the season. No effort is spared by the progressive dealers to capitalize on this business, and in most cases a large outside force is employed which canvass the territory thoroughly for both machines and records.

This situation is a very fortunate one for the progressive dealers in this territory, as July and August are considered slow months for the average merchant.

Dealers Considering Radio

Dealers are discussing now with considerable favor the taking on of radio equipment as part of their regular stock, and in all probability a percentage of them will add radio equipment this Fall and Winter. The possibility of increased revenue from these sales is the incentive which is inclining dealers to carry a stock of radio receiving units.

Doing Brisk Victor Business

The American Talking Machine Co., Victor distributor for this section, reports that although business during June and July showed a slight decrease, dealers at the present time are beginning to show real signs of activity and August promises to be one of the best months the company has experienced for some time past. R. H. Morris, general manager of the company, has been consistently hard at work laying plans for the past three months and has spared no effort to help dealers move their stocks. As a result optimism is prevalent and all are confident

HAVE YOU DONE IT?


PLACED YOUR MACHINE ORDER FOR
MONTHLY DELIVERIES BETWEEN NOW
AND DECEMBER 31ST.

DO IT NOW
DON'T HESITATE
BE PREPARED

DON'T EXPECT THE IMPOSSIBLE AT THE
LAST MINUTE.

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



that Fall business will be good. Mr. Morris was instrumental in bringing together several of his dealers to the Red Seal School held last month. He remarked that all who took the course were keenly enthusiastic and it is bound to show results in increased sales. The Victrola portable model has met with considerable favor this Summer, Mr. Morris stated, and many of these small machines were sold.

Victor Dealers Commend W. A. Delano

Herman Spitz, the popular Victor dealer of Sag Harbor, L. I., was one of the thirty-five pupils who attended the Red Seal course, and while in Brooklyn made his headquarters at the American Talking Machine Co.'s offices. Mr. Spitz, in conjunction with J. W. Ackerly, prominent dealer of Patchogue, was so enthusiastic over the course that a resolution of commendation and thanks was drafted, which was signed by every member taking the course, which they

presented to W. A. Delano, of the Victor Co., who conducted the course. This co-operation offered to Victor dealers reflects the high regard which these same dealers have for the product they handle and the continual effort made to educate salespeople, to make them more efficient in the handling of Victor machine and record customers.

Successful Sonora Drive

The Long Island Phonograph Co., Sonora distributor for this section, has made an enviable record during the past month in the number of machines distributed to its dealers. A worth-while scheme was put into effect whereby one particular model of machine was concentrated on for a period of one week with the result that many of this style were sold. In the case of the drive on the Sonora Elite model, which retails for \$265, in one week's time twenty-seven of these machines were sold, which helped materially to boost the totals at the end of the month.

Of course, J. J. Schratweiser, sales manager of the company, accompanied by other officials, was present at the Talking Machine Men's Outing, held on the 26th, and was instrumental in helping out to make the day a complete success for Sonora dealers who attended. Through his effort a representation of more than thirty-five Sonora dealers took in the outing and all had a most enjoyable day.

J. J. Jones and T. J. Lyon Making Good

Gratifying reports are being received from the new Sonora stores recently opened by J. J. Jones, at 2844 Church avenue, and T. J. Lyon, 306 Seventh avenue, both of whom are making rapid strides toward the successful conduct of their business. In spite of the general feeling that July and August are slow months, these two men, through their intensive effort, have shown surprisingly large sales totals, and have proven that Summer business can be good if gone after in a determined way.

Arell Phonograph Co. Features Sonora

Last month it was reported through a typographical error that the Arell Phonograph Co., which was recently opened by A. J. Freeman, at 220 Utica avenue, was a Victor shop. This is not the case, however, as this shop will carry and feature the Sonora line of machines exclusively.

Offering Trade New "Talker" Cover

A. Bruns & Sons, of Brooklyn, manufacturers of the Bruns "Made-rite" cover for talking ma-

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

Any communication from you will have our prompt and careful attention.

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186

chines, are now offering to the trade an entirely new water-proof cover which has already met with considerable favor from members of the trade who have seen it. This cover is made of rubberized, guaranteed water-proof, specially treated material, in brown, and is a decided addition to the other lines which the company has marketed for some time past. H. N. Karpen, sales manager of the company, is very enthusiastic about this cover and stated that they were not satisfied in giving the talking machine trade merely a line of covers, but it is the purpose of the company to be pioneers in the development of any new ideas which would tend to make the delivery of talking machines more efficient. Consequently, members of the trade who have particular ideas as regards delivery covers are welcomed at the company's offices, where they will be given every attention, and if the idea has a marketable value the company immediately will take steps to produce that cover in every detail. An instance of this is the portable machine cover, of which the company has made many, which was suggested by a prominent dealer, and which has been sold to dealers throughout the country in considerable quantities.

"Business with us," says Victor Bruns, president of the company, "has not been slow in any sense of the word. On the contrary, we have shown an increase every month for the last year and all indications point to a very prosperous Fall and Winter trade."

E. A. Schweiger Enlarges Store

E. A. Schweiger, one of the best-known Victor dealers in metropolitan New York, with headquarters at 1525 Broadway, Brooklyn, has just completed arrangements to acquire the store adjoining his present one, which will give much needed additional floor space. A partition between the two stores is to be torn down, and one complete large wareroom made. New booths and fixtures will be installed as well as every known modern convenience for the selling of talking machines and records. When completed this will be one of the most attractive stores in Brooklyn. This live dealer is one of the pioneers in the Victor retail trade in Brooklyn, having built up a business of large proportions through aggressive merchandising. The new store will be finished in ample time to take care of Fall and Winter business and, when completed, it is planned to properly introduce it to the trade with a formal program which will be announced during the latter part of August.

Big Sale of Victor Physical Records

The sales force of the G. T. Williams Co., Inc., Victor distributor, are quite enthusiastic over the new Victor physical exercise records. They look forward to an active demand for these records over a long period—in fact as a permanent and profitable adjunct to every dealer's stock. Special emphasis is being placed on the display of these new issues and the announcement of the new Victrola model No. 111.

Remodeling Arthora Shop

The Arthora Shop, conducted by Ruckgaber Bros., 60 Court street, has just completed the renovation of the rear of the store. Several small private hearing rooms have been dismantled and the space devoted to one large room where the complete line of Victor machines can be shown at one time and where customers can listen to all models under the same condition and make their choice.

New Sonora Agency

The latest addition to the Sonora list of dealers in Long Island is D. L. Golden, who conducts a general store at East Setauket. He has given over a part of his store to the Sonora line of machines. Mr. Golden has long conducted a retail business there and this is his first venture in the music business. A phonograph department has been opened for the display of these machines

VICTROLAS

The Victor Physical Exercise Records

The new physical exercise records placed on the market by the Victor Talking Machine Co. are prepared under the supervision of Prof. Chas. H. Collins, of the Collins Health Institute, and are a simple, complete physical exercise program with illustrated charts.

These Victor outfits will have a very active sale and every Victor retailer should be prepared to demonstrate and display the sets at once.

This, another source of profit for Victor retailers, is standard and non-seasonable merchandise.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

and Mr. Golden plans to place a competent man in charge. Lee Coupe, genial representative of the Long Island Phonograph Co. for Long Island, is responsible for closing this deal and is co-operating with Mr. Golden to give him an auspicious send-off in his new venture.

Hardman, Peck & Co. Add Victor Line

Hardman, Peck & Co., prominent talking machine dealers at 47 Flatbush avenue, have secured, in addition to their other lines, the complete Victor line of machines and records. This company recently purchased the entire stock of machines and records from the Pease Piano Co., which is giving up its talking machine department. Mr. Franke, manager of Hardman, Peck & Co., is very enthusiastic over acquiring the Victor line, as he will now be in a position to offer to the large clientele of this store a choice of the leading lines of talking machines and records in the market to-day. The Victor line will be given special prominence in warerooms, and it is planned to feature it for some time to come in order to properly introduce it to the trade. To announce this important event newspaper advertising was resorted to and an appropriate window display of an attractive nature was used in the large show windows of the store with the result that many sales of machines were made during the month of July.

Edward F. Callaghan, popular salesman for the company, has just returned from a three weeks' vacation spent in the mountain resorts of northern New York and is to devote from now on considerable of his time in this new department.

R. H. Keith Sets Golf Record

R. H. Keith, general manager of the Long Island Phonograph Co., finds time in his busy career to spend some time on his favorite golf links at Garden City. Mr. Keith made for himself an enviable reputation on these links the other day by turning in a net score that will stand as a record for some time for other members of the club to shoot at. This low score is probably one of the best turned in by players this season and Mr. Keith is receiving the congratulations of friends on his ability as a golf player.

ALTERATIONS AT A. I. ROSS STORE

Elaborate Plans for Extensive Remodeling and Enlarging of Exclusive Victor Shop

Plans are being filed for extensive alterations to take place in the near future at the A. I. Ross Music Store, at 206 Main street, Astoria, L. I., exclusive Victor dealer.

Mr. Ross intends to have an extension of forty feet added to the rear of the store and a complete remodeling of the front. Ten booths will be added and an enlarged and beautiful Victrola display room. The upper part of the building will be turned into a Victrola concert room. The whole building will be finished in stucco, with a beautiful design of the famous Victor trade-mark worked out on the front of the building.

When alterations are completed this will, no doubt, be one of the most attractive shops on Long Island. The A. I. Ross Music Stores also have a branch at 309 Steinway avenue, Astoria, which is also a model exclusive Victrola shop. The motto of the firm is, "If it's to be had on a Victor record we have it."

ATTEND WOMEN'S CONVENTION

W. A. Willson, manager of the educational department of the Columbia Graphophone Co., attended the recent convention of the American Federation of Women, held at Chautauqua, N. Y. The educational work was an important feature of this convention and prior to Mr. Willson's arrival in Chautauqua Mrs. Sharpe and Miss Davis represented the Columbia Co. The D-2 Grafonola with pushmobile was a prominent factor in the convention activities and won favorable comment everywhere. E. S. Germain, representing the Buffalo branch of the Columbia Co., was also on hand to assist Mr. Willson.

COTTON FLOCKS OF SUPERIOR QUALITY

ARE ESSENTIAL IN THE PRODUCTION OF QUALITY RECORDS
THE WISE RECORD MANUFACTURER

Who places his orders NOW for deliveries over the next few months, will be assured of an ample supply when he needs it, and will save money

CLAREMONT WASTE MFG. CO. - - - CLAREMONT, N. H.

ACME-DIE

- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn, N.Y. Detroit Chicago



Bert Williams, shuffling comically along behind the footlights, rocking packed houses with his delicious darky dialect, never told anything funnier than the two stories on A-6216, "You Can't Do Nuthin' 'till Martin Gets Here" and "How? Fried!" Trying to do business without this record is like trying to run the "Henry" without gas.

**Columbia Graphophone Co.
NEW YORK**

BRIGHTSON'S INTERESTING TALK

President of Sonora Phonograph Co., Inc., Makes Principal Address at Recent Meeting of the Talking Machine Men, Inc.

The Talking Machine Men, Inc., the organization composed of talking machine men of New York, New Jersey and Connecticut, held its monthly meeting on Wednesday, July 19, at the Café Boulevard, New York City, and, as usual, the meeting proper was preceded by a luncheon.

The main speaker of the afternoon was George E. Brightson, president of the Sonora Phonograph Co., Inc., and one of the pioneers of the industry. He was introduced by President Irwin Kurtz, who reviewed some of Mr. Brightson's activities in the industry, his ideals and the co-operation both he and his company have extended the Talking Machine Men, Inc.

Mr. Brightson said in part: "The main thought I wish to convey to your minds is—stabilization in selling—a point that you control, and, if done, will protect you and your invested capital. Many of you, though you began small, gradually expanded, acquiring expensive rentals and increased overhead. You are entitled to a profit on your sales. But just what profit you choose to take is known by you and you only. The law does not permit the manufacturer to interfere with you, as you are well aware, but I believe that if you, as an organization, will follow up the thought that I am advancing, you will protect yourselves from what I would call gyp trading.

"If you will trust to my judgment, I feel sure that you will protect yourselves by condemning cut prices. Continued price-cutting will un-

doubtedly convince manufacturers that you do not need such a great discount and that it would be better for all concerned to reduce discounts and lower list prices.

"As to the future, there is nothing but a bright outlook for the phonograph industry. There is a future and a good one, and manufacturers are making plans to create a demand for their products, which must be supplied by retail dealers. This is a world of dependence and no one realizes more fully than I that you, coming into contact with the consumer, are indispensable to the industry.

"When a manufacturer publishes broadcast in nation-wide periodicals that the product he makes is of extraordinary quality and you, the dealer, offer extraordinary discounts as an inducement to bring customers to your store, they cannot have the same faith in the manufacturer's claims, even though they purchase an instrument. Price-cutting pulls down confidence as fast as it is built up. The manufacturer interests the consumer in his product and the price-cutter creates a customer, but such customers seldom interest new buyers. When they do, these new buyers also expect a big reduction. Phonograph 'Boosters' are always recruited from among those who are thoroughly sold on the 'Quality and Service' idea—never on so-called bargains. Price-cutting never has and never will build up a substantial business.

"Another problem that had to be faced by the manufacturers of high quality phonographs was the great number of phonographs of doubtful origin, bankrupt stocks and others made with no consideration whatever of quality. These phonographs were gradually fading out of the picture, but, like Banquo's ghost, are again making their presence felt. Thousands of people now realize that these machines do not produce what was originally intended through the records, and many people possessing a large number of records prefer to dispose of these unsatisfactory phonographs for those bearing a favorable reputation: Sell a good new phonograph to the owners of these machines—do not let them sell you their worthless machines at their price.

"Now, I wish to say to you that this latter influence will be felt in the selection of many phonographs sold from this time on, and a little effort should be made to avoid anything being sold that will be unsatisfactory, and not encouraging to the thought that everyone now wishes a good phonograph. It will be helpful to you, and you should see the results quickly.

"Gentlemen, I appreciate the opportunity at all times to make efforts for your good, as your president so nicely mentioned, and you may rely on me to work with you for our mutual welfare."

Henry Teller, of Fred Fisher, Inc., the well-known popular music publishing house, addressed the gathering and called its attention to the plans of his company for the Fall season. Jack Glogau, with the aid of a number of songwriters, then demonstrated some of the current numbers of the Fred Fisher catalog, as well as those that

will be featured during the early months of the Fall season. Included in these were: "My Honey's Lovin' Arms," "I Wish There Was a Wireless to Heaven," "Strawberries," sung by Sam Ehrlich, who wrote the lyrics of the number; "My Idaho," sung and played by the writers, Harry Tobias and George J. Bennett; "Ji-Ji-Boo," a new novelty number, for which Joseph Meyer



George E. Brightson

supplied the music, and Fred Fisher's latest success, "Chicago" (That Toddling Town).

There will be no meeting of the Association in August and the next meeting is scheduled for September 13.

The Association is to hold its annual Fall dance at the Hotel Pennsylvania on October 31, detailed plans of which are to be announced later.

The assets of Talking Motion Pictures, Inc., of New York City, consisting of the contents and machinery of the recording laboratory, were disposed of at a bankruptcy sale on July 31.



PERRY B. WHITSIT Co.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS



No. 35767/10 Palm Plant, natural prepared, everlasting in green.

My SEASONABLE CATALOGUE No. 35 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be MAILED FREE ON REQUEST.

	Inches High	Palm Leaves	With Pot	Without Pot
35767/24	24	10	\$1.50	\$1.00
35767/5	30	5	1.00	.75
35767/7	42	7	2.00	1.50
35767/10	48	10	2.50	2.00

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

The "DAILY DOZEN"

Universally Recognized as the Standard and Most Beneficial of Health Building Exercises



WALTER CAMP

Famous Yale football coach and athlete, has for more than thirty years been considered

America's Foremost
Authority on
Amateur Athletics

Walter Camp's "Daily Dozen" exercises were used by a President's Cabinet and endorsed by many men of National prominence.

When we entered the great World War, Walter Camp devised this marvelous system known as the "Daily Dozen," which has become the American standard of physical culture exercise.

The Health Builders
System

is

Walter Camp's
"Daily Dozen"

set to inspiring
music on talking
machine records

The set contained in an attractive album contains five ten-inch double-faced records, twelve charts, and Health chart.

Talking Machine dealers everywhere are building up good profits selling these sets.

If you are not already selling them it will pay you to investigate. They appeal to man, woman and child and are all-year-round sellers.

The "Daily Dozen" has become a familiar phrase. There is only one "Daily Dozen." Build your profits on its prestige.

waltercamp

OUR NATIONAL ADVERTISING HAS CREATED THE DEMAND—NOW IS YOUR OPPORTUNITY TO CASH IN

Write us today for sample and full information

HEALTH BUILDERS

DEPARTMENT W8

334 FIFTH AVENUE

NEW YORK, N. Y.

Getting Prospects a Business Proposition

By JOHN D. VANCE, Mason City, Ia.

"Getting Prospects" is the title of an interesting article which appeared recently in the very successful house organ issued regularly by Mickel Bros., Des Moines, Ia., Victor wholesalers. This article, which was written by John D. Vance, of the Vance Music Co., Mason City, Ia., read in part as follows:

"In my estimation, getting prospects is very much of a business proposition. It is the outgrowth of 'have beens,' others you have sold or their friends. I am confident I am selling the best talking machine in the world. We have stock sufficient to give first-class service and we have a sales force whose main performance is to make a friend out of every customer. We treat our sales persons absolutely square, which impresses them with the fact that they must treat the customer fair. During our twenty-two years of business we have adhered to this policy religiously, with the result that every one of our customers is continually working for us, and through them we get most of our prospects.

"We keep in touch with the Chamber of Commerce and learn when any new families arrive in Mason City and immediately learn whether they have any kind of a talking machine. If they have one then we solicit them for their record business.

"We instruct our sales force to call to the attention of every customer something other than what he asked for. We do not urge him to buy, but endeavor to draw him into a conversation. If a shipment has just arrived we mention it to him and emphasize the finish, or even the method of packing—anything to start him talking. In nine cases out of ten before we are through he has given us the name of at least one prospect. If he has a Victrola or some other make of talking machine occasionally we can induce him to trade it in for a larger size. Whenever this is possible we always try to close the deal on

the spot and if we are unsuccessful we always get his name and address, treat him extremely cordial and assure him that the offer is open whenever he cares to take advantage of it.

"We have a Chinese laundry in Mason City, conducted by one Chow Lung. His establishment consists of a little shop about nine feet by fifteen feet, in the rear of which is a little room about nine feet by ten feet. The room in the rear is his living quarters, fitted in regular cave-man style. He came to Mason City about a year ago and the customary crowd of small boys immediately commenced to make his life miserable. One day I discovered 'the gang' standing in front of his window, each trying to make the funniest face through the window at Chow. With a few kind words I shamed the boys at their tricks and then got acquainted with Chow. I was in his store just thirty minutes and came out with \$75 in cash for Victrola No. X. Later three other Chinamen in Mason City bought Victrolas, and let me tell you that as a rule Chinamen are exceptionally good pay. Chow is a good record buyer now and tells me that 'jazz-e mak-e fine music.'

"As a friend recently remarked to me, don't be content with working the highways for prospects. Most everyone has worked the highways, but look unto the byways and your reward will depend upon what effort you make."

RADIO BUGS AID RECORD SALES

Young Radio Enthusiasts Sell Records to Obtain Radio Parts

LOUISVILLE, Ky., August 7.—Talking machine dealers of this city are manifesting considerable interest in radio and several of them have added radio outfits and parts to their stocks.

Ben L. Loventhal, of the Louisville Music Co., has tied up the radio craze with his talking ma-

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

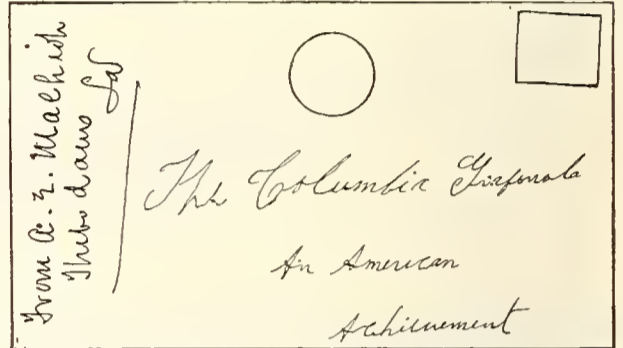
Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

chine business in a clever manner by offering to give to young boys the radio parts they desire for selling records. The plan is proving productive of increased record sales.

HOW UNCLE SAM DELIVERS MAIL

The accompanying illustration is a facsimile of an envelope which was mailed in a rural free delivery box nineteen miles from Thibodaux, La.



The only address on the envelope was "The Columbia Grafonola, an American Achievement," and the letter was promptly delivered to A. E. Malhiot, Columbia dealer at Thibodaux. The delivery of this envelope not only emphasized the countrywide popularity of the Columbia product, but indicates that Mr. Malhiot is well established in his particular territory.

Among the prominent music houses in Washington, D. C., to add radio recently is the Gibson Co., 917 G street, N. W., representative of the Columbia Grafonolas and Brunswick lines.

Some of the Things You Get with a Flexlume Sign

When you buy a Flexlume Electric Sign you are not simply buying glass and metal. You are buying years of experience in electrical advertising. You are buying artistic design. You are buying 24-hour-a-day advertising at lowest cost, for Flexlumes are day signs as well as night signs—raised, snow-white glass letters on a dark background. You are buying greatest reading distance, lowest upkeep cost and a sign which will give your place of business an atmosphere of distinction.

Let us send you a sketch showing a Flexlume for your particular needs.

FLEXLUME CORPORATION, 36 KAIL STREET BUFFALO, N. Y.

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., August 7.—Seven months of the current year have now been brought to a close and it is interesting to note the varying aspects that jobbers and dealers take of the situation. On the whole, the Summer trade has been good and of a rather healthy character; that is to say, the demand for goods has not been of a spasmodic nature, business has been coming in at rather an even pace. An effort will be made by jobbers to have the dealers lay in their stocks early this Fall in anticipation of the good business that is looked for during October, November and December, especially, for the careful observers of conditions are enthusiastically confident that the Fall season will not be far advanced before business will begin to take a pronounced jump. Just now, apart from the fact that it is mid-Summer, a period of natural dullness, the strike situation is having a deterrent effect on business, particularly in those sections most immediately affected. But things will adjust themselves shortly and then look for an improved situation—that is about the sentiment one hears expressed when calling on members of the local trade.

Pleasant Welcome at Vocalion Hall

Vocalion Hall holds a pleasant welcome these Summer days for the passers-by in Boylston street, where Manager William E. Birdsall is ever ready to interest lovers of music in the merits of the Vocalion proposition. Mr. Birdsall returned this week from New York, where he and his family have been spending part of their vacation, the rest of it having been consumed in making tours through Greater Boston and eastern Massachusetts in Mr. Birdsall's Packard car. Charles T. Foote, of the retail staff of this house, leaves town to-morrow for his vacation and Frank Lincoln will take his departure the middle of August.

Demonstrates the Cheney Phonograph

Stephen Colahan, New England manager for the Cheney phonograph, spent a week in Springfield toward the latter part of July, where he gave a demonstration of the Cheney machine at the well-known Main street establishment of Forbes & Wallace. As a result of the demonstration the members of the firm were so well satisfied that they speedily took over the exclusive rights to handle the Cheney for Springfield and Greenfield. William F. Larkin, the general manager of the musical department of this store, which is one of the largest in the city, expressed

himself as eminently satisfied with the Cheney and a large initial order of goods is now on the way from Chicago. Manager Colahan has made a contract with James A. White, of 181 Tremont street, whereby the latter will be the efficiency man for the Cheney in the New England territory.

New Columbia Agency in Worcester

One need not long be in conversation with Fred E. Mann, the Columbia branch manager here, to sense a condition of rapidly improving business not only with the Columbia Co. generally, but in the particular field over which Mr. Mann has supervision. Among the new accounts which the Columbia Co. has taken on is that of the American Upholstering Co. in Worcester, of which M. Sobel is the owner. This talking machine department, featuring the Columbia line, was opened a fortnight ago and the arrangement, decorations and general accessibility have been highly spoken of. There are four demonstration rooms, which are among the most artistic of any in the city.

Manager J. H. Burke Primed for Campaign

Joseph H. Burke, manager of the Musical Supply & Equipment Co., is home from a two weeks' automobile trip into the White Mountains, on which he was accompanied by Mrs. Burke. Mr. Burke returned in fine condition and in full anticipation of a good Fall season in the Sonora line. Mr. Burke has lately formed several new connections for Sonora representation and he reports that all the latest models of machines are in growing demand among the trade.

Hallet & Davis Phonograph Progress

In the third issue of the Hallet & Davis Salesman there is considerable attention given to the talking machines put out by this house and mention is made of large shipments to the Pacific Coast, and a sample order has been dispatched to Australia. Mention is also made of a five-copy advertising campaign that has just been prepared and arrangements have been completed by the talking machine division of the house to share the cost of advertising with dealers in their local newspapers. Lester G. Jones, for several years the representative for another house, has joined the Hallet & Davis forces and will travel through the State of Pennsylvania in the interests of the talking machines. In the New England field George Kimball, whose transfer to the talking machine division of the company was announced

in last month's issue, is traveling in his Cadillac car, which is especially equipped to carry a sample talking machine, and by this means Mr. Kimball is making a most aggressive campaign, working under the supervision of R. O. Ainslie, who has a special interest in this end of the Hallet & Davis business.

J. W. Miller, a Hallet & Davis dealer at Harrisburg, Pa., has sent a letter to headquarters which testifies to the special worth of the talking machines made by this house. It appears that Mr. Miller sold the City Star Laundry in his city a Hallet & Davis phonograph as the result of the choice of the force of the 800 employes, who voted for its selection after hearing three different makes of machines in a test. This Hallet & Davis phonograph will be used for entertainment in the Recreation Hall.

Brunswick Line With Vose & Sons Piano Co.

Harry Spencer, who reports a very good July business in Brunswick machines and records, has signed up the Vose & Sons Piano Co. and hereafter at the Boylston street warerooms of this widely known music house a full line of the Brunswick goods is to be carried. Harry Stevens, manager of the Vose retail warerooms, will have general supervision over this new department. This is an important connection for the Brunswick, as the Vose house is one of the oldest and best-known in New England.

Some More New Accounts

Mr. Spencer went down to Salem a fortnight ago for the opening of the new Brunswick Shop, which is located on Washington street, and in charge of Odell Bros. This store formerly was located on a second floor, but the new quarters, which are equipped with six booths of Unico construction, are handsomely furnished in antique style, making one of the most attractive places of the kind in Salem. Carl Fenton's Orchestra came over from New York for the opening. Another establishment that is now carrying the Brunswick line is the Summerfield Furniture Co., of Boston, and still another is the Terminal Phonograph Co., in Canal street, which has become an exclusive Brunswick headquarters.

Plan Salesmanship School

The three Victor distributors here are making arrangements for the Victor Red Seal salesmanship school, which is to be held in Boston for five days beginning August 14. The sessions will be

(Continued on page 84)

**DITSON
VICTOR**



SERVICE

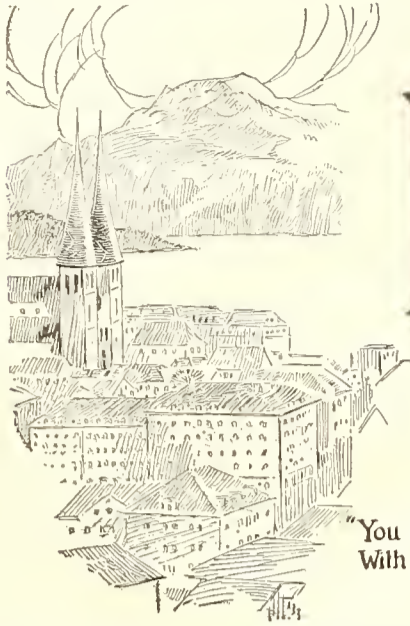
**“The Coming Fall” Is Here
Make It a Victor Fall**

There is little time for putting record and machine stocks in perfect form to meet the coming post-summer demand. Fill in the gaps now. Arrange for future requirements.

Ditson Service will lighten the task for you

**CHARLES H. DITSON & CO.
NEW YORK**

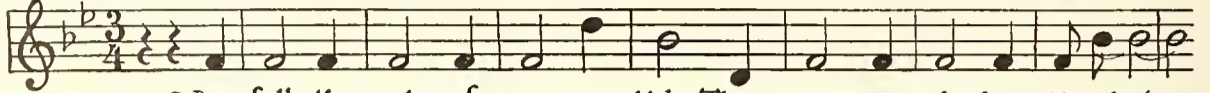
**OLIVER DITSON CO.
BOSTON**



LONDON'S NEWEST WALTZ HIT!

LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing.

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

held daily at Steinert Hall, in Boylston street, which is admirably adapted to such purposes. The sessions, of which there will be two each day, will be under the supervision of F. A. Delano. The Oliver Ditson Co., M. Steinert & Sons and the Eastern Co. all have sent out announcements to dealers of the proposed salesmanship school and they are urged either to attend themselves or to see that their houses are in some way represented. The classes will be conducted along much the same lines as those conducted at the Victor factory at Camden. The local Victor distributors will give every possible assistance to making the classes a success.

On the last night of the class the three jobbers already mentioned plan to entertain the dealers at Pemberton and the arrangements include a departure for this beach resort by boat early in the afternoon so that there will be time for a game of baseball and a program of sports, to be followed by a banquet at the Pemberton Inn, after which there will be dancing to the music of Bert Low's Orchestra. It is expected that

there will be an attendance of about seventy-five persons at the class, but there is not likely to be any dealers present from Connecticut as a similar class is being held at New Haven this week at the Victor establishment of Horton, Gallo & Creamer; and there is one also to be held next week at the Portland, Me., store of Cressy & Allen, which means that there is not likely to be anyone coming to the Boston class from the Pine Tree State.

Our Congratulations Extended

A wedding that is to be celebrated on September 4 is of special interest to the talking machine trade because both parties have been closely identified with the business for several years—Miss Marguerite Taylor and Stephen A. Colahan. Miss Taylor has been with the Hallet & Davis Co. several years and much of that time was secretary to R. O. Ainslie. As a thoroughly informed woman on matters pertaining to the talking machine end of the business she has proved herself a valuable factor to the company. Mr. Colahan is the New England representative

of the Cheney instrument and he has made many friends since coming to Boston a couple of years ago.

Herbert Shoemaker's Father Seriously Ill

Herbert Shoemaker, general manager of the Eastern Talking Machine Co., has the sympathy of his many friends in the trade in the serious illness of his father, Joshua Lippincott Shoemaker, of Philadelphia, who at this writing is not expected to recover. Mr. Shoemaker returned only a few days ago from Philadelphia, where his father has been in a hospital for several weeks. Mr. Shoemaker, Sr., is sixty-four years of age and has long been prominent in the business affairs of Philadelphia.

Mr. Shoemaker has been finding his special exercise this Summer in rowing on the Charles River and in this especial field of sport he is winning laurels fast. Lately he had been qualifying so as to enter some of the events of the National Regatta to be pulled off soon at Philadelphia, but he has practically decided not to participate in any of the races in that city.

Herbert L. Royer Visits New York

Herbert L. Royer, of the Bay State Music Corp., the distributor of the Odeon records, was over in New York a while ago visiting the quarters of the General Phonograph Corp. While there he also went over to Philadelphia, where he had a conference with the officials of the King-O-Tone Phonograph Co., whose line Mr. Royer also carries.

M. Steinert Sons Co. Store Remodeled

The Lowell branch of the M. Steinert Sons Co. has been entirely remodeled and is now one of the most complete and handsome music establishments in this section of New England. The store has an advantageous location at 130 Merrimack street and consists of a spacious main floor and basement.

The Victor talking machine and record department is located on the main floor. The record department is well toward the front of the store and adjoining this there are six sound-proof record demonstration booths. The entire room is finished in old ivory. The piano department is in the basement, where the several lines of fine instruments handled by the concern are on display. The store is in charge of W. Blake Irvine, who has had a wide merchandising experience.

Fire in Miller's Damages Stock

On the night of July 27 the Henry F. Miller Co.'s Boylston street warerooms suffered a fire which entailed a loss of \$50,000. On the second floor Walter Gillis has his large stock of Victor goods, which suffered somewhat from smoke. In the fire sale subsequently advertised talking machines were included.

A Visitor From St. Louis

A recent visitor to Boston was Sydney Baer, of Stix, Baer & Fuller, one of the largest establishments of St. Louis carrying the Victor line. Mr. Baer made his headquarters while here with the M. Steinert & Sons Co.

New Columbia Store

A new Columbia store has been opened at East Weymouth, which is operated by Edward E.

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

**The Phonograph Found Where
Good Taste Predominates**

The satisfaction derived from handling Brunswick Phonographs and Records is twofold.

For it not only means offering your trade a line of admitted leadership, but one which also proves most profitable to you.

Fewer Brunswick dealers mean less competition in handling the business created by Brunswick unsurpassed national advertising.

Kraft, Bates & Spencer Inc.
1265 Boylston Street
BOSTON, MASS.

New England Distributors

Steel Needles Albums
Record Brushes
Khaki Covers



Nash, at 260 Broad street. The quarters are equipped with two beautiful demonstration rooms.

Geo. A. Dodge Candidate for Legislature

Boston newspapers recently carried a story that George A. Dodge, of the Eastern Talking Machine Co., Victor distributor of this city, had been mentioned as a candidate for the Massachusetts State Legislature. Mr. Dodge is very well and favorably known throughout Boston and vicinity. At one time he built and since has rebuilt several times Paragon Park, which is described as a million-dollar property, and kept the management of it until several years ago. It is stated that Mr. Dodge owns and conducts the Hotel Pemberton and Pemberton Inn. He has also been responsible for the rapid growth of the city of Hull, Mass., and has several times been urged to represent this city, which he has previously declined. Although declining this as a political honor Mr. Dodge has been approached by his fellow-citizens and urged to accept the nomination as a civic duty, which he finally did.

A Striking Victor Window

In the remodeled Tremont Talking Machine Store, which is now operated by the Iver Johnson Sporting Goods Co., which recently acquired the business, there is one window given over to the Victor products, and its artistic arrangement is attracting any amount of attention. All of the second floor of the store is devoted to handling the Victor line.

C. O. Giles, traveling representative of the General Phonograph Corp., has been in Boston for more than a week and while here was in frequent conference with Herbert L. Royer, of the Bay State Music Corp.

Assistant Manager G. P. Donnelly, of the Columbia headquarters, is back from Portland, Me., where he spent nearly a fortnight familiarizing himself with business conditions and renewing acquaintance with the dealers.

Miss Martha Candage, of the F. C. Henderson Co., in Boylston street, has just returned from a month's trip to Chicago, which she and her mother and sister took by automobile. At one place in Indiana the three women traveled nearly 150 miles by moonlight over the prairie roads.

Open New Broadcasting Station

One of the largest radio broadcasting stations in New England has been opened by Edwin C. Louis, Inc., 121 Federal street. Elaborate ceremonies marked the formal opening of the station, the feature of which was an address by Mayor Curley. The company plans to hold weekly radio concerts.

The Shepard Stores are also planning to open

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Join the Eastern Family

and enjoy the exceptional service which our efficient organization is rendering to New England dealers.

Victor Wholesalers Exclusively

85
ESSEX
ST.

THE EASTERN TALKING MACHINE CO.

BOSTON
MASS.

VICTOR DISTRIBUTORS

a large broadcasting station in the near future from which nightly programs will be sent.

Vacations in the Hub

Ernest A. Cressey, of the C. C. Harvey Co., is spending his vacation at Jackson, N. H., whither he motored with Mrs. Cressey. Winthrop A. Harvey, head of this same house, has been on several cruising trips along the New England coast during the month, the last one being to Block Island and subsequently into Maine waters. A look at Mr. Harvey and one would know he'd been on the briny deep.

Herman N. Baker, of the A. M. Hume Co., Victor and Cheney distributor, spent a part of July at Brookfield, Conn., where he had his family with him.

Joseph T. Sayward, of the M. Steinert & Sons Co., with Mrs. Sayward, has been at Kennebunkport, Me., where they spent an enjoyable several weeks.

In Field for State Senator

Henry L. Kincaide, the music merchant of

Quincy, who carries a large line of talking machines, is in the field for State Senator. Mr. Kincaide does business under the firm name of Henry L. C. Kincaide & Co. and his house is one of the best-known in that city.

Mr. and Mrs. E. E. Conway to Europe

E. E. Conway, president of the Hallet & Davis Co., and Mrs. Conway and their two daughters, Miss Virginia and Miss Janet Conway, sailed for Europe on July 21 by the steamship "Scythia." Mr. Conway's associates in the home office made his departure especially pleasant through the gift of flowers and other remembrances, due appreciation of which was subsequently expressed through the medium of a radio message which he sent back when the ship was out at sea. This is the first real vacation Mr. Conway has taken in several years.

Discuss Business Conditions

Kenneth Reed, manager of the wholesale Victor department at the M. Steinert & Sons establishment, reports that business is moving along

(Continued on page 86)

"Perfection" Edison Attachments and "Perfection" Reproducers

The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays All makes of records on New Edison Disc Machine.

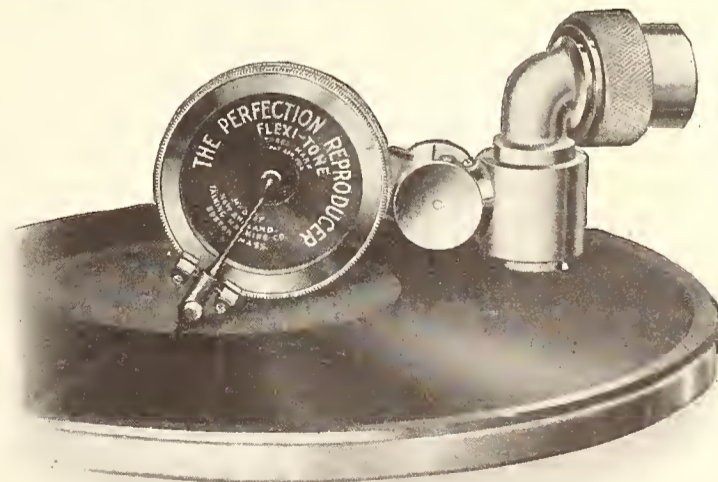
Retail price \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine.

Retail price \$7.00 Gold or Nickel.

The "Perfection" Pur-I-Tone Reproducers to play all makes hill and dale records on Victor Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.



The "Perfection" Flexi-Tone Reproducers to play all makes lateral cut records on Victor and Columbia Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

The "Perfection" Pur-I-Tone Reproducers to play all makes hill and dale records on Columbia Machines.

Retail price \$6.50 Gold. \$5.00 Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request

New England Talking Machine Co. 16-18 Beach St., Boston, Mass.



Your plans for this season, no doubt, include an exhibit at the Fair or Chautauqua. See the Columbia Dealer Service Man. He can help you with ideas and provide the necessary advertising, displays and novelties.

Columbia Graphophone Co.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

about as one would expect in mid-Summer and as for the demand for records he adds that about 80 per cent of the call is confined to a dozen popular numbers. He adds that there are a number of requests for "Shuffle Along," now playing in Boston, and these numbers will shortly be on sale here. Mr. Reed is not planning to take any extended vacation this Summer, contenting himself with spending long weekends at his Summer home on Cape Cod, where he divides his time between golf and fishing, and in the latter field he is getting to be as good a story teller as the rest of these alleged fishermen.

WALSH & HINES IN NEW HOME

Brunswick Dealer Moves to Larger Quarters as a Result of Business Expansion

WALTHAM, MASS., August 5.—A rapid business growth is emphasized by the recent removal of the firm of Walsh & Hines to 265 Moody street. The firm, which is composed of V. S. Walsh and G. A. Hines, opened a studio in an upstairs room at the corner of Moody and Walnut streets May 1 of this year, handling Brunswick phonographs and records. Their volume of business since that time has grown to such proportions that more room was necessary. In addition to Brunswick phonographs a line of Hallet & Davis pianos is carried in stock, as well as sheet music and player rolls.

HALLET & DAVIS PUBLICITY MAN

James A. Mango Appointed Publicity Manager of Hallet & Davis Piano Co.

BOSTON, MASS., August 5.—James A. Mango, who is now the publicity manager of the Hallet



James A. Mango

& Davis Co., bids fair to do his share toward bringing the products of this company to the

fore, for he is a man of ideas which in print are well expressed, as witness his excellent work in the Hallet & Davis Salesman, the third issue of which is now out. Mr. Mango comes from the Middle West, is a man of studious mien, always eager to acquire such a fund of knowledge as will prove of value in lines of publicity exploitation, and can talk as fluently and interestingly as he can write.

ADVERTISING PRODUCES SALES

The Winograd Music Store, progressive Columbia dealer at New Bedford, Mass., recently decided to use advertising in a New Bedford Portuguese paper. This advertising produced



The Letter Tells the Tale

splendid results, and several sales of Grafonolas were closed as a direct result of the campaign. Among the inquiries received was one from Santa Cruz, Mex., which developed into a sale.

OPEN STORE IN FITCHBURG

On August 1 the Iver Johnson Co. opened a new store in Fitchburg following a purchase of the Victor stock heretofore carried by Nichols & Frost, a large department store of that city. The new store is at 466 Main street, which is a very central location and there is every indication that good business will be maintained right along.

MILLER CO. OPENS BRANCH STORE

WEST CHESTER, PA., August 7.—The Miller Piano Co., of Coatesville, Pa., is planning to open a music store here. In addition to the line of pianos which the company handles, Victor talking machines and records will be stocked, the company having purchased the Victrola agency of George J. Palmer.

PHONOGRAPH AND PIANO ACCESSORIES

Manufacturers

LANSING KHAKI COVERS

The Pioneer Moving Cover

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

Distributors

Bradley and Plymouth Portable Machines	Piano Benches
All-in-One Reproducers	Piano Stools
Nyacco Record Albums	Piano Chairs
Universal Fixtures	Piano Scarfs
Victrolene Polish	Player Benches
Jones Motrolas	Music Cabinets
Hall Fiber Needles	Lesley's Patching
Steel Needles	Outfits
Sapphires	

The Electora for the Player Piano

TRY OUR SERVICE!

Lansing
SALES CO.

170 Harrison Avenue

BOSTON, 11, MASS.

An Antidote for
Summer Dullness
IS FOUND IN
"LONG QUALITY" CABINETS
"PEERLESS" ALBUMS

They are both good all-year-'round sellers. If you do not already carry these lines, write today to

L. W. HOUGH

New England Representative
20 SUDBURY STREET BOSTON, MASS.

ANNOUNCEMENT

An open letter to

Talking Machine Dealers

Since the appearance of our first National advertising May 27th, in the "Saturday Evening Post," we have received many letters from talking machine dealers regarding our line, due no doubt to the fact that we have a Nationally priced line, Nationally advertised. They have all asked us this question:

"CAN A SUCCESSFUL TALKING-MACHINE STORE SELL PLAYER-PIANOS AND REPRODUCING PIANOS, AND WHAT IS THE BEST WAY TO GET STARTED THIS FALL?"

We have hesitated urging these men to enter the piano business. We did not know ourselves what to recommend. So we had our salesmen and company officers study this question, with the following results.

Any responsible talking-machine dealer in open territory will be given the same consideration by us as a piano dealer. Any responsible talking-machine dealer who will agree to use the selling plans we have worked out and proven to be right will be offered the Hallet & Davis franchise in his territory.

The only requirement that we insist on is that you have been a success with talking machines. If you have been successful we want to talk to you personally either in your office or at our New York or Boston offices, regarding the Angelus Reproducing Piano with its exclusive Artrio Library and a list of such artists as Bauer, Zeisler, Paderewski, Hofmann, Gabrilowitsch and Lhevinne. And the Virtuolo Player-Piano which is popularly priced.

Both of these lines are being advertised Nationally in the finest women's magazines and in big city newspapers. Both have an organization back of them equipped with experience, money and exceptional advertising and selling ability.

Territories are being closed every week. Our salesmen will be on the road all Summer and Fall. If you want to add one of the best profit-making lines in this country and obtain the Hallet & Davis franchise, we suggest that you write or wire us immediately.

HALLET & DAVIS PIANO CO.

146 Boylston Street

Boston, Mass.

SAINT LOUIS

Dealers Expect Start of Fall Revival This Month—Record Demand Holds Up—Favorable Federal Reserve Report—Month's News

St. Louis, Mo., August 7.—There has not been an overwhelming improvement in the talking machine business in St. Louis since this time last month, but conditions are as favorable as can be expected at the peak of a Summer that has been unusually hot. But August is looked upon as the open door to Autumn and dealers are beginning to bestir themselves in anticipation of the beginning of an improvement that is confidently expected to become steadily more marked as the season advances.

The record business has held up steadily through the Summer. In some quarters there has been a marked improvement in the record demand during the past month. Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, who is one of the men reporting this improvement, says the bulk of it has been in high-class records.

Cheery Federal Reserve Report

On general business conditions in the St. Louis trade territory, William McC. Martin, Chairman of the Board of Federal Reserve District No. 8, has this to say in his monthly report:

"In a majority of instances reports to this bank by leading interests in all lines scattered through the district indicate further improvement in business during the past thirty days. The rate of progress was somewhat less marked than during the preceding month, and in certain localities and industries a slight reaction from the recent activity was noted. The usual seasonal slowing down in production and distribution of certain commodities was emphasized by labor difficulties, and in the areas directly affected by strikes the retail branch of trade reflected the money losses involved in stoppage of operations and workers' pay. In those localities there is

decided hesitation on the part of merchants in the matter of filling their requirements for goods of all sorts.

"On the other hand defections from the list of employed, due to the strikes, were in a large measure counterbalanced by the augmented pay rolls of industries which have increased their operations, and by the enormous absorption of workers by harvesting and other agricultural activities. For the first time in many months there has developed a scarcity of laborers, both common and skilled, and the trend of wages is upward. This is true particularly of the iron and steel and building industries. Labor agencies report an unusual demand for skilled artisans and are unable to supply all the requests made upon them for common labor. Generally throughout the district farmers have been able to obtain all the help required and are paying about the same wages as at this time last year."

Ill Health Forces Vacation on F. J. Ennis

F. J. Ennis, manager of the talking machine department of the Stix, Baer & Fuller Dry Goods Co., has been compelled by a break-down in health to take a vacation and has gone East. In his absence the department is looked after by Miss Helen Hatfield, the assistant manager. Improvements which had been planned are being made, including the installation of additional record racks and washed air ventilation.

Tri-State Victor Dealers Meet

The Tri-State Victrola Dealers' Association held a most enjoyable mid-Summer meeting recently at the Century Boat Club, a delightfully cool spot on the Mississippi River. The meeting was called solely for pleasure and not for business. T. H. Maetten presided. The chief talk of the evening, given at the end of the dinner,

was that of T. L. Husselton, of the Victor traveling staff. He discoursed in an interesting manner on tungs-tone needles and the console Victrola. Besides the ability to tell things well, Mr. Husselton possesses a remarkably fine voice and much of the pleasure of the evening was due to his vocal numbers.

Miss A. Clayton in New Post

Miss Anna Clayton, formerly in charge of the Victor record department of the T. E. Clark Music Co., of Cape Girardeau, Mo., is now in charge of the new Victrola store of Grinnell Bros., of Kalamazoo, Mich.

Scruggs, Vandervoort & Barney Activities

A. W. Hosier, manager of the Scruggs, Vandervoort & Barney Victrola department, is enjoying a visit from his father, whose home is in Kansas City.

Miss Rosebrough, manager of the Victor educational department, has returned from a vacation. Miss Ella Marklin and Miss Miriam Wasserman, of the talking machine department, also have returned from vacations.

Opens Foreign Record Department

A Victor foreign record department was opened this month by Manager J. F. Ditzell, of the Famous & Barr Co.'s talking machine department. The opening order was one of the largest ever placed with the Chicago Talking Machine Co. Language records of Germany and other of the principal European nations are stocked. Letters have been received by Manager Ditzell from the foreign consuls thanking him for the opportunity that is given for obtaining the foreign language records. The response on the opening days was beyond the greatest expectations. The department is in charge of Miss Elizabeth Swimmer.

Interesting News Brieflets

The Kieselhorst Piano Co. has received the first shipment of Zenith radio outfits, for which it has taken the agency.

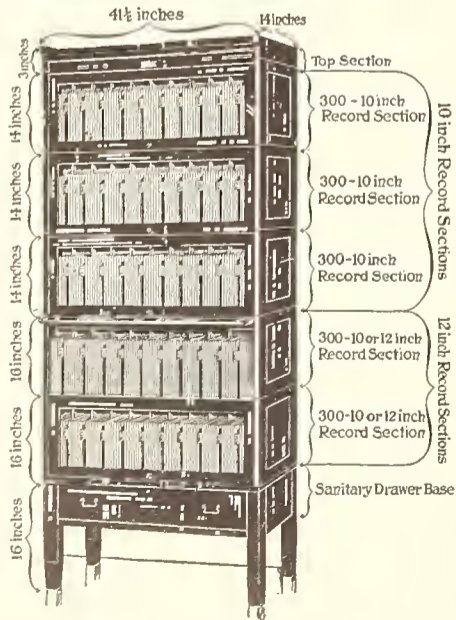
Miss Marian R. Fox, of the Silverstone Music Co., has been spending a three weeks' vacation in the Ozarks. Miss Vivian Dewes has returned from a vacation trip.

Among the Edison dealers who have lately

Improve Your Service AND Increase Your Sales

By Equipping With The OGDEN "UNIT" or Sectional System

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



Model No. 1 and No. 31 Sectional Cabinet

FILES YOUR RECORDS so you can find them for QUICK SALE and SERVICE. Fits any space and Stock. Visible Tab Indexes locate every Record Instantly. \$14.00 per 1,000.

ORDER PORTABLE VICTROLAS NOW

and be ready to "Tie Up" with National Advertising and "Cash In" this opportunity for an extra profit by Selling

OGDEN STAND YOU-NITS

For the Portable Victrola No. 50, Also No. IV and No. VI

Don't wait but be ready and go after the Summer Business with a VICTROLA-STAND OUTFIT for Sea Shore or Camp,—Town and Country, with Music for every Occasion.

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.

Positively Rigid and Strong

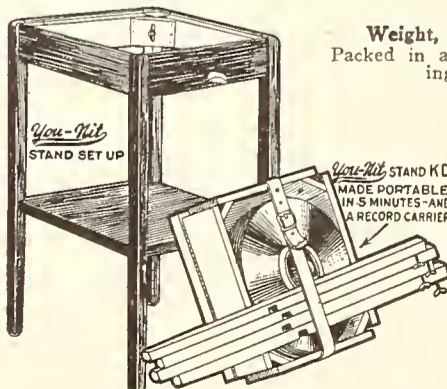
Matches the Victrola in Material, Finish and Design. If your Jobber does not have Stock order direct and we will deliver them FREE.

Improved Model No. 50a is a dandy.

Delivered \$7.00 each

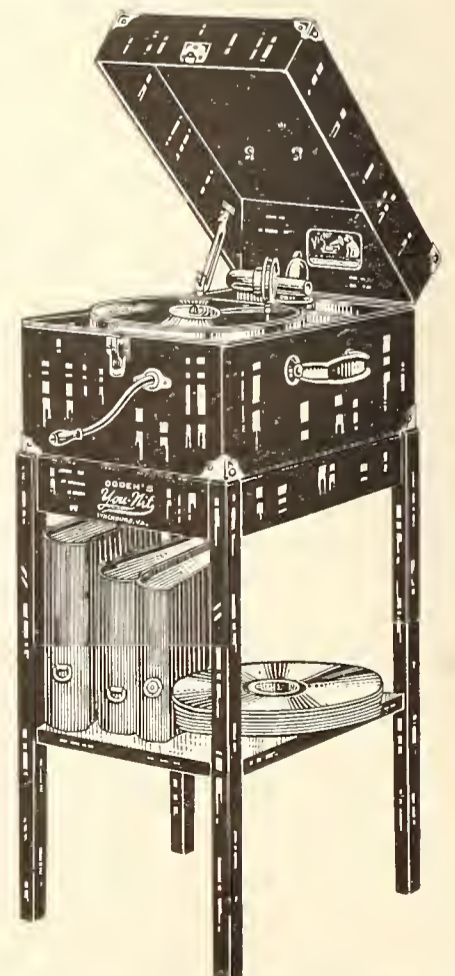
Write for New Catalogue and Cuts free.

OGDEN SECTIONAL CABINET CO., Inc. LYNCHBURG, VA.



Weight, each, 10 lbs. Packed in a Portable Carrying Case.

Six Pieces Assembled or "Packed Down" as a Record Carrier in Five Minutes



visited the Silverstone Music Co. were Frank Sigman, Flat River, Mo.; C. J. Jacoby and E. L. Jacoby, Alton, Ill., and R. N. Monaghan, Gillespie, Ill.

T. W. Maetten, manager of the talking machine department of the Kieselhorst Piano Co., and secretary of the Tri-State Victor Dealers' Association, has returned from a trip to Chicago.

A. L. Bruner, a Brunswick dealer of Rock Island, Ill., recently visited St. Louis on a motor trip.

Miss Golda Airy, of the Koerber-Brenner Co., Victor distributor, has returned from a three weeks' vacation which she spent at the Lakes.

Announces New Columbia Agency

The local branch of the Columbia Grafonola Co. announces that the Nokomis Music House, of Nokomis, Ill., has recently opened with a complete line of Columbia Grafonolas and records. Fred L. Crumbaugh, who has had broad experience in musical lines, is the manager.

Miss Florence E. Hazlett, of the educational department of the Columbia Graphophone Co., New York City, gave a demonstration of "How to learn to appreciate music," on the campus of the University of Arkansas, at Fayetteville, Ark. Miss Hazlett was well received by the public, and the demonstration was a complete success.

Y. H. Helwig is now the city salesman for the local branch of the Columbia Graphophone Co. Mr. Helwig succeeds E. O. Melcher, resigned, and is a man of broad sales experience.

NEW MUSIC DIRECTOR OF STARR CO.

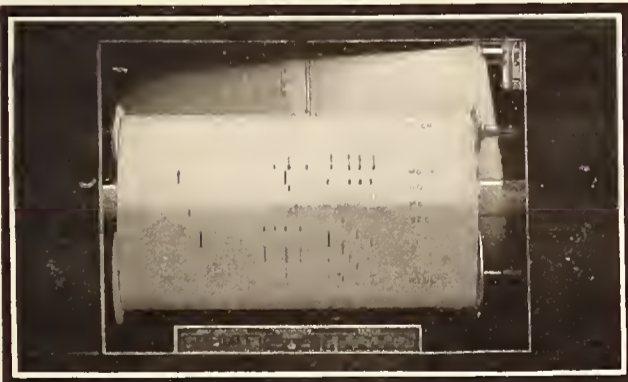
Thomas Griselle was recently appointed musical director for the Gennett recording laboratories of the Starr Piano Co., Thirty-seventh street, New York City. Mr. Griselle was formerly assistant to Pietro Florida, who resigned to devote his time to teaching and composing.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices { Nickel Plated with Battery - - \$3.00
Gold " " " - - 3.75

Special Discounts to Dealers and Manufacturers
Write for descriptive circular

Standard Accessory Corporation

Sole Manufacturers and Patentees

1015 Third St. Milwaukee, Wis.

DEATH OF DR. ALEXANDER G. BELL

Famous Inventor of the Telephone, Who Was Also Associated With the Development of the Graphophone, Passes Away in Nova Scotia

Dr. Alexander Graham Bell, inventor of the telephone and who, in association with his brother, Dr. Chichester A. Bell, and Sumner Taintor, is credited with making possible the commercial success of the talking machine industry in its early days, died at his Summer home near Baddeck, N. S., on August 2. Dr. Bell celebrated his seventy-fifth birthday on March 3 of this year and although his health has not been of the best for some time his death when it came was unexpected.

Dr. Bell's basic patent on the telephone, granted March 17, 1876, is said to be the most valuable single patent ever issued, and it is held by many to have marked the greatest forward step in modern civilization. Certainly, from a cold business standpoint, it is doubtful if any single device can equal the telephone for usefulness in its present-day development. Fortunately Dr. Bell lived to witness the full development of his invention.

The talking machine industry is particularly interested in Dr. Bell for his work in association with Chichester A. Bell, his brother, and Sumner Taintor in the sound recording field. The patent, which was issued to C. A. Bell and Mr. Taintor in 1886, is credited with having made possible the commercial success of the graphophone and for that matter of the industry in its early days. Dr. Alexander Bell contributed much to the invention through his intimate knowledge of acoustics. The Bell and Taintor patent had to do with the recording of sounds by the process of engraving on a solid material such as wax or waxlike compositions, and made possible for the first time records that could be removed from the recording machine and handled and replayed many times without detriment.

PUTS WORLD STORY TO GOOD USE

J. M. Callahan, Music Merchant, of Seaside, Ore., Finds Talking Machine World Valuable—Many Letters of Similar Tenor Received

The following letter from J. M. Callahan, proprietor of Callahan's Music Shop, Seaside, Ore., is one of many similar communications received by The World, which indicate that the valuable suggestions and sales ideas embodied in its columns each month are widely read and put to profitable use:

"Gentlemen: I arranged a window display for the week of July 22 to 29 which has drawn a large number of people to my window and has been an aid in selling a large number of Victor Red Seal records by John McCormack. I am going to tell you how I arranged this display, as it can be used by other Victor dealers at a very small cost.

"In the July 15 issue of The World was an article relative to John McCormack singing for a host of friends at his birthday party at his country home near London. I cut out this small news item, placed it on a show window card size 14 x 22 inches, with the following writing in fair-sized lettering: "John McCormack sings in London." "Famous Irish Tenor Sings at Birthday Party." "Come in and hear some of his records." I decorated my window with red

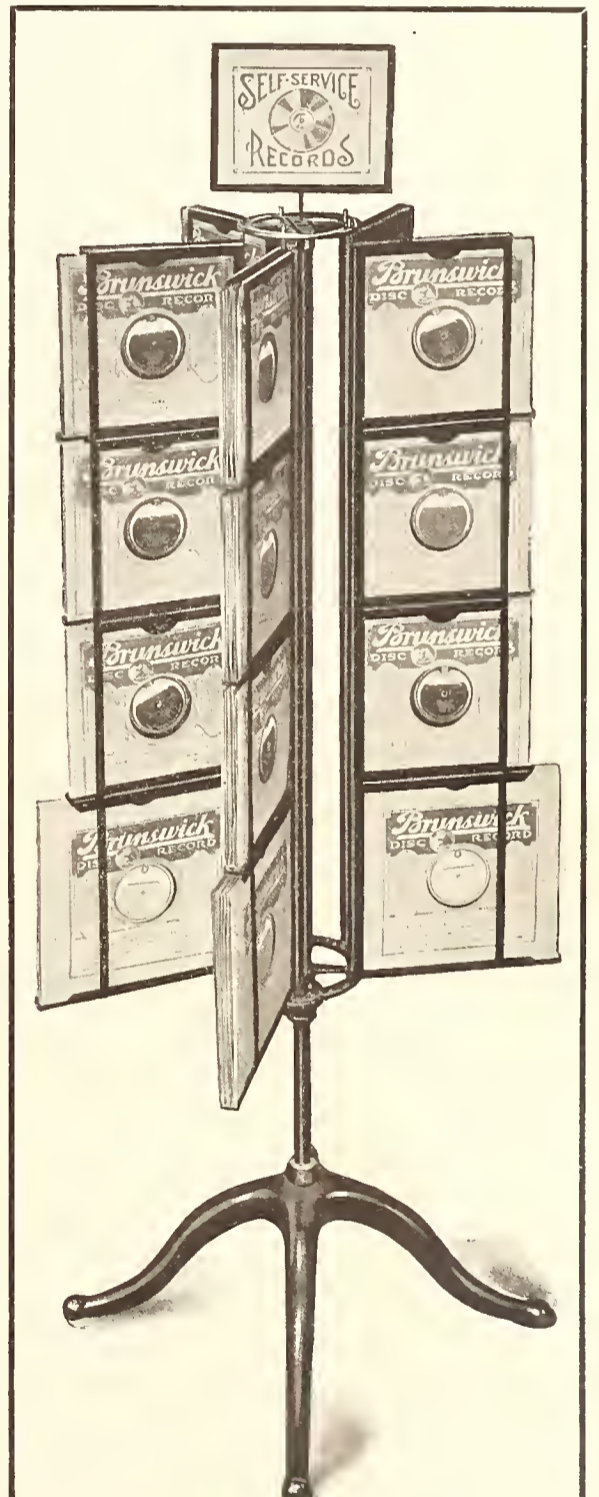
crepe paper, on which I neatly arranged about two dozen of McCormack's Red Seal records.

"I have heard many comments since the recent illness of Mr. McCormack as to whether he would ever be able to sing again. The above fact put before the public interests them and is sure to bring them into the store to listen to a few of his records.

"I have found many valuable window display aids in The World and possibly this little suggestion will aid others."

RUDD & RIX BUY KEEFE STOCK

HERKIMER, N. Y., August 7.—Rudd & Rix, exclusive Victrola dealers of this city, recently purchased the entire Victor business of John C. Keefe, a pioneer in the talking machine business here, who intends to devote his time exclusively to the sporting goods business. The firm of Rudd & Rix possesses one of the finest establishments devoted to the sale of talking machines in this part of the State and, due to aggressive merchandising policies, a steady growth has been enjoyed.



NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel. Complete.....\$35.00

Write for complete catalogue

UNIVERSAL FIXTURE CORP.
133 West 23rd St. New York

OSLAND, Inc.

122 Fifth Avenue, New York City
Alpha Reproducer

Pivot stylus with spring tension

- Radio products
- Variocouplers
- Variometers
- Variable condensers

MANUFACTURED TO SPECIFICATIONS



Hot-dog! Here's a Fox-Trot that will keep 'em dancing 'till the candles burn out. It's "Dancing-Fool," out of which Frank Westphal and His Rainbo Orchestra wring every last spasm of syncopated jubilation. "Serenade Blues," on the other side, is a delightful Fox-Trot arrangement of Schubert's Serenade. It's like dancing in the moonlight. A-3654.

**Columbia Graphophone Co.
NEW YORK**

SAN FRANCISCO

Business Improves Steadily—Optimism for Fall—F. B. Corcoran Ends Trip—Columbia Drive Gaining—Trade Changes—Other News

SAN FRANCISCO, CAL., August 4.—Notwithstanding the general feeling of industrial unrest throughout the country, business conditions on the Pacific Coast continue to improve steadily and practically all of the leading talking machine dealers show no hesitation in predicting a normal Fall business. During the Summer business has held up fairly well in all the Coast cities and, while there has been no rush in the interior, this is nothing to worry about, as the hot weather drives a considerable portion of the population to the seashore or mountains and business is naturally sidetracked for a time.

Brunswick Manager Returns From Trip

F. B. Corcoran, manager of the local office of the Brunswick Co., and George Morton, manager of the talking machine department of the White House, have returned from a motor trip through southern California. They were entertained by A. G. Farquharson, secretary of the Music Trades Association of Southern California. Mr. Corcoran says the North has much to learn from the methods employed by the talking machine dealers of the South. "The piano and furniture houses of southern California," remarked Mr. Corcoran, "take the talking machine business more seriously than they do in the Northern section. The business is not considered a side issue, but is given the prominence it deserves in the stores and in advertising. The South is naturally a splendid market for talking machine merchandise, but business could hardly help being good when the trade is so much alive to its opportunities."

Columbia Campaign Gaining Impetus

The latest Columbia campaign engineered by P. S. Kantner, local manager of the Columbia Co., is making good headway, both in the larger cities and in the country. Co-operative advertising in the local press is a telling feature of the selling campaign.

Sherman, Clay Employes on Picnic

The launch ride around the Bay and picnic at Paradise Cove of the employes of Sherman, Clay & Co. this month was a big success, with an at-

tendance of several hundred employes and their families and friends. Billy Morton was chef, as usual, and the committee on arrangements consisted of W. Shaughnessy, Mrs. Alea Rosa and Miss Lillian Bain. A barbecue luncheon was the main gastronomical attraction and dancing the most popular diversion.

Hale Bros. Sell to Nathan-Dohrmann

Hale Bros. are closing out their talking machine department, after having conducted it for several years with varying success. The Victor stock has been sold to the Nathan-Dohrmann Co., which recently opened a new talking machine department, featuring the Blue Bird phonograph and Vocalion records.

F. A. Levy, president of the California Phonograph Co., has been motoring with his family through southern California on a vacation trip.

New Victor Arouses Interest

The trade is much interested in the new No. 111 upright Victor machine which has just been announced. Console types continue very strong also in the general demand and the new models of different makes are marvels of beauty.

Adds Hallet & Davis Phonographs

Clark Wise has just taken on the Hallet & Davis console phonograph and has three beautiful models on display. Special values are given in these machines, the prices ranging from \$135 to \$250. Clark Wise has long had the local agency for Hallet & Davis pianos.

Vacation Season at Sherman, Clay & Co.

B. R. Scott, assistant wholesale manager of the Victor department of Sherman, Clay & Co., spent his vacation this year at Carmel-by-the-Sea. Billy Morton, manager of the retail talking machine department, has returned from a two weeks' sojourn at Rio Nido. Andrew McCarthy, secretary of the company, is spending the week at Bohemian Grove, on the Russian River, this being the time when the annual jinks of the Bohemian Club take place.

Alterations at Eastern Outfitting Co.

The whole front of the Eastern Outfitting Co., Market street, has been remodeled. The show

windows now extend almost to the center of the building and, in consequence, the Columbia department is accorded much more prominent space than heretofore. A large stock of late Columbia models is on display, both in the show windows and in the rear.

Installs Large Radio Stock

Charles Mauzy, manager of the talking machine and radio departments of the Emporium department store, has installed one of the finest stocks of radio receiving sets in the city. Sales in this branch of the business have been very brisk, according to Mr. Mauzy.

Month's News Gleanings

The Wiley B. Allen Co. is putting in a stock of Zenith radio equipment in its talking machine department. There is quite a demand for radio sets installed in console or cabinet phonographs.

J. M. Abrams, manager of the wholesale and retail phonograph departments of Kohler & Chase, has been down the San Joaquin Valley twice recently. He finds the trade giving much attention to the development of modern salesmanship, a fact which is of special importance at this time, when good salesmen are needed badly.

Kohler & Chase, Sherman, Clay & Co. and the Sonora Phonograph Shop all featured "outing" windows last month, with a portable phonograph as the center of attraction.

Hunkins & Linton have opened a piano and talking machine store at Sonora, Cal. Mr. Linton was formerly with the Redwell Music Co., at Turlock. His wide experience in music merchandising will prove valuable in his new venture.

The Pacific Music Co., Modesto, has moved to a beautiful new store, which is most conveniently arranged and exquisitely furnished. R. S. Smith is the proprietor.

The special release of "Sneak," a Victor record from a publication of Sherman, Clay & Co., is announced for August. It is played by the Club Royal Orchestra. The demand for jazz dance records is greater than ever on the Coast and continues to grow.

NEW SHERMAN, CLAY & CO. BRANCH

Will Be Located in Watsonville, Cal.—George B. Marriott in Charge

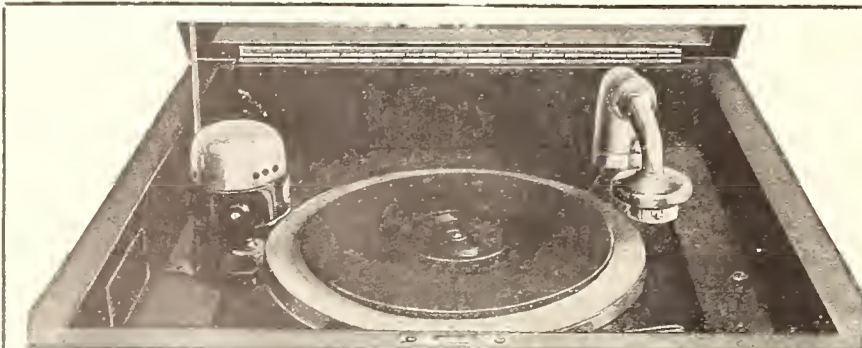
WATSONVILLE, CAL., July 31.—Sherman, Clay & Co., with headquarters in San Francisco, Cal., are planning to open a retail branch of the business here in the Appleton Hotel Building. This will be a sub-branch of the San Jose establishment and will be under the management of George B. Marriott, widely known in the piano trade throughout the country. Mr. Marriott was connected with Steinway & Sons for seventeen years, both in New York and London.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



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

A Real Musical Instrument for Children

Cabinet—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

Finish—Enameled in Gray, Blue and Ivory. Washable Finish. Blue or old rose silk grille.

Motor—Heineman motor — cut gears—cast frame—fully guaranteed—removable motor board.

Tonearm—Die cast—nickel plated—Artois reproducer.

Turntable—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.



List Price, \$25.00 each.

Six machines or over,
\$15.00 each

Less than six machines,
\$16.50 each

The Diamond Juvenile Console Does Three Things:

Diamond Juvenile Furniture

Six pieces—4 chairs, table and hat rack. Juvenile proportions. Durably made. Beautifully enameled and decorated. Makes perfect juvenile booth when installed with the Diamond Console. Fine for window display.

Six Pieces — \$17.50
F.O.B. Oswego, N. Y.

Sells Itself—Its ideal proportions, finish and tone instantly win the hearts of youngsters. Strong, practical construction appeals to parents. Gives you generous profit. Six machines cost \$90; sell for \$150. Profit is \$60 on a \$90 investment. Repeat orders testify to rapid turnover.

Sells More Juvenile Records—Creates a real child's department and brings children into the store which produces the obvious result on juvenile record sales.

Sells More Regular Records—Children bring parents into the store with them. This is 90% of your battle to sell more regular records.

If you haven't already ordered the Diamond Juvenile Console, write us for full particulars.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd Street, New York

Factories: Oswego, N. Y.

Your Feet Won't Keep Still When You Hear—

“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once—Remember It Always





You can't go wrong
With any FEIST song

TALKING MACHINE JOBBERS DISSOLVE ASSOCIATION

Special Meeting of Executive Committee of the National Association of Talking Machine Jobbers
Results in Recommendation That the Organization Be Disbanded Immediately

The following letter was mailed recently by W. F. Davisson, secretary of the National Association of Talking Machine Jobbers, to the members of the Association, advising them that at a special meeting of the executive committee it was recommended that the Association immediately dissolve:

“It will come as a surprise to the members of the National Association of Talking Machine Jobbers and to the trade that the executive committee of the Association, at a special meeting held in July, recommended that the Association immediately dissolve. The reason for this action is that at the convention of the Association in Atlantic City in June, 1922, statements were inadvertently, but innocently, made by several officers of the Association that might be distorted into expressions of policies and views which were not intended by these officers, and

are not approved by the members, nor are representative of the Association, nor are in accord with the history or purposes of the Association. Neither the policies, nor the views, nor the history, nor the purposes, nor the acts, nor the intentions of the Association or its officers or members have been in any wise violative of any State or Federal law, or in any wise warrant any such inferences. How to repudiate and deny such inferences from such statements in a manner so unequivocal and positive as to eradicate the impression which they may have created was the question which the executive committee of the Association considered long and carefully. The executive committee finally decided that the good faith of the Association and its members in such repudiation and denial could be most conclusively demonstrated by dissolving the Association.

“Accordingly, by direction of the executive committee of the National Association of Talking Machine Jobbers, I enclose two copies of the recitals, recommendation, direction and request of the executive committee, adopted at its special meeting above mentioned, and of the resolution and ballot therein mentioned. Please fill out and sign one copy as your ballot for or against this resolution, and mail it immediately to me.”

The recommendation adopted by the executive committee, embodying the resolution to dissolve, reads as follows:

“WHEREAS, at the convention of National Association of Talking Machine Jobbers, held in Atlantic City in June, 1922, statements were inadvertently, but innocently, made by several officers of the Association that might be distorted into expressions of policies and views which were not intended by said officers, and are not approved by the members, nor are representative of the Association, nor are in accord with the history or purposes of the Association or the acts and intentions of the Association or its members; and

“WHEREAS, neither the policies, nor the views, nor the history, nor the purposes, nor the acts, nor the intentions of the Association or its officers or members have been in any wise violative of any State or Federal law, or in any wise warrant any such inferences; and

“WHEREAS, the executive committee of the Association desires to repudiate and deny such inferences in a manner so unequivocal and positive as to eradicate the impression which they may have created; and

“WHEREAS, in the opinion of the executive committee the good faith of the Association and its members in such repudiation and denial can be most conclusively demonstrated by dissolving the Association;

“NOW, THEREFORE, the executive com-

mittee of the Association at a special meeting held in July, 1922, hereby recommends that the following resolution be adopted, and that the Association be immediately dissolved, and hereby directs the secretary of the Association to mail to each member of the Association a copy of the above recitals and recommendation and of the following resolution, and hereby requests each member to mail immediately to the secretary a ballot for or against the following resolution, which ballot shall be in substantially the following form and signed by such member:

“The undersigned acknowledge receipt of a copy of the recitals, recommendation, direction and request of the executive committee of National Association of Talking Machine Jobbers, adopted at a special meeting held in July, 1922, and the undersigned hereby vote [for or against] the following resolution:

“RESOLVED, that National Association of Talking Machine Jobbers and its members hereby adopt the recitals and approve the recommendation, direction and request above-mentioned of the committee and hereby dissolve said Association and hereby authorize the executive committee, out of the funds in the Association's treasury, to liquidate all the financial obligations of the Association, and to refund pro rata to each former member of the Association any surplus remaining, or to assess and collect pro rata from each former member of the Association, in lieu of any future dues, such sums as shall be necessary to complete said liquidation (not exceeding, however, \$50 from each member), and hereby authorize the executive committee, or any sub-committee or legal counsel acting under its direction, to take all appropriate steps for the purpose of carrying out this resolution.”

The official tabulation of the ballots for or against this resolution has not yet been announced, but the ballots already received indicate that there will be an overwhelming majority in favor of accepting the recommendation of the executive committee and, in fact, ballots received to date are almost unanimously in favor of the dissolution of the Association.

Gilbert H. Montague, 40 Wall street, New York, legal adviser to the National Association of Talking Machine Jobbers, stated to a representative of The World that there was nothing additional to be said at this time regarding the recommendation of the executive committee, and that the recommendation and resolution spoke for itself.

A company is judged by the men it keeps.

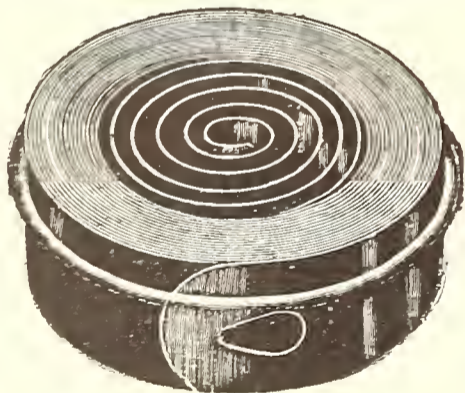
REGAL

PREDOMINATES

IN THE

50¢ RECORD FIELD

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

	Each
$\frac{3}{16}$ inch x 10 feet for all small motors.....	\$.30
1 " " x 10 " " Pathe, Columbia, Heineman.....	.35
1 " " x 10 " " Columbia.....	.40
1 " " x 11 " " Columbia with hooks.....	.50
1 " " x 13 " " Victor, old style.....	.45
1 " " x 15 " " Victor, new style.....	.50
1 1/4 " " x 18 " " Victor, new or old style.....	.70
1 " " x 12 " " Heineman and Pathe.....	.45
1 " " x 10 " " Saal, Silvertone, Krasberg.....	.45
1 " " x 13 " " Saal, Silvertone, Brunswick.....	.50
1 " " x 16 " " Sonora, Brunswick, Saal.....	.60
1 3/16 " " x 18 " " Heineman and Pathe.....	.75
1 1/2 " " x 25 " " Edison Disc.....	1.50

SAPPHIRES—GENUINE

Pathe, very loud tone, each 15c, 100 lots \$11.00.
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

TONE-ARMS

The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal..... 4.00
With smaller reproducer, but loud and clear..... 2.50

PHONOGRAPH NEEDLES

We can give you best price on Brillantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvotone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—F. O. E. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

—PRICE—

Will Sell Phonographs Today And We Have It

Every Player-Tone phonograph is exceptionally good, with the house back of it for years.

Player-Tone phonographs 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 Player-Tone 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 us for dealers' proposition.
It will pay you.

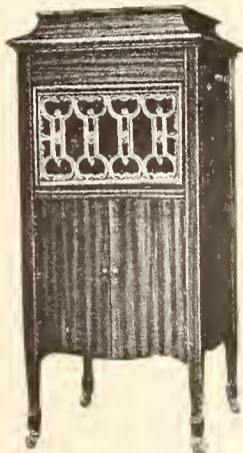
Player-Tone Talking Machine Co.

Office and Salesrooms

967 Liberty Avenue Pittsburgh, Pa.



\$65.00
Model 551
Mahogany Only



\$75.00
Model 601
Mahogany Only



\$85.00
Model 701
Mahogany Only



\$100.00
Model 801
Mahogany Only



EMERSON
Model 40
All gold equipment,
with 5 record filing
albums. \$150.00



\$150.00
Model 901
All Gold Equipment



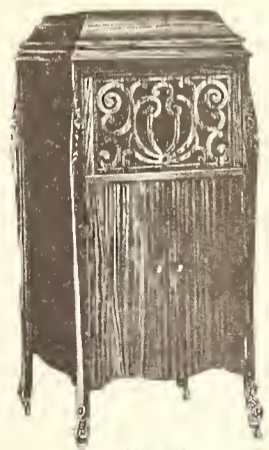
\$75.00
Model 310
Oak or Mahogany



\$90.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



EMERSON
Model 30
All gold equipment,
with 5 record filing
albums. \$135.00

Permanency—In Wareroom Equipment and the Organization Behind It

In years to come when moving or expanding will the builder be in business to make good?

Van Veen & Company have been preaching the economy of honest and efficient construction for fourteen years and it is conceded by the trade that the patented double construction hearing rooms and musical merchandise selling equipment



built by Van Veen & Company fulfill every claim made for them by the builders.

In buying your installation, let price and quality be guaranteed by the responsibility of a house of old and established reputation.

You expect to stay in business; Van Veen & Company build equipment that will stay in business with you.

Write for Catalogue. If you want immediate action our representative will call

We have equipment ready for immediate shipment

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City

Phone 7758 Harlem

Offices and Warerooms

HICKEY'S FINE NEW STORE OPENED

Remodeled Establishment of Hickey's Lyceum Music Store, Ithaca, N. Y., One of the Finest in the State—Artistic Victor Department

ITHACA, N. Y., August 7.—Hickey's Lyceum Music Store, 105-111 S. Cayuga street, this city, following extensive alterations and the installation of the most modern equipment, is one



Hickey's Lyceum Music Store

of the finest and best arranged music establishments in the State. A disastrous fire about a year ago made the remodeling necessary and Joseph F. Hickey, proprietor of the business, which has been in existence for approximately thirty years, spared no expense to make the store a model of its kind.

Everything in music is handled, including Victor talking machines and records, pianos, musical merchandise of all kinds and sheet music, and each line has its own specially equipped department. The Victrola department is one of a number of features of the complete establishment. An unusually artistic arrangement of

stock and furnishings makes this department an inviting place for the shoppers of the city to visit for records and machines. A number of



The Record Department

sound-proof record demonstration booths, together with a large stock of Victrolas and a complete Victor record library, insures patrons of a wide selection to choose from.

In connection with the opening of the remodeled store a rather clever business and goodwill building stunt was put into effect. A num-



Artistic Victor Department

ber of small booklets were printed in which were illustrated the various departments of the store. Accompanying the illustrations, the many lines featured in these departments were described and

in diplomatic language patrons were invited to inspect the departments. These booklets were sent to all customers and prospects.

THE EVIL OF PRICE CUTTING

M. Wulpi Says Price Cutting Demoralizes Business, Destroys Reputation of High-grade Goods and Good Will and Restricts Sales

M. Wulpi, commissioner of the National Veneer and Panel Manufacturers' Association and well-known in the music trade, in a circular letter, recently sent out, entitled "Price Cutting Is All Right—But," remarks:

"On this subject the American Fair Trade League, in a recent flyer, says:

"The profiteering price cutter ruins the reputation of high-grade goods and destroys the good will 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 neighborhoods 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."

"When all is said and done, is there not a 'whole lot' of truth in this? All have heard Maud Mueller's 'It might have been.' The price cutter generally can soliloquize and say, 'I might have won doing so—if my creditors had not come in on me and the sheriff hung up his crepe.' The average price cutter in business not only confiscates what little cash he got together by hook or crook, but that of his stockholders as well, not to speak of the loss to his co-workers and their families—when his funeral comes off—and it generally does, but is a demoralizer and creates loss to manufacturers who endeavor to play the game square. Can and will his ashes 'rest in peace'?"

Okéh Records

OUTING PORTABLES

GRANBY PHONOGRAPHS

MASTER TONE

TALKING MACHINES

NEEDLES

Okéh — Truetone — Wall-Kane
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service



IROQUOIS SALES CORPORATION
Wholesale Distributors
210 Franklin St. BUFFALO, N. Y.

BETTER TRADE IN MEMPHIS

Good Crops Stimulate Buying—Bright Outlook for Fall—Activities of the Trade

MEMPHIS, TENN., August 7.—The talking machine business here has been very good during the past month despite the ill effects of the railroad strike which are being felt generally in all lines of business. Good crops throughout the entire South have been mainly responsible for the brisk trade and conditions now point to an excellent Fall business.

Remodeling of the Peabody Hotel Building is about to be started and the Reinhardt's, Inc., music store will be moved one door north of its present location in that building as a result.

The Hessig-Ellis Drug Co., distributor of the Sonora line, recently took over the Sonora wholesale interest of the Bond Hardware Co., at Little Rock, Ark.

The Leo Kahn Furniture Co., which features the Columbia line of Grafonolas, has made extensive improvements in its phonograph department on the main floor of the establishment.

C. L. Wainwright has rejoined the Armstrong Furniture Co., talking machine and furniture dealer of this city.

Reid's Music Shop, at Brownsville, Tenn., has purchased the music department of Felsenthal Sons, Edison dealer.

TRIBUTE TO W. C. DAUMUELLER

On Occasion of Twentieth Anniversary of Existence of Business

LEBANON, ILL., August 7.—The Advertiser, a local paper of this city devoted a column recently to W. C. Daumueller, music dealer, who has a flourishing Victrola department, on the occasion of the twentieth anniversary of the establishment of the business.

Miss E. Heumann, who is now in charge of the Victrola department, assisted in the Junior Chautauqua this year, which consisted entirely of music appreciation and music memory contests with the use of the Victrola. Miss Heumann will continue the work with the children at the store during the Summer months.

NEW VICTOR RECORD BAGS

CAMDEN, N. J., August 7.—Victor wholesalers throughout the country are now prepared to supply dealers with the new record envelopes designed by the Victor Talking Machine Co., according to an announcement made at the headquarters here. The new bags have the advantage over others used for holding records because of their superior strength and finish. A variety of attractive lithographs have been secured by the company for the exterior finish of the envelopes.

HENRY S. DORAN CO. IN NEW HOME

DETROIT, MICH., August 4.—The Henry S. Doran Co., well-known Victor dealer of this city, has moved from the quarters on Michigan avenue to 1416 Washington avenue. Before moving into the new store complete alterations were made and this is now one of the finest talking machine establishments in the city.

W. P. MANNING HONORED

W. P. Manning, prominent Columbia dealer, of Augusta, Ga., was recently elected State Commissioner for Georgia for the National Association of Music Merchants.



To Your Public, Trained in Quality—

The people you sell are people of discrimination; they are customers who appreciate the finer things of life; they are lovers of music; and ever since musical instruments first came on earth they have been things of beauty, adorned with all the craftsmanship and skill their makers could summon.

To this public, trained in quality, you are now offering the added joy of Radio, and the wise music dealer is offering it not through an apparatus which compares unfavorably with the other beautiful musical instruments in his stock, but with the finest, most beautifully finished equipment — the De Forest apparatus, which is not only famous for dependability, but also famous for beauty of line, finish, and the utmost attention to the smallest refinements in manufacture.

The more the talking machine dealer knows about Radio—the more he knows about a beautiful instrument—the more sure he is to prefer De Forest.

Such a wise choice finds its echo in success—for the De Forest dealer is in business to stay, backed by the name whose reputation is your customer's assurance of satisfaction.

DE FOREST RADIO TEL. & TEL. CO.
Jersey City, N. J.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.

De Forest



NO DOUBT AS TO THE PERMANENCY OF THE INDUSTRY

Geo. W. Lyle Gives Reasons Why the Members of the Talking Machine Trade Should Be Optimistic Regarding Its Future—Will Last as Long as Music Maintains Its Appeal

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, and one of the recognized veterans of the talking machine industry with over twenty years' experience to his credit, in a recent chat with *The World* made deductions and predictions regarding the general outlook for business that carry with them the weight of knowledge. In the past two decades Mr. Lyle has become familiar with every phase of the talking machine industry and from coast to coast he has won the friendship and esteem of talking machine dealers.

When he introduced the Strand phonograph last Fall, at a time when the talking machine trade was in a state of uncertainty, it was freely predicted that the venture would be unsuccessful. However, Mr. Lyle proved otherwise and the Manufacturers Phonograph Co. is recognized

to-day as permanently established in the ranks of successful talking machine manufacturers. The company has appointed representatives in practically every important trade center in the country and Strand dealers everywhere are enthusiastic regarding the sales value of the product, the results they have already attained and the outlook for the future.

After emphasizing the fact that he is not a professional optimist but an optimist by analysis, Mr. Lyle stated as follows: "I am fully convinced that no one need have any doubt as to the soundness and permanency of the talking machine business. Just as long as people have ears, and as long as quality music appeals, phonographs will be in high standing and in active demand. The question is, however, who is going to do the business, for it is going to be done by somebody. A considerable measure of the pessimism and demoralization in our industry may be attributed to liquidation sales as much as anything else, and we have been watching closely all of these liquidation sales by department stores and others. We saw them coming when we put out the first Strand phonograph. Therefore, they have not in any way changed our belief that the dealer who is a merchant, and who is in this business because he likes and understands it, can turn over, even in the slowest part of this unnatural season, merchandise that is really high grade and low-list

priced, if it still carries the margin of profit that covers the increased cost of doing business and the inevitable cost of instalment methods.

"We seek our market among those many thousands of dealers who know phonograph and



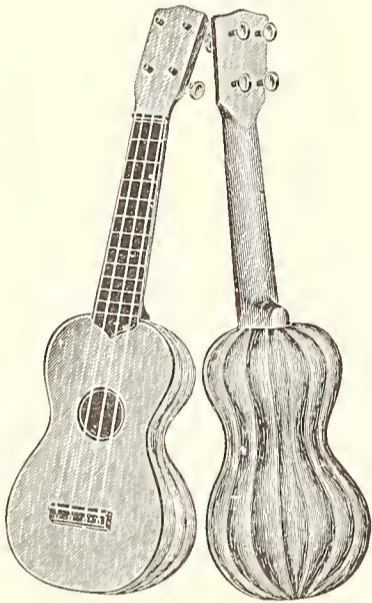
George W. Lyle

furniture quality, who have a fairly clear idea of the trend of design, and who care a good deal for tone and price. We seek our Strand market among those dealers who didn't fall into the phonograph business, but entered it as we did, after careful consideration, and are building for the future."

The Season's Creation

NEW MODEL
(Pat)

S. S. STEWART MANDO-UKULELE



Genuine mahogany, 10 ribs, inlaid edge and sound hole with black and white celluloid extension rosewood veneered finger board, German silver frets, Rosewood pegs. Exceptionally fine tone and workmanship. This unusual shape has made this instrument one of the most popular sellers.

Also a Few Quick Sellers such as

UKULELES
UKULELE-BANJOS
BANJO-MANDOLINS
MANDOLINS
HARMONICAS, Etc.

A LINE OF THESE INSTRUMENTS WILL INCREASE YOUR SUMMER BUSINESS INCLUDING

DURRO

VIOLINS—BOWS—STRINGS

VIOLIN OUTFITS
and
ACCESSORIES

THE BEGINNER OR ARTIST MUST HAVE A GOOD VIOLIN OUTFIT

NOTHING BETTER ON THE MARKET THAN

DURRO

If you have not received our New, Complete, Illustrated Catalog No. 120, Write at Once



BUEGELEISEN & JACOBSON

5-7-9 Union Square
NEW YORK

TO DISTRIBUTE THROUGH JOBBERS

Clapp-Eastham Co. Selects Trade Name of "Radak" for Its Line of Radio Equipment—Tells of Distributing and Advertising Plans

The name of "Radak" has been selected by the Clapp-Eastham Co., Cambridge, Mass., as the trade-mark distinguishing its line of radio equipment. The Clapp-Eastham Co. claims to be the oldest exclusive maker of radio equipment in the field, having been established since 1906. The complete line consists of "Radak" receiving sets, regenerative receiving sets, amplifiers, variometers, condensers, rheostats, amplifying coils, universal tube sockets and electro-ampliphones.

At the same time the company announced the adoption of the new trade name it also announced that in the future "Radak" products would be distributed exclusively through jobbers. It is expected that this new system of distribution will enable the dealer not only to receive supplies with the least possible delay, but also to secure maximum discount without quantity stipulation, these discounts being quoted directly to the dealer by the distributor. Dealers carrying "Radak" products will be interested in the announcement of an extensive national advertising campaign which is now under way, on a yearly basis. The combined circulation of the magazines used will reach an audience of about 25,000,000 people.

A number of dealers in the talking machine trade have already taken on the Clapp-Eastham Co.'s "Radak" products and new names of talking machine dealers are constantly being added to the list.

NEW GRETSCH CATALOG ISSUED

New Volume Describes Entire Extensive Gretsch Line of Musical Merchandise—Confidential Price List Also Mailed to Trade

The Fred. Gretsch Mfg. Co., manufacturer and importer of musical merchandise, Brooklyn, N. Y., is mailing a new catalog and confidential price list to the trade. This new catalog has an attractive cover in many colors and completely describes the extensive Gretsch line. E. E. Strong, general sales and advertising manager, reports that the company is doing a tremendous

business. The new Clarophone banjo series, which was announced last month, has been enthusiastically received by the trade and heavy orders are coming in for this new instrument. Good results are also reported in the Couturier line of band instruments, which the Fred. Gretsch Mfg. Co. distributes. Dealers are achieving much success with this popular line and many new agencies are being appointed. Mr. Strong states that Gretsch dealers report that the business in their musical merchandise departments is not only good at the present time, but has held up steadily throughout the entire year.

MUSICALE FOR BRIGHTON BATHERS

Brighton Beach Baths recently had "the first bathing suit morning musicale ever given in the world" with Dorothy Jardon, soprano, once with the Chicago Opera Company, singing; a Steinway grand piano trundled out on the sand and Bennie Krueger and his Brunswick Orchestra jazzing things up.

All but the beach police and the piano porters enjoyed the freedom of bathing suits.

Radio 40% Profits

Dealer's Opportunity of the Hour
Radio Supplies Sell like Hot Cakes

The radio craze is on. Millions of receiving sets are being built by amateurs. Almost every schoolboy is constructing his own radio receiving apparatus. The real profits are being made in supplying the amateur with his needed parts such as detectors, condensers, wire, etc., etc.

Sell Radio Parts and Supplies

Technical knowledge is not necessary. Anybody can sell them. Most buyers point out exactly what they wish. You merely hand it to them. Sells on sight.

Complete Dealer Assortments

Includes window and counter display cards to which the smaller items are tacked, named and priced. Consists of standardized staple parts needed by every amateur and are interchangeable with all leading makes. Every item is a live seller such as tuning coils, binding posts, detectors, condensers, and dozens of other necessary items in an assortment of sizes to suit every buyer.

List Price Complete Assortment \$75

Based on uniform standard list prices adopted nationally by all reliable manufacturers.

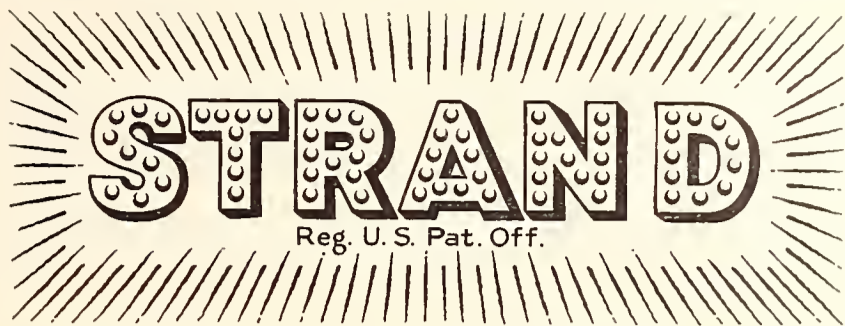
Dealers' Discount 40% \$30

Net Cost to Dealer \$45

Note: Other assortments list at \$100 and \$50 and take the same 40 per cent discount as above. We recommend the above. Repeat orders or fill ins take the same 40 per cent discount. Terms: 15 per cent cash with order. Balance by express C.O.D. Mail your order now. Be one of the first to cash in on radio's popularity. Immediate Delivery.

WHITE RADIO CO.

141 West 33rd St. New York City



PHONOGRAPHS

For beauty, for tone, for price

The dealer who makes money
 this Fall and Winter will be
the dealer who sells STRANDS

The policy that has succeeded:

1. Quality and Design

To build none but first class instruments and to concentrate on correct flat-top consoles, every instrument guaranteed.

2. Low List

So that you may offer better values, make sales easier and oftener and increase your rate of turnover.

3. Long Discounts

To give you a liberal profit on each sale and make it doubly attractive to handle Strand Consoles.

4. Trouble-proof Shipping

Prompt, safe deliveries assured by an ample output and a trouble-proof shipping system.

5. Protection

Exclusive territory; you are protected against dividing your trade with near-by competitors.

"It's the Dealer's Turn Now"

These Direct Strand Representatives Are Ready to Serve You:

- RICHARD H. ARNAULT, 95 Madison Avenue, New York City
- W. O. CARDELL, P. O. Box 1271, Tulsa, Okla.
- A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
- CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
- A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
- W. S. GRAY, 942 Market Street, San Francisco, Cal.
- STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio
- ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
- H. KALISKI, Hotel Monteleone, New Orleans, La.
- G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.
- WALTER L. ECKHARDT, 624 Market St., Philadelphia, Pa.
- RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
- W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.
- MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
- R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio
- H. J. IVEY, General Delivery, Dallas, Texas
- L. D. HEATER, 614 East 28th Street, Portland, Ore.
- OTIS C. DORIAN, 11 Bloor Street, E. Toronto, Ont.
- R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.

For Example:
 Strand Queen Anne
 Period Console
 Lists at \$125



To responsible dealers we offer a profitable franchise in localities not being yet covered. *Write or wire.*

MANUFACTURERS PHONOGRAPH CO., Inc.
 95 Madison Avenue New York
 GEO. W. LYLE, President

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Aug. 10, 1922. As these words are written Chicago has just passed through that social process known as a street-car strike. We decline to admit that

**We Ride
Again to
Work**

Chicago was "in the grip of" the said social phenomenon, which is now, happily for all concerned, past history. As usual, the strike ended in a compromise and the gains expected by the workers did not materialize; instead the force of public opinion made itself felt, and certain developments which will probably take place in the near future as a result will undoubtedly be disadvantageous to both employers and employes of the street railways. Some businesses suffered, of course, but there were some who turned the unfortunate situation to good account and made capital of it. We hear, for instance, of talking machine men who as soon as the street cars were out of commission got out their autos, and chased around from house to house among their prospects, visiting them, condoling with them on the subject of the general inconvenience of life in a great but "struck" city, and then suggesting a nice little run down-town to do some shopping. When coupled with the promise to furnish transportation home again in the same way, the bait was eagerly swallowed in most cases. Result: a nice journey down to the store, some inspection of machines and listening to music, some salesmanship . . . and a return home in a nice car with the knowledge that a talking machine would be delivered next day. If schemes like these can be worked out successfully within twenty-four hours of the beginning of a car strike, what would not our ingenious talking machine men be able to do if the tie-up lasted a month?

It will hardly be doubted that general business is on the up-turn when we scan the news of the doings of talking machine merchants throughout the Middle-West. Everywhere, it would seem, retail men are utilizing the present holiday time to put their establishments in smarter trim than ever, anticipating great activity during this Fall and Winter. That there is excellent reason for the hopes which these preparations disclose cannot be doubted. The rail and coal-mining disputes will shortly be settled without a doubt, for the temper of the country is rising and there is already a belief that if the present Administration does not find some way to compose the industrial situation it will receive a rebuke at the polls in November next. Good judges, therefore, look forward toward an active Fall followed by a still more active Winter. Moreover, there is no doubt that the people as a whole are awfully weary of strife and depression, and less than ever interested in abstract theories about the order of Society. Their ideals may not be very high, but they are very simple. A vast majority of them want, above all things, Peace and Activity. These ideals that majority propose to realize, and in their present temper are not much more likely to weep on the bosom of Labor than to fall in adoration before entrenched Capital. The plain citizen is getting awfully tired of extremists in both camps. With this temper, we may look for a general improvement. When the plain man, neither socialist nor financier, neither Croesus nor communist, makes up his mind, he can rule the roost. There are some signs indicating that he is beginning to make up his mind.

**Neither
Croesus Nor
Communist**

THE Pageant of Progress is in full swing as these words are written, despite the jam in transportation owing to the car strike. Visitors

**Our
Pageant's
Progress**

during its early days were at once struck with the very large place which music has assumed in this year's show. Last year music was somewhat slighted; this year it seems to dominate everything. Talking machine exhibits are numerous and interesting. Other musical instruments also are shown in a surprising number, and there is a fair display of the latest ideas in radio telephony. Since the object, or one of the objects, of the Pageant of Progress is annually to chronicle in graphic and visual form the commercial, industrial and economic importance of Chicago, the displays

are mainly native. The talking machine industry, in all its branches, is finding one of its centers at the capital of the mid-West, and the Pageant of Progress shows the casual visitor how important that industry is coming to be in our town. Despite some enthusiastic boosters, Chicago is not yet the world's music center, but if she continues to progress some day she will be. The talking machine branch of the music industries will be found to have contributed its share to this attainment, when it actually has been reached. Meanwhile we should register the undoubted fact that, whatever reason may once have existed for the somewhat uncomplimentary belief that Chicago's contributions to the talking machine industry were cheapness and mass production only, no such reason exists to-day. We are producing here both machines and accessories of nation-wide celebrity, and of a quality which calls for no apologies. The exhibits at the Pageant have shown this plainly.

DURING a recent conversation with Otto Schulz, president of Magnola Talking Machine Co., M. Schulz Co. and the Werner Piano Co., the relation of the talking machine to radio came up for discussion. It had been urged that the combination of a radio receiving outfit in one cabinet with the reproducer and motor of a talking machine represents the most logical and natural development. To this, in principle, Mr. Schulz quite agreed, but he put forward a very valuable warning, on a point which hitherto seems to have been neglected by the music industries. He observed that there is need for careful educational work by all talking machine dealers who are interested in radio, especially in combination outfits; work needed entirely because of the ignorance of the public. There is a vast difference between the reproduction of music through the talking machine, and its reception via radio telephone. In ideal conditions, of course, sound may be picked up by radio and heard satisfactorily at all times when it is available; but ideal conditions seldom prevail. In consequence, the ignorant purchaser is very likely to acquire a wholly wrong idea of the value and utility of radio receiving, through failing to make due allowances for the many interferences which at present occur and which are likely to continue until invention has progressed much further. When, however, the people are warned as to what to expect they will be satisfied with the wonderful thing that radio telephony already is, and will not ask impossibilities. But in default of educational propaganda on the part of those who sell the outfits, thinks Mr. Schulz, there is likely to be much dissatisfaction. We think Mr. Schulz is quite right and that his warning comes at a most opportune time.

**Radio
Education
Needed**

WE are in danger of being set down as boasters as well as boosters in this city of ours, but in some respects we are entitled to an occasional crow. For instance there is the matter of the application of music to therapeutic ends. Our local Health Department has done pioneer work here in the most practical way, by bringing music as often and as richly as possible before the patients in the various hospitals and institutions which the department controls. The work is being carried out with special earnestness at the institutions for persons who suffer with mental troubles and chronic diseases. Talking machines and pianos have been purchased in generous quantity, and the department has wisely realized the stimulatory effect of good music, an effect which is often quite positively therapeutic. Here is a thought for dealers in other cities. Meanwhile it is interesting to note that the example of the Six Brown Brothers, the saxophonists, has fired the spirit of emulation among the employes of the Chicago Health Department, so that a sextet of C. H. D. saxophonists has been organized in that office, which is already visiting the Tuberculosis Hospital and other institutions regularly, to play to the inmates. This is fine work and one hopes that more of it will be done in this city and elsewhere. The talking machine, be it remembered, is the institutional instrument par excellence.

**"Music
Hath
Charms..."**

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABACH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., August 8.—After all, the month of July turned out better than the trade had figured it would be. This was disclosed in a great many instances, both manufacturing and retail, when concerns took inventory. This business of inventory was a semi-annual affair in some cases, while in others it was an annual one, coupled up with election of officers. The inventories revealed that during the year 1922, up to the end of June and including some weeks in July, business as a whole was not so badly off as had been thought.

One fact brought to light was that many manufacturers and numerous retail men were exceptionally short of stocks. It also brought out that the business, both retail and wholesale, was very stable in comparison to last year. It will be remembered that last year was a very hectic one and for a time it looked as though there were going to be many more bankruptcies than there actually happened. The shortage of stocks, however, is more in evidence among the retail men than among wholesale. There are quite a number of manufacturers, however, who lay down on the job during the months of June and July and they too are somewhat short of made-up materials. They are, therefore, getting ready to fill up their warerooms again, preparatory to the Fall business. Business this coming Fall is going to be good.

As stated above, retailers are very low in their stocks, as they have been curtailing expenses during the Summer months. Many of these expenses, such as advertising, soliciting, etc., were curtailed to too great a degree, and the men who authorized this curtailment are now sorry. For

some reason or other, when a certain kind of institution decides to save money, the first thing it does is to go after the advertising appropriation and knock off a big gob. Then the economical ones go down the line, chopping everything else, until before long they have taken from one to six chops at their publicity appropriation. Why they do it no one knows, but they do it. Now this, according to some of the country's biggest business men, is one of the most foolish things that an institution of any kind can do. The really big men in our commercial life believe that when business is slowing down, whether wholesale or retail, the advertising appropriation should never be lessened; in fact, it should be increased. If one cares to note the really successful businesses and the way they are handled, one is sure to find out that this is an absolute fact. One man, who is clearly in a position to know whereof he speaks, says that too severe a curtailment of advertising expenses reminds him of the story of a man who wanted to put an idea during a Chautauqua meeting. The man called on the manager of the Chautauqua and asked how much it would cost to tell his message to the audience. The manager told him that it would cost him ten dollars a shout or a dollar a whisper, and the man, thinking to cover the most for his money, took ten whispers, but no one heard him and consequently he was ten dollars out.

The early part of July certainly had the dealer guessing as to what business would be when the end of the month rolled around. The first week brought on real Summer weather and there was a general letting up in the retail trade. This was

true in all lines of business. The retail dealers had very little to do and they naturally thought that the entire month of July as well as August would be absolutely listless. But such was not the case. By about the end of the second week the buying public of Chicago and vicinity had acclimated themselves to the hot weather, and began buying again. Business started up as usual with a gradual demand for dance records, followed in turn by demand for small goods and portable machines. Portable talking machines, by the way, seemingly have come to stay. It took the dealer some time to put the idea over, but at last to all appearances it has gone over and will continue to grow. The small talking machine has in many instances been the means of getting a great number of people interested in larger instruments and many recent sales of larger instruments are traceable directly to previous purchases of a portable. Chicago still loves to dance in spite of hot weather and nearly every portable that was sold also brought an order for half a dozen or more dance records.

In our rounds about the trade we have failed to find one retailer or manufacturer who does not believe that business will be very good in the Fall. These men feel that business has at last settled down and that we are now through with spasmodic buying and selling. It goes without saying that the upheaval our trade and every other one have gone through for the last year or more has been a very trying ordeal. Few really knew where they were at times, for business was so bad that no one really cared. However, now that all indications at present are point-

(Continued on page 100)

Announcement

“The Jewel Phonoparts Co., 154 Whiting St., Chicago, Ill. have added many refinements and improvements to their line of Jewel Tone Arms and Reproducers, and from Sept. 15th will be in production and will be pleased to furnish the Manufacturing Trade, on request, with illustrations, samples and prices on the highest grade Tone Arms and Reproducers that long knowledge of the business, money, skill and carefulness in manufacture, assembling and inspection can produce at the lowest possible cost consistent with the quality.”

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

ing to real stability in the trade, the dealers and manufacturers are very optimistic and are determined at last to get out of business all there is in it. They have come to a point where they know what the people want and what price they want to pay, and are, therefore, making all preparations to supply the necessary goods. They do not believe, however, that the trade will see during this Fall a wave of buying such as overwhelmed the country during the war days, but they do see a good substantial business that is destined to grow according to the intelligent and aggressive efforts put behind it.

Reopens in Republic

The Burns-Pollock Electric Mfg. Co., of Indiana Harbor, Ind., has just opened a new retail salesroom in the Republic Building. This company manufactures the well known Capitol talking machine, which is a combination of an artistic electric lamp and talking machine. The new warerooms are in charge of I. Lowenthal, retail sales manager for Burns-Pollock, assisted by F. J. DeLisle.

The new retail warerooms were opened formally to the public on July 1st. A year or more ago this company operated the combined retail and wholesale establishments in the Republic building, but some months ago found it necessary to rearrange plans and confine local activity to retail business. The warerooms were, therefore, closed and when the process of establishing retail Capitol shops throughout the country was formulated the new place was decided upon.

Brunswick Frivolity Releases

The Brunswick-Balke-Collender Co. once a year devotes its entire list of releases to frivolity. For eleven months out of the year the releases include selections of a wide variety, from the highest grade of classical music by famous singers and instrumental artists to the popular type of present-day music, but for this one month, when most people are pleasure-bent, it devotes its list to the best dance music of the day. These records certainly go over big, which is natural when one takes into consideration the artists they have to put them over. There is

Isham Jones, the saxophone wizard; Bennie Krueger, Carl Fenton and Rudy Wiedoeft's Californians, each one among the best representatives of popular music in the East, West and Middle West. The annual frivolity release comes at a particularly opportune time, for the month of August means vacation, dancing and good times.

Brunswick dealers all over the country experienced a very busy week as a result of the tie-up with the double-page spread which appeared in the Saturday Evening Post announcing this special release. The advertisement was a very striking one, and was gotten up so as to catch the eye of the dancing public, as well as all those interested in the music of to-day. On one page appeared one of Brunswick's beautiful period models and a list of the releases, which include the best sellers for the month. On the other, surrounding a clever bit of text, were several dancing figures on Brunswick records which were grouped about the page in a very attractive manner.

Cheery News of Cherries

A market report recently printed in one of the Chicago dailies stated that in Dorr County, Wisconsin, over 5,000 cherry pickers are engaged preparing a most wonderful cherry crop, estimated to be worth \$1,500,000. Dorr County is located in the center of America's principal cherry growing territory, and when final reports from all of the cherry growing counties are in we have every reason to believe that some records will be broken. It looks to us at present as though the talking machine men were going to have a pretty good business, especially in Dorr County.

In New Location

The Sterling Devices Co., which since the time of its entrance into the talking machine field had been located in the Lake Shore Building, on Lake Shore Drive, has moved and is now located in its new and larger plant at 1819 Carroll avenue. The new plant is in a modern mill-construction building and is in area about twice the size of the former plant.

This company is now manufacturing and marketing a 3,000 ohm super-sensitive radio head-set, which embodies the very latest electrical and mechanical features. The head-band of this head-set is encased in a patent leather covering and is easily adjustable.

W. O. Miessner, of the Sterling Co., designer of the Sterling head-set, is a pioneer in telephony and for many years has been recognized as an expert in complicated electrical apparatus. In order to get perfect winding on the magnetos of this head-set, Mr. Miessner worked for many months in bringing out a small but accurate winding machine which automatically stops when the requisite number of turns of wire have been wound upon the magneto bar.

New Starr Style Arrives

The Chicago division of the Starr Piano Co., of Richmond, Ind., recently received its first shipment of the new Style 19 Starr phonographs. Upon the arrival of these instruments notices were sent out to Starr dealers in Chicago and from the reception dealers accorded Style 19 it is only fair to believe that this new instrument will in time become one of the most popular models in the well-known Starr line.

This new model is thirty-three inches high, thirty-six and one-eighth inches wide and twenty-one and one-eighth inches deep, and its mechanical equipment includes all of the distinctive Starr features that have contributed so materially to the success of the Starr line.

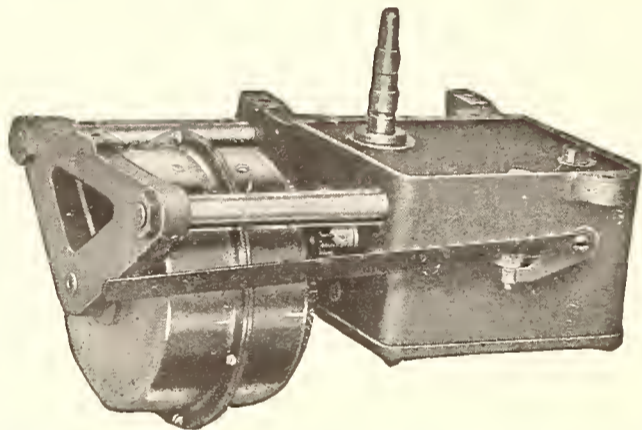
Right Off His Chest

The following is a clipping from the Columbia Record, published by the Columbia Graphophone Co., and applies to a Chicago man:

"The same ingenuity that enabled Joseph Lazar, of the Lazar Music Center, 1976 Milwaukee avenue, Chicago, to become an expert electrician and, during the war, an aero expert, follows him in his present business, that of conducting a Columbia Grafonola and record shop:

"Mr. Lazar participated in a recent Masonic

The Best Motor Money Can Buy



1. The **wick lubricating system**, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be **perfectly lubricated**. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

masque ball at Chicago. He had previously arranged a Columbia three-spring motor on a wooden board strapped to his body and entirely concealed by his novel costume. Between dances, the latest Columbia records were sent forth from the horn, which he attached to his side.

"He won first prize for costume as well as the novelty of the idea.

"Mr. Lazar, who aroused considerable curiosity, went all through the party without being recognized. His costume was well decorated with Columbia notes and also one large blue Columbia decalcomania pinned on with Peter Rabbit bangle pins."

Walbert Mfg. Co. Activities

The Walbert Mfg. Co. reports the foreign business for Geer repeaters has picked up remarkably well in the past few months. The English representative for this company with headquarters in London is sending in numerous large orders for the well-known Geer repeater and a big shipment of several thousand was sent early in the month.

The London representative stated in his letter to Mr. Huth that the Geer repeater has won favorable recognition in all sections of the British Isles. From the present indications it will not be long before every talking machine shop in that territory will be handling Geer repeaters.

The Western traveler for the Walbert Co., Oscar Hoberg, left on the first of the month for an extended trip through the West. The trip will cover over a four months' period and will terminate in Mexico City. It is the intention of Mr. Hoberg to call on all dealers and jobbers in the territory he will traverse for the purpose of stimulating sales of Geer and Gold-Seal repeaters. Much attention will be given to the jobbers in assisting them in the work of supplying these well-known accessories to dealers in their localities. Mr. Hoberg is taking with him a number of demonstration outfits for the purpose of teaching dealers unacquainted with these well-known repeaters just how they work. The

demonstration equipment consists of an electric motor and turn table supported by a small stand.

New Utylyty Unyt

The Unyversal Utylyty Unyts Co., of 6111 Winthrop avenue, is preparing to market a new record-filing device which it will offer to the trade in a short time. This device from a casual glance is seemingly a series of slides, for the purpose of holding records. However, these slides in reality are narrow compartments arranged in a row and so constructed as to move forward and backward by just a slight touch of the finger. When any of the record-containing units is merely touched with the finger it instantly slides out and the record projects into full view, the label on the record being plainly visible. The material used in the construction of this new device may be of wood insert center veneer or thin pressed composition boards.

Flivvs to Chicago

Fred Firestone, manager of the Schumann Piano Co., Victor dealer of Rockford, Ill., flivved to Chicago from there recently to see his old friends in the trade. Fred is one of the best-known retail men in the Central West and in his twenty-five years' activity in the music field has been connected with some of the biggest houses in Chicago. He says that the trade in Rockford promises to be an exceedingly good one for the coming Fall and he is telling his Chicago friends that they will have to go some this season if they sell as many instruments as the boys down in Rockford insist they are going to sell.

Music as a Therapeutic

For a number of years the Six Brown Brothers, headed by the well-known Tom Brown, have been appearing all over the country in a clever saxophone act. The trade knows all about the Brown Brothers, having tied up on many occasions with them for the purpose of selling Six Brown Brothers records. Recently, however, an organization was formed for the purpose of emulating the Brown boys, and the members

are aiming so high that they feel that in due time they, too, will be well-known saxophone stars. However, they will not become professional saxophonists. Their mission in the field of harmony is merely to cheer patients at Chicago's Tuberculosis Sanitarium.

The sextet are employes of the Health Commissioner's office in Chicago. Nearly every day they congregate on the roof of the City Hall and "let 'er rip." Chicago's health commissioner, Dr. Bundesen, like his predecessor, Dr. John Dill Robertson, believes that music has a stimulative effect, especially on patients suffering with chronic diseases. For that reason a sum of money from the Health Commissioner's appropriation is devoted each year to the purchase of musical instruments, especially talking machines, which are purchased and placed in the wards of the sanitarium.

Congratulations, Mr. Kapp

J. Kapp, who is very well known to the trade of Chicago, is receiving the congratulations of his friends on his marriage to Miss Frieda Lutz, which took place at the Parkway Hotel, August 6. Mrs. Kapp is a familiar figure to the talking machine trade and has won many warm friends through her charming personality. We all join in wishing the couple all the good luck and happiness which they deserve.

Among Department Stores

A canvass of the retail trade in the Loop discloses a very optimistic outlook for the month of July and especially for the Fall. Rothchild & Co., who have been advertising every week in the daily papers and going after business in an earnest way, report that they have doubled last year's business. One week they did \$25,000 worth of business and they have been selling from six to ten machines a day. Although this does not look like an enormous amount of sales, the significance of these statements should not be overlooked. What is meant is that through advertising, hard work and special sales this con-

(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)

cern is creating a goodly number of prospects for the Fall. However, with all this optimism, we have a little pessimism thrown in—the fact that the record business has fallen off considerably during the hot spell.

W. B. Papineau, who was recently appointed manager of the musical department of the Fair, has made things “hum” since his arrival. He has changed the department and made attractive displays of small goods. He also put on advertising stunts such as demonstrating Wallace records and special sales for ukuleles, having Miss Jennie Durkee, the originator of the American way of playing the ukulele, give demonstrations. Thus by injecting a bit of enthusiasm in the department it has resulted in a good report for the Summer months. Mr. Papineau says that portables are in the lead. However, portables have been the means of stimulating a desire for better music and they have had numerous cases where prospects have come back and bought higher priced machines.

It seems that the higher priced machine is very much in vogue this month. Mandel Brothers, who handle the Vocalion, report that the first two weeks of July witnessed more business than the whole month of July last year, and the higher priced machine is the largest seller. People are looking for price and willing to pay for a higher grade machine provided they get quality. And along with the higher class models there is a larger cash payment. In fact, terms have been the least consideration and large down payments have been a dominating factor this month.

T. W. Hindley, manager of the talking machine department of Mandel Brothers, left the latter part of June for the East, and was away about a month. He visited Philadelphia, Atlantic City and spent a week at the Aeolian Co., at New York. The remainder of his vacation was spent summering at Shattuck Inn, Jaffery, N. H.

Marshall Field & Co., who represent the

Cheney Talking Machine Co. in Chicago, are also coming in for their share of the higher grade business, as the Cheney stands the test of the most critical public.

Although conditions are still somewhat spotty the tendency throughout the trade is for better business in spite of the strikes and labor troubles that we are going through.

“Note the Notes”

W. C. Bartelt, of Fort Atkinson, Wis., was a visitor at the Columbia's offices in Chicago recently. He is proprietor of a successful music shop handling Columbia Grafonolas and records.

An exclusive Grafonola shop, complete in every detail and constructed to give the public a comfortable and convenient place to buy their phonographs and records, has been opened by Claude L. Beisel in Lafayette, Ind. Nothing has been left undone to make this shop the most modern of its kind in the Hoosier State.

Earl Clark, Columbia dealer of Monroe, Wis., spent the day recently at the Chicago office of the Columbia Graphophone Co.

Tom Butler, Columbia dealer at Wabash, Ind., dropped into the offices of the Columbia Graphophone Co. the other day. Business in Wabash is picking up and prospects for a large Fall business look good, according to Mr. Butler.

Open New Store

A new music store is being opened in South Bend, Ind., under the supervision of Lang Bros., to handle the Brunswick line. One of the brothers, J. E. Lang, is very prominent in talking machine circles, and for several years was sales manager for Elbell Bros., of that city.

On Vacation

C. W. Hyde, of the Chicago Talking Machine Co.'s sales force, has just returned from a motor trip which took him through Wisconsin and Minnesota, and announces that he is now full of pep and will immediately begin activities for a Fall campaign.

V. K. Tremblett, also of this company's sales

forces, spent two weeks at Wausau, Wis., in the company of H. S. Wright, Victor dealer. During the two weeks that these gentlemen were together they succeeded in cleaning out all the lakes around Wausau. The cleaning-out process consisted of capturing the largest string of fish that was ever told about.

We understand that R. E. Kane, who travels Illinois and Iowa for this company, is in Michigan on his vacation, also demonstrating his prowess as a fisherman.

But after all is said and done, the above gentlemen will have to go some to keep up with Fred Putnam, of the Putnam-Page Co., of Peoria, Ill. Fred spent two weeks up around the Wisconsin fishing grounds and was as brown as a berry when he came to Chicago en route for Peoria. Fred did not have much to say about the fish which got away, but we're willing to bet that very few did after giving his waistline the once over!

Takes on Brunswick

A copy of a Milwaukee newspaper recently came into the Chicago office, and this particular issue carried a third-page announcement that Bradford's have taken on the Brunswick line, “As an added feature” of this institution's music service. The advertisement was illustrated by a cut of the “Georgian” Brunswick period model de luxe. The text matter carries the message that this move marks “Another step forward, further emphasizing Bradford's position as Milwaukee's most prominent distributor of talking machines and records, making this most popular music house even more popular. All music-lovers will welcome this announcement. With the addition of the famous Brunswick phonographs and records to our other established lines, here is service supreme that makes for complete satisfaction.”

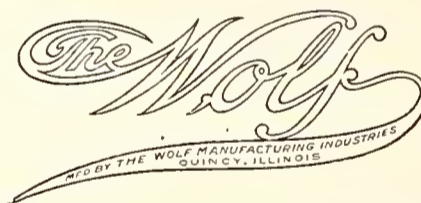
Illinois Dealers Who Are Doing Things

News reaching the Chicago office of The Talking Machine World from various parts of the

(Continued on page 104)



RADIO — PHONOGRAPH



A COMBINATION CABINET

Made so you can install

Radio Panel or Panels

In One Side and Phonograph
in the Other

This cabinet is Flexible to the wants of your trade— can even be sold by the dealer to the Radio Enthusiast who wishes to install his own Radio Set.

Made in Quantities and Carried in Stock by Us—so can give you Prompt Service on “Hurry-Up” Orders, Large or Small.

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Offices
123 WEST MADISON STREET
Chicago, Ill.

Factory and General Office
110-126 3rd STREET
Quincy, Ill.



HERE IT IS!

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., 6 East Lake Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

TONE ARMS
Fletcher
 REG. TRADE MARK
REPRODUCERS

Fletcher
 REG. TRADE MARK



Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

Dealers, Send for Prices and Terms

FLETCHER-WICKES CO.

6 East Lake St., Chicago, Ill.

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"



STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION

Yes, 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
6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

State discloses the following, among other facts:

H. S. Bassett, of Tuscola, Ill., is preparing for increased business this Fall by enlarging and remodeling his retail store. His store is being equipped with the most modern sound-proof hearing and demonstration booths.

Tedens' Music Store at Lamont, Ill., will also be remodeled and redecorated for Fall business. Mr. and Mrs. W. H. Tedens were recent visitors to Chicago and while here spent a great deal of their time picking out equipment and purchasing goods for the coming season.

The store of Barker & Sullivan, at New Rochelle, Ill., will be redecorated during the month of August and will likewise be fitted out with up-to-date sound-proof demonstrating and hearing rooms.

Changes in Sales Force

Harry B. Bibb, sales manager of the Brunswick-Balke-Collender Co., of Chicago, has announced the following sales changes in the sales department supervised by him: K. McInnis, who formerly looked after the Milwaukee territory, has been transferred to Detroit, Mich., where he will maintain headquarters.

P. H. McCulloch has been transferred from the Brunswick central Illinois territory to Milwaukee, where he will establish headquarters. Both of these changes were effective August 1.

Victrola 111 Arrives

The Victor Co.'s latest Victrola 111 has just arrived in Chicago. The jobbers are jubilant, likewise the dealers, over this new model. It is very simple in design, but carries the same graceful proportion that characterizes all Victor models. This new instrument is furnished in either mahogany, oak or American walnut. It is equipped with a spring motor, and carries a retail price of \$225. When equipped with an electric motor it retails at \$265. The new instrument has Victor record albums, twelve-inch gold-plated turntable, gold-plated sound box, tone arm, etc. It also carries an automatic

stop, speed regulator and speed indicator. It is forty-five and three-quarter inches high, twenty-two and a half inches wide and twenty-four and three-quarter inches deep.

F. S. Spofford's Protege

F. S. Spofford, who conducts a Sonora shop on the seventh floor of the Republic Building, is receiving congratulations upon the remarkable hit made by his seventeen-year-old protege, Aldo del Missier. The young violinist recently played at Madison, Wis., before the Lions Club, at the executive mansion before Governor Blaine, and again at the home of Mrs. Dawson Butler, who is Mr. Spofford's sister-in-law. This young man is making remarkable progress as a violinist, and Mr. Spofford is seeing to it that his protege is getting the best of training.

Barnhart Bros. Add Space

A good many years ago some wise old philosopher broke into print with a little line which said: "Actions speak louder than words." What said philosopher really meant is neither here nor there, but the fact still remains that the old adage contains more truth than poetry. In reality we have come into the state of being that really demands action. In the business world action is, as a general rule, proportionate to ability, and when a concern is really active we may justly estimate highly the ability of the men behind the guns. Also we may usually praise the product of that concern.

These thoughts were brought to mind recently by a visit paid by the writer to the plant of Barnhart Bros. & Spindler, who manufacture the well-known Scottford tone arms and reproducers, and who do a great deal of die-casting for many concerns throughout the country. The activities noticed out at this plant were very significant and were centered about a building program. The plant of this firm is a very large one and covers a great many feet of ground. The die-casting plant is probably one of the biggest, if not the biggest, in Chicago.

but still it is not big enough. Therefore, it has been found necessary to increase the floor space to the extent of an additional story. The plant now housing the die-casting department contains a basement, first and second floors, but within a few weeks the third floor will have been completed and in operation. As soon as this work is finished, the builders will begin adding a third floor to the office building. The additional office space and die-casting department were necessitated by increasing business in the Scottford tone arms and reproducers, as well as in radio parts. The demand for the latter has grown to great proportions during the past few months. This company is supplying everything usable in radio that can be die-cast.

Handling Clapp-Eastham Sets

The Clark Radio Shop, carrying a complete line of Clapp-Eastham sets and supplies, has been opened in the DeKalb factory building by the Clark Orchestra Roll Co. This retail service has been determined upon as a response to the many local demands for reliable apparatus, and is but an extension of the musical activities of the Clark music roll plant. B. H. Clark, secretary of the company, and a one-time amateur operator, is in charge of the sales of this well-equipped shop.

Victor Show Case

The Chicago Talking Machine Co. is getting splendid results from the campaign on Victor needle show cases. The case is sold to the dealers for \$3 and offers quick service in the sales of Victor needles. It is of all-metal construction, seventeen and one-half inches wide, seven inches high and eight inches from front to back. The door is all glass and the case is indexed on the rear. The case is finished in full mahogany color with gold edges, and bears the Victor dog trade-mark.

Baldwin Sales Force Meets

The sales force of the Chicago branch of the Baldwin Co. has planned an intensive selling

The PORTOPHONE



Open

The Biggest Value in the Talking Machine Industry Today

A Portable Phonograph built into a leatherette Traveling Case. Plays all makes of disc records with perfect tone.

The PORTOPHONE is the pioneer in the portable phonograph field, and more than 40,000 have been sold. Equipped with the highest grade, powerful, double-spring motor, regulator and turntable brake.

An instrument that is pleasing to the eye and the ear—a favorite in any home. The tone of the PORTOPHONE is equal to any instrument selling at from 5 to 10 times its price, a fact that is made possible through quantity production and organized distribution.

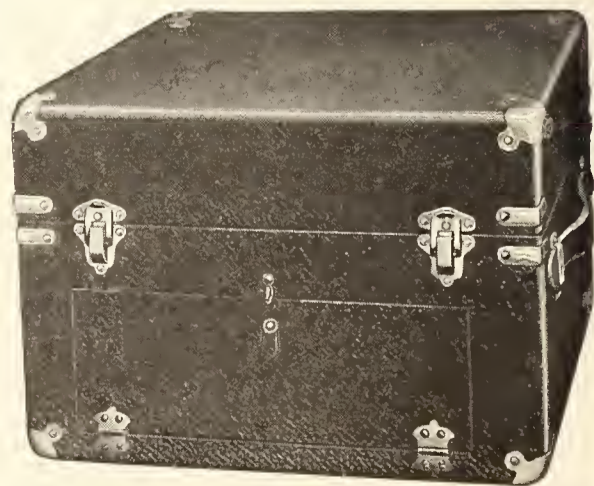
The Big Season for instruments of this class is just starting—tourists, campers, autoists and people with money to buy will soon be looking for a portable phonograph—and the PORTOPHONE is the answer.

A comparison of the PORTOPHONE will quickly prove our contention that it is the biggest value in the talking machine industry today. Made complete from the motor to the cabinet in one factory and sold through the legitimate channels of trade at a good margin of profit to the dealer.

Write us for full particulars at once.

**The CONSOLIDATED
Talking Machine
Company**
229 West Washington St.
CHICAGO

Branch, 2957 Gratiot Ave., Detroit, Mich.



Closed

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

campaign at a conference with salesmen from Baldwin branches all over the United States. If the enthusiasm demonstrated at this conclave is any forecast for the remainder of the year the Baldwin Co. will undoubtedly go through one of the very busiest periods of its existence.

Business was the order of the day and every representative of the Baldwin Co. had an opportunity to familiarize himself with the newest features of the Baldwin line of pianos and talking machines. After the meeting the conventionists went out to the Marigold Gardens for a little party, at which time they presented to W. S. Price, the new manager of the Indianapolis division, a beautiful watch as a token of appreciation for his excellent work in behalf of Baldwin in his territory.

"Buck" Wheat Visits

"Buck" Wheat, of William H. Reynolds, Victor wholesaler, of Mobile, Ala., recently spent a two weeks' vacation in Chicago. The vacation was really a home-coming, as Mr. Wheat spent nearly all of his time visiting with his folks of this city. This is the first time in nearly two years since he has visited Chicago.

Another Southern Victor man to visit Chicago during the latter part of July was J. D. Moore, of Maison Blanche, of New Orleans, La., who came on a buying trip, and while here called on many of his friends in the trade.

A Progressive North Side Dealer

One of the most progressive dealers on the North Side of Chicago is Carter B. Cordner, owner of the Symphony Music Co., 1020 Wilson avenue. Although limited for space he has his shop arranged in a most attractive and tasty manner. The service he renders the public is another item not overlooked. A complete stock of Columbia records is always kept and his display of period model Grafonolas is probably the most extensive in the city. His window displays, which are always of a high grade, embody ideas and suggestions that call for the

unusual, practically always in colors and carry a sales message to the pedestrian in a most unique manner.

Mr. Cordner has returned from his vacation at Eau Claire, Wis.

Fine Business With Hall Mfg. Co.

When F. D. Hall, of the Hall Mfg. Co., returned to Chicago early in the month from his Western trip he immediately paid a visit to headquarters, where he received a very pleasant surprise at the hands of H. J. Fiddelke. The surprise was none other than a complete report of the inventory disclosures for the fiscal year which ended in June. The reports show that business consummated by the Hall Mfg. Co., from June, 1921, to June, 1922, was far in excess of what had been anticipated. In fact, almost double that of the preceding year.

The outlook for the coming year is very promising. Mr. Fiddelke hopes to see greater production than ever before in the history of the country.

Mr. Fiddelke is one of the few men in Chicago who will not make a visit to the seashore or countryside for a two weeks' vacation rest. It is true that he will have a vacation, but his rest will consist of more work. He is building a home out in the Beverly Hills district in the southern part of Chicago and he intends to spend his vacation with a hammer and saw, helping the good work along.

L. C. Wiswell Vacating

L. C. Wiswell, manager of the wholesale Victor department of Lyon & Healy, left Chicago on the 24th for his vacation. Accompanied by his family he motored to his Summer home at Belvidere Beach, near South Haven, Mich.

Otto Heineman Visits Chicago

Otto Heineman, president and general manager of the General Phonograph Corp., spent a week in Chicago during the month of July. Accompanied by S. A. Ribolla, manager, Mr.

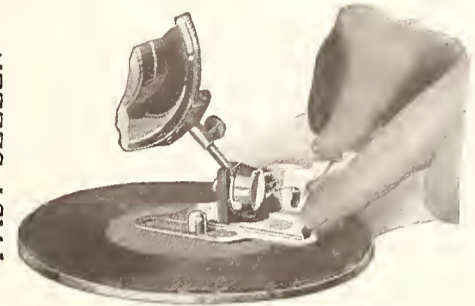
Sharpen the Fibre Needle

Without removing it from the
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
FIBRE NEEDLE
CUTTER**

LIDSEEN PRODUCTS

832-840 So. Central Ave. CHICAGO

Heineman spent quite a bit of time calling on the local trade in Chicago and Milwaukee. Mr. Heineman then left for St. Louis and other points in the Central West. After his visit to this territory he returned to New York, stopping

(Continued on page 106)



Announcing the Uradiola Line of De Luxe Radio Receivers

The General Radio Laboratories handle only tried and tested radio apparatus. Following this policy, we have adopted the URADIOLA line of DE LUXE radio receivers and are now offering to the dealer a line of apparatus which will move fast, bring in returns, and sell itself on its own merits (two models illustrated). In appearance, any URADIOLA model, from the URADIOGRAND to the series AI Tuner and Audion Detector, rank among the finest in harmonizing with home appointments. The cabinet work is unexcelled.

A genuine hand-rubbed piano finish gives the instruments that touch which appeals to the particular buyer—the man who knows how to judge good furniture. For the man who knows radio, all that is necessary is to show

him the inside. The buss-bar wiring, bakelite sockets, breakdown tested transformers and change-over inductance (for waves up to 10,000 meters) have been built into the apparatus by radio engineers of long standing.

Waves up to 10,000 meters are received with this instrument, giving a broad range should the broadcasting wave lengths be increased. This is of untold value to the buyer. The manufacturers of the set state that the daylight range of the receivers is about 500 miles, while at night this range is more than doubled.

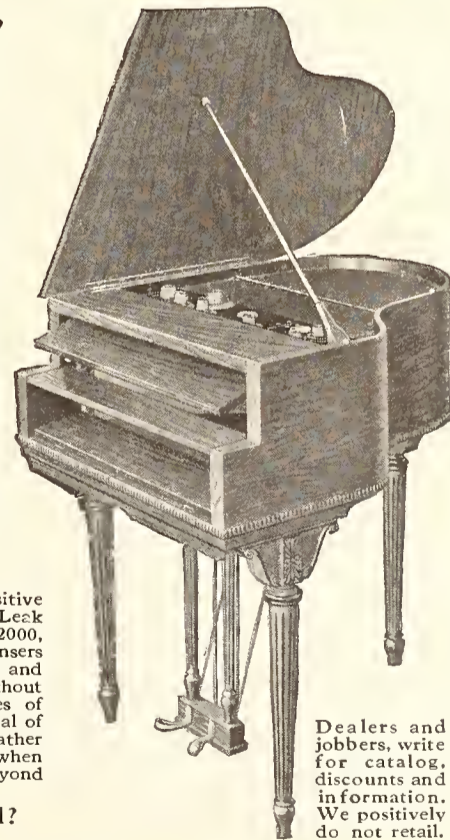
Models not shown are AI Tuner and Audion Detector, Series C3; Tuner Audion Detector with Two-Step Amplifier, and Two-Step Amplifier alone.

We are also distributors for the super-sensitive Red Star radiophone head sets and Non-Leak variable condensers. Head sets come in 2000, 2400 and 3200 ohms resistances. Condensers are made in 14 plate, 22 plate, 44 plate and 64 plate sizes. Manufactured with or without vernier adjustment. These two pieces of "Quality Radio" apparatus are symbolical of our entire line and are fast sellers. Cool weather is coming, with long evenings indoors, when the demand for radio sets will again be beyond the capacity of the output.

Are you ready for this demand?



Series B2




Dealers and jobbers, write for catalog, discounts and information. We positively do not retail.

1730 Tribune Building

General Radio Laboratories

INCORPORATED

7 So. Dearborn St. CHICAGO



I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

off en route at the factory at Elyria. Mr. Heine-man was quite optimistic concerning the coming Fall business and has already made provisions for the purpose of increasing to capacity production at the Okeh plants.

Swanson Portable Well Received

R. W. Moon, general manager of the Swanson Sales Co., of Los Angeles, Cal., stopped off in Chicago for a few days' visit, calling on the jobbing trade while en route to his headquarters at Los Angeles. He also visited quite a number of dealers for the purpose of establishing accounts for the Swanson portable talking machine.

This is one of the smallest portable machines ever introduced to the trade and is manufactured by the Swanson Phonograph Co., of Chicago. It weighs 15¼ pounds and is equipped with a wooden tone arm, to which the sound box is permanently attached. The tone arm, in turn, is connected at one end with a swivel joint. The tone waves travel through the arm and are directed into one corner of the lid. This amplification is much greater than one would suppose. The little instrument, when furnished to the dealer, comes completely equipped in every detail, with needle cups and an album capable of holding twelve records. That the Swanson was favorably accepted by the Eastern trade is evidenced by the number of orders Mr. Moon exhibited. The Chicago

trade also showed great interest and placed substantial orders for this product.

Prof. Cheney at Chicago Piano Club

J. L. Mitchell and E. J. Exter, of Lyon & Healy, arranged a musical program of rare talent for the music men at the August 2nd meeting of the Chicago Piano Club. Signor Liberati, premier cornetist, played several selections and accompanied his music with many humorous remarks. William Lum played several solos as well as a number of popular pieces on the Hawaiian guitar. Well-known radio artists consisting of Harold Saxler, violin; Henry Geiss, saxophone, and Miss Turner, piano, entertained with the latest hits and popular songs. In all it was a very lively meeting. Prof. Forrest D. Cheney, president of the Cheney Talking Machine Co., who was a guest of the club, became so enthusiastic over the prospects of the coming picnic that he offered a cash prize of \$5.00 to the person making the best two-minute salesmanship talk on any subject of the music industry on that day.

When he entered the club rooms he was merely a guest. When he donated his prize for the best two-minute talk on salesmanship he was a good fellow, and after his little talk which was requested of him by Chairman Schoenwald he was unanimously elected a member of the Piano Club of Chicago.

Professor Cheney responded to Chairman Schoenwald's request for a few words by quoting Elbert Hubbard. "Do your work as well as you can and be kind." He went on:

"Each of you men is putting out something of value to the music-loving public and by doing this you members of the club are promoting harmony. Rhythm is the expression of impulse. Melody is the form and harmony is the color. Music sounds are periods of impulses. The period impulses are the mechanical expression of life. For example, when the heart beats in perfect rhythm we have a demonstration of perfect health, but when it records non-periodic impulses or vibration we have an unhealthy condition. Therefore, music is the vibratory expression of life and if it is non-periodic in vibration it is the expression of dissolution and death.

"You men," he continued, "by belonging to this club, are spreading a gospel of good fellowship. It makes your competition wholesome, and wholesome competition is the life of good business, and there is still plenty of room in this world for all wholesome producers and propagators of good music. Your success is like all success, the result of action under proper direction. Envy and jealousy are the beginning of a demoralized state of business and tend to ultimate failure. By your harmonious meetings here each week you accomplish a great purpose and that is the banishment of envy and jealousy.

"Business is the backbone of civilization and is the method whereby all commodities of value are brought in touch with the ultimate consumer. Direct methods and sincere, honest representation as practiced by you boys will bring about a normal condition, establish confidence between the producer and consumer more quickly than any other theoretical methods, either political or otherwise.

"The good will developed by your close association tends to establish a co-operative and kindly feeling which will be of mutual benefit to all concerned. It gives me great pleasure to be a guest of your club and to know the fine spirit among you. You are boys, all of you, old or young. You are boys in spirit and these meetings will have a tendency to keep you boys. The success of each member of this club makes for success of the entire trade. A success built up on the failure of another is not a true success, nor is it constructive in its results, and I know that each and every one of you here to-day is standing on his own foundation. Therefore, I wish you all the success and prosperity you deserve and hope I may again enjoy the pleasure of your company."

Needless to say, the few remarks quoted above are what turned the trick and caused a bond of friendship to spring up immediately between the club and Professor Cheney. He told them just what he had in his heart in a way that won him everlasting friendship and it is to be hoped that his election as a member of the Piano Club means that he will be present at many future meetings.

Canadian Visits

D. M. Wright, president of the McLagan Phonograph Corp., Ltd., Stratford, Ont., spent the first week of August in Chicago. Mr. Wright is the Canadian distributor for the Fletcher-

VIS-MATIC

The Most Wonderful Trade Stimulator and Profit Puller in the Talking Machine Field. Exasperated users groping to touch the record wished for, when wanted, has discouraged the use of machines.

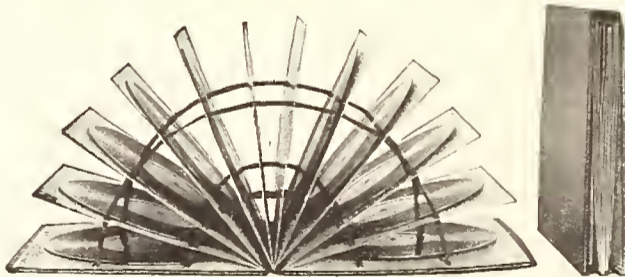
"SELL" every tenth record buyer one VIS-MATIC and the records become at once accessible, accurately, assuredly and with but the finger tips of one hand. Resuscitates the playing of records and using of machines. Old records are discarded. New records and even machines purchased. THE PULMOTOR OF THE TALKING MACHINE TRADE. "SELL" the first VIS-MATIC and repeat orders are insured. Albums, unused, are discarded. A new lease of life is begun with this easy, convenient, accurate, accessible, instantly automatic, all-open, all-receptive, all-numbered, all-labeled, all-in-one "at-last" accomplishment. The "impossible" overcome. MUCH MORE ACCURATELY AND EASILY ACCESSIBLE UPON A STOOL OR CHAIR OR OPENED UPON THE FLOOR, NEAR THE MACHINE, THAN ANY ALBUM SPREAD OPEN OVER THE REQUIRED LARGE AREA UPON A LARGE SPACE UPON A LARGE TABLE.

VIS-MATIC IS THE AVAILABLE MEANS FOR MAKING SALES. A WONDER WORKER. 10" RECORDS ARE AS INSTANTLY FINDABLE IN THE 12" ALBUMS AS IN THE 10". A MARVELOUS FILING GAIN.

UNYVERSAL UTLYTY UNYTS CO.

6111 Winthrop Ave.

Chicago, U. S. A.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)



MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Helman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

Wickes Co., manufacturer of the famous Fletcher tone arms and reproducers. He spent the entire week in company with Messrs. Fletcher and Wickes, in calling on the various wholesale and retail concerns in Chicago. The purpose of the visit was to compare the business methods of manufacturers and retailers in Chicago with those of Canada. Mr. Wright was well pleased with his visit to Chicago.

Speaking of Canadian business, Mr. Wright remarked that the Canadian trade was going along very nicely and was doing a business that was very commendable for this season of the year. "There is one thing I notice about the American business," he said, "and that is that the men are a little slower to take hold after a period of depression, but after they do take hold they go ahead in a remarkable way. In Canada we take hold a little quicker, and when we do take hold we go along in a remarkable way and methodical manner. We are accustomed to take our time, but we get there nevertheless. We are just starting on what we believe will be one of the best seasons we have ever experienced and it would not surprise me in the least if the business of Canada went way over our anticipations."

Oro-Tone Radio Activities

The Oro-Tone Co. has added so greatly to its force of employes within the last few weeks that it is now able to give immediate delivery on Oro-Tone sea-horn loud speakers, precision condensers, vacuum-tube sockets and other accessories incidental to radio. The sea horn marketed by this company is heralded as nature's perfect amplifier. This horn is a genuine sea horn or trumpet shell of the conch family and is a product of the southern seas, recognized for ages as nature's most wonderful and perfect sound amplifier.

This product is a very artistic and ornamental one and comes mounted on a mahogany finished base, complete with phone clamp. They are original conch shells, ranging from twelve to sixteen inches in height and come in three sizes, namely, the twelve, fourteen and sixteen. The horns when shipped from the seaports arrive with the original crusts, and these mosses cling to them, but when completed they are very beautiful and carry a high polish, which brings out each and every color placed there by nature. These colors range from a coral red to a pearl and opal.

The Oro-Tone Co. is also manufacturing, besides its extensive line of high-grade talking machine tone arms, reproducers and Victor-Edison attachments, a very cleverly constructed talking machine spring clamp, which enables the radio fan to use the amplifier of his talking machine as a loud speaker. The phone clamp is attached to the earpiece of the receiver and this in turn is

slipped on to the tone arm in place of the reproducer. These clamps are made especially for the utilization of Edison, Victor, Columbia and Oro-Tone tone arms.

Lakeside Activities

The Lakeside Supply Co. has in the past few weeks turned a great deal of its attention to the rural trade, for the purpose of stimulating radio. The Lakeside people have come to learn, through correspondence with rural dealers, that the farmer who a few months ago was just beginning to notice radio has at present taken hold of it, as he now sees its advantages, not only as regards daily market reports, but he now sees the advantages offered him by the musical programs being broadcast each evening.

There is no getting away from the fact that the rural trade took hold of radio very quickly last Spring, when broadcasting was just beginning to be popularized, but the people who took hold of it then were, in a sense, merely the pioneers, who made their purchases and erected their equipment more out of curiosity than anything else. These pioneers have since relegated their curiosity to the background, as they have come to see the practicability of radio, and their neighbors who come from miles around to listen in have also found that radio is not a fad, and they, too, are now coming into the market.

United Motor Success

Much activity is to be seen in and about the plant and offices of the United Mfg. & Distributing Co. This concern, which manufactures the well-known United motor, has within the last week or two increased its output to a percent-

age which is without doubt five to six times larger than its output of last year. The United motor is gaining more favor each day throughout the trade by virtue of its many exclusive features, particularly its wick lubricating system, which keeps every part in the gear box running in a film of oil. The lubricating system is made possible by the enclosed construction of the motor proper, and this in turn keeps out all foreign material, which has a tendency of getting into and clogging up the gears and other delicate parts of the motor.

Wurlitzer News

Ed H. Uhl, formerly manager of the Chicago division of the Rudolph Wurlitzer Co., has left for a six months' business and pleasure trip to the Orient, accompanied by Mrs. Uhl.

L. E. Eichholz, formerly credit manager of Wurlitzer's Chicago division, has severed his connections with that company. His plans for the future have not as yet been announced.

Percy Kimberly, formerly retail manager of the Cable Piano Co.'s Chicago branch, is now manager of the Chicago division of the Rudolph Wurlitzer Co. Mr. Kimberly is one of the old-timers in the music game and is a very popular man in the Chicago trade.

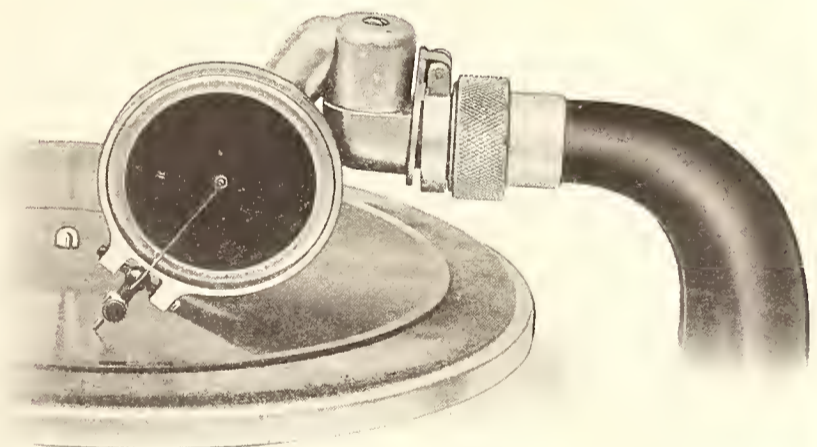
Hans Schloessinger, formerly manager of the Wurlitzer Co.'s wholesale Victrola division at Chicago, has resigned his position to open an exclusive retail Victor shop in Albany Park. The new retail shop was opened on August 1, and nearly every man connected with the Victor jobbers of Chicago attended the grand opening.

(Continued on page 108)

THE NEW ORO-TONE CONCERT EDISON EQUIPMENT

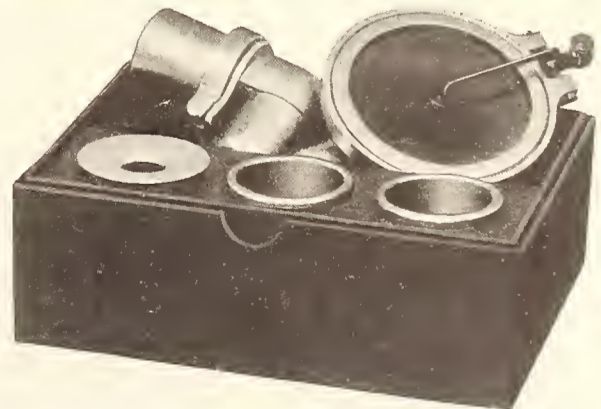
No. 2-E. C.

MAY WE SEND SAMPLE ON APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality
 Operated with the raising and lowering lever the same as the regular Edison reproducer.
 Retail price—Highest grade nickel plate..... \$7.25
 Retail price—Highest grade gold plate..... 9.25
 Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval
 Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment
 1000 to 1010 George Street, Chicago, Ills.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

L. E. Noble, who formerly looked after the management of Wurlitzer's Chicago division, retail Victor department, is now also in charge of the company's wholesale Victor department, assuming the duties of Mr. Schloessinger. Mr. Noble left Chicago on August 5 for an auto trip to northern Wisconsin. He intends to hit the wildest parts of Wisconsin and spend his two weeks fishing.

A. J. Tucker, formerly connected with the traveling forces of the Columbia Co.'s Chicago branch, has now affiliated himself with the Wurlitzer Co., as wholesale Victor traveler, and will cover Illinois.

H. Elthorn has again taken up activities with the traveling force of the Wurlitzer Co. Mr. Elthorn was for a number of years wholesale Victor traveler for this concern, but severed his connections some time ago. His new duties with the Wurlitzer Co. are in the wholesale Victor traveling forces and he will cover the Indiana and Michigan territory for this concern.

Brunswick Picnic a Great Success

Rainbo Spring, St. Charles, Ill., was the scene of much gayety on July 16, when the Brunswick-Balke-Collender Co. held its annual picnic. There was nearly a 100 per cent attendance among officers and employes of this company and everyone proclaimed after the picnic that it was the best one ever held.

Unico Mid-West Activities

W. D. Montgomery, district manager of Unico's Chicago division, is being kept very busy calling on the Central West trade. He recently made a trip through the St. Louis-Omaha section and the day after his return he left for Minneapolis, St. Paul, Duluth and other North Central points. He reports that dealers in all sections are anticipating good Fall business and are making preparations accordingly. There are more dealers remodeling and equipping their stores with the latest fixtures than there have been for a couple of years.

While in East St. Louis Mr. Montgomery closed a deal with the Lehman Music House, of that city, for extensive remodeling. The Unico Co. has already begun working on this store and expects to have it finished for a grand opening on or about September 15. The equipment will consist of specially designed fixtures in ivory finish, and the lighting system will be of the indirect type. In all there will be fourteen of the Unico's most modern designed hearing rooms and demonstration booths. In a sense the store will be set up on the order of Ted Snyder's Music Shop

STERLING



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison Attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer. Distinguished for its clear, flexible, non-metallic tone. Supplied also with Victor and Columbia attachments.

STERLING DEVICES CO.

Manufacturers of
No. 11 Sterling non-infringing tone arm, the Sterling No. 31 tone arm with non-set automatic stop, the Sterling No. 41 non-tapering tone arm and No. 82 Sterling Throw-Back tone arm. Also the Sterling Radio Head-set.

1819-21 CARROLL AVE. CHICAGO

in Chicago, and when completed will be one of the most attractive retail music stores in East St. Louis. The company carries a complete Victor line of talking machines and records, as well as a line of high-grade upright grands, player-pianos, small goods and sheet music.

New Jewel Products

The Jewel Phonoparts Co., through Vice-president and Sales Manager A. B. Cornell, announces that on September 15 it will offer to the trade its new line of tone arms, reproducers and attachments. This new line is very comprehensive and designed so as to meet all requirements. All the new goods contain original patented improvements, the like of which has never before been offered to the trade. One of the reproducers is designed for the purpose of playing either hill-and-dale or lateral-cut records, as desired. The patented features of this new Jewel attachment are brought into action when playing hill-and-dale

records. Instead of the diaphragm being turned to face toward the front of the machine, it is so arranged that it will swing down and under so as to face flatly against the upper surface of the record. This enables Edison records to be played on other machines when the reproducer is in proper position. The stylus bar is also arranged with a double needle holder, one going directly from the end of the stylus bar, for playing lateral-cut records and the other one going out at an angle of forty-five degrees from the anterior surface of the stylus bar, so that the needle may be held in proper position when playing Edison records.

Another Jewel feature is a spring tension tone arm which properly distributes the weight over the surface of the record. This spring tension is longitudinally situated on the inferior external surface of the tone arm.

Still another new Jewel feature is the bell-base tone arm. This is so arranged that the roller bearing and collar joint are completely hidden from view by a bell-shape extension or continuance of the body of the tone arm. When mounted on the talking machine this tone arm is very attractive and the design not only lends beauty, but prevents the encroachment of dust particles upon the roller-bearing system.

The stylus bars of all these new Jewel products carry a special feature which is thoroughly patented and which Mr. Cornell claims has never been offered to the trade before. This comprises a new construction which permits the playing of Edison records with a fiber needle. Manufacturers have already written for samples of these new Jewel products, but Mr. Cornell says that they will in no case be offered to the trade prior to the aforementioned date, September 15.

Selling in Spite of the Strike

During the street car strike the music men throughout the Loop called for and delivered their prospects via automobile, and in this way they kept their business on a fairly normal basis. Orders for the latest releases of records, music rolls and sheet music were taken over the phone, as was the case with the department stores.

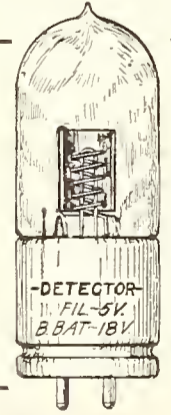
The Victor jobbers of Chicago met a few days prior to the first of the month for the purpose of working out a plan whereby the August releases of Victor records would be on the market in good time. Proposal was made that the August releases go on sale two days before schedule and this proposal was carried out. Consequently, for the first time in history, monthly releases of Victor records were put on the market ahead of the

LAKESIDE — EVERYTHING IN RADIO

A HIGH GRADE
DETECTOR TUBE

TRY ONE AND YOU'LL
WANT MORE

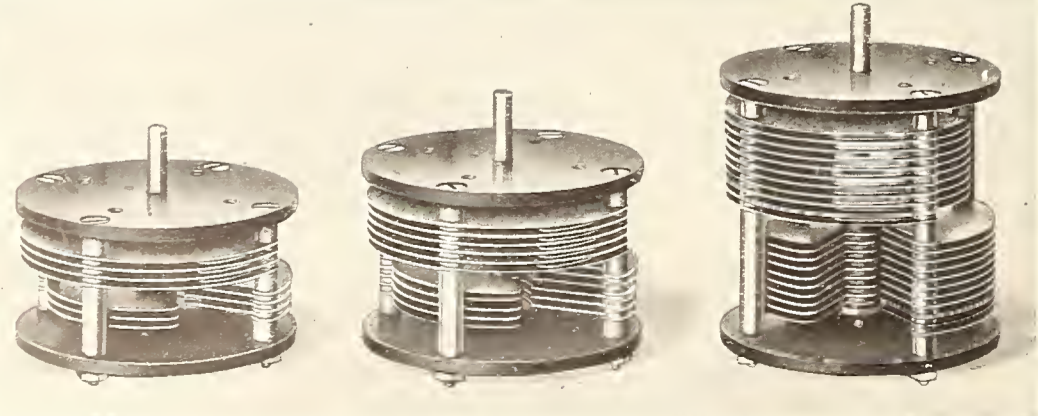
List \$5.00



NEW TYPE
Balanced Condenser

TRY THESE FOR
CLOSE ADJUSTMENT

14 Plate.....	List \$3.00
22 Plate.....	List 4.00
42 Plate.....	List 5.00



LAKESIDE SUPPLY COMPANY, 339 So. Wabash Avenue, Chicago, Illinois
PHONE HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

regular schedule, beating said schedule by at least two days. The August Victor library, however, was not offered to the trade in any other section of the country ahead of the regular date. This idea of advancing the schedule two days prior to the car strike enabled Victor dealers in all parts of the city to get the August records to the public in good time before the strike.

New Chicago Retail Openings

That a concerted effort is being made by music dealers of Chicago for new and bigger business this Fall is shown by the many new retail stores being opened and by the vast program of alterations and remodeling now being carried out by progressive houses.

Among the foremost of these is the J. M. Dvorak Music Co., which opened its new store at 3844 West Twenty-sixth street on August 1. The new shop is located in a modern two-story building which affords the company a great deal more space than heretofore and thus enables it to handle a larger line of talking machines and pianos. The original location of this company was at Crawford avenue and Twenty-sixth street, but it was decided that these quarters would be inadequate for the contemplated activities beginning August 1. Besides a full line of Victor goods, the Dvorak Music Co. is handling upright, grand and player-pianos.

Another new retail shop which was opened in Chicago on August 1 was that of F. H. Clark, formerly of the Reichardt Piano Co., at 2135 North California avenue. This gentleman has had a great deal of experience in retail sales.

Visits Chicago

T. G. Devine, Kansas City representative of the Columbia Graphophone Co., was a recent visitor to Chicago. He stopped here while en route to Kansas City from a vacation trip spent in the northern part of Canada.

Radio Show in October

Chicago is to have an official radio exposition from October 14 to 21, which has been endorsed by the Chicago Executive Radio Council. The Coliseum has been selected as the place, and the

time is one considered highly advantageous from the standpoint of those who manufacture and market radio instruments. To those interested in radio throughout the United States, among which, of course, are included large numbers of music merchants, a communication has been directed by the Chicago Executive Council, setting forth that it was the voice of the meeting of the Executive Radio Council that there should be but one annual radio show for manufacturers held in Chicago. "Before giving this endorsement," it says, "we took into consideration the caliber, ability and financial responsibility of the Chicago Radio Show management, the location and adaptability of the Coliseum, which is Chicago's big exposition building and the only suitable place for holding a show of the importance such as the magnitude of radio merits. The October dates we consider particularly opportune for stimulating the best interests of radio."

A radio show of this nature and magnitude will provide an excellent opportunity for those music merchants who are interested in radio and who want to settle upon a definite line of radio merchandise, to inspect the latest improvements in all their varied forms under one roof and at one time. A large sum of money will be expended before the doors are open, according to James F. Kerr, manager; forty per cent of the amount

being appropriated for advertising in newspapers and on billboards. The Coliseum, being an internationally known center of trade expositions, will not only provide excellent facilities for display of the many different radio companies planning to exhibit, but will also lend color to the proposition and give it an aspect of importance calculated to impress people of Chicago. The show is under the direction of men of unlimited experience and the ability to make an unqualified success of the event.

New Blood Equipment

The Blood Tone Arm Co. has just added a new tone arm and reproducer to its list, which embodies a new principle. Hitherto it has always been the custom to confine the weight of the reproducer to five and one half or six ounces, as the record will not stand a greater pressure. Although this reproducer weighs twelve ounces, the weight on the record is only five and three-quarters to six ounces, due to a novel arrangement of parts. Another thing, there is but one joint to contend with, which is so accurately made that it can't rattle. "We are using only the best two nine-sixteenths mica in this equipment, as we have found that there is nothing that can equal it for detail of tone. This equipment for lateral records is by far the best we have ever built," says Mr. Blood.

MANY TALKING MACHINES SHOWN AT PROGRESS PAGEANT

Chicago's Annual Civic Show, Held on the Big Municipal Pier, Attracts Great Crowds—Something of the Displays and Those Who Made Them—Radio Not Strongly in Evidence

CHICAGO, ILL., August 7.—Chicago's Pageant of Progress opened its doors to the public on the morning of July 29. The Pageant is an annual affair, under the auspices of the city fathers; and is, in fact, an annual world's fair. It is held on Chicago's big Municipal Pier, and commercial exhibits from all over the world are shown. Particular attention is always paid to the activities of the industries of the City of Chicago and the

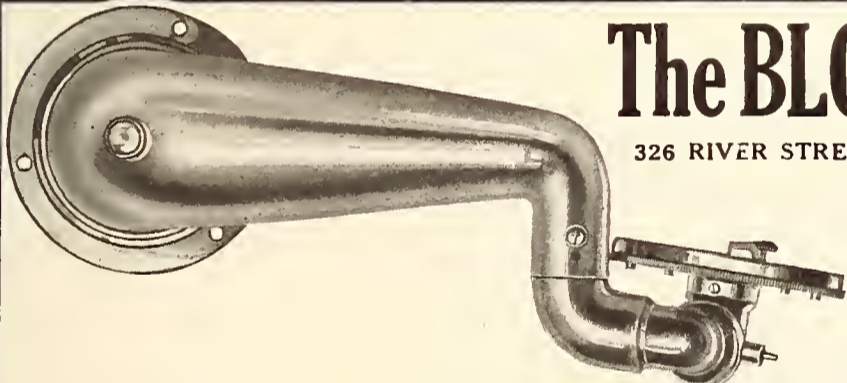
State of Illinois. The show closes on August 14.

This year elaborate preparations were made for music. Last year music was neglected, but this year it is well out in the limelight. In fact, music bosses the show and is to be heard in every style, from grand opera to the latest popular songs, with exhibits of every conceivable kind of musical instruments well in evidence.

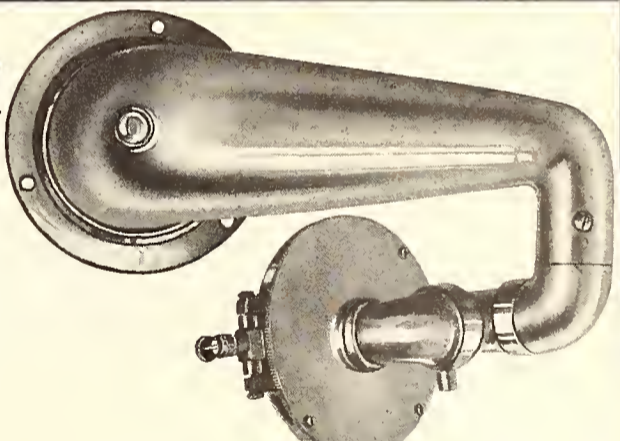
(Continued on page 110)

The BLOOD Arm

326 RIVER STREET CHICAGO



Because of manufacturers claiming to sell Blood Arms, we wish to inform the trade that we are the only manufacturers of Blood products.

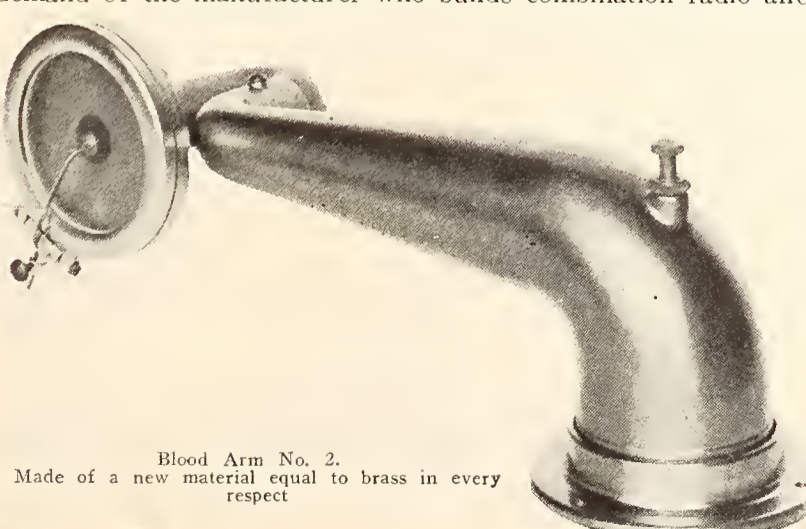


Notice perfect alignment of Arm and Reproducer

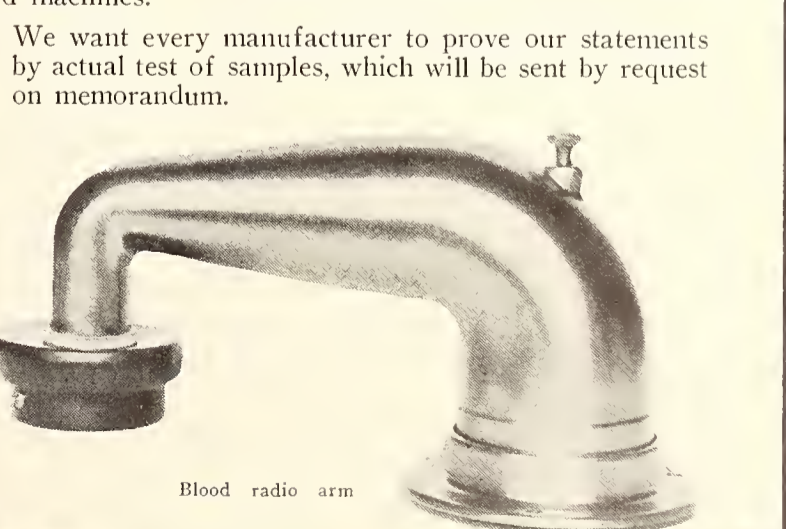
This arm is the consummation of all that is sought after in such a device. Beauty, durability and efficiency are its merits. The high mark of distinction attained by "Blood" products is admirably upheld by this equipment. The price is very low, compared to its high quality.

Blood Arm No. 2 is the best arm that was ever put on a phonograph. For clearness and scope its reproduction is unequalled. Will play equally well with the loudest or softest needle, losing none of its quality in either extreme. In this arm is developed a new principle which has proved of wonderful value in sound reproduction, in that it reproduces in greater detail and much more volume. **IF YOU WANT THE BEST GET THIS ARM.**

We are also ready to supply a radio arm, which is interchangeable, on the base of our regular arm, designed to meet the demand of the manufacturer who builds combination radio and record machines.



We want every manufacturer to prove our statements by actual test of samples, which will be sent by request on memorandum.



Blood Arm No. 2.
Made of a new material equal to brass in every respect

Blood radio arm

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

Nearly all exhibitors, especially the talking machine and piano men, took advantage of the opportunity offered them in getting up comprehensive mailing lists. This was done by means of either cards or visitors' registers. In order to induce the people to sign up some of the companies got them in by offering souvenirs or votes on prize instruments. The Jewel Phonoparts Co., Lyon & Healy, Gulbransen-Dickinson, Kranich & Bach and other well-known concerns made use of the vote scheme for the purpose of building up mailing lists. Each visitor was given a small card, whereon he placed his name and address and deposited it in the ballot box. The last evening of the Pageant the drawings will be

is constructed so that, in playing hill-and-dale records, the sound box swings under, so that the diaphragm faces over against the record, instead of being merely swung sidewise, as is generally the case. The stylus bar is designed so that a needle may be inserted at an angle of forty-five degrees downward from the foot of the diaphragm. These new stylus bars carry special patented improvements that permit the use of fibre needles when playing either the hill-and-dale or the lateral records. The exhibit was in charge of A. B. Cornell, who had his booths arranged to show seven different types of tone arms that his company manufactures. These were on display in a handsome showcase and they were also seen

REGAL

PREDOMINATES
IN THE
50¢ RECORD FIELD

Wallace Institute

The Wallace Institute of Chicago exhibited its well-known line of Wallace reducing records. The display was in charge of Walter C. Eckhardt and much interest was developed in the demonstration of "How to Get Thin to Music." A beautiful young lady demonstrated the use of the records to onlookers and the walls of the booth exhibited life-size "before and after" photographs of women who sent testimonials.

Steger & Sons Piano Mfg. Co.

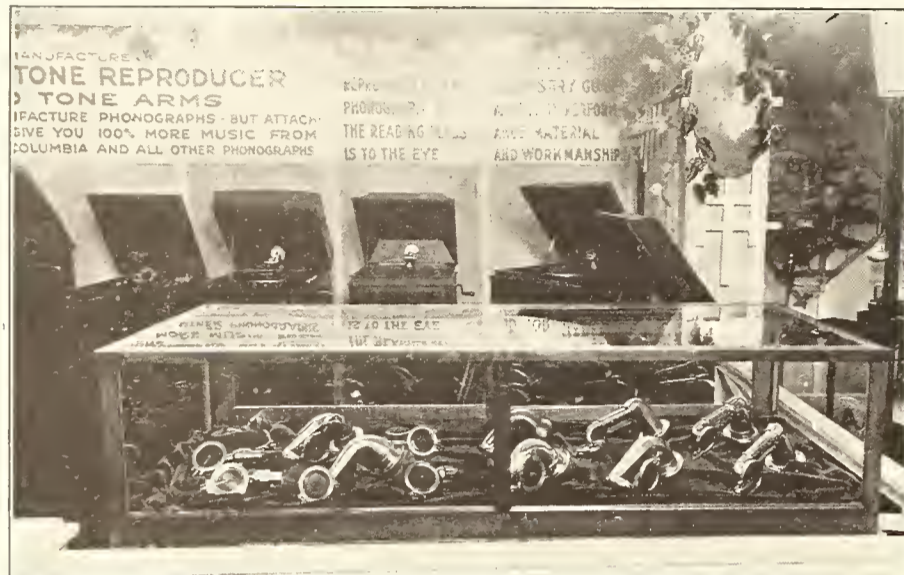
The Steger & Sons Piano Mfg. Co., was on deck with a complete line of Steger instruments, both pianos and talking machines. The piano exhibit comprised all models of uprights, grands and player-pianos, as well as a complete showing of upright and console talking machines.

Starr Piano Co.

The Starr Piano Co. exhibited its lines of talking machines, records and pianos. This exhibit was in charge of F. D. Wiggins, of the Starr Co.'s Chicago branch. The background of this booth was taken up by a heroic facsimile of a Gennett record.

Magnola Talking Machine Co.

The Magnola Talking Machine Co., together with its parent concern, the M. Schulz Co., attracted considerable attention with its lines of Magnola talking machines and M. Schulz pianos, such as uprights, grands and players. The company's new small grand was featured strongly. This company was one of the few which took advantage of seasonal trade stimulators in the form



Partial View of Jewel Phonoparts Exhibit

made at each company's booth and the winners will receive a tone arm, banjo, piano or something else, as the case may be.

Jewel Phonoparts Co.

The Jewel Phonoparts Co. displayed a full line of its product and special attention was called to its new "throw under" tone arm. This

Co., of Iowa City, Iowa, exhibited, under the direction of L. J. Ingram, sales manager, and F. W. Kracher, advertising manager, its full line, with special emphasis on its Claxtonola Portable. The portable was shown by itself, backed by a very artistic setting suggesting a camping spot in the woods.

Brenard Mfg. Co.

The Brenard Mfg.

Burns-Pollock Electric Mfg. Co.

The Burns-Pollock Electric Mfg. Co., of Indiana Harbor, Ind., exhibited its well-known Capitol talking machine in copper, silver and gold. This is in the form of a handsome electric table lamp, the base of which is utilized as an amplifier. The exhibit was in charge of I. Rosenthal.

VITANOLA

The Phonograph of Marvelous Tone

News of Importance



No. 43—List \$125.00

Write us for DEALER'S price

We are now opening new agencies, and if YOU are a live dealer who appreciates merchandise of the highest quality, carrying a dealer profit, too, that makes it a line far "above par," please write.

We need some dealers to join the hundreds of OLD Vitanola dealers who continue to handle and make a success of what one of them characterizes as "the one line we never had a kick on."

When you get our proposition we think you will be glad you wrote, so at least investigate—and "do it now."

We now have in process an entirely new line of uprights and consoles, at prices that will make them predominate in the customer's eye and attention. You may have descriptions and prices NOW, if you drop us a line.

"IT IS EASIER TO SELL THE VITANOLA THAN TO COMPETE WITH IT"

Good Salesmen Wanted to Represent Us in Territory Not Already Closed

Vitanola Talking Machine Co.

1920 So. 52nd Avenue

Cicero, Ill.

of fans, which were passed out to the visitors. All during the Pageant the fans were much in demand and continually in use.

Lyon & Healy

The Lyon & Healy exhibit consisted of "everything known in music" and radio. This exhibit was in charge of Charles Hindringer, who was ably assisted by a corps of workers from Lyon & Healy's sales force. This exhibit was really remarkable, as there was nothing in the way of a musical instrument which could not be seen. Their radio exhibit consisted of all the well-known radio products, such as Aeriola, junior and senior sets; De Forest equipment, De Veau loud-speakers, Clapp-Eastham receiving sets, Bowman radio receivers, Remler supplies, etc. Quite a bit of attention was centered about the Lyon & Healy Victor exhibit, which comprised a full line of Victor talking machines, and special attention was given to the new Victrola model No. 111.

O. W. Richardson & Co.

O. W. Richardson & Co., one of the largest furniture stores in the Loop, exhibited a full line of their wares and paid particular attention to the talking machines it carries. The talking machines on exhibit at this company's booth were Widcomb, Aeolian and Sonora, as well as a library of Aeolian records. The exhibit was in charge of A. J. Gosswiller, sales manager of the talking machine department, who was assisted by J. W. Lane.

Detmer Piano Co.

The Detmer Piano Co. exhibited its line of upright and console talking machines and attracted the kiddies with little paper cut-outs of the product it handles.

Radio Displays Few

It had been anticipated right along that radio would be a more prominent feature at this year's exhibit than music. However, as an actual fact, there were very few radios, whereas there were very many musical instruments. The companies exhibiting their wares were as follows:

The booth of the Westinghouse Electric & Mfg. Co. was in charge of A. D. Turner, pub-

licity representative. The exhibit consisted of an extensive line of electrical equipment, together with the detector units they manufacture. The Radio Corp. of America distributes the product of Westinghouse and much activity was centered about its Aeriola receiving sets.

The Commonwealth Edison Co. exhibited a full line of electrical equipment for the home, as well as its line of Federal electrically driven talking machines. This company also retails Grebe receiving sets, which were exhibited in both the table model and talking machine cabinets.

The Magnavox Co., of Oakland, Cal., was last year, and again this year, the official announcer and broadcaster of the Pageant. Every place that a visitor went he was sure to see a Magnavox and hear it making announcements. The official press car of the Pageant was also equipped with a broadcasting station which made use of the Magnavox loud-speaking unit, and this in itself attracted attention not only at the pier, but also over the Loop as well.

Loud speaking units manufactured by the Western Electric Co., as well as a modern broadcasting station manufactured by this company, were on exhibit at the Western Electric booth. The particular type of broadcasting station manufactured by this company is identical with the one made use of by the Chicago Daily News in broadcasting its evening concerts.

Paul G. Niehoff & Co., of Chicago, exhibited their line of Resodon detector and audio-frequency-radio-frequency receiving units. This exhibit was in charge of C. E. Niehoff and was the only display of this type of radio on the pier.

The General Electric Co. attracted attention to its booth with its loud-speaker unit and demonstration of detector, amplifying and broadcasting tubes.

Other Musical Exhibits

Other corporations and firms exhibiting musical instruments of sundry kinds were: Gulbransen-Dickinson Co., player-pianos; Kranich & Bach, "Grandette" pianos; Samuel C. Osborne Mfg. Co., pianos; Conn Chicago Co., band in-

struments; Martin Band Instrument Co., band instruments; Ludwig & Ludwig, drums and traps; Geo. C. Diver, Holton band instruments; E. A. Couturier Band Instrument Co., band instruments; Wilson Bros. Mfg. Co., drums; Six Brown Brothers, Buescher saxophones; Illinois Vocational Training, piano tuning, School for the Blind.

RECORDS FOR SENATOR'S CAMPAIGN

Senator France, of Maryland, Plans to Use 50,000 Talking Machine Records to Aid Him in Forthcoming Fight for Re-election

BALTIMORE, Md., August 9.—The phonograph is going to make its debut as a factor in politics in Maryland next week when United States Senator Joseph Irvin France, who is being opposed in the Republican primary by John W. Garrett, is going to send out some 50,000 records to the voters of the State on one side of which will be the "Star Spangled Banner," by the Marine Band, of Washington, and "Maryland, My Maryland," by the Fifth Regiment Band, of Maryland, while on the other side will be the Senator's history in public life.

The records are to be distributed free throughout the State by phonograph dealers. Each recipient will be asked to pass his record along after he has played it for the family several times. So the musical campaign will be more or less on the order of a chain letter, plus the charms that music has to offer.

In the country districts the records are expected to prove an efficient method of campaigning, for people don't like to travel long distances to attend political meetings, and farmers especially are busy these days.

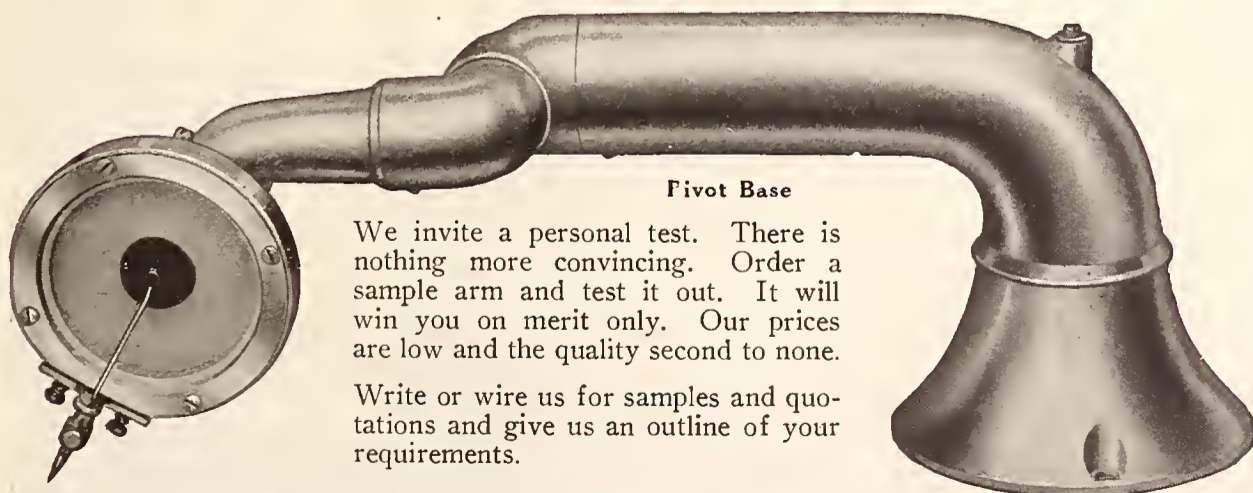
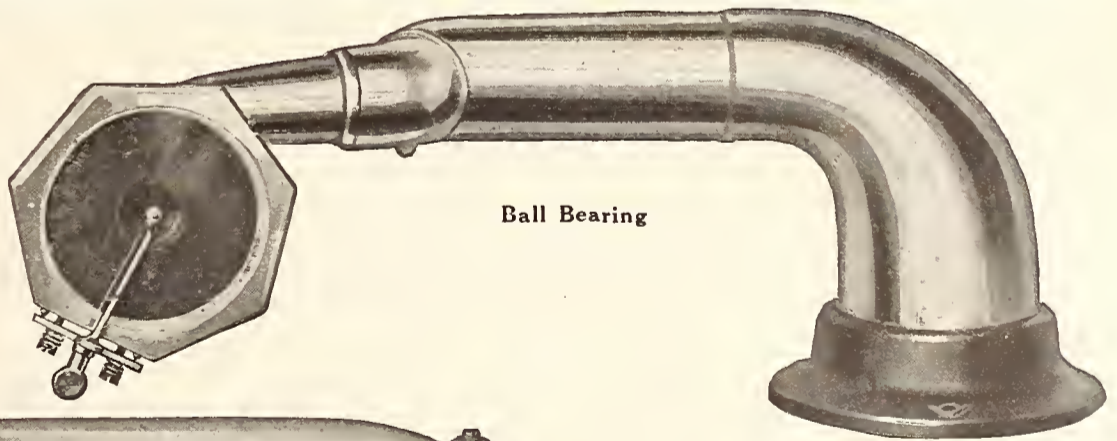
As this is the first time in the history of Maryland that phonograph records have been put to use to get votes, the experiment is being watched with considerable interest.

R. N. Parker, of Enfield, Ill., recently added the Columbia line to its stock.

THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
Machines.



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.

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

BAGSHAW

First in Use—First in Sales—First in Satisfaction

NEEDLES

THE W. H. BAGSHAW Company are the Oldest and Largest Manufacturers of Talking Machine Needles in the World. Of course, they make the needles that stand first in the esteem of the public, the dealer and the jobber: Brilliantone and Petmecky Steel Phonograph Needles.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610



Everybody's Doing it~

Phonograph Departments and Stores everywhere are selling Brilliantone Needles in tin boxes, on which their names are imprinted. These stores know the value of having their names go into customers' homes. They know that every time a phonograph is played their name is seen and their store remembered.

Brilliantone Needles

*Packed Expressly for You
With Your Name Imprinted
on Orders for 1750 Tin Boxes*

Three Tones: Extra Loud, Loud, Medium

Link your name with the largest manufacturer of talking machine needles in America. Prices and samples upon request. Tell us to whom you desire shipment billed.

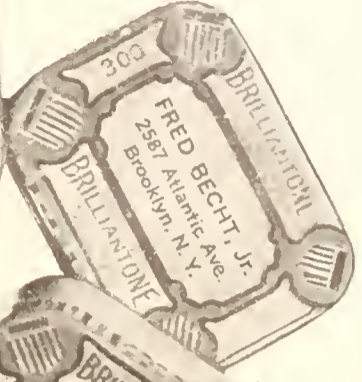
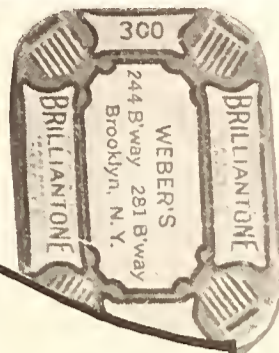
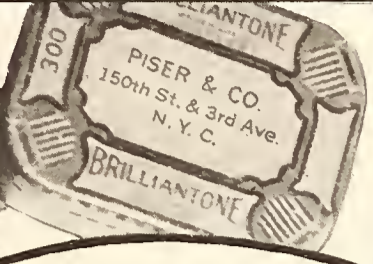
**BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INC.**

Selling Agent for W. H. Bagshaw & Co.
Factory: Lowell, Mass.

347 FIFTH AVENUE NEW YORK

Canadian Agents: The Musical Merchandise Sales Co.
79 Wellington Street West Toronto, Canada

Let
us put
Your
name
here





For dance music it's hard to equal Eddie Elkin's Orchestra. "Just Because You're You" and "Rose of Bombay" are two prime peaches that Eddie has picked in the garden of Fox-Trots. A-3648.

Columbia Graphophone Co
NEW YORK

THE TWIN CITIES

*Bumper Crops Boom Trade and Optimism Prevails Despite Strikes
—Dealers Ordering Fall Stock—All Lines Enjoy Good Demand*

MINNEAPOLIS and ST. PAUL, MINN., August 7.—While the Northwest is awaiting the marketing of the predicted bumper crops of grain the talking machine dealers are scratching gravel to get business. Distributing agencies are getting orders for the Fall trade in goodly quantities and the retail merchants are doing a nice Summer business. Labor difficulties are hampering trade considerably, but no serious effects are in evidence as yet, and if the promises of an early settlement between the workers and the employers is effected all will be well.

The entire Northwest is full of enthusiasm and hope and as soon as the leash on industry has been slipped trade will develop. Indications are that grain prices will be remunerative. There is a fear that the prices on potatoes will not satisfy the farmers, and should this be realized it will be a hardship, as many farmers have great crops of potatoes and not much of anything else.

Goodly Demand for Edison Line

It can be said for the Edison distributors and dealers that they seem to live in an atmosphere of prosperity. Laurence H. Lucker, Northwestern distributor, reports that the orders are coming from the rural dealers at a highly satisfactory rate. Some dealers still are very cautious and want to see the grain in the elevators before taking any chances with orders. On the whole, however, the situation is very good. Retail stores in the Twin Cities under the control of the Minnesota Phonograph Co. are doing excellently well. There has been a most gratifying demand for the William and Mary console models at \$325 and the baby consoles at \$175. Edison records are in good demand, according to Milton Lowy, of the Minneapolis store. It is to be a big year for Edisons if the prospects mean anything.

Starr Reputation Growing

Starr phonographs are winning their way not only in Minneapolis, but in the hinterland, says a report from M. L. McGinnis & Co., distributors. The persistent campaign, backed by the proven merits of the machine, is building up a nice reputation and increasing the volume of business.

RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. *We Solicit Your Business*

Manhattan Recording Laboratories
48 West 39th St. New York

ness. The Gennett records also are sharing in the growth.

Victor Dealers Enjoy Steady Business

Victrolas are so staple here that the sales run very evenly right along. Retail establishments such as the Golden Rule Store, St. Paul, report substantial increases in trade, with a big call for records all the time, particularly when the new lists appear. Distributing houses such as W. J. Dyer & Bro., St. Paul, and Beckwith-O'Neill Co., Minneapolis, have not yet reached their Fall stride, owing to the handicap imposed by labor troubles.

Open Many New Brunswick Accounts

Brunswick dealers are more than satisfied with their contracts and promise to produce better results than ever before. E. L. Kern, director of the Brunswick-Balke-Collender Co., states that the phonograph department is making a splendid showing and is constantly growing. New contracts are closed continuously.

Reports Substantial Pathé Orders

Manager Sharar, of the phonograph department of G. Sommers & Co., informs The World that Pathé machines and records are holding their own in the Northwestern territory. The new orders are fully as substantial as in former years and he looks for a little avalanche in a few weeks, when some of the present uncertainties have been removed. The record stock is being depleted very rapidly and reorders will soon be necessary.

Fine Vocalion Business

Manager Monson, in behalf of the Stone Piano Co., distributor of Vocalion phonographs and Red records, authorizes the statement that business is fine, not only with the retail store in Minneapolis, but throughout the company's jobbing territory.

PLAN ACTIVE FALL CAMPAIGN

PHILADELPHIA, PA., August 5.—The Phono-tone Co., of this city, manufacturer of the Phono-toner, an attachment for the talking machine devised for the clarifying and softening of the tone, is making energetic plans for the Fall and Winter seasons. Attractive counter cards containing the attachments have been prepared and it is expected that these cards, together with a sample on a demonstrating machine, will act as a valuable sales stimulant.

MANOPHONE CORP. CHANGES NAME

The Manophone Corp., of Adrian, Mich., has increased its capital stock from \$250,000 to \$400,000, with 25,000 shares of stock of no par value, and has also changed the firm name to the Clough & Warren Co.

JOINS ORMES SALES FORCE

E. B. Losee Will Travel in New York State—
Well Known in Eastern Victor Trade

Clarence L. Price, vice-president and general manager of Ormes, Inc., New York, Victor wholesaler, announced this week the appointment of Ernest B. Losee as a member of the company's traveling staff. Mr. Losee, who is well known in the Victor trade throughout New York State, will represent Ormes, Inc., in this important territory and his intimate familiarity with the requirements of the Victor dealers should enable him to give valuable service to the Ormes clientele in this territory.

During the past three months Mr. Price has been strengthening his sales staff in preparation for the Fall season and to-day his sales force is one of the strongest in the metropolitan territory. The members of the staff include H. C. Hawkins, who covers New York City; J. A. Johnson, who travels through New Jersey territory, and Chester Luhman, who visits the dealers in certain parts of New York State.

A. B. REINCKE VISITS NEW YORK

Arno B. Reincke, president of the Reincke-Ellis Co., Chicago, printers of Victor sales literature, was a recent visitor to New York, calling on his many friends in the trade and bringing with him optimistic reports regarding general business conditions through the country.

Mason & Weidensaul, Victor dealers at Denver, Col., have opened a branch store at Evergreen, Col.

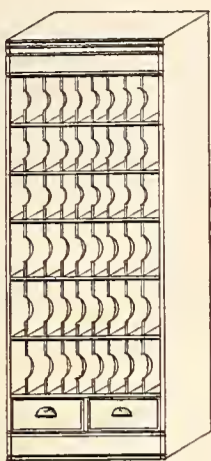
We Have It!

A HIGH-CLASS TABLE MACHINE AT
A PRICE THAT SELLS

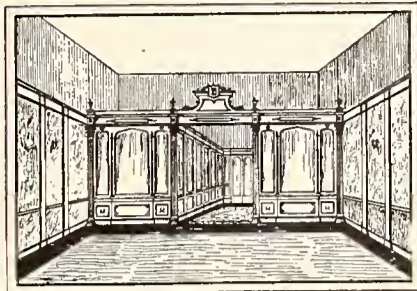


Mahogany, 16x16x10, Double Spring, Universal
T. A. Back Casting and Metal Horn
Sample Price to Dealers Now—\$12.50
Send for Sample To-day
Phonographs and Accessories, Repair Parts
for All Makes.
Best Steel Needles of American
Manufacture at 30c. per M.

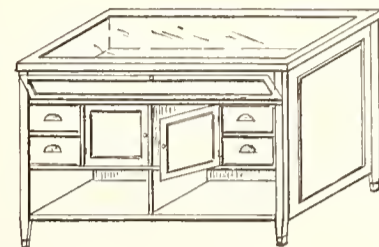
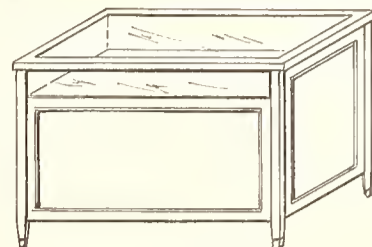
FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets



Record Rack



Gothic Design



Display Counter

Zimmerman-Bitter Construction Co.

Specialists in
Sound-Proof Hearing Rooms — Record Racks — Service Counters
 and General Store Equipment for the Talking Machine Trade
WHY EXPERIMENT?

Let us figure on your needs—we can save you money

OFFICES, FACTORY AND WAREHOUSES:

325-327 East 94th Street

New York City

C I N C I N N A T I

Dealers Slow in Placing Orders for Stock—Industrial Differences Hurt Trade—Extra Efforts to Get Orders Well Rewarded

CINCINNATI, O., August 7.—Little change, either of advance or slump, is noted in the talking machine market in this city. Throughout the month sales of records at most houses were very fair—as good as could be expected, according to dealers—but sales of machines were quiet. Jobbers note unwillingness on the part of retailers to “stock up” until considerably later in the season, not caring to burden themselves with large orders until assured that business conditions justify large orders. The tendency is to let the jobbers carry the goods and the risk.

This attitude is due in part, according to C. H. North, secretary of the Ohio Talking Machine Co., jobbers in Victor goods, to a remote fear that prices may drop in all lines. This, Mr. North says, is not likely. The tendency in the general manufacturing policy, he says, is not to decrease prices, but to augment the value of the goods sold, either in appearance, durability or tone quality. For instance, he points out the plan of the Victor interests to gold-plate all metal parts of machines which hitherto have been plated in silver or nickel and to enlarge and amplify sound boxes in order to deepen tone volume. As evidence of this latter tendency he cites the new No. 111 Model Victrola, to sell at \$225, which embraces both improvements mentioned above.

J. R. Jones, Indianapolis representative of the Ohio Talking Machine Co., reports a very fair business in and about that city. There is just now a good business in console types. Mr. North doubts that the popularity of the console type will continue to be greater than that of the upright style. The upright, he points out, is much more convenient in most homes, inasmuch as it gracefully occupies any corner, whereas the console type is effective as a furnishing only when placed against a side wall, where it requires greater space.

A. H. Bates, manager of the Ohio Talking Machine Co., visited Lexington, Ky., over the last week-end. The trip was for the purpose of discussing business with Mr. Rowbotham, formerly manager of the Baldwin Victrola Shop in Cincinnati, who has established a store at Lexington. Mr. Bates and Mr. Rowbotham formerly

were associated in the talking machine department of Wanamaker's at Philadelphia, where Mr. Bates was manager and Mr. Rowbotham assistant.

Industrial Differences Hurt Trade

The Edison jobbing house here, the New Edison Co., reports a fair business done over the Cincinnati territory, which includes parts of four States, Ohio, Kentucky, Indiana and West Virginia. A. E. Oelman, manager of the New Edison Co. here, said that business was progressing as well as disorganized labor conditions and the dull season would permit, and that at such a time when the differences were composed in the industrial world, both general and local, and the usual Fall business opened up, he thought trade would show a general increase.

J. F. VanCourt, of the Otto Grau Piano Co., said: “Business in talking machines and records has been fair. There is nothing in the trade to brag about and until general agreement is made among labor and employers and the hot weather leaves little will be doing.”

Going After Country Business

The Baldwin Piano Co. has been doing a fair business during the last month. Especially was an increase noted in record business, since the inauguration of a new forty-eight-hour approval plan, whereby customers may take their chosen records home, play them and decide in the leisure of two days which most appeal to them. Heretofore the plan has been to refuse the return of rejected records, and the new arrangement already has made a hit with Baldwin customers. Also, the Baldwin Victrola Shop is scouring the territory round about Cincinnati for sales. Two experienced men are touring the nearby territory with a truck, carrying with them three or four Victrolas and an adequate supply of records. These machines and records they sell even as the itinerant bookman in Morley's “Parnassus on Wheels” hawked his books. The plan has resulted in a surprising amount of cash business, and other business as well.

At the Aeolian Co. store, West Fourth street, business has been very fair during July, and the belief is expressed there that as soon as conditions are somewhat revised, probably in the Fall of this year, trade will pick up at once.

Steinway Departments Under Way

H. E. Browning, formerly manager of the Victrola department of the H. & S. Pogue Co., now manager of the talking machine department of Steinway & Sons, dealing in Brunswick products, reported a quiet business during July. “The time,” said Mr. Browning, “is not right for good business and I hardly care to predict when business will be good. Conditions here and every-

where are in too much of a turmoil for even the most experienced observer to predict with any degree of certainty what will come next. We only hope—and work.”

Miss Yates, who succeeded Mr. Browning as head of the Victrola department of the H. & S. Pogue Co., plans to install the flag system of classification of standard records, devised by A. H. Bates, of the Ohio Talking Machine Co.

Some Good Window Displays

The ingenuity of Howard L. Chubb, of the Chubb-Steinberg Music Shop, East Sixth street, in the matter of clever window displays seems to be inexhaustible. His windows are quite the most attractive of any like displays in the city, and one never passes the store without noting a crowd of interested persons viewing the window. The latest innovation is a very lifelike camping scene, with tent, campfire, utensils and all equipment of the vacationist camper. This display is employed to exploit smaller types of Victrolas for camp use and also a clever device which, when the record is played through, silently and instantaneously throws the needle back again to the beginning. Mr. Chubb also is specializing in radio equipment, of which he sells considerable and exploits with like good window displays.

J. E. Henderson Promoted

J. E. Henderson, of the Brunswick selling division in Atlanta, Ga., has been called to take the position of sales manager of the local branch, succeeding Stanley Reis, who has been promoted to director of sales of all the products manufactured by the Brunswick Co. Mr. Henderson was formerly connected with the local branch and was sent from here to Atlanta. Before associating with the company he was connected with the local Columbia headquarters.

L. L. SPENCER VACATIONING

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, is at present away on his Summer vacation. Mr. Spencer has left no forwarding address, but it is understood that he is somewhere in the heart of Virginia, making some record scores in golf and taking a well-deserved rest.

The Milton L. Love Music Co., of Denver, Col., has moved from 1519 Larimer street to larger quarters at 1608 Larimer street.

MOTORS

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers
 204 East 113th St., New York City
 Jobbing Territory Open

REGAL
PREDOMINATES
 IN THE
50¢ RECORD FIELD

WONDERFUL SONG HITS OF 1922

BY **JACK SNYDER**
America's Youngest Composer

**IN
MAYTIME**
(I LEARNED TO LOVE)
WALTZ

**MEET ME
NEXT SUNDAY**
(I'LL WAIT FOR YOU)
FOX-TROT

**SING A SONG
AS YOU WALK
ALONG**
FOX-TROT

**PLAY ME THAT SWEET
MELODY**
FOX-TROT

**ON
BAMBOOZLE
ISLE**
NOVELTY
FOX-TROT

**NOVEMBER
ROSE**
GOOD-BYE
WALTZ

**I HATE
TO BID YOU
GOOD-BYE**
YET
(I WILL COME BACK TO YOU)
FOX-TROT

*These Numbers
Are Also
Published
For*
**ORCHESTRA
" BAND "**
And
**MALE
QUARTETTE**

**" JACK SNYDER'S
MELODIES
WILL LIVE
FOREVER "**



THESE SONGS WILL TAKE YOU OFF YOUR FEET !

**John Steel's Feature Song
"IN MAYTIME" (I Learned to Love)**

**ALSO ON COLUMBIA, GENNETT AND CAMEO RECORDS
John Steel is also singing "NOVEMBER ROSE" (Good-bye)**

JACK SNYDER PUBLISHING CO. INC.

The House of Master Compositions" 1658-BROADWAY, NEW YORK.

SING A JACK SNYDER SONG AS YOU WALK ALONG

GLEANINGS *from the* WORLD *of* MUSIC

UTILIZING WINDOW PUBLICITY FOR VISITING ARTISTS

"Hooking Up" the Store Window With Visiting Concert Artists, Vaudeville Headliners and Photo Plays Whose Records Are Handled—A Most Profitable Means of Augmenting Sales

The average talking machine record dealer invariably overlooks an excellent opportunity to create record sales by failing to announce in his window the appearance of concert artists and others in his city who program numbers which are found in his record catalog.

A plan of "hooking up" by window publicity with the current appearance of a concert artist, vaudeville headliner and photo plays in which a musical theme is one of the outstanding features has been tried out successfully by only a few dealers in the record field, although in the sheet music trade this idea has been carried out advantageously for a number of years. Particularly is this true with the syndicate stores which invariably announce the appearance of vaudeville performers or others singing particular songs in theatres adjacent to their establishments.

There is no reason why this plan should not receive more attention, as it is a very successful means of adding to sales totals. The dealers in the smaller centers can even use this idea to greater advantage, although in the past they have given it very little attention. In their territory it is often possible, in co-operation with the theatre, concert hall or motion picture house, to receive in return for such window publicity an announcement on the screen of the motion picture or vaudeville theatre and in the program of the concert hall to the effect that given numbers in the program can be obtained at So-and-So's music house.

Owing to the competition in the larger centers it is hardly possibly for an individual dealer to get the support of the theatrical managers in this respect, but this obstacle does not hold true in smaller communities.

There is another value in arranging the window with such current announcements, for, after all,

they have a news value—it makes the window a source of information and, if carried out over a period, would result in many people using it as a semi-information bureau. There is little expense attached to the carrying out of the idea, particularly when it is considered that in the majority of cases the results are most substantial.

Too much cannot be said for the well-arranged and artistic window. Practically every one concedes nowadays that it is an important part of any up-to-date store. As one dealer recently remarked: "The show window is the introduction to the store," and no one would suggest the abandonment of arranging therein unusually at-

PLANNING STRONG FALL CAMPAIGN

Irving Berlin, Inc., Makes Big Appropriation for Publicity on Live Numbers

Max Winslow, vice-president and professional manager of Irving Berlin, Inc., returned late last month after a tour of Bermuda and Europe. Shortly after he returned he outlined plans for the Fall professional campaign of his company. The Berlin organization has appropriated a particularly large fund for Fall publicity and the campaign, which in its initial stages is already under way, will feature six songs from the catalog. Probably the feature number will be "While the Years Roll By," which, in a number of tryouts, has exceeded expectations. "Truly," a number from the Pacific Coast, will no doubt follow closely in popularity. "Night," a fox-trot, is quite popular with the orchestras and before the Fall season is well under way it should be quite prominent. The novelty number from the Middle West, "Don't Bring Me Posies" (It's Shoesies I Need), seems assured of no

tractive displays. We would like to emphasize, however, that placing in the window material of a news value is an inexpensive adjunct which will attract attention and at the same time give the onlooker a feeling of satisfaction that his time has been well spent.

Where the dealer is able to persuade his local theatre to reciprocate by giving his store a screen announcement the results obtained can hardly be overestimated. Certainly under such a plan the returns are considerable. Take the screen announcement, for instance. If the dealer had to go out and purchase it he might find the expenditure prohibitive and by using the co-operative angle he gets the result without the expense. But even if the theatre fails to co-operate the plan has such merits as a sales-creating medium that it should command the utmost consideration of all dealers who are alive to opportunity.

little success, and "Bring Back My Honey Man" should be a big favorite in vaudeville circles. "Way Down South" and "Don't Wonder I'm Lonesome" are two other Berlin numbers that will be heard from during the weeks to come.

"STORIES" RELEASED

The J. W. Jenkins' Sons Music Co., Kansas City, Mo., just released a new ballad entitled "Stories." The number is from the pens of Richard Powers, Herb Marple and Dick Parkington. It is a combination mother and love song which, as its title indicates, tells a story.

HAS SECOND STORE IN CHARLESTON

CHARLESTON, S. C., August 7.—The United Phonograph Co., of this city, has opened its second store here. The new establishment is located on lower King street, where attractive quarters house the business. A large and complete stock of talking machines, records and musical instruments of all kinds is handled by M. and D. Vane, proprietors.

OH! WHAT A HIT!


The Brilliant Novelty Fox Trot ~

LONESOME MAMA BLUES

The fascinating melody that is keeping the feet of the entire country moving

THE TERRIFIC SALE OF THIS RECORD IS UNPRECEDENTED ABSOLUTELY THE BIGGEST SELLING RECORD of the SEASON!

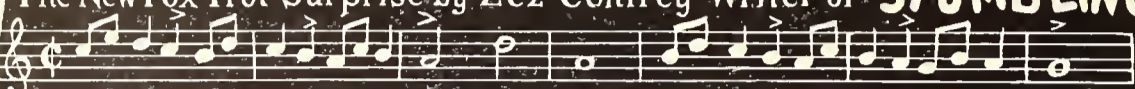
PUBLISHED BY J.W. JENKINS SONS MUSIC CO. KANSAS CITY, MO.



The Tune That Sticks

TRICKS

The New Fox Trot Surprise by "Zez" Confrey Writer of **STUMBLING**



Very cute tricks, very cute tricks, very cute tricks they played, Wonderful tricks, quite a lot of wonderful tricks,

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

BIDE DUDLEY'S NEW SHOW

Well-known Columnist Produces Musical Comedy Which Promises to Be a Success—Leo Feist, Inc., Publishing the Score

Bide Dudley, the well-known humorist who runs a daily column in the New York Evening World, has at various times tried to "crash the gates" and enter the realm of those who are known as writers and co-writers of musical comedies. This particular chap, who has been more than successful in parading the weaknesses of his fellowman, has, despite his wealth of experience, failed in his endeavors in that direction, with the exception of his latest effort, "Sue, Dear," which recently opened at the Times Square Theatre, New York City. It is true that in this instance the well-known Mr. Dudley was assisted by C. S. Montanye in preparing the book. However, he is exclusively guilty of the lyrics for the songs. The music is by Frank H. Grey, in whom the composing profession acknowledges an energetic worker and a persistent caller at the "doorsteps of publishers."

In extenuation we might say, however, that Mr. Grey, despite his voluminous offerings, has succeeded in writing a number of successes which are nationally acknowledged and to continue further on this line we might add that "Sue, Dear," which is described as a musical comedy of youth, love and beauty, is, as a musical offering, a decided treat.

Among the songs that are incorporated in the show are "Smile and Forget," a very optimistic offering; "Lady Lingerie," "Love's Corporation," "The Loveship," "Hiram Skinner's Comb," full of life; "My Little Full Blown Rose," "Lovers' Lane With You," and to be up-to-date, there is a song "By Radiophone," and the other offerings include "Up on Riverside," "Piggie Wiggle," "Key to My Heart," and "Lorayne." Leo Feist, Inc., publish the music.

SOUSA'S BAND ON TOUR

Famous Conductor and His Company Now Being Heard in Eastern Section of Country—To Write American Opera This Fall

The early Summer tour of Sousa and his band started on July 19 in Albany, N. Y., following which it is booked for engagements in several other cities in upper New York, Canada and Vermont, arriving at Willow Grove, Pa., on August 6, where Sousa will appear for five weeks.



John Philip Sousa and His Band

No announcement has been made of engagements to follow, but it is known that he will accept no bookings after November 1, when he is to return to his home and devote himself to the writing of an opera on a strictly American subject. It is said he has in view for the principal role the world-famous Mary Garden, who some time ago expressed to him a desire to appear in a real American opera with love and romance as the underlying theme.

During the present tour many musical novelties will feature the concert programs by Sousa's

Band. Included in these are: "A Bouquet of Beloved Inspirations," from the well-liked operas; the bandmaster's new march, "The Gallant Seven"; a new suite called "Leaves From My Note-book," "Romany Love," "Nola," "Eleanor."

A real genius of the cornet with the organization is John Dolan, whose thorough musicianship is apparent in the brilliancy and proficiency of his solo work. Among his offerings will be "Love in a Little Cottage" and "Only a Smile," the former work by the well-known Geoffrey O'Hara. Seventy-five musicians are in the organization

and the personnel includes Miss Marjorie Moody, soprano; Miss Winifred Bambrick, harpist; George Carey, xylophonist, and R. Meredith Wilson, flautist.

It is understood that Miss Moody will make a feature of the song, "Out of the Dusk to You." This number is by Dorothy Lee, of "One Fleeting Hour" fame.

John P. Schueler, trombonist, is again with the organization. He is credited with giving to the slide trombone the allurements of more generally recognized solo instruments. Then there is the unique instrument, the Sousaphone, invented by the bandmaster and demanding a player of fine ability. William Bell offers novel solos for that inflated member of the "brass" family. The Sousa Band is on the recording staff of the Victor Talking Machine Co.

MARKS CO. SONG A HIT

"Little Red Schoolhouse" Proving a Good Seller, Say Music Dealers

The Edward B. Marks Music Co., publisher of "Little Red Schoolhouse," has received numerous letters from sheet music, record and player roll dealers complimenting it upon the success of the above number.

A letter from the Windsor Poling Co., Akron, O., recently received, reads: "No doubt you will be interested to know that we have had a phenomenal success with the Victor record of 'Little Red Schoolhouse' on the opening day. In fact, it boosted our sales something like \$200 in records over any previous Saturday in the last two months."

HEARD THE MOST FROM COAST TO COAST!

The Greatest Series of "INTERNATIONAL" MUSICAL SUCCESSES ever published!!!

1. PARADE OF THE WOODEN SOLDIERS (CHARACTERISTIC INSTRUMENTAL)
2. NO USE CRYING (famous weinen song)
3. JOLLY PETER (BUMMEL PETRUS)
4. SAL-O-MAY (SALOME)
5. LOVE'S LAMENT (plainte d'amour)
6. FORGET-ME-NOT (vergaiss-mein-nicht)

LOOK FOR THE TRADE-MARK IF YOU WISH TO SECURE "REAL MUSIC"

ON SALE EVERYWHERE OR DIRECT FROM THE PUBLISHERS 35¢ EACH 4 FOR \$1.00

RECORDS-ROLLS-SHEET-MUSIC

Edward B. Marks Music Co. 222 25th St. New York

MILLIONS OF TOURISTS ACCLAIMED THESE SUCCESSES ABROAD

Each a FOX TROT OR WALTZ GEM! Each a LYRIC OR SONG GEM!

FIVE RECORD-BREAKING SONG HITS

While the Years Roll By

We stake our reputation on this one

Don't Bring Me Posies

It's Shoesies That I Need

This is the Overnight Song Hit everyone is talking about

BRING BACK MY HONEY MAN

A Real Hit Song

TRULY

*Whispering came from the West—
So did this one—Watch it*

NIGHT

The Orchestras' Favorite

IRVING BERLIN, Inc., 1607 Broadway, New York

FINE BRUNSWICK RECORD PUBLICITY

Co-operation of Leading Orchestras in Announcing Melodies Played Supplies Excellent Brunswick Record Publicity in Dallas Theatres

DALLAS, TEX., August 7.—An unusually effective plan for obtaining publicity for Brunswick records, and one in which the leading orchestras of

the records are secured by the company for the use of local orchestras. An enlarged photographic reproduction of the Brunswick label is placed on a stand beside the leader of the orchestra playing. The name of the tune and that of the publisher is interchangeable and when the orchestra changes tunes the title and the name of the publisher are changed on the large label on the stand.

Three of the leading orchestras of the city, which have been playing selections appearing on Brunswick records, are using these stands through the efforts of Mr. Smith and widespread publicity for the Brunswick records, the Brunswick Shop and the publishers of the music has resulted. The names of the selections are easily seen by those listening to the music.

This is in line with a growing realization of the value to be derived by dealers in the sale of records, music rolls and sheet music throughout the country by having orchestras announce in some manner the melodies as they are played.

NEW SONGS FOR MARKS CO.

Several New Numbers Announced for Release by E. B. Marks Music Co.

Since its removal to its new quarters in the Navex Building on Forty-sixth street, next to the home of the National Vaudeville Artists, the Edward B. Marks Music Co. has shown unusual activity. Its new location is ideal for the reception of vaudeville artists and orchestra leaders, and the result is that the professional, bank

and orchestra and executive departments are quite busy.

Edward B. Marks, head of the music publishing concern bearing his name, recently announced the acquisition of a number of new songs by prominent writers. Included in these are "Way Down Home," by Walter Donaldson, writer of "Georgia," "Mammy," "Gin, Gin, Ginny Shore," and other successes; "At the Darktown Flappers' Ball," by Bernie Grossman and Irving Maslof, writers of "Tell Her at Twilight," and a new promising number by Bennie Davis, writer of "Margie," "Angel Child," etc. Other numbers have been selected from the pens of Pete Wendling and Max Kortlander, who in the past have contributed many popular hits to the world of music.

This new announcement includes the news that the Edward B. Marks Music Co. has arranged a contract with Gus Edwards whereby the Marks firm will publish his two latest numbers, "Wonderful You," and "Let's Mend the Crack in the Liberty Bell."

"Wonderful You" is a melody fox-trot song, with a lyric that should assist it greatly in achieving popularity. "Let's Mend the Crack in the Liberty Bell" is a very catchy tune with clever and timely lyrics by Will D. Cobb.

Both of the latter numbers are features in Gus Edwards' Fifteenth Annual Song Revue now playing the Orpheum Circuit and are also featured in Murray's new revue by Miss Nester and Mario Villani.



How Orchestras Tie Up With the Record this city play a large part, has been formulated by H. B. Smith, of the record department of the Brunswick Phonograph Shop, 1211 Elm street, this city.

Orchestrations of the selections appearing on

THE 19TH HOLE

Get HIM a copy today
It's funny-of course

IF HE GOLFS — HE will enjoy this NEW "Sportsong"

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



SHEET MUSIC WITH UKULELE ARRANGEMENT PLANNED

Jerome Harris, of C. Bruno & Son, Inc., Interesting Music Publishers in Plan Whereby Popular Music Will Contain a Ukulele Score Printed on Flyleaf of Each Song

Next to the talking machine the ukulele is one of the popular musical instruments of the day. In this connection we may mention that Jerome Harris, secretary of C. Bruno & Son, Inc., New York, musical merchandise wholesaler, has evolved a very feasible and practical plan for tying up the sale of sheet music with



Jerome Harris

the ukulele. He recognizes that most sheet music dealers sell ukuleles and vice versa.

Mr. Harris recommends that the music publishers print on the flyleaf of each new song release a ukulele accompaniment arrangement of the number. This plan is being carefully considered by the music publishers who realize that its adoption will afford them a greater scope for the sale of their numbers.

Mr. Harris' co-operative idea should stimulate business in ukuleles and in sheet music. Persons who see the ukulele arrangement on songs will decide to purchase instruments and learn to play, while on the other hand ukulele players will purchase copies of songs which have ukulele arrangements. Many ukulele owners now content themselves with a hit-or-miss method of finding chords and this plan will enable them to take a keener interest in playing the ukulele. It will thus result in a wider demand for the better grade instruments.

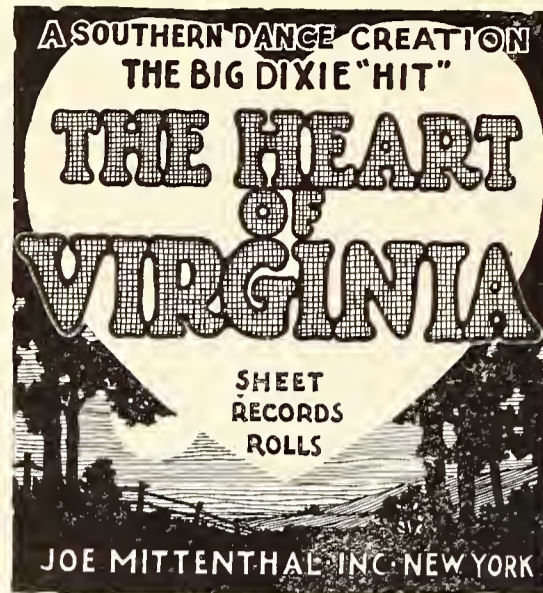
Mr. Harris points out that his own experience shows him that every gathering-place for young people of Summer evenings finds from one to a dozen ukulele players. Nearly all of them make random attempts to produce the best music possible since they are unable to find a correct arrangement of the latest hits.

Mr. Harris further points out that publishers have long followed the custom of adding quartet or march arrangements on many of the new numbers. He reasons that since there is no real demand at present for either quartet or march arrangements this space can be profitably devoted to an arrangement of the number for the ukulele.

TWO NEW FEIST NUMBERS

"Coal Black Mammy" and "The Nineteenth Hole" Already Very Popular

Among the new songs added to the catalog of Leo Feist, Inc., is the English success, "Coal Black Mammy," originally published by Francis, Day & Hunter, and written by Laddie Cliff, who is well known through a series of vaudeville tours made in this country. It is said that "Coal Black Mammy" has been the biggest popular song hit ever published in England, not only



Mr. Harris has already held conferences with several of the more prominent publishers. He has placed his plan before them and urged that they put it into immediate operation. In nearly all cases he reports that the idea has secured the hearty approval of the publishers, who recognize the opportunity of increasing the demand and widening the market for the sale of popular song hits. It is Mr. Harris' conviction that the adoption of the plan will benefit all concerned and, through a personal letter just sent out he is inviting the co-operation of the trade.

from a vocal standpoint but also as an instrumental fox-trot. It has already been heard in this country, having been introduced by Ethel Levy, for whom the song was restricted during her recent vaudeville tour. It is also the feature song in the Canadian soldier show, "The Dumbbells," which has played steadily in Canada for over two years.

"The Nineteenth Hole," also recently released by Feist, is said to be the first golf song ever published. It is a comedy number which has achieved some success, this despite the fact that it is only a few weeks old. As a follow-up song to "Three o'Clock in the Morning," Feist has also released the English waltz "Lovely Lucerne."

SINGS "IN MAYTIME" AT WEDDING

John Steele Features That Song at Pickford-Miller Nuptials in California

John Steele, well-known American tenor, attended the Pickford-Miller wedding in California early this month and took part in the musical program connected with the festivities. Among the songs he sang was "In Maytime" (I Learned to Love You), a number which he has featured on his tour of the country. Mr. Steele is now appearing in the Middle West and Jack Snyder, Inc., the publisher of the song, recently received a letter from him in which he stated that "In Maytime" (I Learned to Love You) is being received favorably everywhere.

ARTISTS FEATURING "IN MAYTIME"

Among the vaudeville headliners featuring songs published by Jack Snyder, Inc., is Charles Adams, now appearing in the act of Jack Wilson, the well-known vaudevillian. He is singing with success "In Maytime" (I Learned to Love You) and "Meet Me Next Sunday." Dolly St. John, who recently appeared at the Loew Lincoln Square Theatre, New York, is using the former number as the musical theme for her act. Many other prominent vaudeville singers are also using "Meet Me Next Sunday."

The George M. Cohan Comedians opened at the Tremont Theatre, Boston, July 31, in Mr. Cohan's new musical play, "Little Nelly Kelly," in which Elizabeth Hines is featured. Julian Mitchell arranged the dances. Mr. Cohan is responsible for book, lyrics and music of "Little Nelly Kelly." The consensus of opinion among those who have been privileged to witness rehearsals is solidly one of enthusiasm for the new piece and many predict big things for the score, which is published by M. Witmark & Sons.



ROMANY LOVE

The New Gypsy Fox Trot Hit

The New High Class Ballad Success

"Only a Smile"

Three Active Sellers
STOCK THEM IN
RECORDS
PLAYER ROLLS
and **SHEET MUSIC**

"Romany Love," "Nola" and
"Only a Smile"

SAM FOX  **PUB. CO.**
New York Cleveland, O.



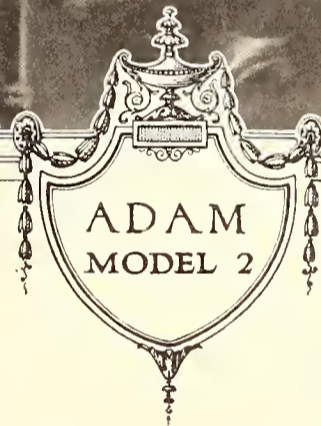
NOLA

The Dance Sensation





Widdicomb console phonographs have many distinctive features of design. The Adam model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. New prices range from \$90.00 to \$260.00.



Merchants with the Widdicomb franchise find that they are building a steadily increasing prestige and patronage among discriminating buyers. If you are really interested in increasing *your* business with the best class of trade write for catalog and complete information regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan
Fine Furniture Designers Since 1865

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

In an effort to discover the cause of a marked decline in sales of phonographs, the National Retail Dry Goods Association recently sent out a questionnaire. The results of this survey have just been formulated.

The high prices of phonograph records was another complaint made by the stores, which have been able to increase business during this period, have done so through the sale of low-priced records selling for about 49 cents. They contend that these records have the same quality and class of music as is furnished on the more expensive records, and, although the lasting qualities of the cheaper record may not be as good, the service to the public is just as satisfactory because the average life of the popular dance record is only about two months, so these records will fully suffice for that time.

READ
*what the
 National Retail
 Dry Goods Ass.
 says about the
 50¢ RECORD*

Banner 50c. Records

have been a great factor in helping the dealer increase his record sales.

People see that BANNER gives full 75c. value—in tone—in recording quality—in durability—in every way!

Therefore they buy BANNER. They tell their friends and they, too, buy. They all buy—continually—because they get the quality they want at the price they are willing to pay.

That's the story in a nutshell! That explains why BANNER turnover is so rapid and so certain. And it explains why BANNER dealers are continually stepping into new and bigger business.

You, too, need BANNER now. With its up-to-the-minute hit list, plus the 50c. price, plus the BANNER quality, it is an unusual sales producer.

*Write for the proposition
 today.*

PLAZA MUSIC CO.
 18 West 20th St. New York

BUFFALO

*Despite Handicaps From Strikes
 Trade Is of Fair Volume—Some
 Live Trade Happenings of Month*

BUFFALO, N. Y., August 7.—There is a wide difference in reports of talking machine and record business as gathered from the wholesale and retail dealers of the city. While some retailers say the depression in business was more than seasonal others say the volume of sales was much better than they had anticipated. One or two large retailers say July was their best month of this year, as compared with the corresponding period of 1921.

Certainly dealers have seldom had so many obstacles to overcome in attempting to produce a good month's business. For some time before the month began there had been strikes of railroad shopmen and dock employes. These strikes, in addition to throwing thousands of men out of employment, had the greater effect in causing uncertainty of employment among other transportation men.

Then, on July 1, came the strike of trolley operators. Service was at a standstill for several weeks and, when it was resumed with the use of strikebreakers, the cars carried few passengers. A makeshift jitney service which was offered was unreliable at best and thousands of persons who visit the shopping district one or more times each week have been staying at home.

Facing all these handicaps plus that of the season, it is nothing short of remarkable that business was as good as it was during the past month. There is a feeling among dealers that the early Fall is going to witness a revival of buying on a scale such as has not been known for the past eighteen or twenty months.

C. N. Andrews, Victor jobber, has returned, after accompanying a delegation of Buffalo Rotarians, who visited the Rotary clubs of Cleveland and Detroit. Mr. Andrews reports retailers eagerly awaiting distribution of the new Victrola 111. He predicts that it will be especially popular in this district, with the motor equipment which is to be offered at a smaller additional cost than has been the rule heretofore.

Meetings of the Victor Talking Machine Dealers' Association of Western New York are to be resumed early in September. It is planned to hold meetings throughout the Fall and Winter at least once a month. The Music Group of the Chamber of Commerce will also resume its meetings in September, Chairman Andrews has announced. He is now preparing a program of activities which he will outline to the group at its first meeting.

An especially attractive Sonora department will have place in the enlarged store of the John G. Schuler Piano Co., in Main street, near West Utica street. The company has leased the store-room adjoining its present quarters and is having the two thrown into one large store. New show windows and fixtures are being installed and many improvements made.

Goold Bros. announce the opening of their third music store, in Main street, Medina, N. Y. G. V. Lynch, who was formerly with the J. N. Adam music store here, is manager of the Medina store, in which a line of talking machines will be carried.

A brand new feature has just been added to the attractive talking machine department of the William Hengerer Co. It is an "exercise room," set apart and specially furnished for demonstration of the new reducing records. Charts adorn the walls and not only show how the record exercises are to be executed, but others also show the value of exercise. The company is handling the Walter Camp, Wallace and Victor exercise records.

Circular letters calling attention to the new department have just been mailed to 1,500 teachers in Buffalo schools. The room has two large windows opening into the street, thus assuring plenty of fresh air for those who desire to test

Specialists in
MICA DIAPHRAGMS
 FOR
Phonograph and Radio
Finest Ruby Mica
Diaphragms in All Sizes
 for
IMMEDIATE DELIVERY
WILLIAM BRAND & CO.
 27 East 22nd Street New York City

the exercise records before making purchases.

A certificate has been filed in the Niagara County clerk's office by the Estey-Welte Corp., which proposes to manufacture musical instruments, including phonographs. The company will begin business with a capital of \$5,000. The directors for the first year are: M. Campbell Lorina, Yonkers; Valentine J. Factiti, Forest Hills, L. I.; S. Carl Kapff and Albert F. Hollert, Brooklyn; H. Warren Ashmore, Asbury Park; Wilner A. Vossler, Freeport, and Noie E. Burnham, New York City.

Neal, Clark & Neal recently obtained exceptional advertising by placing a handsome Victor machine before the Greater Buffalo Advertising Club. It was announced that a new type machine had been perfected and would be demonstrated. A boy soprano concealed behind the instrument sang, thus giving the 300 club members present a double surprise when the "plot" was unfolded.

The Andrus Music Shop at North Tonawanda has been featuring nightly radio concerts through its complete receiving set.

BRILLIANTONE NEEDLE LINE SHOWN

At Merchandise Fair in Grand Central Palace—
 Domestic and Export Business Better

Good needle business is reported by the Brilliantone Steel Needle Co., New York City. H. W. Acton, secretary of the company, stated that business was not only good at the present time, but that orders were on the increase, presaging good business through the Fall and Winter seasons. The export business of the company is also in a healthy state, several substantial orders having been recently shipped to Australia and Japan.

The Brilliantone Steel Needle Co. is an exhibitor at the Merchandise Fair, held at the Grand Central Palace from August 7 to 25. This fair is held strictly in the interest of buyers and the general public has been excluded. The Brilliantone Co. is attractively situated at Booth 573 and is welcoming the many talking machine retailers who are attending.

DEVOTED TO ARTISTIC DECORATION

Mohawk Works of Art Opens Studios for the
 Decoration and Finishing of Talking Machines

The Mohawk Works of Art has been recently established for the artistic decorating and special finishing of talking machines. The new company, under the direction of M. Robichek and M. E. Estrin, who has had considerable experience in the talking machine field, has opened studios in the Mohawk Building, 160 Fifth avenue, New York. At this studio machines will be received from dealers in all sections of the country and decorated strictly in accordance with the special requirements of the individual customers of the dealer. Important connections have already been established with a number of department stores and talking machine retailers in the metropolitan district and it is reported by the officials of the company that its clientele is constantly growing.

Profits are not money stolen from others; they are the reward of service and efficiency—and the greater the service and efficiency, the greater the profits.

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season

Sample
Price **\$19.50**



GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

INDIANAPOLIS

W. E. Kipp Shows 'Em How—Pearson Piano Co. Back in Remodeled Quarters—Window Displays Create Sales—Trade Gains Continue

INDIANAPOLIS, IND., August 7.—Working under the incentive of added duties growing out of the absence on vacation trips of H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor, and of W. O. Hopkins, manager of the Edison Shop, Walter E. Kipp, president of the Kipp Co., did the first retail salesmanship the latter part of July that he had done in many years. He found it necessary to step out and work hard with two prospects who were being carefully solicited by competitors. The result of his labor was that he landed both prospects and discovered that his talents as a "go-getter" had been in no wise impaired through years of executive activities.

"It did make me feel kind of good to find that

I could go out and get the business in just the same way as I expect my salesmen and dealers to do," Mr. Kipp said. "Those prospects I landed were not easy ones, by any means. I had to gather together all the tricks I had learned as a salesman and I had to think fast all the time to prove to those folks that the Edison was their best buy. It is a sure thing that business is to be had by the man who goes out after it."

Mr. Kipp reports increasing optimism throughout his territory. This, he says, is due to rapidly improving conditions on the farms and to the fact that the dealers have responded to the consistent and progressive sales policy developed by the Edison Co. in behalf of the individual dealers. Mr. Kipp says that the dealers are convinced

that the general sales policy of the Edison Co. is sound and is certain to develop an extraordinary business during the coming Fall and Winter.

Pearson Co. Back in Old Quarters

After spending more than three months in temporary quarters as a result of the fire which damaged the store of the Pearson Piano Co. on April 23 that company has moved back into its store and is bidding for business with a talking machine stock that is practically all new. The store has been completely redecorated and has the appearance of a new place. The company is continuing to handle the Victor, Edison, Cheney and Vocalion lines and is planning to feature more than in the past the fine art models.

H. A. Brown, manager of the talking machine department, says he is starting business after the clean-up sale of the last three months with a library of Victor records second to none in the State. He is preparing for the Fall campaign, in which he proposes to rely in large measure on circulars. He has completely revised his mailing list and will depend on the circulars, he says, to accomplish virtually as much in bringing in business as would be accomplished by individual salesmen.

Baldwin Business Excellent

The talking machine business of the Baldwin Piano Co. during the month was somewhat better, than during the corresponding period of last year, according to C. P. Herdman, manager of the talking machine department of that company. He says the only reason the month did show up better was because he and his sales force worked harder than they did in July, 1921. Part of the increase he credits to two penny record sales of two days each, in which Cameo records were sold at the rate of one for 75 cents or two for 76 cents. Mr. Herdman started the penny sales last Fall with Medallion records. He says the drawing power of such sales materially affects the regular record business, so that for a week or two after each sale the business is noticeably increased.

Console Models Continue Popular

F. R. Follis, manager of the talking machine department of L. S. Ayres & Co., reports that the best seller of the month was the new console model of the Victor Co. It is the opinion of Mr. Follis that the business of the month was somewhat less than it should have been, because his appropriation for advertising was less than for the corresponding period last year. He argues on the question of advertising expenditure that steady, consistent advertising throughout the year is the best policy and that such sales effort put forth in July assists in developing Winter business as well as Summer business.

Window Displays Pull Business

H. E. Whitman, manager of the Circle Talking Machine Shop, notes a tone of improvement in both machine and record business, with the latter playing the most important part during the hottest weather. He has relied chiefly for the last two months on window displays to pull in the business, he says. During the first part of August he featured an attractive window by fitting up a woodland scene in which by use of a phonograph he displayed a revolving sign which read, "Away to the woods with a Victrola—only \$1 a week." This was designed especially to promote the sale of portables.

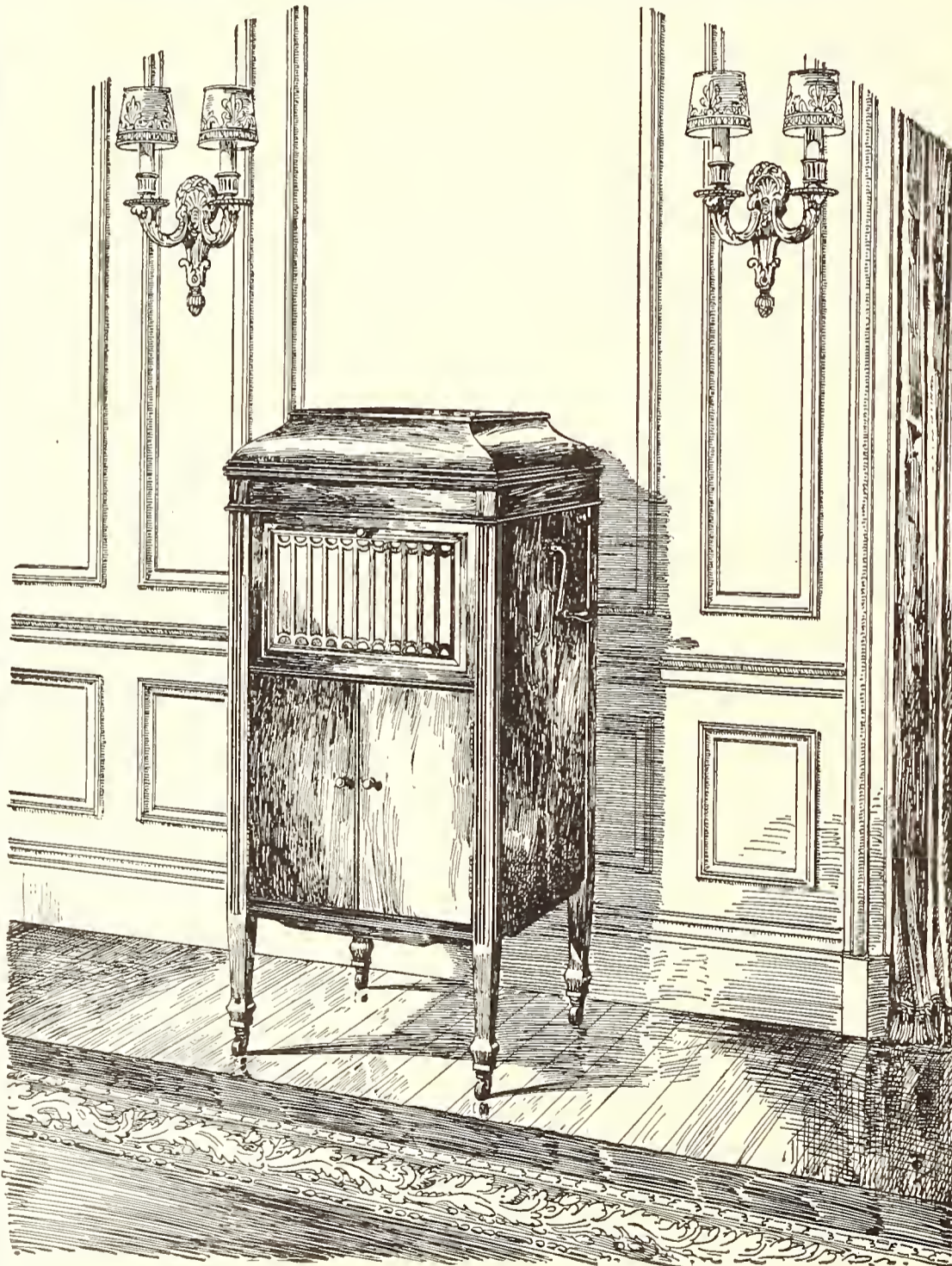
Walter Baker, of the Brunswick Shop, is more than usually optimistic over the business prospects. He is preparing to sell more machines and records this Fall than have ever been sold from his store. The chief difficulty he is meeting now, he says, is that of keeping his supply of records up to the requirements of the trade.

Talking machines sold better last month than did pianos, according to T. H. Bracken, of the Starr Piano Co. The Starr store now presents a dressed-up appearance as the result of alterations which have increased the window display space 100 per cent and has improved the general arrangement of the front noticeably. The entire front exterior has been painted.

"An exceptionally good month" is the way W. G. Wilson, of Widener's Grafonola Shop, re-

SEPTEMBER vs. DECEMBER

HERE IS A CHANCE TO MAKE YOUR SEPTEMBER SALES RESEMBLE A CHRISTMAS MONTH



You can buy now this Model No. 5 Supertone at about one-third of the original dealer price. We bought the entire stock from the Creditors Committee of the Supertone Talking Machine Co. and are ready to pass the benefit of the price to you

In order to avail yourself of this opportunity, you must act at once.

PHONOGRAPH JOBBERS CORP. 206 FIFTH AVENUE NEW YORK CITY

ports his business in Granby and Columbia machines. The trend of trade during that month, he says, has given him more encouragement than anything else that has occurred in many months.

Farmers are not buying anything they do not need, according to C. S. Dearborn, who has charge of the distribution of Pathé machines and records for the Mooney-Mueller-Ward Co. He says that little effort is being made to develop the business just now and that virtually all the sales of machines and records are on mail orders from the established dealers. No plans are being made by Mr. Dearborn as yet for the annual meeting of dealers which has been held in the past.

Period Sonoras in Demand

Sonora business throughout the State has been noteworthy during recent weeks by an increase in the demand for new period models, says Edward Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co. All the Sonora dealers, he says, are speeding up their sales, while the company is preparing to add to its force in the early Fall some twenty-five merchants in various parts of the State who have signified their desire to handle Sonora machines.

Seventy Per Cent Increase in Business

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., says last month's business was very gratifying for the reason that it represented a 70 per cent increase over the business of July, 1921. The gain was chiefly in machines, he says, although the sale of his Victor records remained normal. "Such a gain appears to be wonderful," Mr. Hawkins said. "I am at a loss to account for it except by the fact that we worked hard and general business conditions during the month were greatly improved over conditions a year ago. When business keeps up in such a fashion, despite strikes and vacations, it is time for dealers to rejoice."

Ira Williams, manager of the talking machine department of the Pettis Dry Goods Co., conducted a sale of Emerson machines during the first twelve days of July which resulted in the sale of thirty machines on which price reductions were made. He says the sale was instrumental also in moving twelve Victor machines, which were sold at the regular prices.

Big Volume of Repair Work

The talking machine repair business is keeping up this Summer very much above such work in previous Summers; according to A. D. Smith, of the Acme Talking Machine Co., which specializes in repair work. Mr. Smith says he cannot account for the unusual situation in this respect unless it be that machines are being adversely affected by hot weather.

In reference to damaged machines, Mr. Smith says there is an increasing amount of damage resulting from permitting machines to run down, a thing he advises strongly against. He says, also, damage results frequently from winding too tight. He advises against the repair of old spring, a thing which injures gears, he says, and advises also that motors be oiled every two months, as well as cleaned and graphited at least every year.

Mrs. Mollie Springer, mother of Miss Minnie Springer, of the Taylor Carpet Co., died the latter part of June, after an illness of only three days. She lived with her daughter in this city.

PLAZA MUSIC CO. EXHIBITING

Showing Full Line of Banner Records, Pal Portable Machines and Accessories at National Merchandise Fair at Grand Central Palace

The Plaza Music Co., 18 West Twentieth street, New York, manufacturer of Banner records, the "Pal" portable phonograph and talking machine accessories, is showing a full exhibit of its line at the National Merchandise Fair being held at the Grand Central Palace, New York, for three weeks, commencing August 7. This fair is under the auspices of the National Retail Dry Goods Association and thousands of buyers of retail establishments are attending.

The business of Burns & Kibler, Columbia dealers, Persia, Ia., has been taken over by J. A. Burns.

LEO SCHWARTZ JOINS BENEDICTS

Popular Member of Ormes Staff Forsakes Ranks of the Single Men—Identified With Industry for Fifteen Years and Highly Esteemed

Leo Schwartz, who has been associated with Ormes, Inc., Victor wholesaler, for the past eight years as a member of its shipping and delivery department, was married on Friday, August 4, to Miss Sarah Rothstein, the ceremony taking place at Miss Rothstein's home, 730 Oakland place, New York. Mr. Schwartz is well known in the local Victor trade, having been identified with the industry for the past fifteen years. At one time he was associated with Sol Bloom, Victor jobber, New York, and eight years ago joined the Ormes organization, where he has rendered splendid service and co-operation to the dealers.

There is only one proper way to do a thing, and that is the right way.

G. T. WILLIAMS' NEW QUARTERS

Well-known Victor Distributor of Brooklyn Acquires Temporary Quarters at 272 Flatbush Avenue Extension, Corner of Willoughby Street—A Central Location and Well Arranged

The G. T. Williams Co., Inc., Victor distributor, formerly located at 217 Duffield street, Brooklyn, N. Y., announces its removal to temporary quarters on the ground floor at the corner of Willoughby street and Flatbush avenue extension. The location is well arranged, easily accessible, and the Williams Co. is prepared to give the Victor retailer efficient service.

The G. T. Williams Co. some months back acquired a large plot of ground for the purpose of building a modern, well-equipped distributing plant. Building conditions did not, however, justify the immediate carrying out of the plans and these have been postponed until a more favorable situation arises in the building trades.

Get This

"GERACO" means a lot to Radio! The word identifies Radio accessories made to justify our policy that "only the best is good enough!"

Geraco products are the final result of months of careful experiments. They are the best that competent experts can do. They meet every test that anyone can devise—and make good.

Thus "Geraco" is our guarantee to YOU—and your guarantee to the Radio devotee.

"Geraco" identifies the Music Master-Radio Amplifier, the Geraco Variometer and dial (illustrated), along with the Variocoupler. Each item is absolutely good in every sense of that word. Depend on that!

All Geraco products are made from only the best dielectric materials, either hard rubber or special Geraco compound.

THE Music Master Radio Amplifier greatly magnifies volume and reproduces sound entirely free from that harsh, metallic screeching. It is unequalled in resonance, the beautifully grained mahogany horn insures that.

- 21-inch for concert and out-of-doors....\$45.00
- 14-inch for general use in home.....\$35.00



Geraco Variometer and Variocoupler assemblies are a long step ahead in the development of accurate tuning instruments.

- Variometers\$6.00
- Variocouplers\$5.00

Write for complete information on Geraco:

- | | |
|-------------------------------|------------------------|
| Variometers complete | Variocoupler complete |
| Variometer rotors | Variocoupler tubes |
| Variometer Post Assemblies | Variocoupler balls |
| Variometer stators | Vacuum tube sockets |
| Dials | Crystal detector bases |
| Knobs | Aerial insulators |
| Music Master Radio Amplifiers | |

Manufacturers, Jobbers and Dealers:—
Write at once for complete schedule of discounts

Announcing

The exclusive distributorship for STRAND Phonographs and Okeh RECORDS for Pennsylvania, Southern New Jersey, Maryland, Delaware, District of Columbia, Virginia and West Virginia.

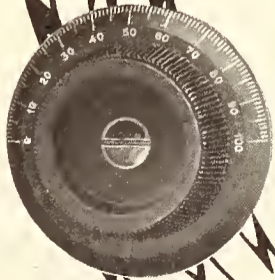
General Radio Corporation

Walter L. Eckhardt, President

Manufacturers and Distributors of

High Grade Radio Apparatus
624-628 Market St.
PHILADELPHIA

GERACO Moulded Dials, smooth black surface accurately calibrated. Equipped with Special Geraco Chuck.
Size 3/4 inches, \$75



GERACO
PROVEN RADIO PRODUCTS

A NEW DANCE CRAZE

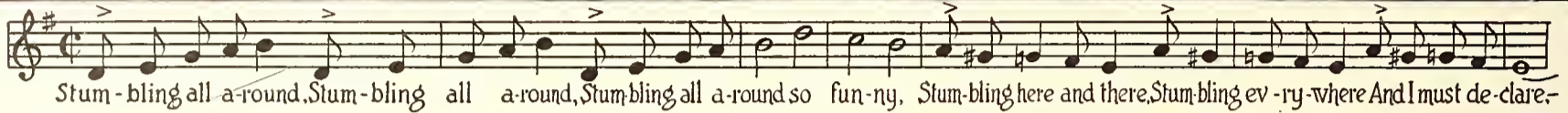
STUMBLING

By
ZEZ CONFREY

A FOX TROT ODDITY

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

HEAR IT NOW



Stum-bling all a-round, Stum-bling all a-round, Stum-bling all a-round so fun-ny, Stum-bling here and there, Stum-bling ev-ry-where And I must de-clare-

CENSUS SHOWS GROWTH OF TALKING MACHINE INDUSTRY

Figures Published by Government Indicate Great Development of Talking Machine Manufacturing Business Between 1914 and 1919—Interesting for Reference Purposes

Although general figures regarding the 1919 census of manufactures were published some time ago, it has only been recently that there have been made available authentic figures relative to the music industry in detail. The statistics regarding the talking machine trade in 1919, as compared with the previous census year 1914, are of particular interest despite the fact that the

increased from eighteen to 166, or an increase of 822 per cent, while the number of employes increased from 11,366 in 1914 to 33,826 in 1919. The development of the trade during a decade is well illustrated in the increase in capital. From \$14,363,361 in 1909 to \$33,770,511 in 1914, and to \$105,241,359 in 1919.

Of particular interest is the heavy increase in

	Number or Amount			Per Cent of Increase	
	1919	1914	1909	1914-1919	1909-1914
Number of establishments.....	166	18	18	822.2	
Persons engaged	33,826	11,366	5,928	197.6	91.7
Proprietors and firm members.....	43	11	2	290.9	
Salaried employes	5,062	1,974	727	156.4	171.5
Wage earners (average number).....	28,721	9,381	5,199	206.2	80.4
Primary horsepower	40,168	11,688	6,371	243.7	83.4
Capital	\$105,241,359	\$33,770,511	\$14,363,361	211.6	135.1
Salaries and wages.....	42,650,716	8,770,664	3,785,766	386.3	131.7
Salaries	8,687,568	2,429,169	945,263	257.6	157.0
Wages	33,963,148	6,341,495	2,840,503	435.6	123.2
Paid for contract work.....	1,751,018		259		
Rent and taxes.....	9,082,122	153,941	50,587	5,799.7	204.3
Cost of materials.....	59,740,205	7,048,040	3,099,391	747.6	127.4
Value of products.....	158,547,870	27,115,916	11,725,996	484.7	131.2
Value added by manufacture.....	98,807,665	20,067,876	8,626,605	392.4	132.6

Table 1—COMPARATIVE SUMMARY, TALKING MACHINE INDUSTRY, 1909-1919

industry has undergone many changes during the past few years and there would be little or no basis for some of the figures to-day.

The Government report, however, serves to

the value of the products of the trade, which jumped from \$11,725,996 in 1909 to a grand total of \$158,547,870 in 1919. This latter figure is compared with that showing the total value of the

Class	Census Year	Total	Per Cent of Total		
			Male	Female	
All classes	1919	33,826	26,540	78.5	21.5
	1914	11,366	9,854	86.7	13.3
Proprietors and officials.....	1919	43	881	97.7	2.3
	1914	194	188	96.9	3.1
Proprietors and firm members.....	1919	43	43	100.0	
	1914	11	6	54.5	45.5
Salaries, officers of corporations.....	1919	234	229	97.9	2.1
	1914	43	43	100.0	
Superintendents and managers.....	1919	625	609	97.4	2.6
	1914	140	139	99.3	0.7
Clerks and other subordinate salaried employes.....	1919	4,203	2,269	54.0	46.0
	1914	1,791	1,236	69.0	31.0
Wage earners (average number).....	1919	28,721	23,390	81.4	18.6
	1914	9,381	8,430	89.9	10.1

Table 2—PERSONS ENGAGED IN THE TALKING MACHINE INDUSTRY, 1919

give some indication of the tremendous growth of the talking machine industry during the five-year period 1914-1919, during which the trade saw the greatest expansion.

During the five-year period, for instance, the number of manufacturing establishments was

products of the piano trade during the same year as \$149,850,945.

The accompanying tables, 1—2, give the complete figures for the industry and offer interesting comparisons.

During 1919 the State of New Jersey is credited

with producing 35 per cent of the total output of talking machines and records, with other States following in the order named: New York, 10.4 per cent; Illinois, 8.1 per cent; Indiana, 5; Ohio, 3.9; Michigan, 2.7, and Wisconsin, 2.4. It would seem that the Government workers elected to figure the output of at least one State that has held a prominent place in talking machine production.

There is no question but that the present-day census would necessitate a material revision, mostly downward, in most of the figures offered in the 1919 report, but nevertheless the last census has been the means of making public the substantial character of the talking machine industry.

VAUGHN DE LEATH'S NEW RADIO IDEA

Popular Okeh Artist Sings Duet With Herself From WJZ Station—Entertainment Pleases Fans

Miss Vaughn De Leath, well-known contralto and exclusive Okeh artist, who is a prime favorite among radio fans, recently conceived a unique idea for her radio program. This plan involved singing a duet with herself from the WJZ station, with the assistance of one of her Okeh records.

Miss De Leath first broadcast "Some Sunny Day" with her Okeh record and for the second chorus, recorded by the orchestra alone, she sang in person. For the third chorus she sang a duet with herself in conjunction with her Okeh record. This unique idea proved to be the hit of the evening's entertainment, and telephone requests by the score were received at the WJZ station asking that Miss De Leath repeat her program at an early date.

WHITNEY CO. ADDS ANOTHER LINE

ALBANY, N. Y., August 7.—The talking machine department of William M. Whitney & Co. has recently undergone extensive alterations and has been considerably enlarged. The company has been handling the Victor line of machines and records exclusively for a number of years, but the Pooley line of phonographs and Federal records have now been added to the stock.

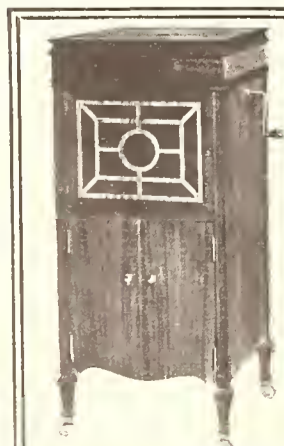
OPENS COLUMBIA DEPARTMENT

TRINIDAD, COL., August 7.—The Andrews Music & Stationery Store, of this city, has succeeded to the Columbia Graphophone department of the Burkhard Saddlery Supply Co. A formal opening of the department was held in the attractive quarters of the former concern.

RECEIVER FOR AIR-O-PHONE CORP.

Walter L. Bryant has been appointed receiver for the Air-O-Phone Corp., 122 Fifth avenue, New York City, manufacturer of radio equipment. The liabilities of the concern are estimated at \$15,000 and assets at \$7,500.

Concentration breeds power and success.



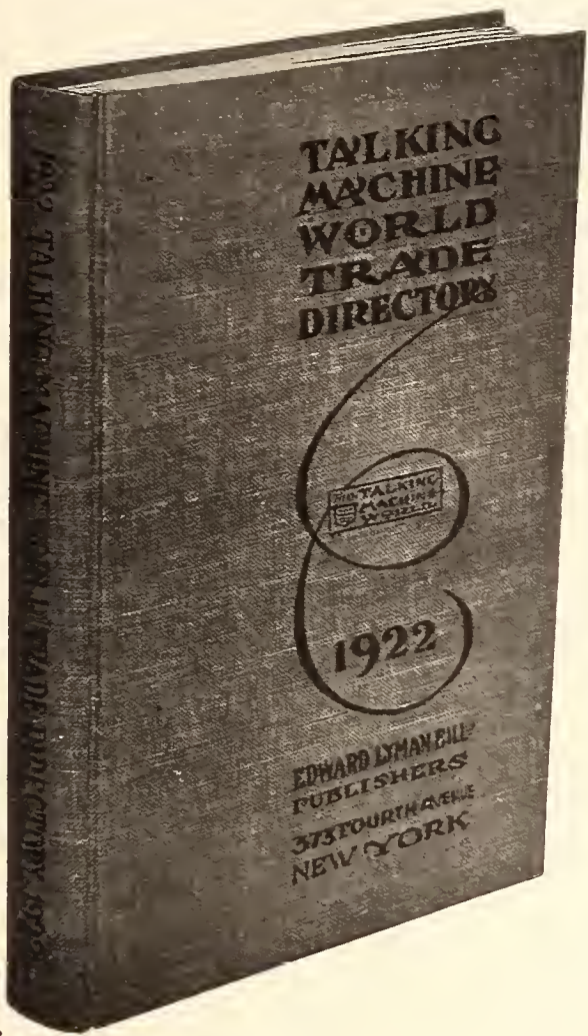
TALKING MACHINES COMPLETE TALKING MACHINE CABINETS RADIO CABINETS

Golden Oak, Fumed Oak, Red and Brown Mahogany

Cabinets that will satisfy your customers—
Cabinets at prices that will make big profits

Send us your inquiries at once—Order Now.

THE H. LAUTER COMPANY
INDIANAPOLIS, INDIANA



You Need It!

The Talking Machine World Trade Directory has filled a long standing want of the industry. It is kept as a handy reference volume on the desks of a large number of the members of the talking machine industry where, in an instant, it provides detailed knowledge about this or that company and the products made by each company.

It gives the kind of information it would otherwise consume much time to secure. For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including the invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

TWO TYPICAL TESTIMONIALS

"Your 1922 Model Talking Machine World Trade Directory reached us all right, and the writer went over it carefully yesterday at his home, and we wish to compliment you. There has never been a Trade Directory got up that has been so accurate as regards firms listed and that has covered the field so thoroughly.

"There is no question but that this Directory will prove of real, tangible benefit, not only to its advertisers and those who are listed in same, but to the general dealer trade at large, who have needed a directory of just this nature."

"We congratulate you on the appearance of The Talking Machine World Trade Directory and trust that you will make it a yearly feature of your business.

"We could use two more copies of this publication in our organization to great advantage, therefore request that you send them to us, proper billing.

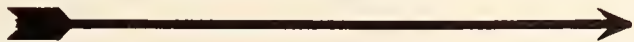
"Just before closing wish to state that we consider the move on your part of issuing a directory of the talking machine industry as being one of the most forward movements occurring in the industry for several years."

Only 50 Cents

Only 50 Cents

USE THIS COUPON NOW

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State.....

MILWAUKEE

Talking Machine Sales Climb as Unemployment Decreases—Food Exposition Claims Dealers' Attention—Month's Trade Activities

MILWAUKEE, Wis., August 8.—Increased employment in nearly every industry in the city and in Wisconsin and Upper Michigan territory is reflected in an improvement in sales of talking machines. During the past month 12,340 placements were made by the employment offices in Wisconsin, according to the report of the Wisconsin Industrial Commission. Little unemployment is seen among the skilled workers, and as for common labor, every factory in the city, with few exceptions, has "Help Wanted" signs posted. This alleviation of the employment situation has created a steadying and firmer undertone in the talking machine market.

The same condition prevails in the country trade districts. The average small-town dealer had little to do in the Spring of the year, and naturally he expected a customary Summer slackening period to arrest what feeble motion his stocks had. To his surprise, trade improved and continued through June and July to hold its high average. Fall orders are placed confidently by the small-city dealer, who expects a good Fall trade as a result of the excellent crop conditions in his district. Wisconsin especially has had very favorable returns from its rural districts regarding harvests. The average farmer will be in sound financial condition in the Fall as a result of bumper hay, grain and fruit crops and will have the necessary surplus on hand to satisfy his taste for music.

Preparing for Exposition

All local talking machine wholesalers are preparing their displays for the Fourth Annual Food and Household Exposition, to be held here in the municipal auditorium, October 23 to 29, inclusive. The musical instrument department will be the

biggest ever held in the city. The talking machine exhibitor will get his product demonstrated to nearly 100,000 people in a week's time. The exposition will be a wonderful means of getting good publicity and of securing direct sales as well. Spaces are going fast, indicating that the distributors in this territory are alert to realize this opportunity of popularizing their machines. Unusual efforts are being made to arrange striking displays.

Excellent Columbia Record Display

The Winter Piano Co. has an attractive and attention-compelling display of records that it would pay other talking machine dealers to pattern. One hundred Columbia records of the new dance hit, "Stumbling," are displayed in the company's Grand avenue window. The records with a royal blue center are shown on separate mounds of rich blue velvet drape that slopes up gradually from the horizon of the passing street traffic to the center of the large window. Three horizontal cards bearing the name, "Stumbling," in blue letters are attached to the window. The display is neat, well-balanced and artistic and has not the usual fault of record exhibits—that of an overcrowded appearance.

Moves "Talker" Department

The Flanner-Hafsoos Music House has moved its talking machine department from the basement to the first floor. The department has been enlarged, redecorated and rearranged. New display and demonstration rooms have been installed and larger, and modern record racks have been constructed. F. F. Flanner, president of the company, announced.

C. Niss & Sons to Enlarge

A three-story addition, 70 by 150 feet, to C. Niss

& Sons is planned. The addition will be of reinforced concrete and will be constructed at 697-700 Third street. Architects M. Tullgren & Sons are in charge of the plans. The C. Niss & Sons Co. is one of the largest distributors of phonographs in this city, specializing in the Edison.

A. G. Kunde Home From Europe

A. G. Kunde, formerly one of the prominent Columbia dealers of the city and who now markets the Gennett records and handles the Starr phonograph, has returned to his headquarters at 344 West Water street from a three months' European tour. Mr. Kunde plans to start an intensive Fall advertising campaign, featuring Starr phonographs and Gennett records. He has secured prominence in the city as an authority on industrial conditions in Europe. The Wisconsin News, one of the city's leading newspapers, has run feature stories signed by Mr. Kunde, bearing his picture. Mr. Kunde in the stories tells of the industrial conditions of Europe—Germany especially. He declares that the average worker in Germany fares among the best of European laborers, this being due to his industry and thrift.

Milwaukee Association Plans for Fall

At the July meeting of the Milwaukee Association of Music Industries a large and enthusiastic attendance greeted President Frederic W. Carberry, Brunswick dealer, who as chairman of the ways and means committee presented a comprehensive plan of work. The plans of the organization for Fall have been withheld for later publication. The efforts of Chairman Leslie C. Parker, head of the Badger Victrola Shop, were rewarded by the admission of three new members at the meeting. They include I. H. Klein, of the Badger Shop; C. A. Schowalter and W. E. Pugh, assistant sales manager of the Yahr & Lange Co., Wisconsin and Upper Michigan distributor of the Sonora phonograph and Okeh records.

Brunswick Artists Boost Record Sales

When the famous Isham Jones Orchestra played here in July talking machine men in the city got busy and proceeded to capitalize the presence of these famous musicians. A Brunswick

Puritan Records

FALL and WINTER PROVIDE BIG SELLING SEASONS
for 50c. RECORDS

It is not too early to make your plans for the coming season **NOW**. A big market has been created for 50 cent records and it will pay you to be able to fill this demand.

Puritan Records offer you the best value in the 50c field—new hits, good material, recording and artists—quick turnover and satisfactory profits.

If you are located in territory East of the Ohio and North of the Potomac it will pay you to write today for full details.

The BRIDGEPORT DIE & MACHINE Co.
170 ELM ST. BRIDGEPORT, CONN.

Invite your customers to chase the Willies over the hills by listening to Marion Harris sing "Haunting Blues." This is dyed-in-the-wool indigo song stuff. For an encore there is Marion on the reverse side in "Nobody Lied" (when they said I cried over you). A-3646.

**Columbia Graphophone Co.
NEW YORK**



phonograph playing Brunswick records made by the Isham Jones Orchestra was placed in a conspicuous position in the lobby of the Palace Theatre, in which the musicians performed. The orchestra was so popular that hundreds of persons lined the lobby of the showhouse waiting in line for tickets. The Brunswick phonograph played the records of the orchestra to the impatient crowd. Result—the next morning Brunswick dealers were overwhelmed with the call for the dance records and popular songs played the evening before. One dealer declared that within two hours he sold sixty records of the popular dance piece, "Stumbling." Similar stories were told all along Music Row. The Frederic Carberry Co. took advantage of the occasion by conducting a special advertising campaign featuring the Brunswick record department and the Chickering piano, also used by the orchestra. Gimbel Bros., one of the largest department stores in the city, held a large sale of Brunswick records during the week Isham Jones appeared. The phonograph section of the store was crowded with persons demanding the popular records. All in all, the appearance of the orchestra came at an opportune time for Brunswick dealers, who secured a great deal of advertising for their music houses, their phonographs and their records.

J. B. Bradford Co. Adds Brunswick

The J. B. Bradford Piano Co., owner of two stores here, has been made representative of the Brunswick phonographs and records. New art display rooms will be opened for the exclusive display of the period types of these machines. Hugh W. Randall, president of the company, announced.

Improvements at Kittelmann Co.

The Kittelmann Furniture Co. has redecorated and rearranged its music department, featuring Columbia and Sonora phonographs. A complete section for records has been constructed, new demonstration rooms and special record racks having been installed. Reading lamps, upholstered chairs, imported rugs and paintings make the demonstration rooms the best furnished in the city, officials claim.

Wilson Co. Secures Victor Stocks

The Wilson Music Co., of Stevens Point, Wis., has purchased the Victor department of the Boston Furniture Co., including all Victrolas and Victor records in stock and the exclusive local agency for this line. George M. Farrin, recently of Oshkosh, is the new manager of the department. The stock of Victor records will be enlarged and the department will be rearranged.

Mrs. L. J. Daly Operates Successful Business

Mrs. Louise Jefferey Daly, owner and manager of the Daly Music Store, Wisconsin Rapids, Wis., well known among the talking machine dealers of the State, was honored recently by the Wisconsin Rapids Tribune. A brief sketch of Mrs. Daly's life was given in the "Who's Who in Wisconsin Rapids" column of the paper. Mrs. Daly is the widow of F. P. Daly, well-known jeweler and music house owner of the city. At her husband's death Mrs. Daly, undaunted, took up the business, disposed of the jewelry store and concentrated on building up what is now equal in

equipment to any store of its kind. Her daughter manages one of the musical instrument departments of the store, her eldest son, Francis, is manager of the talking machine department, and her youngest son, Glen, is manager of the piano department.

Gennett Records in Good Demand

A. G. Kunde, Wisconsin distributor of the Gennett records, declared the records to Summer vacationists were moving in endless quantities. Music lovers moving to their Summer homes purchased large numbers of the latest releases. These are the popular records, he said: "Swanee Bluebird," "Romany Love," "Hopeless Blues," "Lonesome Mamma Blues," "Stumbling" and "Three O'Clock in the Morning." There are now eight Gennett dealers located in various sections of this city.

To Build New Store Front

Joseph Goldman, a dealer of prominence here, is taking bids through his architects on a new twenty-four-foot copper and plate-glass front for his store at 510 Mitchell street. A modern and attractive store front is planned by Mr. Goldman. He will feature phonographs and records for a special opening display, when the new front has been constructed. He plans to make his show window one of the best of the many talking machine houses on the South Side of the city.

Yahr & Lange Pass Half-century Mark

The Yahr & Lange Drug Co., a leading wholesale house and jobber for the Sonora in Wisconsin and northern Michigan, recently celebrated the fiftieth anniversary in business in the city. Fred E. Yahr, president of the company, declared that the Sonora department has increased its sales steadily since the first of the year; that business this Summer is far in excess of the same period last season, and that an excellent Fall trade in records and phonographs is expected, especially in the rural districts of Wisconsin.

Cheery Message From H. A. Goldsmith

Henry A. Goldsmith, secretary of the Badger Talking Machine Co., reviewing the current market conditions for the sale of talking machines, said: "We find in our Wisconsin and upper Michigan territory that talking machines are showing a record-breaking improvement. More machines have been sold this season than ever before in our history. We think that the 'evil days' are safely behind us and we now look forward to a slow and steady movement of stocks in the hands of all our dealers scattered throughout the State. Since the slack Spring months have passed we have watched our machines move in fair quantities, improving as the Summer advanced.

"Through the Summer months trade continued to improve and has not the slightest indication of decreasing as Fall approaches. Trade secured a nice impetus in the early weeks of July. For a time this was checked by the strike of the railroad craftsmen and the coal miners. The succeeding days, however, have shown a decided improvement and trade has resumed its former brisk pace. Although many dealers in the larger cities of the State, in the industrial centers especially, claimed that the cessation of buying due to the

acute strike situation checked what would otherwise have been a bumper Summer sales season, dealers in the rural communities claim that the momentum of sales has never had a setback and that the season advanced in its healthy condition right through the Summer.

"We are now taking orders for Fall machines and they are found to be of a large number and higher price. Trade in general for Fall looks very encouraging. The rural trade, especially, is in the market for large purchases. We can differentiate the bumper crop sections from the crop failure districts by the size of Fall orders for talking machines. For the greater part of the State it must be said that crop conditions are encouraging and that bumper harvests will put the country in a sound financial condition. On the other hand, in a few more or less scattered spots, where harvest yields were not faring as well as the more fortunate districts, Fall orders have fallen down on their last year's average.

"The country cannot help but receive some of the prosperous trade that talking machine dealers in the city are enjoying. The good feeling percolates out into the rural districts slowly, but it inevitably is felt there. The city dealer is the first to feel any setbacks of trade and the first to enjoy the prosperity.

"Records, of course, are keeping pace with the movement of talking machines and will hold up to the high average set by them. Popular hits are going better than ever this season. Dance pieces have been bought in large quantities by vacationists.

"As for types of machines that are the most in demand, we find that people are buying more of the horizontal models this year than they have ever before purchased. The machines are listed at all prices and the trade is choosing the medium-priced instruments. The middle class is our strongest buyer now, which accounts for the better feeling in the trade. In the Spring the wealthy class was the only one in the market. We sold a large number of high-class machines, but our total volume of business was not as great as at this period when the middle class comes into the market.

"Portable machines proved to be so popular this Summer that our stocks at the end of the season are depleted. Every camper and tourist seemed to ask for this little machine.

"Collections are improving. The strikes seemed to have affected them somewhat, but our collections are in better condition now than they ever have been this year."

Columbia Line in Better Demand

R. H. Walley, representative of the Columbia line in eastern Wisconsin, says Columbia phonographs and records are moving in better quantities at this period than they were a year ago. Business for the Summer has been far ahead of last year and, judging from Fall indications, Mr. Walley believes a record business will be registered.

The Swann-Schulle Furniture Co., of Austin, Tex., recently added Victor talking machines to its stock.

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[Editor's Note.—This is the twenty-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 featuring and developing of the musical possibilities of the talking machine.]

4—HOW TO KNOW BY LISTENING

When once the instrumental voices have been individualized in the way suggested in the previous articles it is time to listen more analytically to music, in order to penetrate the secrets of its form. Just as a matter of salesmanship it is important to know forms of music. The arguments in support of this statement have been made too often to need repetition at this time.

Composers do not work by frenzy or chance

or mysterious inspiration. Ignorant people harbor many queer ideas on these subjects. But the truth is that, while the power of invention, in music as in poetry or painting, is the prime requisite for good composition, still the medium in which the tone-master works is just as rigid, and subject to just as many rules, as the poet or the painter must master. True, there is what is called "free verse" in poetry, which pretends that it does away with all the old rules of metre and scansion; true, also, there is painting, so-called, which boasts that rules mean nothing to it. And there is music, too, which seems to have been written by children who have learned to put down black marks on paper, but who neither know nor care what these may signify.

Yet these modern absurdities do not represent anything worth while nor anything that will live. We may safely forget them until we know so much about real music that we can afford to waste our time on the screechings of men who care nothing for purity or beauty, but everything for notoriety.

Music, then, depends upon form. There is no better way of expressing what is meant by this term "Form" than to say that Architecture was once aptly called "Frozen Music." In other words, the material of music is sounds. These sounds are built up into relations with each other very similar to the relations which the bricks of a building bear one to the other. The bricks must be arranged according to a plan. Without a plan there would be a mere heap; with it there arises a building, scientifically planned and beautiful to look at. So with the sounds which form the raw material of music. When put together according to a correct architectural plan these sounds may form tonal structures which have just as much definite shape, ornament and beautiful detail as a Gothic cathedral.

The Kinds of Form

Just as there are schools of architecture, variously known as Greek, Romanesque, Byzantine, Gothic, etc., so there are definite styles of musical form. All these styles are easily distinguishable, when once the keystone in each has been recognized. Architecture began with the simplest structures, the merest lean-to shacks, mere shelters placed against the opening of a cave scooped out from the side of a hill. So, too, music has evolved into unfinished art from the simplest beginnings, from the rough tunes of primitive peoples. From the earliest days these song and dance tunes have been taken by musicians as the material for their experiments in more artistic combinations. In due course they have come to form one part of the foundation on which has been built up the great structure of art music. The other part of the foundation was laid centuries ago in the Christian Church, which from the first recognized the value of singing and bit by bit evolved a set of rules for conducting voices in several parts, a system which in time developed into counterpoint, itself the basis of all the more important evolutionary work in musical composition.

Slow and Painful Conquests

If we go back three hundred years we shall find the art of music gradually but steadily emerging from the limits of ecclesiastical music, and simultaneously working out the rough simplicities of the popular songs and dances into ordered and artistic forms, using the learning of ecclesiastical music to furnish a sort of mortar wherewith to bind together the folk-song fragments into an ordered structure. The process was long and tedious. It is only necessary to hear seventeenth century music to realize that composers had to learn slowly and even painfully how to work their material and to master its peculiarities. These things are not done in a day.

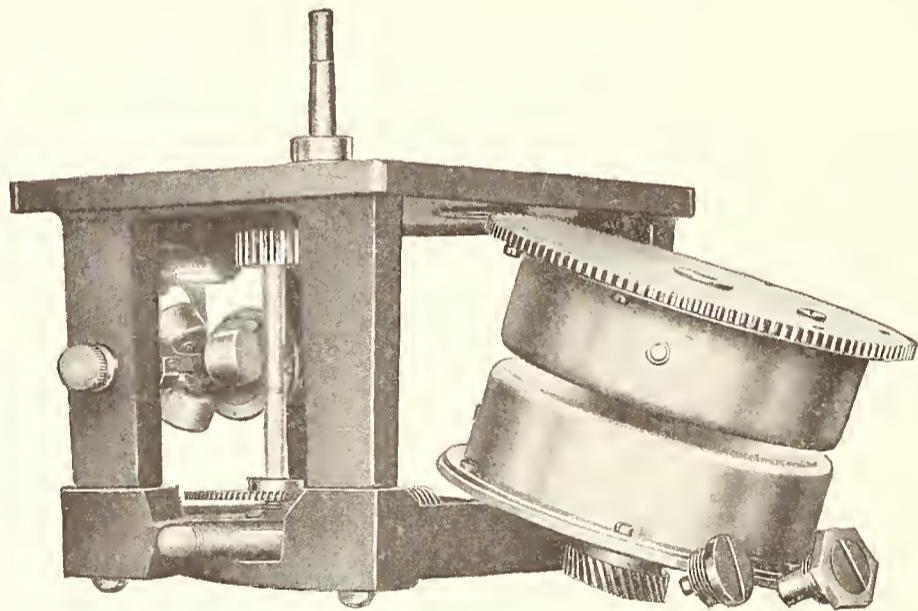
But by the time when the earliest of music now often heard had come into being—that is to say, by the end of the seventeenth century—the stage was set for the emergence of the art of Fugue in all its glory, to be followed almost immediately by the art of the Symphony and the Sonata. Upon the double rock of these forms stands all modern music. They may most simply and pleasantly be studied through the medium of talking machine records.

Study Through Hearing

Let no one, however, fall into the gross error of supposing that he will find anything dull or repulsive in the study of musical form through the unique medium of talking machine records. On the contrary, the study will be found delight-

Study the **SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive **SILENT MOTOR** Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

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CHARLES A. O'MALLEY, *President*

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ful from start to finish. Let the student understand that he is going to learn by actual listening, instead of indirectly by printed examples which he must play or get someone to play for him on the piano.

What Is Counterpoint?

In the glossary of musical terms to be found at the end of the Victor catalog will be seen these words: "Counterpoint: The art of combining melodies." This is almost a model of a short, compact definition, but it needs to be extended somewhat if it is to be complete as well as accurate. Counterpoint, in fact, is the art of combining melodies in such a way that when played simultaneously they form a good harmony. The word itself is just the English of "punctum contra punctum," or point against point, that is to say, voice set against voice so that each shows off by itself and yet all together sound musically satisfactory.

Now counterpoint is the oldest of devices for building up a musical structure. Long before anyone knew anything about putting sounds together so as to form chords, indeed, long before there existed any musical instruments on which simultaneous sounds could be expressed, the musicians of the Christian Church had experimented with the device of setting two voices to sing the same melody at a distance of a fifth in pitch. From the crude and often distressing results of these early experiments the art was gradually developed until the fifteenth century the art of contrapuntal writing for four sets of voices, soprano, contralto, tenor and bass, was far advanced; so that to-day it still offers technical problems by no means insignificant.

Out of the early counterpoint developed finally the marvelous art of Fugue, which was brought to its highest point of beauty and grandeur by Johann Sebastian Bach, of Leipzig, who died in 1750 at the age of sixty-five. Every musician who, from the end of the eighteenth century till to-day, has made any mark as a composer, has had to acknowledge indebtedness to his genius, for he is the founder of all modern music.

The Art of Fugue

Fugue, as Bach perfected it, is a system in which one special musical idea, tune or theme (the terms all mean the same in this case, noting only that for fugue purposes it must always be a short, snappy sort of tune), called the "Subject," is sounded in one voice, or instrument, or in region of instrument (according to whether the fugue is written for choir, orchestra, organ or piano). This subject is immediately "answered" by a similar tune, completing the idea begun by the first, and called the "Answer." The subject and answer are now sent off on their musical travels, appearing first in one voice and then in another, according to various rules which have been worked out by gradual experience through three centuries of development. The voices skip from place to place, from soprano to tenor, to contralto, to bass, while never losing touch with each other, and running so that whichever one is at any moment most prominent the others will furnish a true harmony and support for it. It is a way of making music run "horizontally," that is to say, by simultaneous melodies, instead of by one melody with chords underneath it. It makes more demands upon the ear for delicacy and judgment than an ordinary tune and accompaniment do, but the result is worth the trouble. All modern music is built upon this idea of counterpoint, that is, of keeping many melodic voices running together, and all orchestral music of to-day is simply filled with it. Wagner, for instance, is contrapuntal from his first page to his last. His melodies cross and recross each other like the woof and warp of a great woven arras, in a constant succession of simple, double and triple counterpoint. And all his successors have yielded their homage, too, in conscious imitation, to the great art which old Bach perfected over two hundred years ago.

Some Practical Examples

And now, after all this, for some examples. Careful search through the wealth of musical literature in the talking machine catalogs will reveal some excellent examples of pure Fugue,

both classic and modern, although in this respect, as in others which might be mentioned, the distribution is uneven. There is too much space given to inconsequent stuff, for not everything sung or played by a great artist is worth hearing. However, to our muttons:

I suggest that the listener choose, first of all, the vastly entertaining and interesting record from the Victor catalog of the "Overture," so-called, to Bach's D-Major Suite for orchestra. Now a Suite is a set of pieces, all written in the same key, and Bach wrote several such Suites for orchestra when he was directing the private band of the Prince of Anhalt-Coethen. Each consists of an Overture, so-called, or opening piece, followed by a set of dances, Gavotte, Bourree, Sarabande and Gigue, which latter is simply a good old "jig," and is put last to make a merry finish.

Now, I simply ask you to take the Overture to this Suite, as you will find it on a 12-inch record, played by orchestra, and listen to it. You will note that Bach scored his music for first violins, second violins, violas, 'cellos and contrabasses; that is to say, chiefly for the strings; and he added flutes, trumpets and drums to fill in from time to time. But the subject, the answer and the contrapuntal interweaving are almost entirely given to the main choirs of strings, simply because in Bach's time the wind instruments were too imperfect to be entrusted with important work, and many musicians even thought them altogether out of place in a string band.

The overture begins with a slow and graceful movement, in which all the strings, with trumpets and flutes, are joined together. The melody is stately, the harmony graceful. But note: each part is individual, so that you could take, for instance, the 'cellos and make them play their part separately and you would find it to be in itself almost a complete melody. But this is not yet a Fugue, though it is contrapuntal.

Subject and Answer

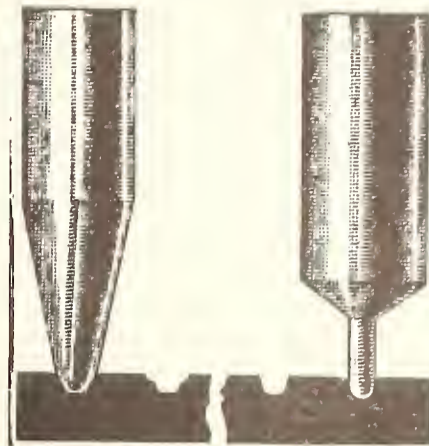
The stately melody draws to a close and there begins a sharp, incisive, snappy tune in the first violins. Listen to it carefully. It is the subject of the Fugue. After a few seconds this is answered in the second violins, a fifth lower. This is the answer. Note how, when the first violins finish the subject, they go on playing a sort of secondary melody or counter-subject, thus maintaining the harmony till the second violins have made their answer. Then immediately the 'cellos take up the subject, while first and second violins continue their secondary melodies. The violas come in with the main subject, then the first violins again; and so on, till the whole orchestra has been drawn into the loom and is weaving the marvelous web of flashing melodies, crossing, recrossing, running parallel, leaping from point to point, till the master has worked out his material, and has brought all to an end, with one sweeping modulation into the key of D.

This is Fugue at its finest. You will want to listen to it many times, but do not allow yourself to be satisfied till you can trace the shining strands of subject and answer through the whole glittering garment of tone. Then you will begin to hear some things in music which you have never heard before.

I could go on forever in this strain, but space forbids. The road I have opened up stretches far and wide. The listener will wish to hear more music like this, and so, in closing, let me suggest two very fine additional examples. One is the overture to Mozart's opera, "The Magic Flute," which is fugued from the beginning of the allegro, after the trombone introduction, to its end, and is a beautifully clear example of the form. The other is Wagner's Overture to "The Mastersingers of Nuremberg," in which he uses a five-part fugue in the middle section, very modern and wonderful, albeit as clear as crystal.

We may next go on to think of the forms, like that of the symphony, which were built on this great art of fugue.

NOTE—The English catalog of the Columbia Graphophone Co. has some fine organ records, including one of the magnificent Toccata and Fugue in D minor by Bach. But please do not think that Fugues are only to be found (for orchestra anyway) in Overtures. The three examples I have quoted just happen so.



Make This Two-Minute Demonstration to Your Customers

*It will bring many
profitable sales
per day*

All you need is an ordinary steel needle, a Sonora Semi-Permanent needle, and the illustration above. Show them how the ordinary needle's tapered point wears down, broadens, and abrades the record grooves. Show them how the uniform shaft of the Sonora S. P. Needle remains the same width, and plays as long as it lasts—fifty or more records.

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Geor - gia! Geor - gia! My home sweet home

GEORGIA

Irresistible Fox Trot - Full of Rhythm and Snap - It's a Hit

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

Proved Instantly Popular in Vaudeville
—A Great Favorite with Dancers.

HEAR IT NOW!

KANSAS CITY

Optimism Features Trade—Rail Strike Curtails Business—Reluctance on Part of Dealers to Place Orders Noted—The News

KANSAS CITY, Mo., August 8.—Business in the talking machine trade in this city has not been over active for some time past, and satisfactory sales records have been in the minority, but a distinct improvement is now being noticed and the majority of jobbers and dealers have confidence that trade is coming back very strongly during the Fall months. They do not look for a volume of business that will measure up to the peak of 1919 and 1920, but expect sufficient sales to insure substantial turnover and profits.

The majority of the trade is of the opinion that the wave of price-cutting and of liquidating stocks has run its course, and that the public will soon come to a realization of the fact that the prices on machines of standing have been stabilized and are equitable.

Effect of Railroad Strike

There is no doubt but that the railroad strike is having a bad effect on the business. It is interfering a little with the movement of the machines and is having a tendency to slow up things. There are many dealers who are reluctant to order, when they are not sure but that the goods will be tied up on the way. Then there is a large number in territory dependent upon the selling and delivery of the wheat crop for their prosperity, who are waiting to see if the wheat will be gotten to market. Then there are a number who live in towns which are dependent

to a large extent for their prosperity on the operation of the railroad shops. When there are a thousand or two thousand men whose income is suddenly cut off there is not much hope for a lively trade in musical instruments in that town. And there are a number of such towns in the Kansas City territory.

Miss Florence E. Hazlett, educational representative of the Columbia Co., working out of the Kansas City branch, has had some very interesting and profitable engagements during the past couple of months. Miss Hazlett recently attended the Normal School at Hays, Kans., where she talked to almost 1,000 school teachers from western Kansas. Her work was received most enthusiastically and many of the teachers promised to get busy early in the Fall and see that Grafonola outfits were put in their schools. Included in the places where Miss Hazlett had most successful engagements were Warrenburg, Mo.; Jasper, Ark.; the State University at Fayetteville, Ark., and the Kansas State Normal School at Emporia, Kans., and Pittsburg, Kans.

New Edison Baby Console Popular

The Baby Console, the new Edison machine, which is offered at the low price of \$175, has been received in Kansas City, and is being distributed to the dealers. It is creating quite a sensation on account of its attractive lines and its price. Dealers are ordering freely. H. M. Lee, Enid, Okla., has been in Kansas City during the past month and freely predicts a fine Fall business.

M. M. Blackman, manager of the Edison branch here, has recently returned from a trip to the factory. He reports that there is much optimism there over the general outlook, and the plans which are being worked out to meet the expected big Fall business.

Credit Situation Improves

Fred Jenkins, of the wholesale Victor department of the J. W. Jenkins' Sons Music Co., reports that there has been a very decided improvement in the credit situation. He says that there are many dealers who have been slow in the past who are now paying promptly, and a number are sending cash with the orders. He says that in the towns where the railroad shops are located the business has been slowed up very perceptibly. There has been a nice business in records, however, throughout the territory.

The Victor department of the Gunn Drug Store, of West Plains, has been sold to the Powell Drug Store of that place.

The recent advertising campaign of Cowman's Pharmacy, Inc., Sapulpa, Okla., was certainly a success and is perhaps best described by a press notice which appeared on the front

page of the Sapulpa Herald, reading as follows:

"In less than thirty minutes after the Herald was off the press with a page advertisement telling of the sale of Columbia Grafonolas at Cowman's Pharmacy, the first deal had been consummated. An even dozen Grafonolas was sold the first day on the strength of that one advertisement.

"A half carload of Grafonolas was brought here for the sale. This caused considerable comment as it was probably the largest shipment of phonographs ever made at one time in this part of the State. The first day's sale was followed by good sales on following days and Mr. Oliver, in charge, has been well satisfied with the results."

The Dodge City Music Co., Dodge City, Kan., exclusive Columbia dealer, recently sold a Grafonola, taking in trade an old type A Columbia cylinder graphophone made by the Columbia Co. twenty-five years ago. The customer stated that he was rather reluctant to part with this old instrument because he had had it about twenty-five years and during that entire time he had only spent \$1 for repairs, and he further stated that the graphophone worked as good now as it ever did. The Dodge City Music Co., after making the trade, put the graphophone, including the large horn and the assortment of some forty or fifty records, in its window and made up a large window card telling the complete story. It created considerable comment.

Working With the Educators

Educational representatives of the Victor Co. are spending the month in Kansas, attending the teachers' institutes and giving lectures on music appreciation, memory contests and other features of school work. There will be twenty-two counties served by these representatives up to September 2. The representatives are S. Dana Townsend, Miss Alice Keith and Miss Marie Finney.

A. O. Drake, of the Dodge City Music Co., Dodge City, Kan., believes in getting business from those to whom he is giving business. He places considerable advertising with the Dodge City Globe, and recently sold the editor of the Globe a Columbia Queen Anne period design Grafonola and also an upright Grafonola to the advertising manager of the same paper.

Good News From Oklahoma

Manager Briggs, of the local Brunswick branch, had in hand a bunch of letters from Oklahoma and western Kansas when The World representative called and said they all read mighty good to him. There was only one note in them that was not most encouraging—the threatened bad effects of the strikes. The wheat crop, the splendid prospects for a big corn crop, and in Oklahoma the renewed activity in the oil fields were all factors in the problem of the Fall trade, and all indicated a big volume. But better than all this is the attitude of the dealers who write or call. He said, "There is but one note and that is encouraging." Mr. Briggs is expecting a gradually improving market.



Artistic Decorating On Phonographs

Dealers and manufacturers, send your phonographs to us for decorations and special finishes. We maintain a high-class studio devoted entirely to this work. We will decorate your phonographs from our large selection of designs or from designs you may particularly specify.

Let us show you our work and submit estimate

MOHAWK WORKS OF ART
Mohawk Building
160 Fifth Avenue New York

BALTIMORE

Business Continues to Improve With Both Wholesalers and Dealers—Store Improvements and Trade Changes of the Month

BALTIMORE, Md., August 10.—July business in talking machines was considerably better than the trade generally had looked for. The sales of portable machines exceeded all expectations and practically every wholesaler in the city was cleaned out by the end of the month. This demand was unusual and the dealers had a hard time supplying the trade, many of them borrowing machines from other branch houses.

The record business also has been good, dealers generally finding it impossible to supply the demand for the latest issues. This is especially true of the new Victor Health records. The three Victor jobbers, Cohen & Hughes, Eisenbrandt's and E. F. Droop & Sons, have been cleaned out of these records for some time, with additional orders accumulating daily.

A new talking machine, the Voluta, will shortly be put on the market. This machine will be manufactured in Baltimore by the Voluta Corporation. It is claimed by the inventor, James T. Cook, to give unusual results. It has several unique and interesting features. It is made in this city. The Voluta Corporation recently opened a demonstration store on North Howard street.

Victor dealers here report an unusually heavy advance sale of the Victrola Model 111, which they expect to have for delivery next month. Wholesalers generally report heavy buying for the Fall trade, most dealers placing orders for considerably more and better quality of goods than last year.

The local Columbia branch reports a good business from the southern section of its territory, especially North Carolina, where business has taken an unexpected boom.

C. F. Shaw, manager of the local branch of

the Brunswick Co., has just returned from a trip to North Carolina and reports opening the following accounts as exclusive Brunswick dealers: R. C. Thompson, Graham, N. C.; Stadiem-Cohn, Thomasville, N. C.; Levy, Page Co., in Norfolk, and L. R. Brown, of Richmond, Va. Mr. Shaw also gives a glowing account of business revival in North Carolina as well as several other States in the South. The Brunswick people have started an extensive campaign of billboard advertising in this vicinity, which is reported to be bringing good results. Edward Strauss, of New York, divisional manager of the Brunswick Co., spent a week at the local branch this month.

Quite a number of men in the trade are now taking their vacations, including W. F. Roberts, manager of the E. F. Droop & Sons Co. branch.

The Rosenstein Piano Co., under the direction of Manager George P. West, has inaugurated a semi-monthly salesmanship meeting of its outside sales force, which is bringing good results. The meetings this month were addressed by William H. Swartz, sales promotion manager of the Columbia Co., and C. F. Shaw, manager of the local Brunswick agency.

Miss Irma Groell, manager of the record order department of Cohen & Hughes, is in New York on a two weeks' vacation, and while there she will visit a number of the larger jobbing houses for the purpose of getting new ideas of the business.

F. S. Harris, manager of the Washington branch of the same house, is spending two weeks' vacation in Atlantic City, and H. T. Bosee, sales manager, and wife will leave for a ten-day trip on the nineteenth.

I. Son Cohen, head of Cohen & Hughes, was

in New York last week to meet his wife and daughter and son-in-law, who just returned from a trip to Europe on the "Mauretania." The marriage of Miss Elizabeth Son Cohen to William Biel, a son of Mr. and Mrs. Lewis Biel, of New York, one of the founders of the United States Cigar Stores Co., took place in New York last month at the Ambassador Hotel, and immediately after the ceremony the couple left for Europe, where they met Mrs. Cohen, who had preceded them by several weeks.

A. Burdwise is featuring and making a special window demonstration of the new phonoreel and reproducing attachment for talking machines. This is the only working demonstration that is being given in the city.

Leonard Trout, of Trout's Music Shop, Highlandtown, is feeling rather "chesty" these days over the fact of having won out with a Grafonola in a recent voting contest at Camp Holabird in competition with four other well-known makes of talking machines. Trout's entry was a K-2 Grafonola on which he featured Ted Lewis selections with the result that when the vote was taken, which included both officers and enlisted men, he was declared the winner by a comfortable margin.

L. & K. Snyder, 2132 East Monument street, are remodeling their place and when improvements are completed will have a store about four times the former capacity in addition to one of the handsomest display rooms in that section of the city. The firm handles the Columbia line exclusively.

Cohen & Hughes are making an extensive display of period Victor machines at their salesrooms on Saratoga street, which is meeting with great success from the trade, many of the dealers bringing prospective customers there, where they can see all the latest styles of machines, something which hardly a dealer in the city has the space to carry or exhibit.

S. C. Cooke, assistant manager of the Baltimore branch of the Columbia, is making an automobile tour of the Eastern section of the country during his two weeks' vacation.

EMERSON FOREIGN RECORDS



Are Good Sellers

Because they please the greater number of 30,000,000 foreigners

Emerson Records in Italian, Hebrew, Jewish, Polish, German, Russian, Ukrainian

Are Leaders in Their Field

DEALERS, CATER TO YOUR FOREIGN TRADE WITH
EMERSON RECORDS

Send for Catalogs and Information Today

EMERSON PHONOGRAPH CO.

206 FIFTH AVENUE

NEW YORK, N. Y.

LOS ANGELES

Business Continues to Move Apace Despite Strikes and Vacations—Console Models Continue in Favor—Other News

LOS ANGELES, CAL., August 7.—The past month has proved to be an exceedingly good one for talking machine departments in spite of the fact that vacations are in full swing and many families are out of town enjoying the beaches and mountains. However, this city has grown to such a size and there is such a large influx of settlers arriving all the time that seasons and different months of the year can be practically disregarded. The number of new homes which are being built is very great and, of course, this is having a stimulating effect on business.

Console Models Popular

Console and period types of talking machines continue to grow in popularity, and dealers are experiencing difficulties in keeping up with the

demand for some of the models. This is particularly true with the Victor line of consoles, which, in the case of several models, are unobtainable throughout this territory; however, relief is promised in the near future and large shipments are expected soon.

Cheney Headquarters Well Established

The Munson-Rayner Corp., Cheney distributor for the State of California, has fitted up a suite of very attractive offices in the Homer Laughlin Building, and a complete line of de luxe period models is on display. Quite a number of dealers in southern California outside of Los Angeles are now representing the Cheney, and announcement of the names, accompanied by display advertisements in the newspapers, of the city dealers will be made within the next thirty days. Headquarters for the northern California territory will be established in San Francisco in the near future, according to Sales Manager Darvill.

H. Jackson With Sherman, Clay & Co.

Harold Jackson has been appointed assistant to C. H. Ruggles, manager of the local wholesale Victor branch of Sherman, Clay & Co. Mr. Jackson was until recently manager of the phonograph department of the Wiley B. Allen Co.

Columbia Stores to Open in Pasadena

The Columbia Stores will open in Pasadena about September 1, under the management of R. L. Tamplin, who has been operating similar stores in San Diego and San Bernardino. Mr. Tamplin started his first Columbia exclusive store in San Diego last October and made a great success of it from the beginning. He followed this up by a second store in San Bernardino and will operate in Pasadena with his third after September. Originally from England, Mr. Tamplin operated a phonograph store, carrying the Columbia line exclusively, in Windsor, Canada, and built up a very fine business, which he eventually sold out and then came down to southern California.

R. W. Moon Back From Gotham

R. W. Moon, general manager of the Swanson Portable Phonograph Co., returned to this city last week after an extended trip to Chicago and New York. Mr. Moon has established the Munson-Rayner Corp. as distributor for California of the new Swanson portable phonograph, but will retain his offices here, as well as those in Chicago and New York. He will remain in Los Angeles for about ten days and will then leave for the East and Middle West.

New Manager of Phonographs at Wiley B. Allen

E. P. Tucker, general manager of the local branch of the Wiley B. Allen Co., has appointed W. Bell sales manager of the talking machine department.

J. J. Grimsey Returns After Long Absence

After an absence of seventeen to eighteen years, J. J. Grimsey—or Joe, as he is known by his friends—has returned to Los Angeles. Joe Grimsey established the first Columbia headquarters here in 1904 and left soon afterwards for Seattle, where he managed the Columbia branch in that city for a number of years. He afterwards obtained the Dictaphone agency for Seattle and conducted it for some time. He has now returned to manage the southern California branch of the Walter S. Gray Co., talking machine accessory distributor and Pacific Coast jobber of the Strand phonograph and Strand Console, and is very welcome.

Music Trades Association Meets

The July meeting of the Music Trades Association was attended by over fifty members, the occasion being the return of those members who had attended the National Jubilee Convention in New York. Speeches were made by all the delegates and satisfaction expressed by them at the benefits derived by all who were there. President Boothe announced that a banner had been

awarded to the Southern California Association for the best organized effort and that it had been anticipated that the formal presentation would be made at the present meeting, but that the banner, with its suitable inscription, had not yet arrived.

Members of Paul Whiteman's Orchestra Here

Several members of the celebrated Paul Whiteman's orchestra visited this city during July, including Donald E. Clark, M. Pingatore, Harold McDonald and Paul Whiteman himself. Practically all of the members of this orchestra claim this city as their home town and long before they went to New York and recorded for the Victor Talking Machine Co. they were famous in this part of the country as the Hotel Alexandria Dance Orchestra.

Platt Music Co. Enjoys Outing

On July 19 the entire Platt Music Co. organization were guests of their president, Ben Platt, at a unique outing. One hundred and twenty employes of the store journeyed down to San Pedro, twenty-five miles away, where they were received on board the Marco Hellmann houseboat. A sumptuous banquet was enjoyed. A cabaret show, composed of members of the Platt organization, was given. Speeches were afterwards made by Marco Hellmann, president of Hellmann's Bank; E. Cohen, vice-president, and by the celebrated actor, George Beban. A trip was also taken by the ladies around the harbor in Mr. Hellmann's steam yacht.

E. D. Sloat at Wurlitzer's

The new branch of the Rudolph Wurlitzer Co., which was recently opened in this city and occupies the quarters formerly leased by the Bartlett Music Co., has E. D. Sloat as manager of the Victrola department.

Barker Bros. Close San Diego Store

The Barker Bros. branch in San Diego has been closed after having been established in that city for over two years. Earl S. Dible, former manager, after disposing of the lease, has joined the sales department of the Los Angeles music department of Barker Bros.

Some Columbia News

A rousing welcome was extended to Duci De Kerekjarto, famous Hungarian violinist and exclusive Columbia artist, on the occasion of his appearance at the Orpheum Theatre in this city recently. Columbia dealers all tied up very strongly with this appearance through the use of appropriate window displays and they all report an active demand for Kerekjarto records. A unique feature of the publicity was a large replica of a Columbia record twelve feet in diameter mounted on a truck with appropriate banners which paraded the downtown streets every day during the artist's appearance and which attracted considerable interest everywhere.

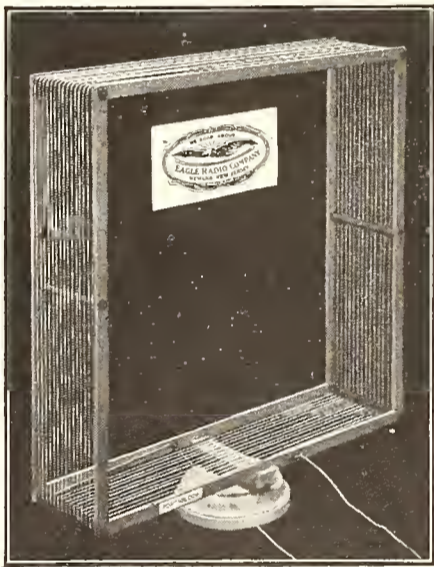
A new addition to the long list of Columbia dealers in this territory is that of Smith Brothers at Van Nuys, Cal. This concern was formerly a Columbia dealer at Maricopa, Cal., but two years ago moved to San Pedro, where it engaged in another line of business. Owing to the ill health of one of the partners the San Pedro business was closed out some time ago and the concern moved to Van Nuys, where it made application immediately for the Columbia franchise.

Among other Columbia dealers recently established by the Los Angeles branch are Rosenblatt Bros., 2501 Central avenue, and M. Chernoff, 2101½ East First street. Both of these dealers cater to extensive Hebrew-Jewish clientele, and carry complete stocks of these records of all kinds.

The Los Angeles branch recently appointed a new exclusive Japanese dealer in Los Angeles, K. Okasawa, at 124 South San Pedro street, where it placed an order for a complete stock of Grafonolas and a representative record library.

G. C. Vasquez, 11 South Meyer street, Tucson, Ariz., has recently been appointed a Columbia dealer, and with this appointment the Columbia Co. has three exclusive dealers in Tucson. The other two Columbia representatives in this city are R. R. Floras and the Morrison Music Co.

THE PORTABLOOP



Size 24 x 27 inches over all

The next big seller in radio.

Opening an entirely new field for the radio dealer.

Don't hesitate, order a sample now.

List Price

\$10.00



210 Central Avenue

SENATE FINANCE COMMITTEE LOWERS DUTY ON RECORDS

Recommends Duty of 30 Per Cent on Talking Machine Records and Needles, Based on Foreign Valuation—Senate Adopts Foreign Valuation Plan as Basis for Levying Taxes

(Special to The Talking Machine World)

WASHINGTON, D. C., August 8.—During the consideration yesterday of the paper schedule of the McCumber-Fordney tariff bill the Senate Finance Committee made a number of recommendations of direct interest to the talking machine industry. Rates on albums, phonograph records, wholly or partly manufactured, were reduced from 35 per cent to 30 per cent ad valorem, on the foreign valuation plan. The House rate was 23 per cent ad valorem on the American valuation plan. A rate of 15 per cent ad valorem has been provided to cover music in books or sheets, when of bona fide foreign authorship, and 25 per cent for all other music in books or sheets.

The Senate will soon reach the provisions deal-

ing with musical instruments. The Washington Bureau of The Talking Machine World is in receipt of a number of inquiries from importers and dealers as to the rates on phonograph needles. These needles will take the same rate as phonographs and talking machines, which are dutiable at 30 per cent ad valorem.

The ad valorem rates adopted by the Senate are to be based on the foreign valuation plan that is now the practice. The Senate is decidedly opposed to the American valuation plan as adopted by the House and indications are that their opposition will be successful and that the House plan will be completely rejected. It is charged that the American valuation plan would not be workable.

JEWETT PHONOGRAPH CO. EXPANSION

Will Have Three Radio Combinations to Be Marketed in Our Trade—Capital Increased to \$1,250,000—New Distributors Appointed

DETROIT, MICH., August 8.—In addition to the regular line of Jewett phonographs, the Jewett Phonograph Co. announced recently its entrance into the radio field. It will have three radio combinations, which will be marketed through the phonograph dealer, as the company feels that the radio and phonograph industries are more or less closely associated. There will be featured a cabinet in which will be combined the phonograph and radio set; a cabinet which has been especially designed for radio only, or, in other words, a cabineted radio and, lastly, radio sets which are not housed in cabinets of the phonograph type. Thus the Jewett Co. will have really four products, including its phonographs, with which to attract sales.

The cabinets were especially designed in the Jewett laboratories and the radio sets are the first to be scientifically designed to meet the

need of phonograph reproduction. These sets are very powerful, highly selective affairs—all that experienced radio technicians would be expected to turn out. The company is at present selecting its representatives very carefully, and is offering them a franchise proposition that is said to be very attractive. It is planned to spend 10 per cent of the net sales from each district in advertising in that district. This is only one of the many ways in which the company will cooperate with its representatives, in addition to its liberal discounts to dealers. The Jewett Co. also announced an increase in capitalization from \$750,000 to \$1,250,000.

The Jewett Phonograph Co., Ltd., of Canada, has been recently incorporated and will start business in December, with a capital of \$400,000. The general offices and factory will be located at Walkerville, Ont. E. H. Wilkinson, who came to Detroit in May, 1921, from the Vocalion Co., of New York, to act as production manager of the Jewett, and who is now general manager of the company, has been elected assistant secretary of the company. He is also secretary

of the Jewett Phonograph Co., Ltd., of Canada.

The Stewart Sales Co., of Indianapolis, has been appointed distributor for the Jewett phonographs and radio for Indiana and Kentucky. The new jobbers are particularly enthusiastic over their new line.

The Radio Shop, 1501 Washington Boulevard, recently opened under the management of M. Otto, will feature the Jewett radio equipment, and is planning on pushing these sets and combinations very strongly.

The Pettis Drygoods Co., of Indianapolis, has been appointed Jewett dealer under the Stewart Sales Co.

The Vitullo & Ulisse Co., of Utica, N. Y., will handle the complete Jewett line in that city.

OKEH EXHIBIT AT FAIR

General Phono. Corp. Has Attractive Exhibit at National Merchandise Fair—Records, Needles and Wireless Apparatus on Display

The General Phonograph Corp., New York, is maintaining a very attractive exhibit at the National Merchandise Fair, which opened Monday, August 7, and which will probably continue until near the end of August. The company occupies Booth 571 at the Grand Central Palace, where this fair is being held, and among those in attendance at the exhibit are E. L. Sampter, W. C. Giles and Homer Stephens.

The products exhibited by the General Phonograph Corp. at this fair for buyers include the following: Okeh, Odeon and Fonotopia records; toy phonographs, made at the Elyria factory; Truetone and Okeh steel needles; Meisselbach fishing reels and wireless apparatus.

J. W. JENKINS INSTALLS RADIO

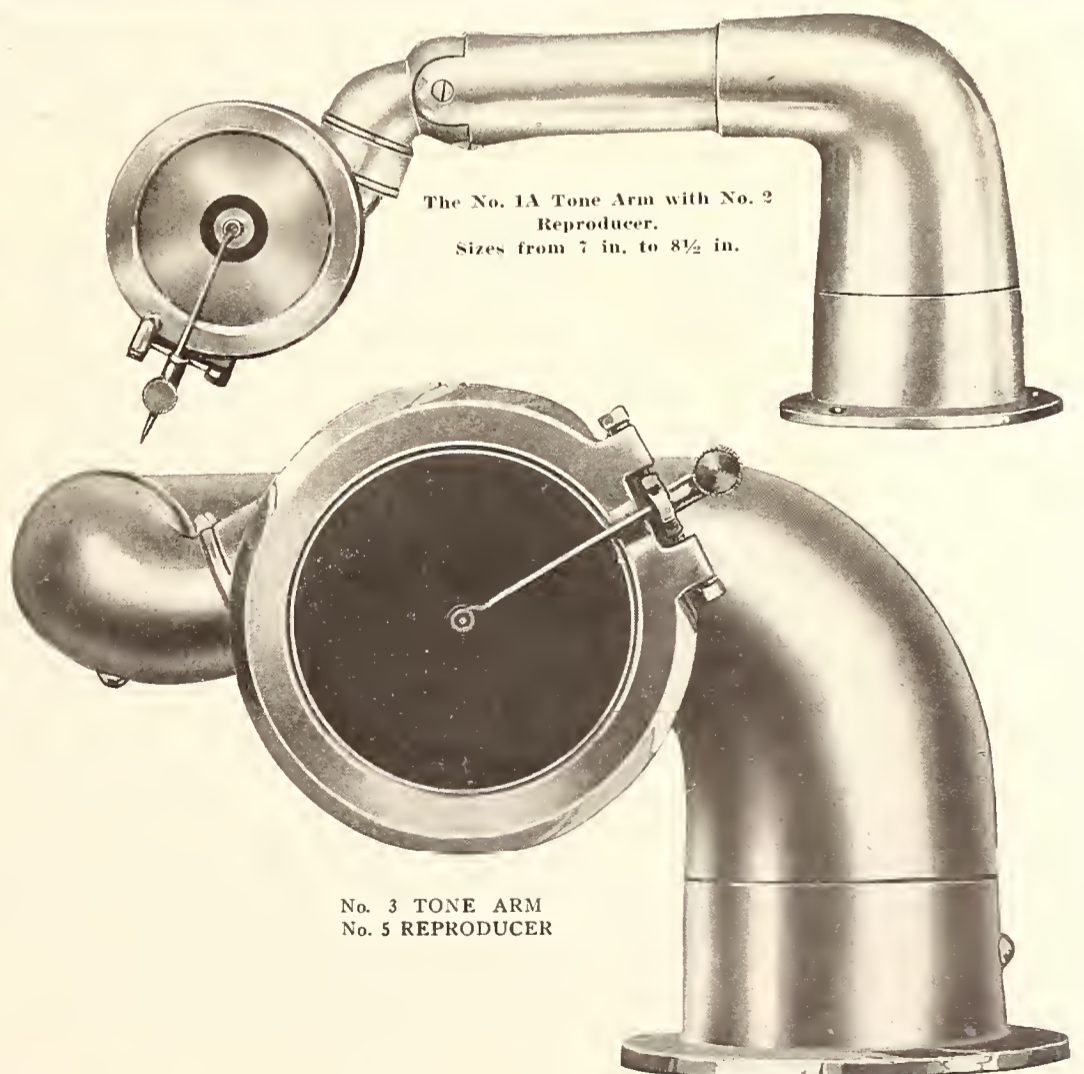
TOPEKA, KAN., August 7.—A complete line of radio receiving sets and accessories to be handled at retail in connection with the talking machine end of the business is being installed by the J. W. Jenkins' Sons Music Co., of this city. Manager Clyde Farris made the announcement.

An Addition to the MUTUAL LINE

The New No. 1 A Tone Arm

Designed for both PORTABLE and UPRIGHT machines. Superiority in tone and appearance combined with low price make this one of the best values obtainable. It will make your business grow.

If you manufacture portable or small upright machines you will be interested in this combination. A trial order will convince you.



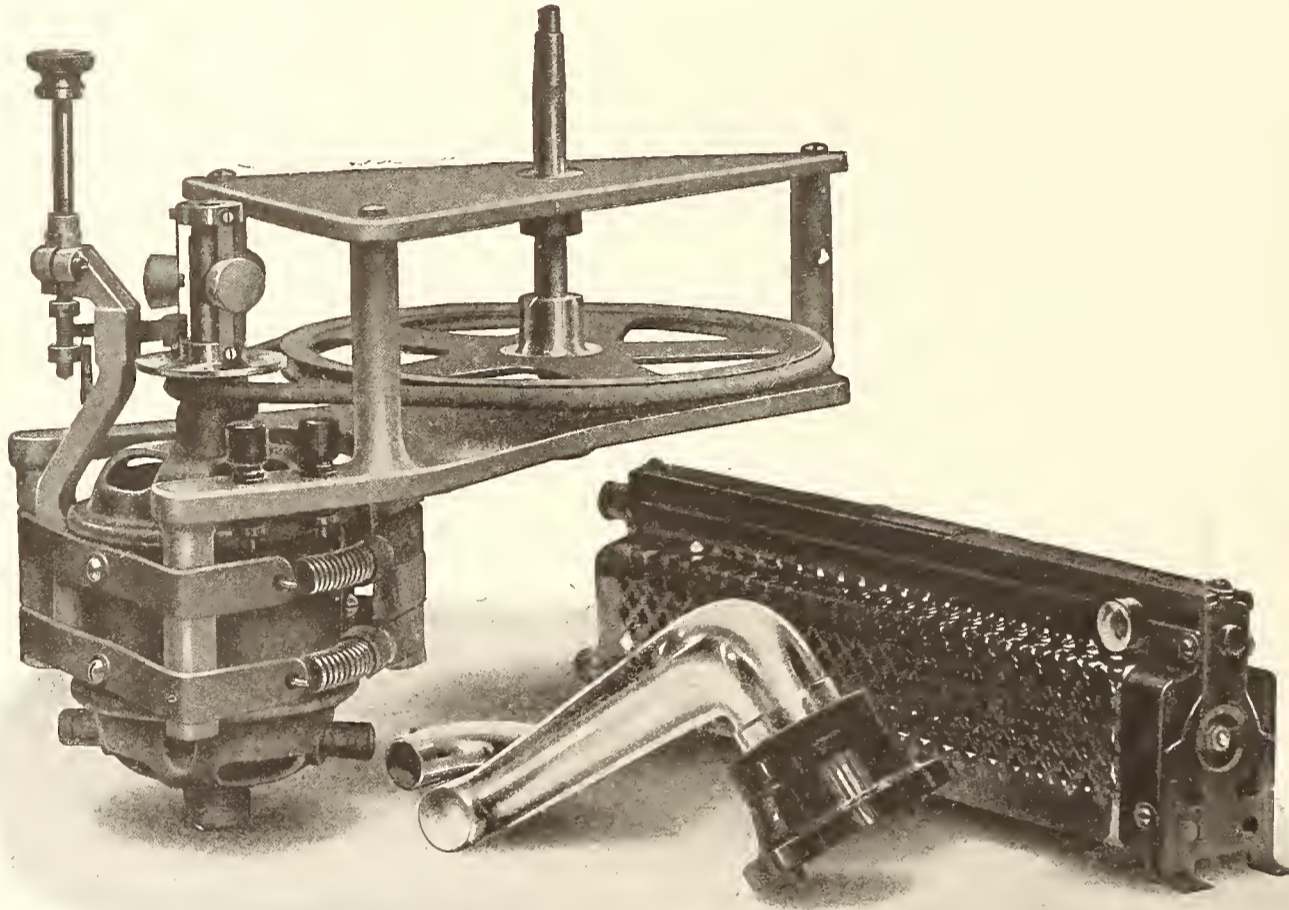
Mutual Phono Parts Manufacturing Corp.,

**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

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

HAPPENINGS IN THE DOMINION OF CANADA

INTERESTING WINDOW DISPLAYS AID TORONTO SALES

R. S. Williams & Sons Co. Features Edison Machines and Radio in Attractive Window Display
—Offer Study Course in Exporting—Getting Business by Phone—Trade Changes

TORONTO, ONT., August 6.—The large show window of the Ottawa branch of the R. S. Williams & Sons Co., Ltd., recently had an interesting exhibit in the form of a radio-receiving outfit with a female figure seated at the table with the receivers on her ears as if listening to a concert. Another section of the display included several Edison models, and signs referred to the two wonderful inventions, one by Marconi and the other by Edison. Incidentally, Manager Arthur Mandy has been going right after Summer business and has made a special play for sales of portable phonographs for Summer cottages, camps, canoe outings, etc.

A short course for those interested in exporting is to be instituted by the University of Toronto at the request of, and in co-operation with, the Federal Department of Trade and Commerce. The course will last two weeks, commencing January 15, 1923. It is being held on condition that Canadian manufacturers will lend their support by making it possible for their export managers to attend in sufficient numbers to make the course worth while. The course will be both theoretical and practical.

The proprietors of the West Toronto Music Co., formerly at 2823 Dundas street West, have erected a large new store on the same side of the street, a little farther west, at 2989 Dundas street West, the ground floor of which they are now occupying. The new store, which has been tastefully designed, is under the management of E. D. Lott and carries Columbia, Brunswick, Apex and other lines.

Robertson, Pingle & Tilley, Ltd., of Ottawa, known as The Brunswick Shop, are putting the ordinary telephone to a new and unique use. The company has invited the general public to ask to hear selected records over the telephone. When a request is received over the wire for a certain selection the record desired is played on a phonograph immediately in front of the telephone. If the selection is acceptable to the auditor at the other end the record is forthwith delivered to the home. This plan of selling practically goes the radio one better, as the telephone is continuously available for the purpose.

The Edison Phonograph Shop, formerly located at 382 Yonge street, Toronto, has moved to new quarters at 12 Queen street East. The new location has been artistically fixed up to meet the needs of Edison phonographs and records. The store is finished in mahogany. Seven sound-proof rooms have been installed for demonstration purposes and record racks that will accommodate 10,000 records form part of the store's equipment. A show window at the front that is convex in shape further enhances the high degree of artistry within.

Elliott's Music Store, Vocalion dealers, at 3085 Dundas street St. W., Toronto, had an attractive float in the recent parade conducted by the West Toronto Business Men's Association. A big red Vocalion record eight feet in diameter was the particular drawing card of the float.

New Ontario incorporations include Gold Medal Radio Corp., Uxbridge, Ont., capitalized at \$300,000.

John A. Croden, president of the Starr Co., of Canada, Ltd., who underwent an operation in Victoria Hospital early in July, is recovering very satisfactorily, to the delight of his friends.

A big window display that proved to be a selling proposition was presented in the large window of Orme, Ltd., Ottawa, as a demonstration of the use of the new portable Victrola for camping purposes. The whole window was pro-

vided with a background of evergreen trees and a tent, canoe, logs and other appropriate "props" were added to the life-size setting. In the foreground was a dummy camper in khaki trousers and sweater seated in front of a Victrola model. The firm reported that a number of these phonographs were sold as a direct result of the display.

Leach, Clegg & Leach, of the same city, provided an interesting window display for several days recently in the form of a Marconi wireless demonstration set, which attracted much attention, as the radio movement is yet in its very infancy in Ottawa.

B. A. Trestrail, of Musical Merchandise Sales Co., Toronto, has survived the first year of married life. To impress the fact upon the minds of his friends, he and Mrs. Trestrail entertained some forty friends on the occasion of their first wedding anniversary at a dance and supper at the Lakeview Golf and Country Club.

The stock and shipping department of the General Phonograph Corp., of Canada, Ltd., which has been at the same address at the Toronto office at 172 John street, has been

transferred to the firm's Canadian factory at Kitchener. C. J. Pott, the Canadian manager, informed your correspondent that this move would mean even prompter shipments of motors and equipment than in the past. The office mailing address remains 172 John street, Toronto.

Manager Arthur Mandy, of R. S. Williams & Co., Ltd., Sparks street, Ottawa, gave a striking demonstration of the use of the special Walter Camp physical instruction phonograph records which carry the title of "Daily Dozen," and offers direction for various setting-up exercises. To explain the use of the record Mr. Mandy secured the services of a local athlete, who gave an exhibition of calisthenics in keeping with the "Daily Dozen" directions. The exhibition was given in the show window of the Ottawa store at noon and just before closing time, so that it would be seen by the maximum number of people. The stunt was such a success, even in the hot weather, that Mr. Mandy intends to repeat the whole thing early in the Fall.

E. D. Coots, assistant to the sales manager of the Sonora Phonograph Co., Inc., of New York City, is spending some time in Canada with the Canadian distributors of the Sonora, Messrs. L. Montagnes & Co., Toronto. This is Mr. Coots' first visit to Canada and he expects to remain here some weeks visiting Sonora dealers.

MONTREAL MERCHANTS WILL ACT ON "GYP" DEALERS

Retail Merchants' Association Calls Meeting to Consider Curtailment of "Gyp" Phonograph Dealers
—Movements of the Trade—Dealers Profit by Sousa's Appearance—Other News

MONTREAL, August 7.—We understand the Retail Merchants' Association of Montreal, which have in the past accomplished good work in eliminating several evils and remedying others, will shortly convene for the purpose of endeavoring to see what action can be taken with reference to "gyp" dealers handling and selling phonographs from private addresses, thus avoiding the payment of taxes, which legitimate dealers are forced to pay. One of their first actions will be to try to interest the newspapers in having them refrain from inserting advertisements of this nature.

Leopold Authier, of Montreal, has secured a Canadian patent on a system of cabinet lighting, for which many claims are made. The cabinet has a plurality of panels of transparent matter, a disc rack in said cabinet, arranged to provide a free space within three sides of said cabinet, and electric lamps suitably secured within said space for the purpose of illuminating the transparent sides of said cabinet.

J. A. Bienjonetti, who has had charge of the piano and phonograph departments of N. G. Valiquette, Ltd., has resigned to join the advertising department of La Patrie, Montreal.

Miss Faucher, of the phonograph department, and Miss Casselman, in charge of the record department, C. W. Lindsay, Ltd., are on vacation, the former in Edmonton, Alta., and the latter in Ottawa and vicinity.

A. W. Landay, of Landay Bros., New York

City, was a recent visitor to Montreal. He called upon Layton Bros. and was shown through their warerooms by Armitage Layton.

At the recent annual meeting held in Toronto of the Canadian National Institute for the Blind, C. W. Lindsay, president of C. W. Lindsay, Ltd., Sonora and Columbia dealers, was elected one of the vice-presidents for the ensuing year.

Ernest C. Bray, sales and advertising manager of Layton Bros., Ltd., is spending his vacation at Old Orchard Beach, Me.

The Champion Music Co. has made an assignment for the benefit of its creditors.

At the St. Denis Theatre, Montreal, next season, will be heard such great artists as Gallucurci, the Boston Symphony Orchestra, Kreisler, Rachmaninoff, Geraldine Farrar, Muratore and Heifetz. These bookings have been made.

"Going like hot cakes" was the expression of Layton Bros., Ltd., regarding an inquiry as to how Marconi radio outfits were selling.

Sousa's Band has just terminated its engagement of a week at Dominion Park. The public never seems to weary of his programs or his music. Naturally, His Master's Voice local dealers cashed in on his appearance in person.

"Never to my knowledge have our show windows proved such magnetic drawing power as during the past week," said Leopold A. Poulin, of C. W. Lindsay, Ltd., "when we had on display the attractive nickel-plated demonstration

(Continued on page 138)

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

WARNING! This Melody is Contagious!
Once you "get it" you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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



Cause I'm goin', yes, I'm goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

NEWS FROM DOMINION OF CANADA

(Continued from page 137)

stand of the Simplex electric motor, manufactured and advertised every month in The Talking Machine World, by the Simplex Electric Phonograph Motor Co., Wilder Building, Montreal. This motor was seen in full operation running continuously without a stop, and was the identical motor that caused such favorable comment at the New York Music Convention. "It certainly should stimulate the sale and interest in phonographs," said Mr. Poulin, "and we intend having it on exhibition again very shortly. Several thousand persons were attracted to our window within three hours' time," concluded Mr. Poulin.

The Canadian Graphophone & Piano Co., St. Catherine street, East, likewise had a model on display, which also created considerable interest, the street being blocked at times that made it impossible for pedestrians to pass along.

Mr. Bermister, one of the best informed men in the accessory field, intimated that on the occasion of the recent trip to Montreal of Philip E. Grabuski, of Everybody's Talking Machine Co., Philadelphia, arrangements were made whereby he has added to his agencies that of "Honest Quaker" mainsprings, made by that firm. Mr. Bermister has the Canadian agency for a number of American phonograph accessories, and the "Honest Quaker" mainsprings will be an important acquisition.

Reginald L. Chilvers, who until January last was sales manager of the Berliner Gramophone Co., Ltd., and whose long connection with that institution has previously been referred to in The World, has linked up with the Manufacturers' Phonograph Co., Inc., of New York City, maker of "Strand" phonographs. The Manufacturers' Phonograph Co., Inc., which Mr. Chilvers will represent in the Canadian territory east of Kingston, is presided over by George W. Lyle. It makes a line of moderately priced, artistically arranged flat-top console phonographs selling in Canada at \$165, \$210, \$250, \$275 and \$350. Mr. Chilvers will make Montreal his headquarters, his address being 49 Lincoln avenue. With the growing popularity of console designs and the fact that a greatly increased production of console cabinets has brought the price to a figure that almost any reasonably good prospect can afford, Mr. Chilvers is quite optimistic over the field for the Strand consoles in Canada.

Emile Berliner, of Washington, inventor of the gramophone, and president of the Berliner Gramophone Co., Ltd., recently spent a few days in the latter city. While in Montreal Mr. Berliner, who is undoubtedly reputed to be one of the greatest technicians in the talking machine and record art, spent considerable of his time in the record factory examining the changes and improvements which have been made in record manufacturing during the past year.

Eugene Widmann, president of the Pathé Co., of New York, visited Montreal and Quebec recently on the occasion of a holiday in Canada.

NEW ORLEANS

Business Shows Increase—Good Results From Active Sales Campaigns—New Columbia Home—Some Artistic Windows—The News

NEW ORLEANS, LA., August 5.—Nearly all the talking machine stores and departments in this city and vicinity report business on the increase, the good work of June being repeated in July. With this improved business as an incentive the various stores are preparing for an active Fall season by ordering liberal quantities of stock, particularly machines, horizontal and console models receiving the most attention.

That people have money now and will buy, provided the proper selling effort is used, was demonstrated recently by J. D. Moore, manager of the talking machine department of the Maison Blanche, who closed out a full carload of machines representing a special purchase. There were not enough of the special-sale machines to meet the demand and a surprising volume of business was switched over to the regular lines handled by the company.

Philip Werlein, Ltd., have attracted much attention locally with an elaborate window display, featuring "Stumbling" and "Memphis Blues," some idea of which may be obtained from the accompanying illustration. A real negro jazz band is shown in the background playing for the couple dancing. A big Victor record, with a knockout hole in one side shows just how "Memphis Blues"



A Fetching Werlein Window

is taking here. The record is six feet in diameter and were it real would take two hours and forty-five minutes to play. This window was designed entirely by Mr. Powell, manager of the Victrola department.

The Columbia Graphophone Co. branch here has not only signed a lease for a big new three-story home on North Peters street, into which it will move at an early date, but has launched a drive on the sale of records which, though only in progress a few days, has been a grand success.

A. A. Sparrow, district manager of the Columbia Co., has just returned from visiting two of the local country dealers. These dealers, at Oakdale, and Biloxi, were selected as the ones to begin the house-to-house canvass on records.

Prizes, in addition to the usual 10-cent commission on every record, are being offered by the company as a further incentive to the record solicitors. Three prizes will be awarded in every district where a dealer agrees to inaugurate a record contest. The prizes are to be awarded to those selling the highest number of records over a period of four weeks. The three prizes are: a Roamer racing bicycle, a radio receiving set and a leather suitcase lined with silk, with a complete toilet set. The winner of the first prize gets his choice and the second winner his choice of what is left.

A unique plan was thought out in Oakdale by one of the dealers. Two or three of the local Boy Scout troops had just returned from a vacation and their treasure was sadly depleted. At a meeting of the Scouts with the local dealer it was decided that they would start selling records, turning into the treasury all the commissions collected and have the boys compete for the prizes. The plan is working excellently.

"Business is improving every day," said Mr. Sparrow. "We have just opened up new agencies in El Dorado, Ark., in the center of the oil field, and also in Haynesville, another big oil center in Louisiana. In El Dorado it is the McShilling Furniture Co. and in Haynesville it is the McConnel Furniture Co."

Word received from Morgan City, La., from J. J. Goldman tells of how an attractive window netted him seventeen Grafonola sales in two days. He has also ordered, since then, twenty-two Grafonolas by wire. He decorated his window with brand new dollar bills and advertised a dollar sale. A machine could be bought by putting a dollar down. The only other requirement was that they had to buy \$10 worth of records. After the sale was over he found that there was not one down payment of less than \$10 and also that the demand was bigger than the supply.

At Dwyer Piano Co. W. T. Berry, sales manager of the Victrola department, states that business has increased steadily all through the month. Portable and horizontal types have been popular.

His record sales have been even better than his Victrola sales. This he attributed to the club plan which he has inaugurated among his old customers. J. T. Dwyer, president of the company, is away on a four to six weeks' vacation in Santa Fe, N. M.

Ralph Young, at Grunewald's, is very enthusiastic over the showing which his department has made in the past month. "It is phenomenal," said Mr. Young. "The horizontal Victrola is going like wildfire."

C. E. Sadler, of the Victrola department, is leaving the Werlein house to take charge of a Victor branch house in Hammond, La.

Meet Me Next Sunday

(See Page 116)

Jack Snyder

TRADE GLEANINGS FROM PITTSBURGH

Outlook Bright for Fall Trade, Says Evans—Columbia Dealers Report Improved Sales—Standard Co. Making an Aggressive Campaign

PITTSBURGH, PA., August 7.—In a chat with the representative of The World, regarding general conditions, T. T. Evans, manager of the wholesale Victor department of C. C. Mellor Co., said:

"The outlook is very bright for Fall business, provided the coal situation is straightened out and we are able to keep our mills going and open up additional mills that have been closed down due to the shortage of coal. The unfilled tonnage in practically every steel concern around Pittsburgh is very great at this time and if they can get sufficient coal we will have unlimited production indefinitely.

"The stocks of Victrola instruments that are now in the hands of Victor wholesalers are dwindling rapidly and I firmly believe we are going to have an acute shortage of Victrolas at the holiday season. This is due, in a measure, to the fact that dealers are working on skeleton stocks and a moderate amount of buying on the part of the public will create a shortage."

The Columbia Graphophone Co.'s branch in Pittsburgh has received many interesting reports from its dealers regarding conditions and unusual sales. For example, the graduating class of the Eastover High School voted a Columbia Grafonola as a gift to the school at the close of its school term, this instrument being purchased from the McNutt Furniture Co.

The various department stores in Pittsburgh handling Columbia products, including Kaufman & Baer, the Rosenbaum Co. and the Joseph Horne Co., report an improvement in record sales with excellent prospects for Fall business.

Among the recent visitors to the Pittsburgh branch of the Columbia Graphophone Co. were Hays Bros., of Bellaire, Ohio; William Polangin, of Farrell, Pa.; O. F. Benz, record sales manager, of the Columbia Co., and J. Moore, of the Omaha branch.

E. J. Dingley, assistant sales manager of the Victor Talking Machine Co., accompanied by Mrs. Dingley and her sister, stopped over at Pittsburgh a fortnight ago on their return from an automobile trip to Mr. Dingley's former home in Richmond, Ind. While in Pittsburgh the Dingleys were the house guests of J. C. Roush, of the Standard Talking Machine Co. Mr. Dingley was also a guest at a luncheon attended by representatives of the three local Victor jobbers; the C. C. Mellor Co., the W. F. Frederick Piano Co. and the Standard Talking Machine Co.

The Standard Talking Machine Co. is making an aggressive campaign on the new Victor Health Exercise records. One of the items in this campaign is a corps of men and women demonstrators which the Standard Talking Machine Co. furnishes to its dealers for window and store demonstrations. First shipments of these record sets were oversold before their arrival and orders have been received for large quantities.

E. J. Marx, traveling representative for the Victor Co. in this territory, has just returned after a week spent at the factory and a two weeks' vacation spent in the East.

NEUMEISTER BACK FROM EUROPE

Charles W. Neumeister, one of the most popular members of the wholesale record trade in Chicago and New York, arrived Sunday on the "Nieuw Amsterdam," after spending six weeks in Europe. Mr. Neumeister states that his trip was in the nature of a vacation and, judging from all indications, he enjoyed it thoroughly.

W. H. S. ROOKE HONORED

W. H. S. Rooke, of Cassidy's, Limited, Columbia dealers, Winnipeg, was recently elevated to the board of governors, Manitoba division of the Canadian Credit Men's Association, at the recent meeting held in Winnipeg, Man.

NEEDLE BUSINESS IMPROVING

ANSONIA, CONN., August 8.—The Mellowtone Needle Co., of this city, manufacturer of the Superb semi-permanent stylus, finds that business is steadily improving and is optimistic regarding conditions for the Fall and Winter seasons, due to a consistent increase in its business.

E. E. MITCHELL HOME FROM COAST

MONTGOMERY, ALA., August 7.—E. E. Mitchell, manager of the Victrola department of Montgomery Fair, this city, has just returned from an extensive trip to the Pacific Coast. Mr. Mitchell was so charmed with the beauties of the West that he is now one of its greatest boosters. While in California he visited the San Joaquin Valley, San Francisco, Oakland, Berkeley, and on the return trip stops were made at Salt Lake City, Colorado Springs, Pikes Peak and other points of interest.

AN EFFECTIVE PUBLICITY STUNT

SAN ANTONIO, TEX., August 7.—Thomas Goggan & Bro., wide-awake Victor dealers of this city, are enjoying a good business due to their aggressive methods. One of the plans recently put in effect by this concern is the enclosure of a small, artistically prepared pamphlet, calling attention to the lines handled by the company, with the record supplements for mailing to customers.



Patent Pending
Size: 8 in. x 14 in.
x 15 in.
Weight: Complete,
including album,
22 lbs.

"One handle handles it"

Outing

TALKING MACHINE

Perfection in a Portable Phonograph

Made in Mahogany and Fumed Oak Finishes

THE OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality. Built to give years of satisfactory service.

JOBBERS:

- | | | | |
|--|---|--|---|
| <p>GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.</p> <p>CABINET & ACCESSORIES CO.,
145 East 34th St.,
New York, N. Y.</p> <p>BRISTOL & BARBER
3 East 14th St.
New York, N. Y.</p> <p>THE GRAFONOLA CO. OF NEW ENGLAND
174 Tremont St.,
Boston, Mass.</p> | <p>GEO. C. ULRICH & CO.
718 Lincoln Bldg.,
Philadelphia, Pa.</p> <p>ART EMBROIDERY CO.
Louisville, Ky.</p> <p>IROQUOIS SALES CO.
210 Franklin St.,
Buffalo, N. Y.</p> <p>UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.</p> <p>DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.</p> | <p>VOCALION CO. OF OHIO
Cincinnati, O.</p> <p>VOCALION CO. OF OHIO
Cleveland, O.</p> <p>BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.</p> <p>WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.</p> | <p>J. K. POLK FURN. CO.
294 Deatur St.,
Atlanta, Ga.</p> <p>CANDIOTO PIANO CO.
120 S. Limestone St.,
Lexington, Ky.</p> <p>WM. ANDERSON PIANO CO.
79 Eighth St., S.,
Minneapolis, Minn.</p> <p>RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.,
Richmond, Va.</p> |
|--|---|--|---|

There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.

Outing

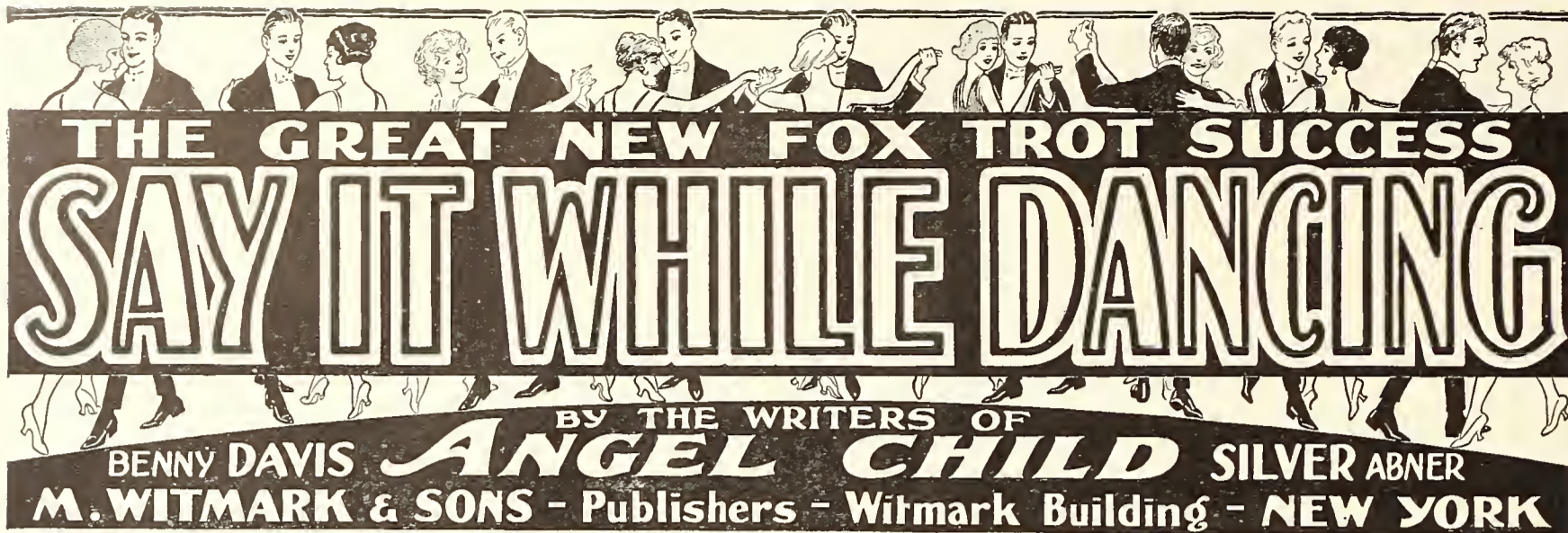
TALKING MACHINE CO., Inc.

A. J. COTE, President
MT. KISCO, N. Y.

Dealers in Mexico and Cuba should send orders and inquiries to
R. C. ACKERMAN
291 East 162nd Street New York, N. Y.

Foreign Export—**CHIPMAN LIMITED**
8-10 Bridge Street New York City
Cable Address, **CHIPMUNK**, New York





THE GREAT NEW FOX TROT SUCCESS
SAY IT WHILE DANCING
 BY THE WRITERS OF
BENNY DAVIS ANGEL CHILD SILVER ABNER
M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

AN OLD PERIL IN A NEW GUISE

By Julius Klein, Director, Bureau of Foreign and Domestic Commerce

Well-authenticated confidential advices received by the Department of Commerce from various sources indicate the recurrence in a virulent form of an old evil, which has from time to time imperiled individual interests in the export trade, but now seems to be directed against certain exporting industries as a whole.

The means employed are to tie up the American exporter in an agency agreement and to push competing goods of foreign make under the protection of the existing agency arrangement.

Agency Agreements Should Be Examined

This practice is not new, but apparently it has never been tried so extensively as at present, according to indications, for which reason it is deemed expedient to issue a word of caution to American exporters. It is absolutely essential, for the present prosperity and the future welfare of the American export trade, to exercise the most rigid scrutiny over the details of agency agreements which tie up the exporter in a certain territory.

Is your agent bound by open or secret affiliations to interests other than American? Does the agency agreement permit him to paralyze the active promotion of your interests and to devote himself actively to the sale of competing goods? The danger outlined is not a mere bugaboo, but actually exists, and flagrant cases have been submitted to the Department of Commerce as evidence.

The problem which the situation presents is exceedingly delicate and difficult. The solution—to entrust the agency of an American firm to a strictly American agency organization—is simple enough, but cannot be everywhere applied in practice because such organizations are comparatively few. But it is imperative to examine most closely the existing and the proposed agency arrangements with firms whose affiliations are not entirely American.

It has been suggested that where an American firm cannot be found a native firm, free from any suspicion of foreign affiliations, should be entrusted with the agency, but even this expedient may not always answer. In many markets the distribution of imported goods has never been in native hands.

Need for American Agencies

The sad fact remains that in the task of distributing American goods abroad American traders had largely depended before the war upon European agencies and other foreign channels. Even until very recent days they had depended

upon foreign-owned bottoms to carry them. It is the obvious and immediate task of American business to create throughout the world a network of American agencies, or at least agencies whose loyalty is not pre-empted by racial or commercial ties antagonistic to American interests.

This is not a task to be accomplished in a day. But until it has been accomplished American export business will be greatly handicapped, dependent for its progress upon alien and frequently unwilling effort. The thing to be done at once is to examine the basis of all agreements with foreign agents and to analyze the affiliations of the agents.

The Department of Commerce urges exporters to take advantage of the full resources of American banks, credit institutions and Government agencies, particularly the Commercial Intelligence Service and the Commercial Laws Division of the Bureau of Foreign and Domestic Commerce, in connection with inquiries as to the general scope of agency contracts.

PROOF THAT ADVERTISING PAYS

Mississippi Columbia Dealer Tells of Successful Publicity Campaign

BILOXI, Miss., August 8.—J. A. Abrams, Columbia dealer in this city, recently forwarded an interesting letter to the Daily Herald, advising this publication that remarkable results have been obtained from a newspaper campaign inaugurated by him several weeks ago. In this letter Mr. Abrams stated that during a period of three weeks he had used two full pages and six half-page advertisements in the Daily Herald, and as a result of this advertising had sold thirty-four Grafonolas ranging in price from \$60 to \$175. In addition to these sales over 200 inquiries had been received, many of which will undoubtedly be turned into sales in the near future. Another proof that advertising pays.

MISS MARION I. BEACH ENGAGED

The engagement of Miss Marion I. Beach, daughter of Mr. and Mrs. Harry A. Beach, of Merchantville, N. J., to Clarence C. Larkin, of Ithaca, N. Y., has been announced. Mr. Beach is widely known in the trade as vice-president and general manager of the Unit Construction Co., Philadelphia, Pa.

MORE TRUTH THAN POETRY

He who hitches his wagon to a star,
 And works to attain his goal
 Is bound to travel fast and far,
 And works to attain his goal.

GOLDMAN SUMMER BAND CONCERTS

Programs for Closing Half of Season Will Be of Exceeding Interest

Judging from the increased attendance, the delightful concerts being given by the Goldman Band on The Green at Columbia University have been keenly appreciated this season. Mr. Goldman has been providing programs of exceeding interest which are rendered by a splendid organization of artists. After a week's vacation the Goldman Band will resume its concerts on August 21, but instead of three concerts a week, there will be nightly programs from Monday to Friday evenings each week up to September 8. In this period there will be festival concerts and a series of operatic and popular nights. The World extends its felicitations to Mr. Goldman on the great work he is doing for the advancement of music in New York City. His efforts merit the substantial backing of every lover of music.

AMERICANS BARRED FROM FAIR

WASHINGTON, D. C., August 3.—American musical instrument manufacturers will be barred from exhibiting at the coming Basle, Switzerland, trade fair, according to a recent announcement made by the Bureau of Foreign and Domestic Commerce here. In a previous statement the bureau announced that American manufacturers would be given an opportunity of exhibiting at this fair, but information recently received indicates that only Swiss manufacturers will be allowed to participate.

E. P. LITTLE A VISITOR TO NEW YORK

Edward P. Little, who was recently elected president of the National Association of Sheet Music Dealers, and head of the music publisher's department of Sherman, Clay & Co., San Francisco, Cal., arrived in New York on Thursday of last week and made a ten days' stay in this city, following which he visited other large Eastern trade centers.

A big exploitation campaign has been inaugurated by Sherman, Clay & Co. on the new novelty fox-trot, "The Sneak," and several other numbers from the catalog. Mr. Little seemed much pleased with the situation in the East.

The Consolidated Music Stores, of Newark, N. J., have changed their name to the Cardinal Sales Co.

REGAL
PREDOMINATES
 IN THE
50¢ RECORD FIELD

Meet Me Next Sunday
 See Page 116
Jack Snyder

AURADION

THE SUPER RADIO RECEIVING SET

A RADIO CABINET SET DESIGNED TO MEET THE EXACTING DEMAND OF THE TALKING MACHINE TRADE

List Price, \$150.⁰⁰

Customary Talking Machine Discounts

Represents the latest and best in radio design equipment. The result of extensive experimenting to produce a perfect receiving instrument that would function with the greatest efficiency even in the hands of persons utterly unfamiliar with radio.

SIMPLICITY IN ITSELF

Fine tuning and elimination of interference is made possible by a simple adjusting lever.

Will receive messages and broadcasting programs from distant stations.

The A.R.2 Loud speaking model combines beauty with reproducing powers and enables several persons to listen in at one time.

Outstanding features of the Auradion A.R.2 Loud speaker type that make it

THE SUPER MACHINE of SUPER VALUE

1. Genuine solid mahogany cabinet of beautiful piano finish.
2. Three stages of amplification insuring maximum volume.
3. Loud speaker of scientific design concealed in cabinet.
4. Loud speaker phone W. E. type papier mache horn for perfect amplification without distortion.
5. Cabinet designed with compartments to house all batteries.
6. No wiring whatsoever exposed.



AURADION—STYLE A. R. 2

EXCLUSIVE TERRITORIES NOW BEING ALLOTTED

Write for Particulars and Our Dealer Cooperation Service Plan

Inter-Ocean Radio Corporation

ELECTRICAL EXCHANGE BUILDING

136 Liberty Street

New York City

OUTING SALES SHOW INCREASE

Sales for First Week of August Exceed Month's Quota—New Louisville Jobber Appointed

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing portable, announced recently the appointment of the Art Embroidery Co., Louisville, as an Outing portable distributor. This company is planning to feature the Outing aggressively and has placed a good-sized order for immediate delivery.

A. J. Coté, president and general manager of the Outing Talking Machine Co., recently sent an interesting letter to Okeh jobbers commenting upon the fact that business to date exceeded all expectations. Mr. Coté in his letter pointed out that the orders received during the first week were equal to the month's quota of business, and he suggested to Outing jobbers that they anticipate their requirements in order to receive maximum co-operation and service for the Fall and holiday trade. Mr. Coté also commented upon the fact that the Outing export department has been very active the past fortnight, several substantial shipments to Mexico being a feature of the business.

COURTESY AS A BUSINESS BUILDER

One of the principal policies on which the business of the King Furniture Co., of San Antonio, Tex., has been built up is that of courtesy. Many sales of Columbia Grafonolas have resulted because of the reputation of the concern, which is generally known as the "friendly house."

A novel stunt in operation in the Grafonola department of the King Co. consists of a bulletin board in the reception room of the store on which the names of the latest recording stars appear each week.

Louis & Co., Victor dealers, of Washington, D. C., have remodeled the upper floors of their establishment to accommodate a toy department.

NEW BRUNSWICK CONSOLE

Chippendale Period Model Added to Line—Equipment Includes All Distinctive Brunswick Features—Is Finished in Burl Walnut

CHICAGO, ILL., August 5.—The new Chippendale concert model, which was recently announced by the Brunswick-Balke-Collender Co., is meeting with considerable success, and Brunswick dealers everywhere are planning to feature this instrument extensively during the coming Fall season. The illustration herewith will give some idea of the handsome appearance of this new Brunswick period model.

This new Chippendale Brunswick, which retails at \$450, is beautifully finished in burl walnut, and has dimensions which will make it suitable for installation in almost any home or apartment. The cabinet is 41½ inches wide, 41 inches high and 21 inches deep. The equipment of the Brunswick Chippendale includes the new double Ultona reproducer, automatically balanced lid, equipment for electric operation, eight albums for filing records, a compartment for accessories and gold-plated trimmings.

Miss Lucy A. Goldsmith, export manager for the Aeolian Co., is spending her vacation in Nantucket, Mass.

DEMONSTRATE HEALTH RECORDS

Fairway Co. Introduces Sales Plan for Victor Health Records—Staff of Demonstrators Will Co-operate With Dealers in Developing Trade

Victor distributors and dealers in Greater New York have evinced keen interest in a new service offered by the Fairway Co., New York, in con-



New Brunswick Chippendale Concert Model

nection with the new Victor health exercises. This company has inaugurated a service which consists of a demonstrator who goes through the first eight exercises as outlined in the record. The demonstration is given either in the showroom of the dealer's store or in any other suitable place.

The exercises take about fifteen minutes; the demonstrator going through them and then resting for about fifteen minutes in order to attract different crowds. This continues for three hours, any time during the day or evening as the dealer may desire, and continues for a full week.

Paul Rescousie, well known in the local talking machine trade, who is general manager of the Fairway Co., has already completed plans whereby an efficient corps of demonstrators is ready to co-operate with the dealers in the interest of Victor health exercise records.

NOW THE HOMOPHONE CO.

Company Making New Home Recording Device Announces Change of Name

The Home Sonarograph Co., 293 Plane street, Newark, N. J., manufacturer of a home recorder, announces the change of the name of the company to the Homophone Co. and the name of the recording device to the Homophone. The device has been introduced in a number of stores in the metropolitan district. The company is under the management of H. A. Miller.

Recently Arthur Kopp, who is attached to the sales department, demonstrated the Homophone to a gathering of the Talking Machine Men, Inc. Without any prearranged program Jack Glogau, the well-known songwriter, who attended the luncheon, was requested to make a recording. He sang one of Fred Fisher's new publications and the result was a clear recording without any flaws.

At the present time the device can be attached to only a few of the leading makes of machines unless the manufacturer is informed in advance of the make. It is understood, however, that in a very short space of time the instrument will be so arranged that it can be attached to any make of machine. The wax records accompanying the device can be used nearly fifty times by shaving off the recording after each use of the record, the company announces.

"—the most perfect,—the most beautiful reproduction of my playing that I have ever heard."

That's how a famous artist described the reproduction of his art by a Violin Spruce Reproducer.

DEALERS QUICKLY DISCOVER

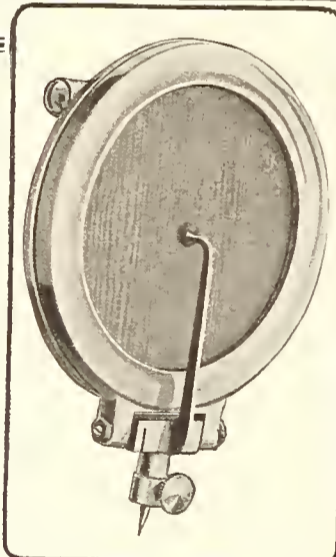
that demonstrations with the Violin Spruce Reproducer help the sale of phonographs and records as well as the Reproducer itself.

The Violin Spruce Reproducer

Eliminates all metallic sounds. Classifies reproduction of the voice. Individualizes every instrument. Improves with use—like a violin. Is unaffected by climatic conditions.

Violin Spruce Diaphragm Reproducer as illustrated retails for \$7.50

THE DIAPHRAGM COMPANY
Room 311, 5005 Euclid Ave., Cleveland, O.



Of Special Interest to Manufacturers

We are prepared to furnish in any quantity the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.



Violin Spruce Diaphragm

PORTLAND

Dealers Look Forward to Buyers' Week—Expect Large Attendance—Trade Activities of the Month

PORTLAND, ORE., August 4.—Music dealers of this city are looking forward to the tenth annual Buyers' Week, which will be staged in Portland from August 7 to 12, at which time it is expected that there will be over 2,000 retail dealers from the Northwest who will be in the city to purchase their stocks for the coming year.

Elmer Hunt, manager of the Sherman, Clay & Co. wholesale department, reports two new Victor dealers, one at Seaside, Ore., J. M. Callahan, manager, and one at White's Pharmacy, Vancouver, Wash.

Howard Rose, of Rose Bros., Victor dealers, of Ashland, Ore., was a recent visitor to Portland and while here he called on Mr. Hunt.

P. T. Clay, president of Sherman, Clay & Co., visited this city for several days on his return from the East, where he attended the music convention. G. P. Guppy, wholesale manager of the Seattle branch, and A. S. Cobb, from Spokane, accompanied Mr. Clay to Portland.

Wm. Smith, for the last ten months territory salesman for the Columbia Graphophone Co., resigned his position August 1. He left for Lake Tahoe, Cal., where he will take a vacation for several months, when he expects to go to Los Angeles and open a store of his own. Mr. Smith established a new Columbia agency in July at Stayton, Ore., in the Sloper Drug Co., V. Dare Sloper, proprietor and manager. Landstrom & Smith, exclusive Columbia dealers, of Lebanon, Ore., have increased their sales force on account of rapidly growing business.

L. D. Heater, Portland's most active and progressive jobber in phonograph accessories and exclusive agent in Oregon and Washington for the Portophone, returned from a trip to Seattle and other Northwest points, with good reports of business done up North. Mr. Heater's business has gone ahead so fast that it has been necessary for him to put on extra men. He has placed C. H. Williams in charge of eastern Oregon and Washington, with headquarters in Spokane; H. L. Williams has been placed in charge of Seattle and vicinity and Henry Norton is looking after Mr. Heater's interests in California. Mr. Heater expects to spend several weeks in San Francisco and Los Angeles and expects to put on another man in that territory. He has recently been appointed distributor for Oregon and Washington of the Strand console phonograph.

Clyde Freeman, the popular manager of the Remick Song and Gift Shop, has been replaced by I. E. Sklare, who was assistant manager of the Los Angeles store before they closed out last month.

Allen E. McLean has been appointed sales manager of the Virola and Edison phonograph department of the Reed, French Piano Co. Mr. McLean came here from Great Falls, Mont., where for nine years he was manager of the Great Falls Phonograph Co.

Frank Anrys, general manager of the Wiley B. Allen Co., was a recent visitor here and, with Frank M. Case, manager of the local branch, journeyed to Rainier National Park, where they took in the sights.

Miss Anna Baggs, private secretary in the San Francisco executive offices and manager of the Allen publicity department, was also a visitor. Miss Baggs is on a month's vacation tour.

Vern L. Wenger, the Talking Machine Man, located for the past five years at Second and Alder streets, has moved and is now occupying a store at 244 Alder street.

J. F. Shidell, formerly associated with the San Antonio Music Co., San Antonio, Tex., is now manager of the William A. Parker Co. phonograph department in that city.

There is no such thing as a short cut.

WIDENER BRANCH MANAGERS MEET

Twelve Branch Managers Assemble at Boston—Business and Social Program Enjoyed

Managers of twelve Widener branch stores held a meeting in Boston recently and returned to their respective stores filled with enthusiasm and many new ideas for the promotion of sales. During the convention, which lasted two days, there were talks on current subjects by J. G. Widener, president of the company, who presided, and later open forum was held and the exchange of ideas and the discussion of problems proved beneficial to all present.

Pleasure was not forgotten. A boat trip to Nantasket was staged, swimming was enjoyed and, following an excellent shore dinner, the party returned to this city.

Those present included: J. G. Widener, R. E. Demarest, treasurer of the company; D. F. Follin, sales manager, and R. C. Mulligan, secretary and attorney. The various stores were represented by Messrs. Arbuckle, St. Louis; Wil-

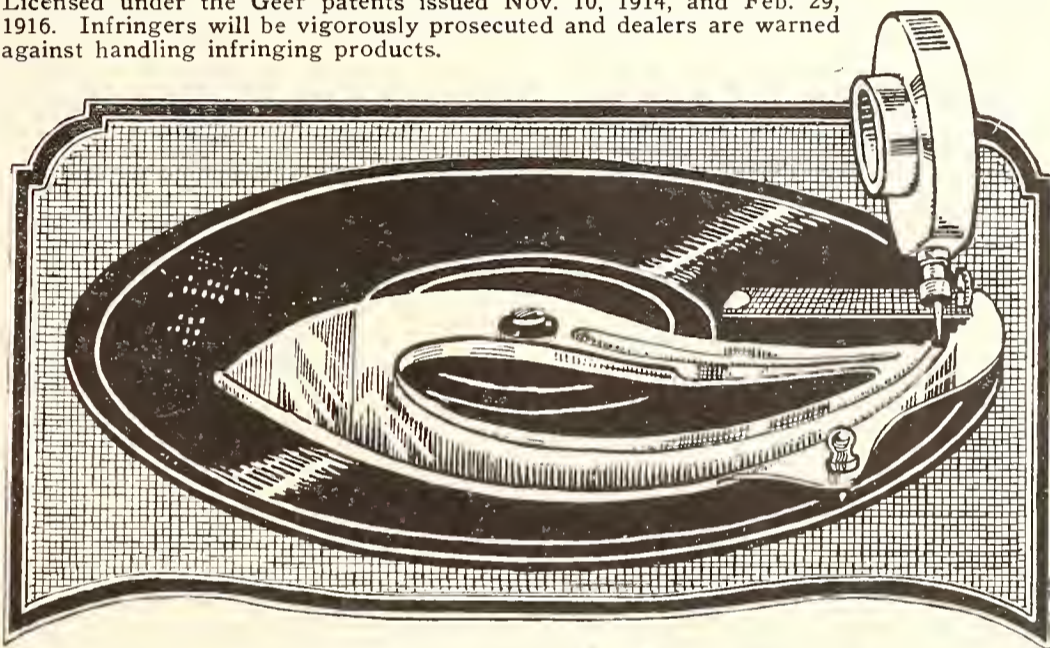
son, Indianapolis; Fantle, Cincinnati; Perrett, Philadelphia; Black, West Philadelphia; Dexter, Newark; Speare, New York; Clifford and Caldwell, Hartford; Warner, New Britain; McNeill, New Haven; Kennedy, Worcester, and Demarest, Boston.

HAYWARD CLEVELAND'S NEW POST

Hayward Cleveland, well known in the Eastern talking machine trade and one of the veterans of the industry, has been elected vice-president of the Commerce Advertising Agency, which recently moved to 1819 Broadway, New York. This agency concentrates its activities in behalf of the journals issued by the various Chambers of Commerce throughout the country, and Mr. Cleveland is in charge of national space sales—a post he is well capable of filling.

Someone has said that there is nothing so broadening as kindness and in business there is nothing so effective as courtesy and consideration for your customers.

Licensed under the Geer patents issued Nov. 10, 1914, and Feb. 29, 1916. Infringers will be vigorously prosecuted and dealers are warned against handling infringing products.



ADJUSTABLE

PHONOGRAPH records differ in length. A record repeater, therefore, needs some adjustable feature to give perfect results. The small, movable slide of the Geer Repeater, which can instantly be set to the end of the music and which cannot get out of order, perfectly supplies this need.

This adjustable feature of the Geer Repeater gives it exceptional value for playing vocal as well as instrumental records, and the steadily increasing popularity of the Geer means that it will prove an unusually profitable line for fall and winter sales.

Gold Seal Repeaters

The Walbert Manufacturing Company is the exclusive sales representative for the Gold Seal Repeater in the territory west of the Alleghenies, including Canada west of Toronto. Send orders direct to address below.

Our Special Window Demonstrating Record Will Increase Your Sales

For the benefit of our dealers, we have developed a special window demonstrating record, without music, that plays through in 18 seconds. This quick-playing record is given free with orders for 12 Geer Repeaters or with 25 Gold Seal Repeaters and is surprisingly effective in making sales.

A repeater window demonstration will prove one of your best drawing cards—as has been proved by hundreds of stores—and can be set up in a few minutes.

Write your jobber or clip and mail the coupon—Today.

WALBERT MANUFACTURING COMPANY, 925-941 Wrightwood Ave., Chicago, Ill.

Please send by return mail Geer Repeaters and Gold Seal Repeaters—price to be 40%* off list—retail prices to be \$2.50 and \$1.00 respectively.

Check here if you want window demonstrating record and sales helps.

Name
Address
Jobber

* IMPORTANT—On orders for less than 100 Gold Seal Repeaters discount is 35%. Window demonstrating record is free with orders for 12 Geer Repeaters or 25 Gold Seal Repeaters. Terms C. O. D. to firms not rated.



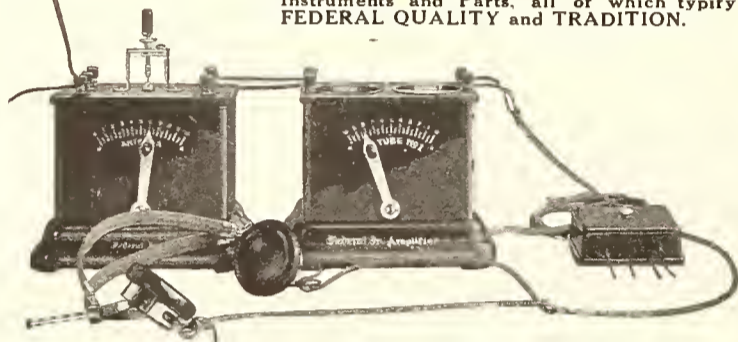
**THE SATISFIED
CUSTOMER
IS THE
DEALER'S
GREATEST ASSET**

Federal

RADIO INSTRUMENTS

**ARE MOST SATISFACTORY
In Design, Finish, Simplicity of Operation and
GENERAL RESULTS**

We Manufacture a Complete Line of RADIO
Instruments and Parts, all of which typify
FEDERAL QUALITY and TRADITION.



FEDERAL CRYSTAL
RECEIVER

FEDERAL JUNIOR
AMPLIFIER



TO THE DEALER

You may be assured of SATISFIED
CUSTOMERS if you sell FEDERAL
apparatus.
Write for DEALER'S discounts.

Federal Telephone and Telegraph Company
BUFFALO, NEW YORK

TRUCKS BRING GOOD BUSINESS

Grinnell Bros. Find Selling From Trucks So Satisfactory That They Have Increased Their Fleet—To Cover More of Outlying Districts

DETROIT, MICH., August 10.—A review of business for July has brought out the fact that sales for that month were very good, all things being considered. Most of the dealers who are acknowledged live-wires report a very gratifying increase

over July, 1921. Grinnell Bros., who have literally carried the phonograph into the homes of hundreds of Detroiters, by means of a truck and three or four capable salesmen, find that method so productive of results that they are putting on a third truck to take care of the outlying districts. Manager Porter, of the Victrola department, explained that Grinnell Bros. proceeded on the belief that the public had money and that, since they evinced no very great desire to come into the store and spend it, they would take their ma-

chines out to them and close the deal in their own homes. Two trucks were put on this work, each manned by experienced salesmen, and as a result of this campaign business has been greatly stimulated. Every dealer in Detroit is convinced that Fall will usher in a season of brisk buying and the wide-awake dealers are stocking up heavily so as to insure being in shape to meet this demand.

INTRODUCE THE AURADION

Inter-Ocean Radio Co. Announces Radio Cabinet Receiving Set for Talking Machine Trade

The Inter-Ocean Radio Co., of New York City, is introducing to the trade this month a radio cabinet receiving set, known as the Auradion, designed primarily to appeal to the talking machine dealer and his trade. It is enclosed in an artistic cabinet which resembles closely the lines of the ordinary talking machine, and it is the opinion of officials of the company that "it is the radio unit which the talking machine dealer has been looking for."

The radio apparatus is a three-stage amplification unit connected with a loud speaker horn constructed on strictly scientific lines, which is the result of extensive experiments conducted in the company's laboratories by engineers who are well known in the radio field.

According to present plans the machine is to be distributed throughout the country to dealers on an exclusive territory basis following closely in this respect the policies of the leading talking machine concerns.

These plans also call for a merchandising policy that will enable them to sell the dealer at the regular talking machine trade discount, which will allow the dealer to carry a representative stock and sell at a fair profit. This merchandising policy, it is the opinion of General Manager A. E. Pollock, should appeal strongly to the talking machine dealer. Mr. Pollock stated that his company is sparing no effort to give the dealer every form of co-operation to enable him to carry on a radio business in conjunction with his talking machine business successfully. An extensive publicity campaign, such as form letter, circular and general advertising material, is being planned by the company and it is expected that this product will be distributed in all sections of the country in time for Fall trade.

MILWAUKEE DEALERS AT PICNIC

MILWAUKEE, WIS., August 10.—The Milwaukee Association of Music Industries and the Victor Dealers' Club of Milwaukee were the guests of the Chicago Piano Club on August 9 at their first intercity picnic in Ravinia Park, Chicago. The local delegation numbered more than 100, who made the trip in a special car. The music stores of the city were closed during the afternoon to give all employes an opportunity to attend. Athletic contests were included in the program arranged by the Chicago Piano Club.

REPORTS INCREASING DEMAND

The Encore Sales Corp., New York City, sole factory distributor of the Encore record replayer, reports steadily increasing demand for this talking machine accessory. M. S. Davis, president of the company, stated that this replayer was originally placed on the market last May and has enjoyed steadily growing distribution among both dealers and jobbers. A new factory was recently obtained in Newark, N. J., equipped with modern machinery and allowing larger production.

RECEIVER FOR STEWART CORP.

Harry E. Harkness has been appointed receiver of the Stewart Phonograph Corp., manufacturer of phonographs, of Binghamton, N. Y. The concern was recently forced into bankruptcy with liabilities of over \$50,000.

**A NEW
ETHEL WATERS RECORD**

No. 14117



"Jazzin' Babies Blues"



and

"Kind Loving Blues"

To Be Had Only On

BLACK SWAN RECORDS

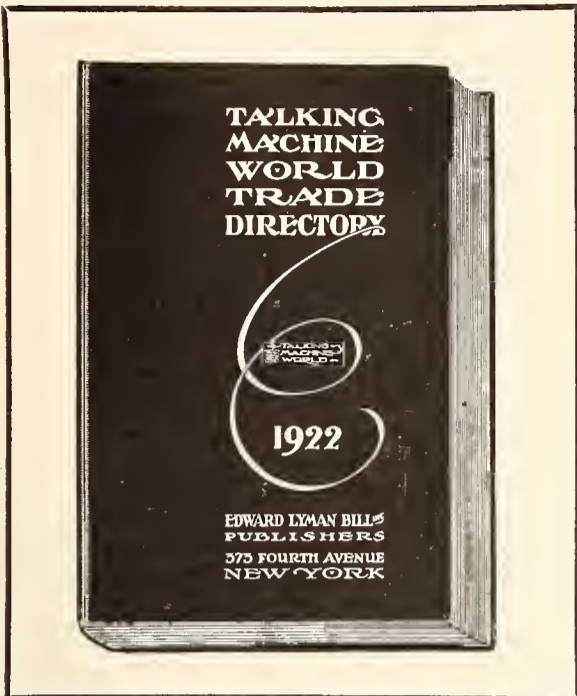
Buy From Your Nearest Jobber, or Direct From

PACE PHONOGRAPH CORP.

2289 Seventh Avenue

New York, N. Y.

INVALUABLE



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:
Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State.....

APPOINTED RADIOLA JOBBER

General Radio Corp., Philadelphia, Will Distribute Products of Radio Corp. of America—Walter L. Eckhardt, President, Is Planning Extensive Sales Campaign on New Line

The General Radio Corp., Philadelphia, Pa., the president of which is Walter L. Eckhardt, has recently been appointed a distributor of RCA radio products, manufactured by the Radio Corporation of America, New York. This important announcement was made recently by the sales division of the latter company, and Mr. Eckhardt is receiving the congratulations of his friends upon the acquisition of this valuable jobbing franchise. A complete stock of Radiola receiving sets, together with the other products manufactured by the Radio Corporation of America, has already been ordered by Mr. Eckhardt, and plans are being made for an extensive sales campaign.

The General Radio Corp. is exceptionally well qualified to handle the products of the Radio Corporation of America as, under Mr. Eckhardt's able direction, his company is rapidly becoming one of the most successful jobbers of radio products in the country. Owing to the fact that he has been identified with the talking machine industry for more than twenty years, Mr. Eckhardt thoroughly understands the requirements of the talking machine dealers, and in the introduction of Radiolas he will be able to give the trade the benefit of this valuable and lengthy experience.

DEATH OF ROSS L. DOUGLASS

President of National Co. Passes Away Unexpectedly From an Attack of Indigestion

BOSTON, MASS., August 8.—Ross L. Douglass, for many years president of the National Co. of this city, recently died suddenly as the result of an attack of acute indigestion shortly after his return from a visit to Europe. The products of the National Co., Ragtime Rastus, the Boxing Darkies, Shimandy and other mechanical toys for the turntable, are well known throughout the talking machine industry. Mr. Douglass had been abroad in the interest of his company and his recent report of foreign conditions was read with interest by readers of The World. The success of the National Co. is a monument to the business ability of Mr. Douglass and his untimely death will be received with distinct sorrow by his many friends in the talking machine industry.

OWNS IMPORTANT RADIO PATENT

Radio Corporation of America Owns Armstrong Super-Regenerative Patents—Invention Not Yet in Commercial Form

The Radio Corporation of America, New York, now owns the important Armstrong super-regenerative patents, having purchased recently the rights to this invention. It is understood that the invention is not yet in commercial form, and that it will require additional development over a period of a number of months before it can be brought on the market. This will be interesting information to the radio industry, as there has been considerable discussion regarding the Armstrong super-regenerative patents.

MOVES SUIT TO U. S. COURT

Trade-mark Suit Brought by Lyon & Healy Against Wurlitzer Co. Transferred From Superior Court to United States District Court

CHICAGO, ILL., August 9.—The Superior Court of Cook County, Ill., has granted the petition filed by Percy Kimberly, head of the Chicago division of the Rudolph Wurlitzer Co., to move the trade-mark law suit filed against the Wurlitzer organization by Lyon & Healy, of this city, from the Superior Court to the United States District Court in accordance with the formality in such proceedings. The Chicago division of the Wurlitzer Co. filed its bond of \$500 to secure the costs.

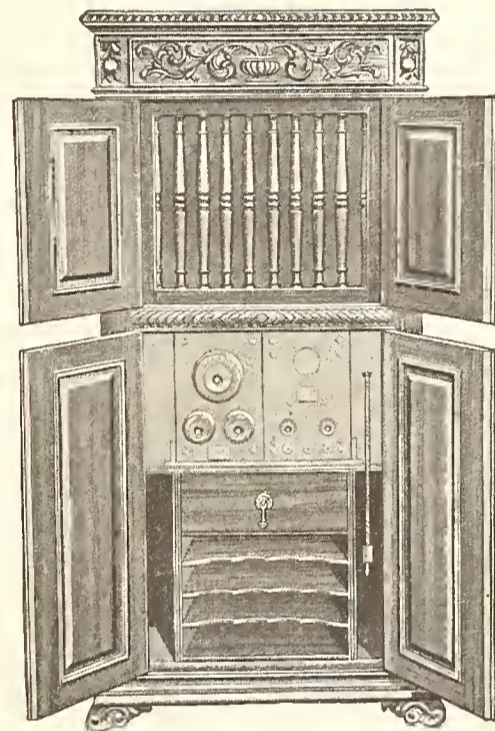
GIVES VICTROLA OPERA CONCERTS

Crowds Attracted to John Wanamaker Auditorium by Well-arranged Operatic Concerts, in Which the Victrola Was the Star

Opera concerts on the Victrola are drawing the crowds of shoppers in the John Wanamaker store, New York City, to the piano and Victrola departments. These concerts are novel in that at each performance the various recordings of the operas as sung by a number of artists are played. The magnificent auditorium adjoining the piano department is used for the purpose and on the stage, given prominence by a clever lighting arrangement, stands an upright model Victrola.

An example of the program may be gleaned from the fact that a recent concert was devoted entirely to "Aida," as sung by Louise Homer, Johanna Gadske, Lucy Marsh, Emmy Destinn, Enrico Caruso and Paul Althouse. Other programs of a similar nature were arranged daily for an entire week. The attendance at these concerts was exceedingly large and much valuable publicity resulted.

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Sales & Engineering Company

Mishawaka, Indiana KENTON W. MIX, Director

AKRON, O.

Battle of Rail Workers Affects Trade—Plan Industrial Exhibition—Starr Store Changes Hands

AKRON, O., August 8.—The rail and coal strikes the past two weeks are being reflected in retail business locally and several dealers interviewed declared that people are showing a tendency to hold off buying because of the future uncertainty of employment and conditions generally over the country.

Plans are being made by the exposition committee of the South Akron Board of Trade for a South Akron Industrial Exposition. Piano and talking machine houses in the South Akron district will be represented at the exhibition.

M. M. Mell, president of the M. M. Mell Co., is the new president of the East Akron Board of Trade, and practically all retail music stores in this section of the city are affiliated.

The Superior Music Parlors has acquired the Starr Piano Co.'s store at 87 South Howard street. It will be operated under the same firm name, continuing to feature the Starr phonograph and the Starr piano lines as heretofore.

"Since moving our record section from the second floor to the main street level, record sales have been doubled," said George S. Dales, head of the well-known music house of this name.

Talking machine sales in the music section of the M. O. Neil Co. department store were better last month than during July of a year ago. The Victor and Cheney machines both moved well during the month.

The Windsor Poling Co. kept after records last month and succeeded in closing one of the biggest volumes of trade in a long time. Mr. Poling is now busy arranging details for the opening of the music season when the company will promote the local appearances of a number of noted artists.

EXPLOITING THE TALKING MACHINE IN COMMUNITY WORK

Clever Stunt Staged by the Community Service of Texarkana Brings the Talking Machine to the Fore—Local Artists Appear on Same Program With Artists on Records

Local artists in Texarkana were given the unique opportunity of appearing on the same program as the world-renowned musicians when Community Service arranged a concert there recently. And not only did they appear on the same program, but they rendered the same selections as did such luminaries of the opera and concert stage as Galli-Curci, Rachmaninoff, Heifetz and others. The Texarkanans had the best of it, however, being there in person to receive the applause of an enthusiastic audience, while the others were represented by talking machine records.

The affair was managed in this way: First, a record was run on the phonograph, and then a local singer, violinist or pianist gave the same composition. Those who attended found it interesting to note the similarities and differences between the resident talent and the more famous singers and instrumentalists. Through a bulletin which national headquarters of Community

Service has issued telling of the concert, other communities have become interested and are planning similar affairs.

This same bulletin contains another suggestion for a new music feature which has appealed particularly to music clubs and teachers. It tells in detail how the work of local musicians, vocal or instrumental, may be reproduced with a recording machine. For instance, the directions call for the use of a dictating machine, a blank record and an improvised horn. Two artists may sing the same song, one after the other, on one record, so that comparisons of tone, technique and expression may be made, or the experiment may show the progress of one person from week to week or from month to month. Music teachers find this method of recording improvement very satisfactory. Miss Marie Daschbach, of Teachers' College, Columbia University, New York, keeps track of the development of her pupils in this way.

The talking machine section of the A. B. Smith Piano Co. will be remodeled and placed in readiness for a big Fall business, according to an announcement this week by A. B. Smith, Jr., manager of the local store. More sales space will be available and the store in general will be redecorated and renovated.

Miss Elsie Baer, manager of the talking machine section of the M. O. Neil Co., is spending a several weeks' vacation in Michigan and nearby States.

ANENT LOWER EXPRESS RATES

Interstate Commerce Commission Expected to Let Matters Rest Pending Settlement of Strikes

WASHINGTON, D. C., August 9.—It is not likely that the Interstate Commerce Commission will

make an extended investigation into express rates until the coal and railroad strikes are settled. Some days ago the investigation was about to be undertaken at the request of numerous shippers in various industries who had pointed out to the Commission that while freight rates were reduced 10 per cent last month express charges were still as high as they had been at any time during and after the war. It was intended to make a very full investigation of the matter similar to the investigation of freight rates made last Winter. The rates for coal and the wages which must be paid the railroad men now on strike will have considerable to do with the question of the rates at which the railroads will be able to handle freight in the future, and the Interstate Commerce Commission is desirous of awaiting a settlement of those questions before taking up the question of express rates.

Greatest Talking Machine Value in the World!



Patented December 11, 1917

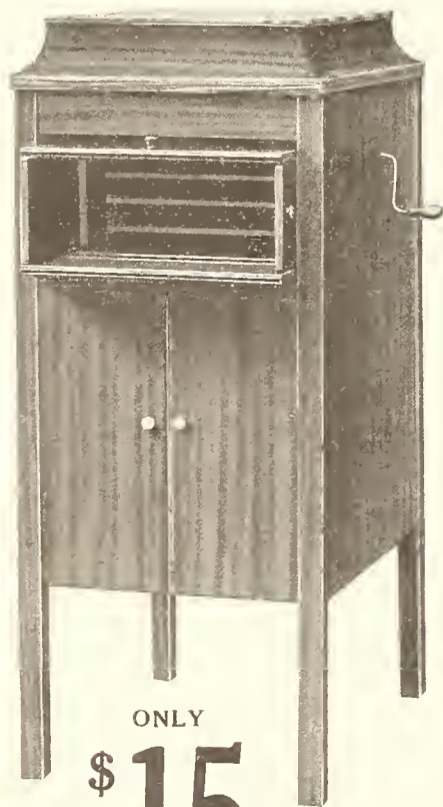
Talking Machine Cabinets

These new, rock bottom prices enable you to sell the greatest talking machine value in the world—a Victrola IV or VI and a genuine Converto Cabinet at a *combined price* far below anything ever offered either in a cabinet machine or a combination.

The Converto is the only cabinet that permits use of the Victrola tone regulating doors.

Converto Cabinets are now sold direct to dealers. The prices are so *extremely low* as to enable live dealers to use the combination as an effective stimulant for immediate business.

ORDER NOW for your Fall and Holiday business as these prices are subject to withdrawal.



ONLY \$15

STANDARD MODEL OAK OR MAHOGANY



ONLY \$25

DELUXE MODEL MAHOGANY ONLY

THE C. J. LUNDSTROM MFG. CO.

LITTLE FALLS, N. Y.

Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

APPOINTS NEW OKEH JOBBER

General Radio Corp., of Philadelphia, Takes Over Stock and Accounts of A. J. Heath Co.—W. C. Fuhri Closes This Very Important Deal

PHILADELPHIA, Pa., August 7.—Walter L. Eckhardt, president of the General Radio Corp. of this city, announced recently that arrangements had been completed whereby his company would take over the Okeh record stock of the A. J. Heath Co., Philadelphia, Okeh jobber, together with the accounts handled by that company. W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, closed this important deal on a recent visit to Philadelphia, and by the terms of this new arrangement the General Radio Corp. becomes distributor for Okeh products in Pennsylvania, Maryland, Delaware, District of Columbia, West Virginia, Virginia, North Carolina, a portion of Ohio and the southern part of New Jersey.

A. H. Pope, who has been associated with Mr. Eckhardt for the past fourteen years, will assume charge of the Okeh record division, and a thoroughly trained sales staff is now ready to co-operate with Okeh dealers in this important territory. The General Radio Corp. will continue to act as distributors for Strand phonographs, with which line it has been remarkably successful, and, in addition, this concern is also jobber for important groups of the radio products.

ORGANIZE PATHE SOUND WAVE CORP.

The Pathé Sound Wave Corp. was recently formed in Brooklyn, N. Y., for the purpose of manufacturing combination radio and phonograph console machines, loud speakers and other radio parts. Its formation is in direct accordance with the plan of the creditors' committee of the Pathé Frères Phonograph Co. which was submitted to the creditors for approval. The plan, which was described in a recent issue of The World, was almost unanimously approved and the creditors' committee is now acting as a reorganization committee. The directors of the Pathé Sound Wave Corp. are Eugene A. Widmann, H. T. Leeming and Frank T. Lewis. A product which will be particularly featured is the loud speaker, which possesses remarkable volume and tone. It is planned to market the products principally through the talking machine trade.

H. C. NAILL VISITS NEW YORK

H. C. Naill, of the Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of the Long console and record cabinets, was a recent visitor to New York, calling on some of the company's Eastern representatives. Mr. Naill was optimistic regarding the general outlook for Fall business, stating that his company had several important plans in process of completion which would prove of keen interest to the trade.

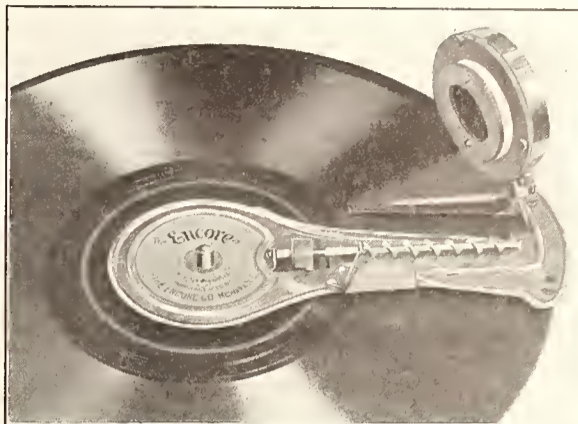
H. C. BROWN ENDS LONG AUTO TRIP

A recent visitor to New York City was Henry C. Brown, of the Victor Talking Machine Co., Camden, N. J., on his way home after a 1,600-mile automobile trip through Pennsylvania, New York and Canada. While in Canada Mr. Brown visited his son, Henry, Jr., who operates a large and successful moving picture house in a city "over the border."

Order Your Supply of the New Encore Record Replayer Now

THE MOST EFFICIENT DEVICE OF ITS KIND EVER PRODUCED

The Record Replayer Without a Fault



Made of Steel. Nickel-Plated. Celluloid Adjuster

Retails at \$1.00

Discount to Dealers 40%

ORDER NOW AND WATCH YOUR SALES INCREASE

Some Territory Still Open for Jobbers

ENCORE SALES CORPORATION

Sole Manufacturers' Representative

6 CHURCH STREET

NEW YORK, N. Y.

COMPLETING DISTRIBUTION PLANS

Radio Corp. of America Appoints New Jobbers in Musical Industry—Company Studying Distribution Possibilities—Over 150 Jobbers Now Handling This Nationally Known Product

During the past month the Radio Corporation of America, 233 Broadway, New York, manufacturer of RCA radio products, has appointed several new jobbers, and at the present time the company has established the following distributors in the musical industry: Landay Bros., New York; Lyon & Healy, Chicago; W. F. Frederick Piano Co., Pittsburgh, Pa., and the Albany Radio Corp., Albany, N. Y. The recent appointment of the General Radio Corp., Philadelphia, Pa., as a Radiola distributor may also be considered an appointment in the musical industry, as Walter L. Eckhardt, president of this company, has been identified with the talking machine industry for over twenty years.

It is understood that the Radio Corporation of America will increase its distribution through musical channels in a limited degree, and applications for jobbing franchises have been received by the company's sales division from prominent talking machine concerns in all parts of the country. These applications are now being given careful consideration and important announcements will probably be ready for the trade in the very near future.

At the present time RCA radio products are being distributed by 159 jobbers, controlling 206 establishments all over the country. The majority of these jobbers are members of the electrical trade with quite a number of radio specialty jobbers and also distributors in other fields of standard merchandise. The sales department of the Radio Corporation of America is making a careful study of the sales possibilities for RCA

products through various distribution channels, and nothing is being left undone to give the jobbers maximum service and co-operation in the introduction of Radiolas and other products manufactured by the Radio Corporation of America.

NO INSPECTION OF MAIL PACKAGES

Postoffice Department Expected to Take Action Against Those Who Advertise Examination Privilege on Goods Sent by Mail C. O. D.

WASHINGTON, D. C., August 7.—Music dealers and others who advertise that their merchandise may be purchased by mail, C. O. D., with the privilege by prospective patrons of inspection before acceptance and the payment of charges will shortly find themselves unable to advertise through the mails unless they discontinue this practice.

Ever since the establishment of C. O. D. service there has been a rule in effect prohibiting postal employes from permitting addressees to open packages for inspection before acceptance. Instructions have been sent to all postmasters to refuse hereafter to accept for mailing any packages containing labels stating that the recipients may open them before paying charges, and to report to the Postoffice Department at once any firms or individuals whose advertisements hold out this privilege. Under the control which the Postoffice Department exercises over advertising matter, the transmission by mail of advertisements that merchandise may be examined before accepted may be easily stopped.

A number of complaints are received regularly from patrons of the postal service that they are not permitted to open packages before acceptance, although the senders assured them of the privilege, and great difficulty has been experienced by carriers in convincing patrons that they are not entitled to inspect C. O. D. parcels.

WILL MAKE EMERSON MACHINES

The Emerson Phonograph Co., 206 Fifth avenue, New York City, announces that it has closed arrangements with the Wasmuth-Goodrich Co., of Peru, Ind., whereby that company is to have the right to use the name "Emerson" on talking machines, manufactured by it, for a period of one year. The Emerson Phonograph Co. will, for the present, confine its activities to the manufacture of records exploiting its foreign and standard record catalog.

"SUPERB" SEMI-PERMANENT NEEDLE

THE PERFECT NEEDLE

Plays 100 to 200 Records :: Retail 4 for 30 cents

Send for Samples and Discounts

MELLOWTONE NEEDLE CO.

ANSONIA, CONN.

Meet Me Next Sunday
Jack Snyder

See Page 116

CANTON AN EDISON CONSOLE WINDOW DISPLAY FOR SEPTEMBER

Business Holds Its Own—Dealers Are Optimistic—Rural Demand Grows—Situation Reviewed

CANTON, O., August 6.—Although the rail and coal strikes are still on there appears to be but little depression in the industrial world locally, and from reports gleaned from the Canton district business with the leading talking machine dealers the past month has been, in most instances, better than the preceding months and the morale of the industry appears far brighter than at any time in the past three months. Talking machines moved better in July than they did in either June or May and records showed a decided improvement the latter part of the month. Collections are better and talking machine sections of the department stores report sales of portable machines on the increase.

W. E. Pyle, manager of the talking machine department of William R. Zollinger & Co., this week reported the sale of a \$900 Chippendale Electric Victor machine, for cash, which is an achievement to be proud of. The Zollinger store displays these models regularly.

Mr. Pyle reports that business in the talking machine department in July, despite the fact that the store was closed two and a half days, owing to the death of William R. Zollinger, founder of the store, was almost three times that of the corresponding month a year ago.

Rhines Edison Shop, featuring the Edison machine exclusively, has just completed a most active month, so far as talking machine and record business is concerned. The Massillon store, of the same company, also reports a good July business.

The talking machine section of the Klein-Heffelman-Zollars Co., largest department store in the Canton district, enjoyed a good month during July, said P. Q. Schrake, manager of the music division of the store. Since moving the talking machine section from the fourth to the main floor, rear mezzanine, sales of records as well as machines have been on the increase. The store held its annual picnic on July 26 at Springfield Lake Park and Mr. Schrake was in charge of the sports program.

The talking machine department of the Springholzwarth Co., Alliance, O., which for years occupied a prominent place on the fourth floor of the original department store, has been moved to the second floor rear of the newly completed annex. The section is spacious and pretty in its appointments. The store has added several



The window display which Thomas A. Edison, Inc., has prepared for use of Edison dealers during the month of September is concentrated upon console models. An artistic layout is provided of attractive posters which por-

tray each of the console models included in the standard line, together with a pertinent description of each. In the center is a horizontal poster devoted to the general idea of console models. The drapery is of heavy velour.

lines of pianos since the reopening and is making a strong bid for the talking machine trade of the district. The department has installed a section for records.

Miss Ethel Walthower, head of the talking machine section of J. H. Johnson Sons, Alliance, O., says the bulk of talking machine sales this month will come from the rural districts. A crew of three men, carrying with them two different models of machines, is scouring the countryside for 20 miles about Alliance placing machines in farmers' homes on trial. She says good results are reported and business has been very satisfactory despite conditions.

Buys Drake & Moninger Booths

Booths and other talking machine equipment of the Drake & Moninger Co., bankrupt, of Alliance, O., music dealer, have been purchased by the J. H. Johnson Sons Co. of that city. The booths have been installed at the Johnson store and have greatly improved the appearance of the main floor. This company conducts the largest furniture and music house in Alliance with a talking machine and record department.

Talking machine dealers of Canton are affiliating with the newly organized Canton Retail Merchants' Association, an organization which will take over the activities of the Canton Retail Merchants' Association. D. W. Lerch, well-known Canton music dealer, has been appointed chairman of the music dealers' committee in the drive this week for new members and it is indicated that when the canvass is completed the Association will have 100 per cent of the music dealers of the city.

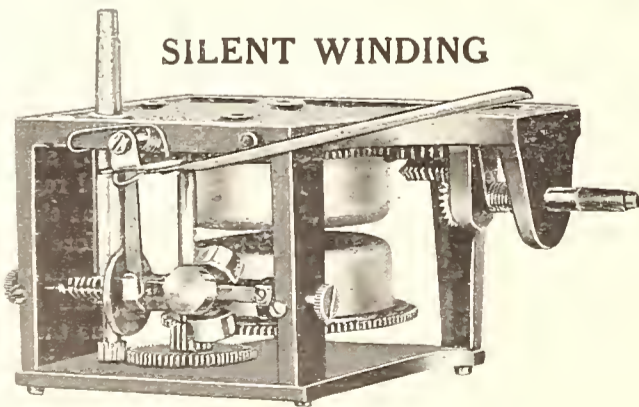
Holding Off for Fall

Starr and Cheney sales during the month of July were rather slow, stated C. M. Alford, head of the Alford & Fryar Piano Co. He says the firm has many prospects but that they appear to be holding off until Fall to buy. This concern is making a strong bid for the rural trade and has a crew of men working the farm districts.

Music dealers of the Canton district announce that they will again feature their piano and talking machine exhibits at the Stark County Fair, which opens Labor Day.

MOTORS OF SUPERIOR QUALITY

SILENT WINDING



M No. 3

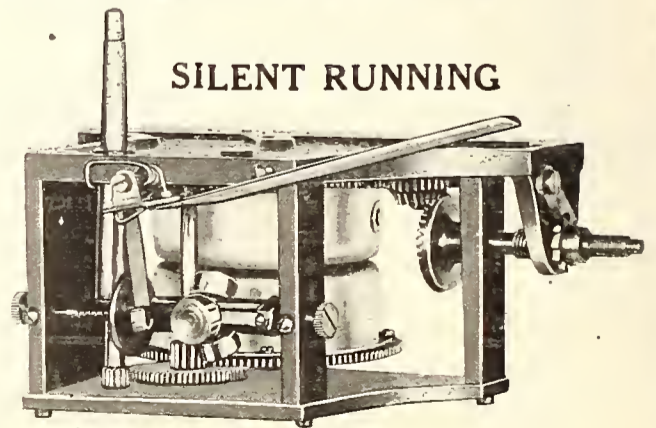
SPECIFICATIONS FOR M 3—Double Spring, Motor Playing Three 10-inch Records without Rewinding. Cast Iron Frame. Worm Drive. Beveled Gear Winding. Furnished complete, with graduated regulator, winding key of desired size, turntable stop working under turntable, fibre-back escutcheon, washers, screws, felts; also stamped 10-inch turntable covered with all-wool felt. Built especially for high-grade portable machines.

Sample Price for M No. 3 Complete \$5.25

Sample Price for M No. 4 Complete \$6.25

Write for Quantity Prices

SILENT RUNNING



M No. 4

SPECIFICATIONS FOR M 4—Double Spring, Motor Playing Four 10-inch Records. Cast Iron Frame. Worm Drive. Beveled Gear Winding. Ratchet device that prevents clicking furnished complete, with graduated regulator, winding key of desired size, turntable stop working under turntable, fibre-back escutcheon, washers, screws, felts; also 12-inch turntable, covered with all-wool felt. Built especially for high-grade machines.

MAGIC PHONO MOTOR CO.

261-273 Lorimer Street, Brooklyn, N. Y.

Last call for advertising fans for summer. This is good, inexpensive and practical publicity which repeats an attractive suggestion to your neighbors every time the weather heats up. Ask the Columbia Dealer Service Man.

**Columbia Graphophone Co.
NEW YORK**



H. L. TUERS' NEW POSITION

Resigns From Columbia Co. to Enter New Field —Retirement From Industry Will Be Keenly Regretted by Many Friends in the Trade

H. L. Tuers, manager of the Dealer Service department of the Columbia Graphophone Co. for the past five years and associated with the Columbia Co. for the past ten years, resigned from the Columbia organization August 1. Mr. Tuers has joined the staff of W. F. Powers Co., New York, one of the leading lithographers in the



H. L. Tuers

city and a company which has built up a quality clientele that is equaled by few lithographers in this country.

During his ten years' association with the Columbia Graphophone Co. Mr. Tuers has won the esteem and friendship of Columbia dealers from coast to coast. He worked indefatigably in their interests and his thorough knowledge of their requirements enabled him to give the Columbia dealer representation unusual service and cooperation. Mr. Tuers enters upon his new work with the hearty good wishes of the Columbia dealer organization and the Columbia staff throughout the country.

DEATH OF MISS MAXINE HART

Popular Columbia Artist Dies Suddenly After Short Illness—Well Known in Theatrical World

Miss Maxine Irene Hart, of the well-known musical comedy and vaudeville team of the Hart Sisters, died on Sunday at the French Hospital, after a brief illness. Miss Hart and her sister, Bernice, constituted one of the most popular teams in the theatrical world, and some months ago arrangements were completed whereby the Hart Sisters became exclusive Columbia artists. Their first recordings were announced recently and it was predicted that their Columbia records would meet with a ready sale. Miss Hart's last appearance in New York was in Al Jolson's show, "Bombo," where she was one of the stars.

SOME EXHIBITORS AT THE NATIONAL MERCHANDISE FAIR

Members of the Talking Machine Trade Take Advantage of Opportunity to Present Their Products to the Consideration of Visiting Buyers Who Attended This Great Buying Mart

The National Merchandise Fair, of which much has been promised for several months past and which has the backing of some of the big business interests of city and country, opened at the Grand Central Palace and the Seventy-first Regiment Armory on Monday, August 7, with close to 1,000 manufacturers and wholesalers exhibiting their products for the benefit and convenience of visiting buyers. The fair was launched with the idea of enabling buyers from out of town to inspect a great number of lines under one roof and at a great saving of time and expense, and it is estimated that at least 50,000 buyers will have attended the fair before it closes, on August 26. That the buyers are interested was quite evident during the opening days, when representatives of retail concerns from all sections of the country registered at the fair.

Members of the talking machine trade particularly were quick to take advantage of the opportunity to present their products to the visiting buyers and a number of them had spaces. They included the Brilliantone Steel Needle Co., 347 Fifth avenue, New York, which displayed a full line of needles of various sorts; Diamond Wood Products Co., 25 West Forty-third street, New York, miniature cabinet talking machines and furniture; General Phonograph Corp., 25 West Forty-fifth street, New York, which displayed

Okeh records and phonograph parts and supplies; the Gold Seal Co., 105 West Fortieth street, New York, which displayed and demonstrated the Geer and Gold Seal record repeater; Harper & Bros., Franklin square, New York, who included a number of Bubble Books in their exhibit of publications; La Valle Mfg. Co., New Haven, Conn., Bobolink record books; Mermod & Co., 874 Broadway, New York, who showed small phonographs and parts, together with music boxes; the Perfection Talking Machine Co., 228 Seventh avenue, New York, who displayed several models of combination talking machines and radio receivers, together with a radio receiving set, to be installed in the ordinary talking machine cabinet after the motor board has been removed; the Plaza Music Co., 18 West Twentieth street, New York, which had a display of Banner records, Pal portable talking machines, together with Jewel music rolls; Peerless Album Co., 638 Broadway, New York, which exhibited talking machine record albums, photograph albums and autograph albums; Cameo Record Co., 102 West Thirty-eighth street, New York, which demonstrated Cameo records, and the Averill Mfg. Co., New York, which displayed talking dolls equipped with small cylinder talking machine records. These exhibits were the center of much interest on the part of visiting buyers.

Some Musical Merchandise Specials For the Phonograph Dealer



BANJOS

Banjo-Mandolins and Banjo-Ukes are selling briskly. Take our new "Claro-Phone" line, for instance—

\$10.00 and \$15.00

at retail, and you nearly double your money!

Musical Merchandise Buying Is Easy With These Two FREE Books!

Our complete Illustrated Catalog is being mailed this week. With it goes our new

Confidential Trade Price List No. 5 for Fall 1922.

These books are the key to successful buying. Practically every instrument and accessory you'll ever have a call for is offered here, and priced to help you make the sale. These books are free!

WRITE FOR YOURS



UKULELES

Selling as never before! Everybody wants one. Our line includes a wide choice of popular styles.

\$2.00 to \$15.00

at retail. You double your money on every sale!

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Repair Adjustments That Help Trade!

The coming of September means to many thousands of homes the ending of the vacation season, with the occupants straightening out their homes in preparation for the coming Winter. It also means, officially, that the talking machine again comes into active use after a rest of two or three months. How many dealers take advantage of the opportunity thus offered at this season of the year to have a salesman or repairman make an inspection trip among their customers to look over the various talking machines and adjust the many little things which may require it after the machine has been idle for some time?

Perhaps nothing may be found wrong with the machine, and, in fact, in most cases the ma-

chine will be in first-class condition, but the mere fact that the dealer has shown enough interest in his customer to see that the machine is in perfect running condition should strike a responsive chord in the customer and sooner or later bring him, or her, to the store in quest of new records, or, perhaps, a larger or more elaborate type of machine.

Seeing to it that the customer's machine is in proper playing condition is not to be regarded as profitless service to that particular machine owner. One of the ideas behind the move is that the customer is very likely to have friends calling at intervals and for them to hear a perfect playing machine and to learn of the dealer's interest is the best kind of an advertisement for that particular dealer's store. Such interest on the part of friends means further sales for the dealer.

What better advertisement can a dealer have than a perfect playing machine in the customer's home? Surely it does not suffice to say, "I sell the ——— machine: there is none better." Even the best constructed motor and sound box are liable, sooner or later, to go wrong, either through natural causes or through unskilled han-

dling by the owner. Under such conditions the dealer cannot afford to have representing his store a machine that will not play or plays indifferently.

When he sells the outfit it is good business to sell with it upkeep service to a reasonable degree. It is one of the liveliest business-building opportunities at the dealer's command.

The dealer may say "I do not maintain a repair department" or "I have all my repair work done at the shop of my jobber and he could not possibly do this for me." The conclusion is wrong, for this particular service should be the duty of one of your salesmen—the man who is in a position to take immediate advantage of buying interest. The salesman should be sufficiently versed in the minor adjustments of the motor or sound box to be able to make them in the home without difficulty. The motor that needs a new mainspring or the sound box that needs a new diaphragm should be sent to the repair shop.

When the machine has been adjusted and put in good condition the salesman should bring into play his selling ability. If he has been observant he has found out by looking at the records what class of music the machine owner favors, and he can suggest new records of the same type. If he has with him samples of the latest records he can demonstrate them and sell them on the spot. This is being done every day in the week by certain dealers I know and with surprising results.

The adjustments that a salesman is competent to make depend largely upon the salesman himself and the interest he has taken in studying the mechanical features of the machine. I suggest that he obtain from the manufacturer of the particular machine he is selling all the printed matter possible in reference to the construction and repair of that particular product. Let him study the matter carefully, take one of the motors in the store apart and then reassemble it and study the replacing of minor parts, such as a broken governor spring. He should learn particularly the proper places to inject oil, where gear grease is required, etc. He should wind the motor up full and allow it to run down, listening to the sound it makes in running so that he is enabled to determine whether it is noisy or if the springs jump, a sign that the motor needs to be sent to the shop to have more graphite put in the springs.

The sound box should be studied carefully, particularly the manner in which the needle arm is tensioned. The salesman should be able to judge when the sound box blasts whether the trouble is in the tensioning of the arm or in the fact that the gaskets have become dead and do not hold the diaphragm tight enough.

Experience is always the best teacher and practice makes perfect. A few days of work and study should make the salesman competent to discover and adjust the minor talking machine troubles and, in fact, to tell what is the matter with a machine that doesn't work.

Grease Gun for Springs

Gloversville, August 3, 1922.

Editor The Talking Machine World:

I understand that there is a grease gun made for the purpose of lubricating Edison spring barrels. As I would like to get one I wish to know where I can obtain it. So far I have been unable to find one. Can you help me in this matter? (Signed) Walter C. Lair.

Answer—You can obtain a grease gun for use in placing graphite in the Edison spring cage from almost any automobile supply store. It will probably be necessary for you to make some gauge or method of marking the handle of the gun so that you can easily tell the amount of graphite that you are placing in the cage.

Andrew H. Dodin.

VICTOR SHOP CHANGES HANDS

The Victor talking machine establishment of A. H. Taylor, Inc., at Jamaica, Long Island, has been purchased by Mathushek & Sons Piano Mfg. Co., who operate a chain of retail piano and talking machine stores in the metropolitan district.



PIANO BOOKS

THE Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to help keep the American piano industry the world's leader, both from an artistic and commercial standpoint.

Modern Piano Tuning

A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

Theory and Practice of Pianoforte Building

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

Player-Piano Up to Date

The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

Regulation and Repair of Pianos and Player Mechanisms

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

Mail This Inspection Coupon

Edward Lyman Bill, Inc.
373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name

Address..... City.....

Mark which books you want to see

<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair
<input type="checkbox"/>	The Player Pianist
<input type="checkbox"/>	Player-piano Up to Date

Edmund Vance Cooke is a great entertainer of children. His child dialect poem, "Moo-Cow-Moo," has been read and recited to children all over this land. He has made a Columbia record of this and three other favorites, "The High Giraffe," "Monkey Man" and "The Shave Store." A-3151.

**Columbia Graphophone Co.
NEW YORK**



MARION HARRIS WITH BRUNSWICK

Well-known Vaudeville Star and Comedienne to Record Exclusively for Brunswick

William A. Brophy, managing director of the Brunswick Recording Laboratories, New York, has just announced that Marion Harris, the well-known vaudeville star, will now make recordings exclusively for Brunswick records. Miss Harris



Marion Harris

is perhaps one of the best-known character song artists and vaudeville comediennes in the country. Her first recording, a double-disc, with "I'm Just Wild About Harry" on one side and "My Cradle Melody" on the reverse, will be sent to the trade on September 1, so that Brunswick dealers can have them to start their Fall business. This record introduces an innovation in Brunswick recording in that Miss Harris is supported in her song by the Isham Jones Orchestra, a combination which is bound to meet with decided favor.

VICTOR ARTISTS AID SALES

Alma Gluck and Efrem Zimbalist Autograph Many Records for Society Folk at Southampton Fair—Jedlicka Bros. Dispose of Stock

SOUTHAMPTON, N. Y., August 8.—Jedlicka Bros., well-known talking machine dealers of this section, profited by the recent appearance of Alma Gluck and Efrem Zimbalist at a street fair held here for society folks. The artists visited the establishment, secured all of the records made by them, and returned to the fair, where they autographed them. The records were quickly disposed of. Chas. Jedlicka, manager of the Bay Shore store, and Mr. Baker, representing the Blackman Talking Machine Co., Victor distributor, greeted the Victor artists on their arrival.

BUSINESS NOW ON THE UPGRADE

Otto Heineman Brings Back Optimistic Reports From Central West—Found Okeh Dealers Loyal and Enthusiastic—Record Sales Show Decided Improvement Throughout Country

"The talking machine business is gradually getting back to a normal basis, and record trade in particular has shown a decided turn for the better during the past few weeks," said Otto Heineman, president of the General Phonograph Corp., manufacturer of Okeh and Odeon records, who returned recently from a visit to the trade in Wisconsin, Illinois, Missouri, Ohio and New York. "On my recent trip I visited hundreds of Okeh dealers and I was delighted to find practically every dealer optimistic and confident regarding Fall business. This optimism, moreover, was substantiated by improved sales figures since the first of July, and as a whole there seems to be a better feeling all around.

"Perhaps the most impressive feature of my trip was the loyalty towards Okeh and Odeon records manifested by our dealers. Throughout my entire trip I did not receive a single complaint regarding the recording or the quality of our records, but on the contrary found the dealers exceptionally well pleased with the quality of our product. No business can hope to succeed without the good will of the dealer, and with the present loyalty and friendship of the Okeh dealers the permanent success of our records is assured.

"There is no question but that the talking machine industry, and particularly the record branch of the business, was badly hit during the business depression, but we have undoubtedly reached the turning point and are now on the upgrade. The liquidation sales of inferior machines are gradually dwindling out and the public now recognizes the fact that a standard trademarked talking machine is the only profitable investment."

DOING A LARGE RECORD BUSINESS

The Pathé Frères Phonograph Co., Brooklyn, N. Y., is experiencing excellent record business. Daily production records have not only reached large figures but are steadily growing. The recent reduction of the price of Actuelle records to 55 cents has proved very popular with the buying public and has created an exceptional demand. The Actuelle catalog offers not only popular but many classical selections sung by well-known artists.

R. L. FREEMAN TO VISIT CANADA

Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., Camden, N. J., is planning to leave about September 1 on a vacation, which he will spend in Canada on a visit to his parents. Mrs. Freeman and their children will probably accompany him to his parents' home.

FELT

We are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

American Felt Company

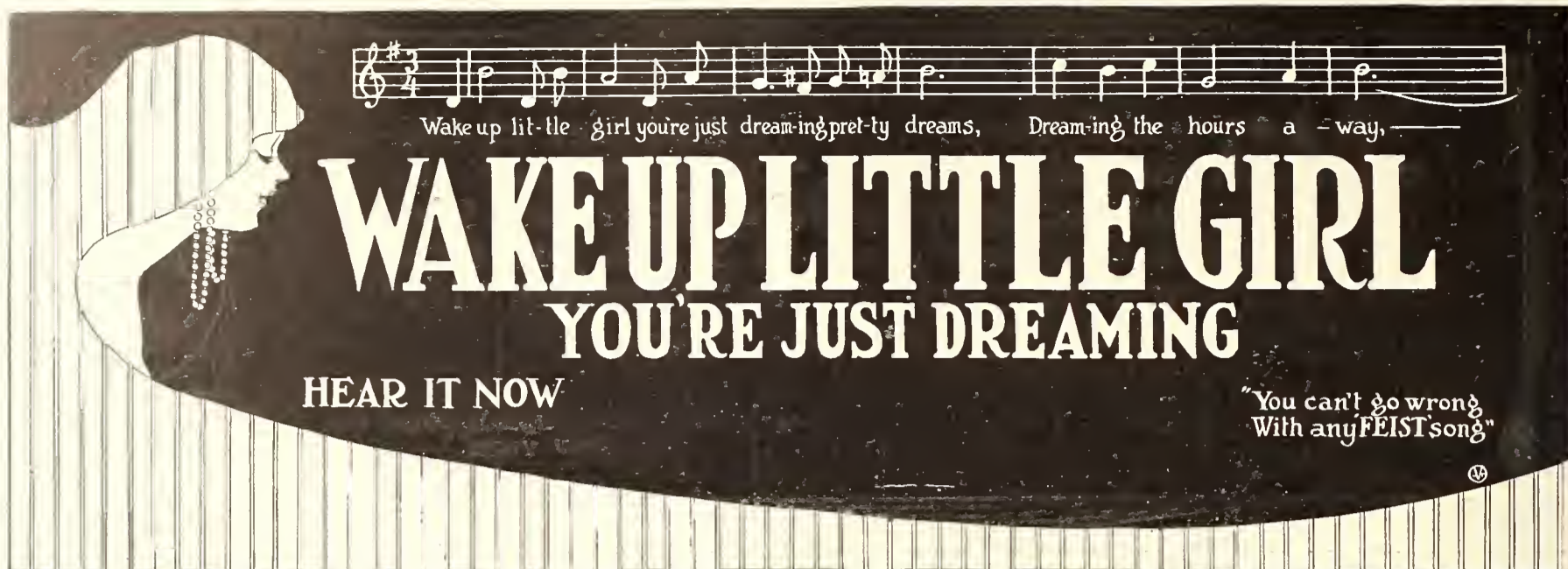
TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.



Wake up lit-tle girl you're just dream-ing pret-ty dreams, Dream-ing the hours a-way,

WAKE UP LITTLE GIRL YOU'RE JUST DREAMING

HEAR IT NOW

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

ATLANTA

Growth of Home Buildings Bright Augury of Machine and Record Sales Throughout South

ATLANTA, Ga., August 7.—Southern construction for the first six months of this year reached a very high level. Increases in most instances are impressive and indicative of the acceleration of this work. The value of Atlanta's permits for the first half of the year was more than \$8,500,000, and a gain of more than \$3,000,000 over the same period of last year was registered. This is providing a great year for Atlanta. Memphis also has done exceedingly well. Its record for the first six months is in excess of \$7,000,000, and marks a gain of more than \$3,500,000 over the same period in 1921. New Orleans is above \$4,000,000, while Birmingham lacked about a quarter of a million of reaching that mark. Knoxville, Tenn., nearly doubled last year's figures. Permits this year amounted to \$2,494,022, while for last year they aggregated \$1,337,102.

The above indicates the circulation of a large quantity of money, from which the talking machine trade should feel the benefit.

The world-wide demand for Okeh records, and the international reputation of the Polk Furniture Co., Atlanta, are strikingly evidenced by a recent inquiry received in Atlanta from a firm in Budapest, Hungary, relative to the Okeh.

John Mohl, assistant manager of the local branch of the Columbia Graphophone Co., who has made an extended trip through Florida, returned to Atlanta to assume charge while Westervelt Terhune spends his vacation in the mountains of North Carolina.

Manley Robison, of the Phillips & Crew Co., has recently returned from Savannah, where he had been looking after the interests of the company's branch store there.

Dealers report July business as well ahead of June, one gratifying feature being the number of machines sold for cash.

THE HOMOPHONE



Do you sing or play a musical instrument? Preserve your talent by recording it on a Phonograph by means of the HOMOPHONE. Instructive and entertaining. Hear yourself as others hear you. May be attached to Victor, Edison or Brunswick. When ordering state kind and model. Price \$42.50. Write for particulars.

HOMOPHONE CO.
293 Plane St., Newark, N. J.

The Victor Health Building records were placed on sale August 1. All the dealers report a fine initial demand.

The Roby Music Store is now settled in its new location on Decatur street near Pryor.

Special mid-Summer terms have been announced by the Cable Piano Co.

A sample of the new Strand model, No. 16, which lists at \$250, has just been received by M. E. Lyle. This machine has won the favorable interest of everyone who has seen it.

The Cochran Furniture Co. will move from its present store on Broad street to a larger place on East Alabama street. Sonoras are especially featured.

Record sales have been stimulated during the past month by many of the Peachtree shops which have placed a talking machine at the store entrance and demonstrated the latest records to the passers-by.

Ludden & Bates have recently added the entire Brunswick line of machines and records.

The Stone-Moore-West Co., of Gainesville, Ga., has taken larger quarters on the square. August 12 has been set as the opening day. This new store will be run in addition to the one occupied by them at present.

"Lonesome Mama Blues" is featured on both Victor and Okeh records, and is reported as the most popular one of the month.

The first of the new Pal portables has reached Atlanta. One of the prominent talking machine shops in the Peachtree Arcade has especially featured this model in its windows.

W. C. Fuhri, sales manager of the Okeh record, New York, was met in Savannah, Ga., by P. C. Brockman, who has charge of the Polk Furniture Co. wholesale phonograph division. After visiting Macon they returned to Atlanta, where Mr. Fuhri spent several days, leaving later for New Orleans.

Joseph Crews, who was for years a Victor dealer in Atlanta, and is now a resident of Tampa, Fla., has recently spent several weeks here meeting his old acquaintances.

Among recent out-of-town visitors who called to discuss prospects for Strand Fall business were W. A. Evans, of Sterchi Bros. & Fowler, Chattanooga, and T. W. West, of Stone-Moore-West Co., Gainesville, Ga.

A. C. Gourlie, of the Gourlie Music Co., Tampa, Fla., recently spent several days in Atlanta.

E. A. Ackley, from the Sterling Roll & Record Co., Cincinnati, was a recent visitor.

"Bill" Parks, for years with the Atlanta branch of the Columbia Co., now manager of the Baltimore store, was here for several days.

If sales of the record "Lonesome Mama Blues" were in proportion to the interest displayed in the Phillips & Crew show window the week of July 20 they should indeed be gratifying. Mr. Stokes, the well-known Atlanta artist, modeled a typical black mammy and surrounded her with a "piney woods" log cabin atmosphere. The "ole banjo," red bandana and rusty wash boiler were all part of the picture. Even the Victor dog, who sat in the cabin doorway, wore a wistful look. This display was so successful that it will be forwarded to Birmingham, Ala., for use in the windows of the Clark-Jones Piano Co.

GRAFONOLA IN LAND OF ESKIMO

Noted Explorer Gives Grafonola to Eskimos—
Instrument Popular With Northern Residents

Robert J. Flaherty, noted explorer, who returned recently from a ten years' stay around the North Pole, brought with him an interesting photograph showing the use of an A2 Grafonola in the land of the Eskimos. This photograph was taken on the most northerly point of Labrador, where Mr. Flaherty lived in intimate association with a small tribe of Eskimos, studying their



A Picture From the Far North

habits and daily life. Mr. Flaherty reports that the Grafonola proved so popular among the Eskimos that he had his choice of valuable furs on an exchange basis.

JOINS RANKS OF VOCALION ARTISTS

Virgilio Lazzaro, basso of the Chicago Opera Co., has joined the ranks of the Vocalion record artists and made his first record from the "Barber of Seville" for the August list.

Meet Me Next Sunday
Jack Snyder

(See page 116)

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—As a representative by a well-known Chicago talking machine manufacturer a man thoroughly acquainted with Greater New York territory. Also a man who is acquainted with the talking machine trade in the East, to handle our line of talking machines, either exclusively or as a side line. Address with full details to "Box 1177," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMEN WANTED—IF YOU CALL ON TALKING MACHINE DEALERS you can easily increase your income selling the Phon-O-Game. Combined adaptation of roulette wheel and put and take game. Plays on any phonograph. Tremendous human interest. Includes 12-inch record in red, green and black. Advance sales tests demonstrate this as a big-profit proposition for you. Salesmen secure absolute protection on all their prospects. Big commissions paid instantly. Write at once, in confidence, to The Phon-O-Game Co., 128 C Fulton St., Elizabeth, N. J.

POSITION WANTED—Chemist with years experience here and abroad with a composition for manufacturing a 10-inch record for 6 cents; also recording expert with twenty-five years' experience, and his own outfit. Both are open for engagement. Address "Box 1186," care The Talking Machine World, 373 Fourth Avenue, New York.

POSITION WANTED—Retail store manager, having had six years' experience in managing stores, merchandising talking machines, records and sheet music, desires similar position. Highest references. Address "Box 1179," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Many years as technical phonograph laboratory expert, can work and capable of superintending work from start to finish. Recordings, plating and matrix making. Use finest methods, wishes interview. Address "Box 1180," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—We now have openings for live salesmen to represent us in all parts of the U. S. A., either as a side line or on full time. Write at once, giving territory you cover, to Vitanola Talking Machine Co., 1920 South 52nd Ave., Cicero, Ill.

POSITION WANTED—Phonograph salesman, 10 years' experience, wholesale and retail musical instruments, sheet music, desires connection outside of New York City. Capable manager. Character, ability and integrity will stand most exhaustive inquiry. Address "Box 1178," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Practical phonograph and record man, ten years' manufacturing experience, familiar with all technical details of record making, desires position in factory or sales department. Would consider position with jobber or dealer anywhere in United States. Technical knowledge should prove valuable asset in jobbing or retail selling fields. Address "Experience," Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Good phonograph salesman experienced in selling to retailers in New York, Brooklyn and suburbs. Address "Box 1184," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced phonograph salesman to cover the New England territory. One who has had experience and knows the trade in the New England district. A good live proposition for a live man. No others need apply. Playertone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

POSITION WANTED—Experienced man in varnishing, rubbing and polishing on phonographs. Good references. Twelve years' experience. Address "Box 1185," care Talking Machine World, 373 Fourth Ave., New York.

ALL-AROUND MECHANIC, inside and outside, on a makes of talking machines with 8 years of experience. Can also sell. Wishes position anywhere. Address "Box 1183," care Talking Machine World, 373 Fourth Ave., New York.

SPRINGS

VICTOR		
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 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" x 11' for motor No. 1.....		.35
HEINEMAN		
1" x .025x12' motors.....	No. 33 & 77	.33
1 3/16" x .026x19', also Pathé.....		.75
1 3/16" x .026x17'.....	No. 4	.59
MEISSELBACH		
7/8" x 10' motors.....	No. 9 & 10	.29
1" x 9' motors.....	No. 11 & 12	.29
1" x 16' motors.....	No. 16, 17 & 19	.49
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'glar hole, regular...	No. 201	.45
1" x .025x18', rect'glar hole, regular...	No. 401	.65
1" x .025x16', rect'glar hole.....		.58
KRASBERG		
1" x 12' motor 2A, pear-shape and rect. holes.		.49
1" x 16' motor 3 and 4 on outer end.....		.60
EDISON DISC		
1 1/2" x .028x25', regular size disc motors.....		1.47
1" x .032x11', Standard.....		.55
1 5/16", Home.....		.70
1 5/16" x 18' type A 150, old style disc.....		1.28
1" Amberola 30-50-75.....		.56
SMALL MOTORS		
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. spring 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
Columbia Gov. spring screws, No. 439.....	per 100	.92
Columbia Gov. spring 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 OR RENT

PHONOGRAPH

Recording Laboratory

Completely equipped for all classes special and regular commercial work. Established trade. Address inquiries, "Recording Laboratory," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Music house, well established for 14 years in a large middle West city. Pianos and Victor and Brunswick Depts. High-class clientele. Good reason for selling. All cash preferred, but terms to reliable party, or parties. Address "Box 1161," care The Talking Machine World, 373 Fourth 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.

FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

For Sale—Krasberg Motors

are known throughout the entire talking machine industry and were conceded to be the best enclosed type motor on the market. Any institution desirous of getting all the Krasberg motor business in its entirety is now offered the opportunity of a lifetime. All tools, dies, machinery, patents, etc., necessary for the manufacture of the famous Krasco enclosed motor can be had outright at a sacrifice. James X. Galbaugh, Room 1204, Consumers' Building, Chicago, Ill.

Consoles at Special Prices

A prominent manufacturer has a number of Adam and Queen Anne consoles for sale at a price. These instruments are of 3/4-inch five-ply panels throughout, equipped with three-spring motor, balanced lid supports, etc., but were unable to pass a rigid factory inspection, being only slightly defective. All manufacturers' identification marks removed. Address "Box 1176," care of The Talking Machine World, 373 Fourth avenue, New York, N. Y.

FOR SALE

Completely Equipped Record Factory

All machinery of latest type, built in many cases from exclusive designs. Entire plant laid out by competent engineers to operate at highest possible efficiency. Address "Box 1181," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

An established, well-paying and exclusive Victor business in suburb of Los Angeles. Store attractive and novel. Open seven months. Stock new and complete. Inventory and fixtures, \$8,500. Reason for selling, owner has two such stores and unable to take care of both. Only Victor franchise in town. Address Chas. P. Mack, 1050 South Magnolis street, Los Angeles, Cal.

Phonograph Executive Wanted

Capable executive with some capital to manage Kurtzmann Electric Phonograph Co. Exclusive basic patents. No factory investment required. An unusual opportunity for one capable of organizing and managing selling force to dealers. Satisfactory information furnished. Kurtzmann Electric Phonograph Co., 121 Franklin St., Buffalo, N. Y.

Hydraulic Press and Pump

Watson-Stillman hydraulic press (70 ton chilling) with hydraulic hand pump (double plunger) and pressure gauge in excellent condition, ready to use, is for sale. Ideal for experimental work or limited production phonograph records or radio parts. Address Richard Berger Laboratory, 1928 North Ave., Bridgeport, Conn.

New Recording Method

I have new method of recording for talking machine records (lateral cut) which will revolutionize the record business. If you know a real man acquainted with the record business do him a favor, call his attention to this. I will "show my hand" to a proper party. Address "Box 1182," care Talking Machine World, 373 Fourth Ave., New York.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON.

W. LIONEL STURDY, MANAGER

Improvement in Industry Continues With a Reduction in the Number of Unemployed—The Radio Situation in the Gramophone Trade—Dealers' Surplus and Unsalable Record Stocks Discussed by the Gramophone Dealers' Association—Reduction in Freight Rates Welcomed—Unit Construction Co. Has London Representation—Exhibits at London Fair—Trade Happenings of General Trade Interest

LONDON, E. C., August 3.—From various quarters optimistic reports reach me of an improvement in industry generally and continued reduction of the number of unemployed. To be perfectly frank, the improvement spoken of is not very solid; it would be difficult to weigh it up, but what is of importance is that signs, however slight, do point to a recovery from the low depth of business depression experienced for so long. That certainly justifies an optimistic outlook upon the gramophone trade prospects for the coming season. Time of year and conditions, sales here are really not bad; there is, of course, always room for improvement, but on the whole I think most firms are satisfied that the trade is doing 99 per cent of the business possible. In other words, British manufacturers and jobbers are not missing anything for want of effort and so long as that spirit prevails we can all carry on with a good heart.

Radiophony and the Trade

Sound attention is given by the gramophone trade this side to radiophony. Perhaps because we are not so susceptible to "booms" as folk in U. S. A. and Canada the wireless stunt will move slowly but steadily, rather than on sensa-

tional lines. This, to some extent, may be ascribed to official restrictions on the use of transmission apparatus, licenses for which are not issued broadcast, as I believe is the case on your side. For receiving sets applications have been made for licenses to the tune of about 12,000. The Marconi Co. advises me that it has approached all the principal music retailers with full details of its service. Marconiphones of the cabinet type are being issued. Prices will range "as compatible as possible with the different types of gramophones"; price cutting is to be avoided and in every possible way the dealers' interest will be protected. The company's service includes the installation of aerials, etc., and local offices and demonstration centers are being opened in a number of the chief provincial towns.

Musical instrument dealers are regarded as a very appropriate channel through which to market wireless receiving apparatus. The view held in some quarters that broadcasting will interfere with the sale of gramophones and records is not a general one. Gramophone men of prominence in the trade believe, on the contrary, that listening-in will serve to stimulate the call for a "free" home music service and that can only be met by the acquisition of a gramophone. And despite its scientific wonder the new wireless broadcasting programs, once the novelty has departed, cannot be regarded, at least in its present stage of development, as quite so satisfying as the quality and musical range of the gramophone. This I stress for the benefit of any retailer who may hesitate to handle radiophones in the belief that to do so would damage his gramophone trade.

With every confidence I believe the musical trader is well advised to handle this new branch of business and develop a sound connection by making himself proficient, not necessarily in a technical sense, with what I term radiophony.

Important Subjects Discussed by G. D. A.

At the last committee meeting of the Gramophone Dealers' Association several matters of pertinent interest were discussed. The vital question of dealers' surplus and unsalable record stocks received special attention and the committee is now in a position to state that an interesting record exchange scheme will be disclosed to the trade in a week or so. In this connection I am in a position to intimate that the line upon which this scheme is based is that a definite percentage of past purchases—which have proved more or less unsalable—should be exchanged or credited twice yearly by the manufacturers. That is, full credit should be given the dealer without obligation, I believe, to purchase a like quantity, or three for one, as under the old arrangements. It is in the interests of all parties that records should be sold rapidly and not be allowed to rusticate on dealers' shelves perhaps for years.

After persistent representation the G. D. A., through the Federation of British Music Industries, has obtained an important concession from the railway companies. Hitherto gramophone records were only carried at owner's risk, but can now be dispatched conditionally at companies' risk. When carried at the risk of the railway company full parcel scale rates will be charged and the records must be packed properly



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
liaghatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonim, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarbinger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel Honsse, Kimberley; Laurence &
Cope, Post Box 132, Bulawayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenço
Marques.

HOLLAND: American Import Co., 22a, Amsterd
veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 150)

to the satisfaction of the railway people. When not so packed they go at the owner's risk.

By the foregoing example alone the value of the G. D. A. is exemplified to the advantage of its dealer-members. Such a live association merits the support and encouragement of the whole trade.

Rail Freight Reduction Announced

Amid a chorus of acclamation the commercial world has received the good news of a substantial reduction of freightage charges on English and Welsh railways, to operate as from August 1. It takes the form of a general percentage reduction to 75 per cent above the rates in operation immediately before the first of the war increases was made. On flat rate increases the reductions (which vary) amount in some instances to 50 per cent. Merchandise carried by passenger train is expressly excluded from these reductions. These freight reductions are the first since the war terminated and will prove particularly welcome to retail traders who dispatch daily quantities of small parcels by rail. One big store figures on a saving of at least £5,000 per annum. The Scotland Railways are not parties to the agreement, but it is expected they will come into line.

Unico Audition Rooms in London

The value of audition rooms is not generally recognized by our gramophone dealers. For this the chief reason, no doubt, must be ascribed to the fact that audition room equipment service has been entirely lacking. As far as I know we haven't a firm which specializes this equipment. Most audition rooms (and few dealers are so equipped) have been built to order. Though an outside firm, the advent here of the Unit Construction Co. should therefore prove "a boon and a blessing to men." H. A. Moore & Co., Ltd., this city, will handle the Unico line in the United Kingdom, and it is certain when they get going that a big trade can be done. While, of course, some spade work is necessary, the idea of audition rooms being practically a new thing to British gramophone dealers, its sales value is sufficiently apparent to justify the belief that the Unico equipment will be wanted by all enterprising traders. In due time, no doubt, Messrs. Moore will make known their service to the trade at large. An editorial boosting the Unico system appears in this month's Voice. Beyond this I have seen no publicity, even in the trade journals. The Unico is just the thing required here because the average dealer entertains his customers in open shop instead of comfortably in a Unico sound-proof audition room. But the dealer must know about this good thing; he will then move.

New Zonophone Record Program

Among the newly released Zonophone records which will interest oversea readers of these notes special mention is made of two exceptionally pleasing twelve-inch doubles. A-263 carries a couple of well-known songs—"For All Eternity" and "The Last Watch," most brilliantly recorded

and sung by that prince of tenors—Ernest Pike. The Peerless Dance Orchestra is at its best on A-262 with a fox-trot, "Buddha" (My Own), and a waltz, "The Moon Lute." Of the ten-inchers we have the popular pianist, McIlville Gideon, in two of his own compositions, "Burnt Sugar" (a triple rag) and "If Winter Comes" (from the Co-optimists), both on No. 2231. An instrumental quintet comprising violin, 'cello, harp, organ and celeste offers two beautiful renditions, "Dance of the Blue Butterfly" and "Air of King Louis XIII." These pretty morceaux figure on record No. 2234. A couple of sentimentals of a not unattractive character are provided by Herbert Payne on 2227, "Sleepy Little Curly Headed Baby" and "Masks and Faces." The expected hit of the coming season is "Sally, the Sunshine of Our Alley." Its refrain is catchy and, for this type of song, there is for once a little sense in the wording. Sally is already a favorite at some of the holiday resorts. She figures on record 2229 in company with "Tell Me That Story of Old Missouri." Both are very well rendered by Stuart Vaughan.

Some other good records are listed on the same program, which generally is of a high musical standard, consistent with a varied selection of titles.

Exhibits at the London Fair and Market

Styled the London Fair and Market a trade exhibition of all kinds of goods was held at the Agricultural Hall, July 3 to 14, inclusive. Owing, it was felt, to insufficient publicity, the attendance proved decidedly unsatisfactory, with, of course, corresponding results on the sales side.

Some of the exhibits were excellent. Musical instrument firms put up a fair show, though German productions outnumbered the British, sad to say. As to comparative prices, quite a good German overstrung piano at £45 (about \$250) and well-made gramophones at—hornless, twenty-one shillings; table grand, £5; cabinet, £10, were obtainable. These rates (quality of instrument and construction considered) represent about 10 or 15 per cent under value of similar British productions.

One of the best stands was that of A. Balcombe & Co., Ltd., agents here for the "Motor of Quality" and other Heineman productions. This famous motor-mechanism was fitted to a fine series of "Alba" gramophones of the table-grand, pedestal, cabinet and period types. Of the latter class this firm has just introduced a really magnificent range. The cabinet work is exquisite—in construction, in appearance and in fidelity to the period represented. Messrs. Balcombe's enterprise in producing such high-class models bespeaks a real attempt to cater to the better-class trade, which is much on the increase here. At one time £15 or £20 was considered an outside price for a gramophone. But the public is getting accustomed to paying more for a good instrument, just as it can pay almost any price for a piano, and to-day one can pay as

much as £750 for a super gramophone model.

The aluminum-frame gramophone—the "Bestoni" portable—attracted much attention at the exhibition. It is a fine-toned machine, very attractive in appearance, well-made and is backed with a three years' guarantee.

Signs of Trade Activity

It is to be observed that quite a number of new firms which manufacture, deal in, or otherwise have some interest in the sale of gramophones or accessories, are registered each month. The easier financial conditions now prevalent have certainly helped to release long pent-up schemes and commercial ventures, and encouraged the development of established businesses. All of which may reasonably be taken as a sign of the awakening of a too long dormant trade.

Records Packed in Pianos to Avoid Tax

An unsympathetic inspector of the German Export Bureau has disclosed a method adopted to avoid the export tax. A firm bought pianos from a manufacturer at a price on condition that when packing he would conceal in the piano and case a large number of gramophone records. This would obviate the trouble and expense of obtaining an export permit. But it was found out and the piano firm has been struck off the register of the Bureau. The instigator—evidently a resident in a foreign country—should also be punished. In recording the case the German trade journals properly express regret that a German piano maker should lend himself to such a trick.

Winners and Edison-Bells at Hastings

The staff of J. E. Hough, Ltd., made its annual outing on Saturday, July 15, to Hastings. The belated party who saw the back of the 7.30 a. m. "special" at Charing Cross joined-up an hour or so later, but was just too late to participate in a wedding on the seashore, which several of us enjoyed as welcomed guests, though uninvited! Little incidents like this—sure, there were many others—served to the pleasant passing of time until one o'clock when all met at the Metropole for lunch. An excellent affair, at which about 200 participated, including Mr. and Mrs. J. E. Hough and daughter, other directors and executives of the firm. Mr. Hough, in the course of a few after-lunch remarks, referred to the happy nature of the occasion and it was very evident that he felt a pride and gladness in being among them all—quite as happy, I thought, as they were to have him there. Charles Lawren, the treasurer and organizer of the whole affair, carried out his task to the satisfaction of all, and well deserved the happy recognition made by Mr. Hough, who concluded his speech to the singing of "He's a Jolly Good Fellow, etc." After an afternoon blessed with brilliant sunshine, which gave occasion for trips on the somewhat stormy briny, the whole party entertained for town at 7.30 and reached home in

(Continued on page 152)

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 LONDON HEADQUARTERS—(Continued from page 151)

**Horn, Hornless and Table-Grand
GRAMOPHONES**

FOR
EXPORT

Please State Your Requirements
**REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England**
Cable Address "Lyrecodisc, London"

good time. I was glad to be present on this occasion if only to witness the splendid feeling which exists between masters and men. It makes for smooth working throughout all departments of Winner and Edison-Bell record production, and that is the kind of spirit, perhaps, which inspired the christening of their latest record as "Velvet Face." May the velvet faces continue to smile and prosper!

Miscellaneous Items of Trade Interest

A report here states that the Russian Soviet Government has canceled the Patent and Trade-Marks Act and as a result there is no protection for either a patent or trade-mark in that country.

At the annual general meeting of the Association of Gramophone Manufacturers and Wholesale Dealers Louis Sterling (Columbia) was elected president for the ensuing year in place of M. F. Cooksey. D. J. Blaikley (small goods section) was appointed vice-president. C. E. Timmins, secretary, presented the annual report and statement of accounts, which were duly passed.

The Woman's Exhibition arranged by the Daily Express newspaper made an excellent show at Olympia, attracting crowds of folk daily. The Bestone portable gramophone proved a center of interest on a stand of remarkably effective design.

The "His Master's Voice" people have issued a set of melody lecture records recorded by that eminent professor of music, H. Walford Davies. The records are primarily for school teachers and school use. Juvenile students and even grown-ups will find these lesson-records of exceeding interest, and calculated to inspire a love and knowledge of different phases of music.

The report that Brunswick records may be

handled here by A. Graham & Co. has aroused interest. How far the probable arrangement may be carried into effect between the two firms is still a matter of speculation.

On July 14 a further reduction in the bank rate was announced. It is now 3 per cent. While this reduction is in part due to bad trade, the feeling prevails that cheaper money will help a trade revival and cause borrowings for business developments. We hope it will!

STATISTICS SHOW TRADE GAINS

Increases in a Number of Basic Industries During Past Six Months Are Indicative of General Business Improvement Throughout the U. S.

One of the very best and most widely used indicators of fluctuation in general business is the weekly record of freight car loadings. In spite of serious curtailments of the coal industry, which is the largest user of freight facilities, the freight car loadings have increased nearly 50 per cent since January, which is not at all a seasonal increase, as in 1919 the increase was less than 3 per cent, according to statistics presented by the Music Industries Chamber of Commerce.

The increase in production of basic raw materials for the industries such as pig iron, copper and lumber tell the story clearly. The following are index numbers of production of these commodities recently compiled by the Department of Commerce, one hundred being the average for 1913, except for lumber, for which 1919 is the base:

	Pig iron	Copper	Lumber
1921—			
July	34	17	85
1922—			
January	64	25	90
February	64	37	95
March	79	61	103
April	81	75	107
May	90	87	127

A general increase in activity is likewise reflected by bank clearings, which a year ago were: For New York City, 195 per cent of the 1913 average, and increased to 219 per cent in January and 244 per cent in May; similar percentages for bank clearings outside of New York City are 188, 189 and 204. Interesting, likewise, are the figures for building construction, which last

year at this time were only 68 per cent of the monthly average in 1919 and which further declined to 65 per cent in January of this year, but since then have constantly advanced to 129 per cent in May, and are still increasing rapidly at present.

General public buying demand is shown by sales of mail-order houses, which last July were only 133 per cent higher than the monthly average for 1913, and which this year have been:

	Per cent
January	175
February	161
March	211
April	196
May	194

Other indications pointing to a still more favorable immediate future in business are the monthly increases of the unfilled orders of the U. S. Steel Corp., the upward trend of stock prices, fine crop yields in various parts of the country and the increased prices obtained by the farmer for his produce.

TONE ARM AND AMPLIFIER PATENTS

A New Improvement in This Special Field Patented by V. Minnelli, of Pittston, Pa.

V. Minnelli, of Pittston, Pa., was recently granted patent letters No. 1,395,053 covering a combined tone arm and amplifier. According to the patent papers this invention relates to certain new and useful improvements in a combined tone arm and amplifier, constructed and arranged for a special tone arm connected with one end of the amplifier mounted on a support, taking the place of the usual form of tone arm support, while the combined tone arm and amplifier take the place of the usual tone arm and amplifier or horn.

The invention has for another object the provision of a combined tone arm and amplifier with a special form of tone arm to which is connected the sound reproducer adapted to be turned so as to position the same for playing different types of records such as the records having vertical undulations and those having horizontal undulations for the needle to travel in.

Initiative and success go hand in hand.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

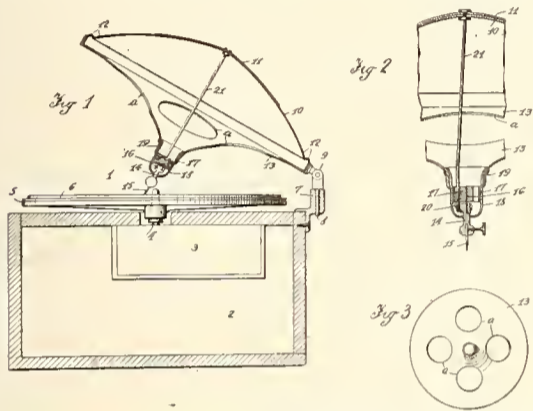
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THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 8.—**Phonograph.** George B. Burch, New York, assignor to Leslie Stevens, Glen Ridge, N. J. Patent No. 1,414,802.

This invention has been made especially with the idea of providing an improved phonograph reproducer of the class having a large direct-acting diaphragm by which sound waves are set up directly in the surrounding atmosphere without requiring any horn or other amplifying device; and the invention aims to provide an improved device of this class which shall be highly sensitive and responsive to sound vibrations, and which when used as a phonograph reproducer shall operate to reproduce sound recorded on a phonograph record very perfectly as to quality and in the desired volume. The invention is not limited to instruments or devices for use in reproducing sound through the mediation of a



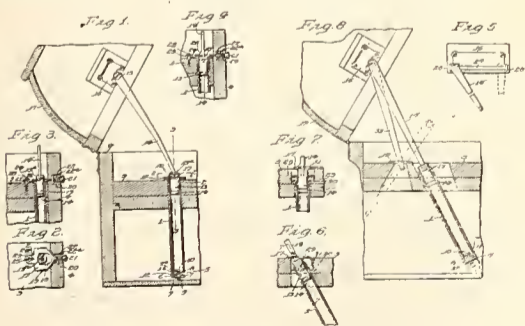
record such as the usual phonograph record, but may obviously be applied to other uses in sound reproduction and recording.

Figure 1 is a sectional view of a phonograph provided with a reproducer embodying the invention; and Fig. 2 is a partial sectional view taken at right angles to Fig. 1 and showing the stylus holder and transmission rod and portions of the diaphragms. Fig. 3 is a face view of the lower diaphragm.

Drop-cover Check. George E. Rudnick, Boston, Mass., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 15,350 (re-issued).

The invention relates to cover supporting and checking means for retaining in open position, and checking or controlling the closing action of a top or cover for talking machines, music boxes and similar cabinets.

Figure 1 is a vertical sectional view of a conventional form of talking machine cabinet with novel cover check in position thereon; Fig. 2, a detail plan and partial section on the line 2—2 Fig. 1; Fig. 3, a partial sectional view on the line 3—3 Fig. 1; Fig. 4, a similar view of a modified form of construction; Fig. 5, a detail of a modified form of construction of the hinge for



the supporting rod; Fig. 6, a detail of a modified form of the cylinder construction; Fig. 7, a vertical section on the line 7—7 Fig. 6, and Fig. 8, a modified form of cylinder and supporting rod construction.

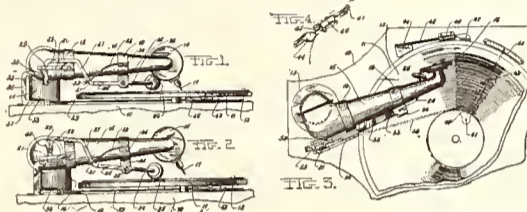
Phonograph Attachment. Peter Simon, Elizabeth, N. J. Patent No. 1,418,101.

This invention has for its object to provide means whereby the sound box and tone arm of a phonograph may be raised and returned to their initial position upon the termination of a record.

A further object is to provide means whereby the sound box may be thus moved irrespective of the inner diameter of record grooves, thus permitting records of different sizes and capacity to be operated in a like manner.

A still further object is to provide a brake applied to the record table at the termination of the record, the same operating to stop its rotation.

Figure 1 is a fragmentary side elevational view showing a conventional type of phonograph and indicating the application of the device, the parts being shown in an operative position; Fig. 2 is



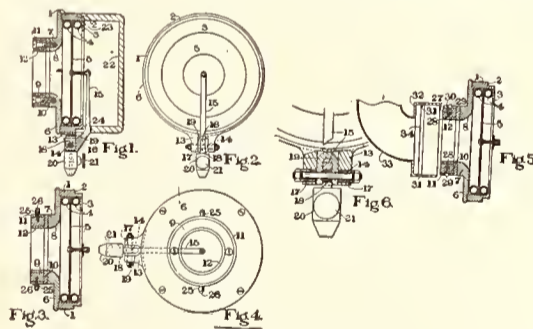
a similar view of the same, showing the sound box in a raised position; Fig. 3 is a fragmentary plan view showing the device and sound box in operative engagement with the record plate, and Fig. 4 is a perspective view of the braking device.

Sound Box for Talking Machines. Albert Hardy Gay, London, England. Patent No. 1,418,249.

This invention relates to sound boxes for talking machines and has for its object to increase the volume of the reproduction, and to obtain a reproduction more closely approaching the original, as regards tone and articulation.

The invention has also for its object to reduce to the minimum the hissing and other undesirable surface noises incidental to talking machines and the like sound reproducing instruments.

Figure 1 is a sectional side elevation of the complete sound box; Fig. 2 a front elevation corresponding to Fig. 1, but with the cap 22 removed; Fig. 3 is a sectional side elevation corresponding to Fig. 1, but turned through an angle of ninety degrees; Fig. 4 is a front elevation looking in the direction of the arrow in Fig. 3; Fig. 5 is a sectional side elevation showing



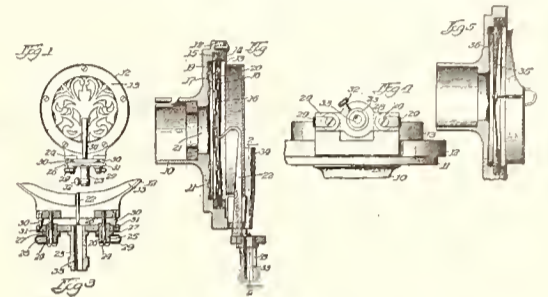
modified connecting means for the tone arm, and Fig. 6 is an enlarged detail view showing more clearly the means for insulating the stylus bar and bracket for the fulcrum pin, from said fulcrum pin.

Sound Box. Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,417,499.

This invention relates to sound reproducing machines and particularly to a novel sound box for use in connection therewith. Inasmuch as it is desirable to maintain a balance of tone power between the higher and lower tone registers of a musical composition when it is being reproduced from a record, one of the principal objects of the present invention is to so design the reproducing diaphragm with relation to the adjacent chamber that the reproduced low tones are full and resonant and the high tones clear and brilliant. The desired result is secured by forming a cavity of increasing depth from the center to the periphery of the diaphragm, the cavity being defined by a wall of the sound box at one side and the diaphragm at the other side. Preferably the

desired result is secured by concaving the diaphragm and convexing the wall, although a similar result might be secured by so shaping only one of the parts. A still further object is to provide a loading chute by means of which the removable needles may be accurately placed in the needle holder from the rear end thereof.

Figure 1 is a front view of a sound box constructed in accordance with the invention; Fig. 2 is an enlarged sectional view through such a sound box; Fig. 3 is a fragmentary transverse



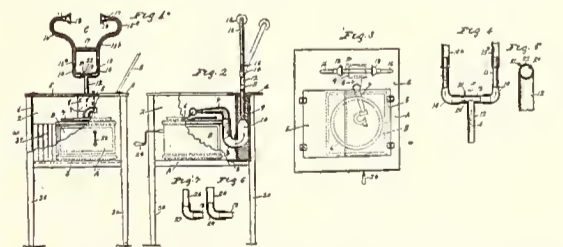
vertical view on the line 3—3 of Fig. 2, the loading chute being omitted; Fig. 4 is a bottom plan view, and Fig. 5 is a horizontal sectional view showing a slightly modified form of this interestingly designed diaphragm.

Mounting for Sound Reproducing Machines. Eugene F. O'Neill, Minneapolis, Minn., assignor to Beckwith-O'Neill Co., same place. Patent No. 1,418,016 and Patent No. 1,418,017.

The first-named relates to a mounting or cabinet for sound reproducing machines particularly designed to be used in salesrooms.

As is well known, the records for these machines are now sold in very large numbers. The customers purchasing the records usually wish to hear them played in the salesroom. It has been the common practice heretofore to provide booths in which a machine will be located and in which the customer may listen to a record played thereon. These booths are required in considerable numbers and occupy much floor space. As the salesrooms are located largely in downtown stores where floor space is very expensive, the erection of a large number of these booths has become a serious item of expense. Even with a large number of booths it is often impossible to accommodate all of the customers desiring to hear a record played. It is an object, therefore, of this invention to provide a mounting for a sound reproducing machine which is of small dimensions, as compared with a booth, and by means of which a customer can satisfactorily listen to the record being played without disturbing or being disturbed by another customer who is also listening to a record.

Figure 1 is a view in front elevation of the device with some parts broken away; Fig. 2 is a side elevation of the device, as viewed from the right of Fig. 1, also having some parts broken



away and shown in section; Fig. 3 is a top plan view thereof; Fig. 4 is a view mostly in section of a portion of the sound transmitting tube; Fig. 5 is a section on the line 5—5 of Fig. 4, and Figs. 6 and 7 show modifications in section of the elbow shown in Fig. 4.

Patent No. 1,418,017 relates to a mounting or cabinet for sound reproducing machines particularly designed to be used in salesrooms where the records for such machines are sold.

The customers purchasing such records usually
(Continued on page 154)

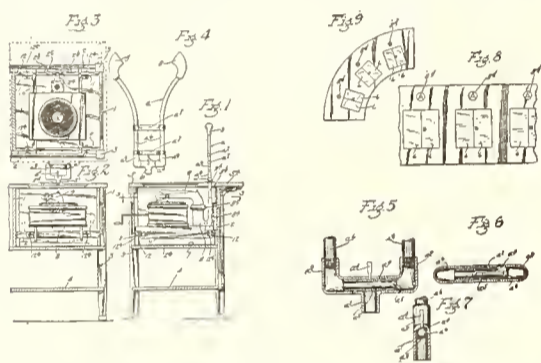
PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 153)

wish to hear the same played in the salesroom and it has been a common practice heretofore to provide booths in which the machines will be located and in which the customer may listen to a record played thereon. These booths are required in considerable numbers and occupy much floor space. Such floor space is very expensive and the erection of a large number of these booths becomes a serious item of expense. Even with a large number of booths, it is often impossible to accommodate all of the customers desiring to hear a record played.

It is an object of this invention, therefore, to provide a mounting for a sound reproducing machine which is of small dimensions as compared with a booth and which mounting is so constructed that a customer can satisfactorily listen to the record being played without being disturbed by or disturbing another customer who is also listening to a record.

It is a further object to so construct such a device that a plurality of the same may be placed adjacent to each other to form a sales counter, which counter may define the customer's portion of the salesroom and the salesman's portion.

Figure 1 is a vertical section through the device; Fig. 2 is also a vertical section taken substantially at right angles to the section of Fig. 1; Fig. 3 is a sectional plan view of the device



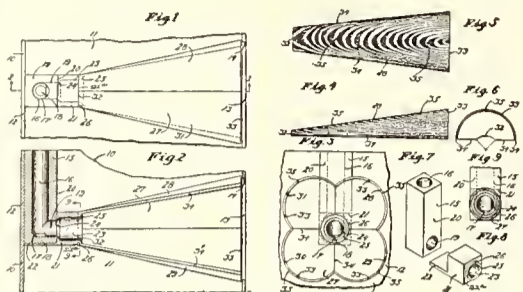
taken substantially on the line 3-3 of Fig. 1. Fig. 4 is a front elevation of the listening device for the mounting; Figs. 5 to 7 are sectional views showing the construction of the valve in the base of the listening device; Fig. 8 is a plan view showing the arrangement of a plurality of the devices to form a counter, and Fig. 9 is a similar view showing a plurality of the devices forming a semi-circular counter.

Sound Transmitting Means. Harry J. Durborow and Bayard L. Winders, Philadelphia, Pa. Patent No. 1,418,909.

One object of this invention is to provide sound transmitting means for talking machines which will include a resonator and amplifier having vibratory portions of such character as to allow all complex sound to find sympathetic or suitably formed vibratory parts which will accurately and discriminately resound and amplify sound waves impinging upon them and thereby reproduce an audible analysis of complex sound. Thus by the use of the present invention on talking machines the sounds of voices, instruments or the like, which were originally recorded in the record, will be reproduced in such manner as to be readily distinguished one from another without any blurring or false intermingling of sounds which were not originally present or recorded in the record.

Figure 1 is a top plan view showing sound transmitting means made in accordance with this

invention and illustrated in connection with a portion of a cabinet of a talking machine; Fig. 2 is a sectional elevation taken on the line 2-2 of Fig. 1; Fig. 3 is an end view illustrating the invention; Fig. 4 is a side view of one of a number of sections of an amplifying resonator, which

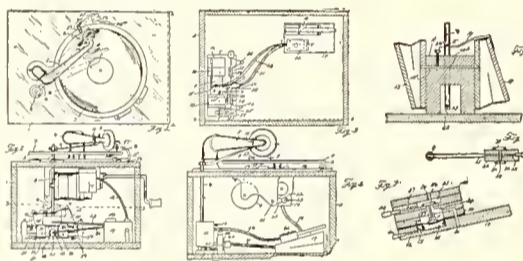


forms a part of the invention; Fig. 5 is a top plan view of Fig. 4; Fig. 6 is an end view of Fig. 4; Figs. 7 and 8 are perspective views of certain of the elements of the invention, and Fig. 9 is a fragmentary section taken on the line 9-9 of Fig. 2.

Repeating Phonograph. Jacob H. Ling, Detroit, Mich. Patent No. 1,418,584.

This invention relates to a repeating phonograph.

Figure 1 is a plan view of the improved phonograph; Fig. 2 is a vertical sectional view taken on line 2-2 of Fig. 1; and showing the mechanism of the phonograph in front elevation; Fig. 3 is a horizontal sectional view taken on line 3-3 of Fig. 2; Fig. 4 is a vertical sectional view taken on line 4-4 of Fig. 3 and showing the parts of the phonograph in side elevation; Fig. 5 is a vertical section on line 5-5 of Fig. 3, illustrating



certain air passages; Fig. 6 is a vertical section taken on line 6-6 of Fig. 3 showing certain valve mechanism carried by a swinging arm; Fig. 7 is a vertical section on line 7-7 of Fig. 3 showing a pneumatic action.

Phonograph Brake. Robert G. Brown, George School, Pa., assignor to John E. Streitmeier, Cincinnati, O. Patent No. 1,419,214.

This is a division of a co-pending application No. 2,834, filed January 18, 1915, and this case covers more particularly the mechanism including especially the brake element and the means for automatically controlling and operating the same.

One object of this invention is to provide a mechanism adapted first to be set in operation and then after a predetermined time interval to in turn cause a brake element to function in stopping the turntable of a phonograph.

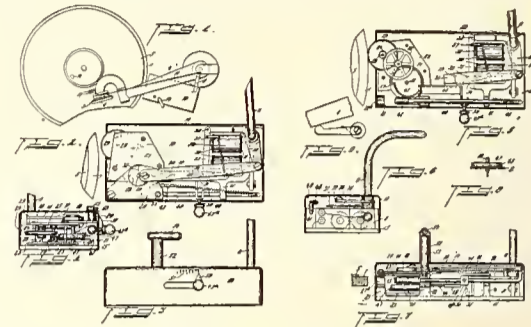
The primary object is to provide a mechanism that will very effectively enable a given record to be automatically replayed as many times as desired and then to automatically stop the machine.

Another object is to provide a unitary self-contained mechanism which can easily be applied to a conventional type of phonograph and which will render the same automatic to the extent of enabling it to replay a record any predetermined number of times and then to automatically stop the operation of the machine.

An object of the herein illustrated specific embodiment of this invention is to provide a mechanism that will normally be entirely free from the turntable, but which by an appropriate electrical or mechanical latch will be thrown into engagement with said turntable so as to derive motion therefrom and to utilize this motion for resetting the tone arm and finally for automatically stopping the turntable.

Figure 1 is a plan view diagrammatically illustrating a conventional sound arm, record and

turntable with the invention as an attachment applied thereto. Fig. 2 is an enlarged plan of a mechanism embodying the improvement; Fig. 3 is a front elevation thereof; Fig. 4 is a left-end elevation with the casing in section; Fig. 5 is a plan, similar to Fig. 2, showing the transmission unit in its tripped motion-receiving position, and showing some of the parts broken away to more clearly show the details of the escapement device; Fig. 6 is a right-end elevation, with the casing in



section; Fig. 7 is a front elevation, with the casing in section to more fully show the brake mechanism; Fig. 8 is a detailed elevation of the counting wheel showing its beveled ratchet-releasing nose; Fig. 9 is a plan of the sound conveying arm and of a modified construction of stop mechanism therefor.

Sound Box. Frank Stevens, Philadelphia, Pa., assignor to Charles R. Keegan, same place. Patent No. 1,419,774.

This invention relates to sound boxes for the reproduction of phonographic sounds and its objects are to improve the distinctness and clearness of enunciation as well as to amplify the volume of such sounds, and to provide a simple means of varying the angular relation between the talking machine needle and a record upon which it is operating.

These objects are attained by the combination of twin diaphragms with other specially devised members as is fully set forth and explained in the following description and the accompanying drawings, in which—

Figure 1 is a side elevation, partly in vertical central section, and with parts broken away to disclose underlying construction; Fig. 2, a horizontal central section through the line 2-2 of

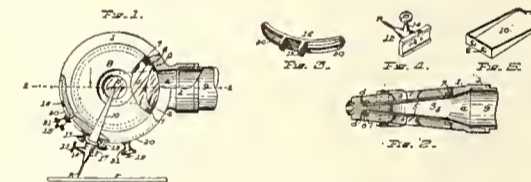


Fig. 1; Fig. 3, a perspective of the adjustable base for the stylus arm, and Figs. 4 and 5 perspective views of the two component parts of the stylus arm.

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- Coo-Coo—Fox-trot....Earl Randolph's Orch.
- 11139 Cavalleria Rusticana—Opera Fox-trot, Moulin Rouge Orch.
- Indiana Home—Fox-trot....Earl Randolph's Orch.
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- Keep on Building Castles—Fox-trot, Frisko Syncopators
- 11137 Gee, but I Hate to Go Home Alone—Fox-trot—Vocal Chorus, Arthur Hall, Majestic Saxophone Sextet
- Buzz, Mirandy—Fox-trot....Original Memphis Five
- 11136 Thru the Night—Waltz....Frisko Syncopators
- Nobody Lied—Fox-trot—Vocal Chorus, Arthur Hall....Majestic Dance Orch.

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 - Why Should I Cry Over You?—Tenor Solo, Arthur Hall
 - 9118 My Cradle Melody—Baritone Solo....Bob Thomas
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18920 Hot Lips... Paul Whiteman and His Orch.
18921 The Sneak... Club Royal Orch.
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66071 My Mother... Wagstaff-White
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87345 My Ain Countrie... Demarest-Hanna
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66082 Viennese Folk Song... Hugo Kreisler
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Gee! But I Hate to Go Home Alone-Tenor Solo... Billy Jones

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The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE No. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 2 FINISH

A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 3 FINISH

All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.	Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.	Style 3 All parts of Tonearm and Reproducer are Plated.
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Samples Prepaid at the Above Prices

*Write for Our
Specification Sheet and Quantity Price List*

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

*The newest addition to the
Edison line of consoles*

The Baby Console



See Pages 36, 37 inside

**JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, 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—Kipp Phonograph Co.

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 373 Fourth Ave., New York, September 15, 1922

Victrola

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"HIS MASTER'S VOICE"

Victor Talking Machine Company, Camden, N. J.

"The Best Record is Better on a Sonora"



Marquette
\$125



Lafayette
\$165



Canterbury
\$200



Queen Anne
\$250

Here They Are! Sonora's New Popular-Priced Periods

They represent an opportunity to you, Mr. Dealer, such as you have never had put up to you before.

Why?

Because the sheer quality of these instruments is astonishing even to phonograph experts.

Because more popular-priced periods are going to be bought this season than ever—the hunger for periods is everywhere.

Because these instruments produce the most exquisite refinement of tone possible to a phonograph today.

Because, in spite of their sterling value, they are low priced. Yes, low—we mean it and the public realizes it. Finally

Because Sonora is being advertised this year to one-half the population of the country.

These are decisive reasons. Act while you can get an adequate stock. Write us today for information

A Few Facts that will sell the New SONORA Models for you

Substantial Construction — a thorough examination by customers of all Sonora's visible parts is a powerful sales argument in itself.

Motors — Sonora motors are marvelously perfected for long-running and durability.

Tone—the present-day Sonora tone quality is an almost unbelievable improvement along the logical lines of Sonora tone mastery.

Beauty of Cabinets—Sonora's fame for exquisite, artistic cabinet work, in the best taste of the times, has taken even greater strides in the new models.

Sonora Phonograph Company, Inc.

George E. Brightson, President

New York, 279 Broadway

Canadian Distributors: Sonora Phonograph, Ltd., Toronto



The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 18. No. 9

New York, September 15, 1922

Price Twenty-five Cents

HOW MUSICAL CENSUS OF THE COMMUNITY HELPS SALES

Experiment Made by Donahoe & Donahoe, Victor Dealers of Fort Dodge, Ia., to Increase Prospect List and Augment Sales Points Way for Others to Utilize This Plan of Operation

"We took a musical census of our community a short time ago and found it very profitable and successful in every way," says J. M. Donahoe, of Donahoe & Donahoe, Victor dealers, Fort Dodge, Ia., describing the sales producing plan recently used by that concern in the house organ of Mickel Bros. Co., Victor distributors, of Omaha, Neb. "The results obtained therefrom were far beyond our expectations. It was profitable from many angles, but to explain it all thoroughly would take too much time and space. I will outline it briefly.

"We first advertised for sales people. Then, after a careful selection of the required number and quality, we gave each of them plenty of instructions along all lines of the game; also their marked territory, one late player roll and six records. They were instructed to use as the opening talk that they were making a complete musical census of our city for us and our object was to find out exactly the different makes of pianos, players and talking machines which were in use at the present time, so we could properly equip our service department more completely for their requirements, as we have always given our service department special attention in the way of giving expert repair service when needed.

"The explanation went over big in most places. Where they had an instrument the solicitor had an opportunity to get us a monthly roll or record customer by playing these over in their parlor and, seven times out of ten, got a nice order, also a new name for the mailing list, or, best of all, if they had no instrument

here is where the salesman got a new name to call on the following day. In the few places that would not grant an audience from this framed-up excuse the salesman invariably got the desired information next door.

"The sales people were paid \$1 per day, 10 cents per item on each sale and three cents per card for all fully and correctly filled out. We made it plain to them that the telephone would be used to verify their work and any plugged cards would cause an immediate 'canning.' We also paid from \$1 to \$5, according to size, for each machine sold to prospects turned in by them within five days; \$5 on new pianos and from \$7.50 to \$10 on player-pianos.

"This, all in all, gave the workers a great incentive to hustle and get the prospects promptly, as there was a five-day limit attached to it, so the live prospects were promptly reported and the territory thoroughly combed. The solicitors made money and we made a number of immediate sales and got plenty of cards to work on for a long time, besides the great saving of time calling on people who were equipped in the musical way.

"I would suggest to any and all who have not taken the census of their town or city to do so at the very earliest convenience. Be sure and lay the foundation right and frame it well, as so many of those good schemes can be spoiled by not being properly organized, or by going at it "wild." The old saying, "A poor start is a good finish," doesn't apply in this case. Be sure to get a good start and in the finish the results will be gratifying."

APPOINTED GRANBY SALES MANAGER

Thomas McCreedy, Well-Known Talking Machine Man, Takes Important Post With That Concern—Has Had Valuable Experience

Thomas McCreedy, well known throughout the talking machine trade, has been appointed sales manager of the Granby Phonograph Corp., of Newport News, Va. Mr. McCreedy's former connection as Eastern sales manager of the Unit Construction Co. and previous to that metropolitan district representative of the Victor Talking Machine Co., of Camden, N.



Thomas McCreedy

J., has built up for him a wide circle of acquaintances throughout the talking machine trade in the Eastern territory.

His wide knowledge of the talking machine business, combined with his affiliation in the past with publishing houses and advertising agencies, well fits him for the sales and advertising work which will be included in his new duties with the Granby Co.

Mr. McCreedy will make his headquarters at the main office of the company at Newport News and operate from that point. He has well-defined plans for progressive development of Granby sales which he expects shortly to put into operation.

KIMBERLEY CO. REORGANIZED

Change Name to Kimberley Phonograph Co. of New Jersey—To Increase Production

PERTH AMBOY, N. J., September 8.—The Kimberley Phonograph Co., Inc., which has been operating successfully for some time past, under the direction of Leo Jacobson, has been reorganized and will increase production in the near future. The reorganized concern will be known as the Kimberley Phonograph Co. of New Jersey and Mr. Jacobson will remain as the head of the new organization. The officers are: Leo Jacobson, president; David Isenberg, secretary, and Adolph Greenbaum, treasurer. The company has about completed the purchase of the property in Fayette street, where the plant is located, from Joseph Polkowitz, Inc., and it was said to-day that the title to the land will be taken within a few days.

NEW CONNECTION FOR GEO. T. BEAN

George T. Bean, for a number of years connected with the legal staff of the Victor Talking Machine Co., Camden, has become a member of the law firm of Prindle, Wright & Small, New York, which firm in the future will be known as Prindle, Wright, Neal & Bean.

TO HANDLE PARAMOUNT IN SOUTH

Dewey D. Prater, well-known songwriter, of Millport, Ala., has been appointed Southern representative for the New York Recording Laboratories, Inc., of New York City and Port Washington, Wis., manufacturers of Paramount records.

A Grafonola shop has been opened at 132 North Fifth street, Lafayette, Ind., by C. L. Beisel. It is attractively arranged.

TAKES ON BRUNSWICK LINE

Mather Bros. Co., New Castle, Pa., Installs Complete Line of Machines and Records

The Mather Bros. Co., jewelry and talking machine dealer at New Castle, Pa., has taken on the Brunswick line of phonographs and records, in addition to the Victor line, which the company has handled for some time past. The talking machine department of the store, at 213 East Washington street, has been remodeled, and there is now available a battery of ten demonstration booths.

Featuring the Odd, Unusual Records With Which Buyers Are Unacquainted

How best to insure a great development of record sales is one of the questions of the hour. Dealers are not doing their duty to themselves if they fail to consider every possible way and means of concentrating public attention on the very remarkable records which are being placed on the market to-day—remarkable because of their perfection and the fact that they are veritable photographs of the voices of the great singers and the skill of all the great instrumentalists of the world.

We doubt very much, however, whether dealers have brought to the attention of the customers the many unusual and unique recordings which are to be found in the catalogs of the leading companies. Music lovers never fail to have in their collections a well-assorted selection of operatic, orchestral, and even the better-class jazz numbers, but there are still to be found in the record lists some very remarkable records of string orchestras, the harp, the cembalom, the organ, the harmonica, that odd potato-like instrument, called the ocarina, and other musical in-

struments which invite and merit consideration.

The unusualness of these recordings and the very remarkable effects secured in the laboratory are well worth particular attention. It would be an excellent idea were these records grouped for a window display and special cards used emphasizing the uniqueness of this display and the merits of each individual record. This would not only demonstrate enterprise on the part of the dealer, but it would unquestionably help sales, for there are plenty of talking machine owners who are not acquainted with the many novel records which are procurable. And, mark you, these records are not freaks or novelties, but artistic recordings that deserve special consideration from owners of talking machines on this account.

Where dealers send out bulletins of new records to their customers they ought to include a special folder bearing upon whatever unusual records they have in stock and which help so much to add a pleasing touch or change to the musical programs given in the home.

Victor supremacy is the supremacy of performance

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

Victor Wholesalers

Atlanta, Ga.....Elyea Talking Machine Co.
Phillips & Crew Piano Co.
Baltimore, Md.....Cohen & Hughes
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Birmingham, Ala...Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y.....American Talking Mach. Co.
G. T. Williams Co., Inc.
Buffalo, N. Y.....Curtis N. Andrews
Buffalo Talking Machine Co., Inc.
Burlington, Vt.....American Phonograph Co.
Chicago, Ill.....Lyon & Healy
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O.....Ohio Talking Machine Co.
The Rudolph Wurlitzer Co.
Cleveland, O.....Cleveland Talking Machine Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Knight-Campbell Music Co.
Des Moines, Ia.....Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H.....Bergstrom Music Co., Ltd.
Houston, Tex.....The Talking Machine Co. of Texas
Jacksonville, Fla..The French Nestor Co.
Kansas City, Mo....J. W. Jenkins Sons Music Co.
The Schmelzer Co.
Los Angeles, Cal...Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.

Milwaukee, Wis....Badger Talking Machine Co.
Minneapolis, Minn..Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds
Newark, N. J.....Collings & Co.
New Haven, Conn...The Horton-Gallo-Creamer Co.
New Orleans, La....Philip Werlein, Ltd.
New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Oklahoma City, Okla.....Oklahoma Talking Machine Co.
Omaha, Nebr.....Ross P. Curtice Co.
Mickel Bros. Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa....Louis Buehn Co., Inc.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co.
Portland, Me.....Cressey & Allen, Inc.
Portland, Ore.....Sherman, Clay & Co.
Richmond, Va.....The Corley Co., Inc.
Rochester, N. Y....E. J. Chapman Co.
Salt Lake City, U...The John Elliott Clark Co.
San Francisco, Cal..Sherman, Clay & Co.
Seattle, Wash.....Sherman, Clay & Co.
Spokane, Wash....Sherman, Clay & Co.
St. Louis, Mo.....Koerber-Brenner Music Co.
St. Paul, Minn....W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Toledo Talking Machine Co.
Washington, D. C...Cohen & Hughes
E. F. Droop & Sons Co.
Rogers & Fischer



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 90
\$125
Mahogany, oak or walnut



Victrola No. 120
\$275
Victrola No. 120, electric, \$315.00
Mahogany or oak



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company
Camden, New Jersey

How Pessimism Kills Business as Well as the Morale of the Sales Force :: :: By Alonzo K. Foster

Upon the outlook of the members of the retail staff of a business depends in a great measure the success of the merchant. No salesman or staff of men can accomplish the best results of which they are capable unless their outlook on life and business in general is clear, courageous and optimistic. A pessimistic attitude, no matter how hard the salesman tries to keep it under cover, is bound to be noticed by customers, and an unfavorable impression is created, which may mean the loss of a sale, or perhaps of a customer, with a consequent loss of profits to the dealer. Furthermore, it has been found through observation that if one member of the staff loses his optimism the poison gradually permeates the entire force unless measures are taken to stop its growth and eliminate it entirely.

A case in point was brought to the attention of the writer in a recent conversation with the Eastern manager of a large music concern, who has charge of a number of retail stores in the metropolitan district. This manager said in part:

"One of my stores recently suffered a serious slump in business in comparison to the amount of business transacted by our other stores in less lucrative territories. I finally sent for the branch manager to discuss the situation and to see if there was any way of overcoming this difficulty.

"He came, and from the time he started to talk until he stopped his story was one of pessimism. I asked him how he accounted for his poor showing in the way of sales and he lost no time in pointing out to me that it was almost impossible to make sales due to the fact that there were so many out of work; conditions were unsettled; many people were without adequate homes; there

existed a buyers' strike, etc. I let him finish and then I asked him if he had made any attempt to figure out how many people in his territory had good jobs, comfortable homes and money to spend. He replied that he had not thought of that.

"During the week following our interview I personally investigated conditions in that territory. I also dropped in to chat with the mana-

Poisonous Influence of Pessimism of One Member of Staff Often Affects the Entire Sales Organization

ger and some of the sales staff and I discovered that the attitude of the manager had poisoned the whole organization.

"To make a long story short, this manager is now producing excellent results in the territory immediately adjoining his old stand and the store which had been made non-productive through his pessimism is now, under new management, reporting normal sales.

"The first-named manager has learned his lesson. When I transferred him I impressed on

his mind that he was getting one of the most profitable territories in our organization and pointed out the possibilities for sales. He went to work with enthusiasm and is getting results. The fact that sales in his old territory immediately picked up following the change of managers is ample proof that the men composing that branch were affected by his 'blue' viewpoint and that this accounted for the poor showing made.

"To be optimistic does not mean that a man must try to convince himself that business is good when it is not, but if he desires to remain in business he must face the facts squarely and try to discover just what is retarding his development and then set all his energies to work in overcoming the obstacles."

COLUMBIA RECORD MUSIC FOR DANCE

E. R. Berry in Columbia, Miss., Gets Some Good Publicity Through Free Dances

COLUMBIA, MISS., September 7.—E. R. Berry, proprietor of Berry's Pharmacy, gave a surprise to the music-loving public in this city recently by hiring the American Legion Hall and sending out general invitations for a free dance. The music for the occasion was furnished by exclusive Columbia artists, represented through the medium of Columbia records. E. L. Estes, field representative of the New Orleans branch of the Columbia Graphophone Co., operated an electric Magnavox in connection with the Columbia Grafonola, by which means the records were amplified sufficiently to fill the entire hall with perfect dance music.



Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

Victrolas Victor Records
Victor Accessories

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

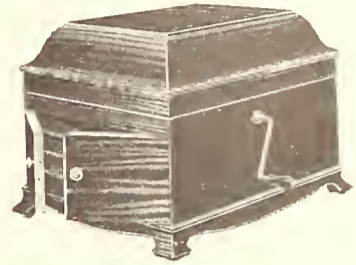
Branch Wholesale Depots:
10th and Santee Streets, Los Angeles, Cal.
N. W. Corner 13th and Glison Streets,
Portland, Oregon
Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington
330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 110
\$225
Mahogany, oak or walnut



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or 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. 300
\$250
Victrola No. 300 electric, \$290
Mahogany, oak or walnut



Victrola No. 330
\$350
Victrola No. 330, electric, \$390
Mahogany



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company
Camden, New Jersey



(Registered in the U. S. Patent Office)

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NEW YORK, SEPTEMBER 15, 1922

THE BUSINESS SITUATION REVIEWED

TALKING machine manufacturers who regulate the production of their plants according to a strict schedule that is calculated to take care of the needs of the trade on a more or less definite basis declare that the manufacturing schedules from now until the first of the year call for a volume of output that comes close to touching some records along that line.

The schedules for the most part are based upon actual advance orders in hand or definitely in prospect and are to be accepted as an indication of the better feeling that pervades the talking machine trade generally, a feeling that business is going to be better after the passing of Summer and that a full measure of sales cannot be realized unless retailers are assured of sufficient stock on hand to meet all demands.

In the face of the existing situation, as it has developed out of the rail and coal strikes, it would seem that those members of the trade who have had sufficient confidence to order liberally and for early delivery have accomplished more for their own protection than they perhaps realize. The transportation problem of itself is going to be a serious one for months to come, while readjustments are being made, and the problem is further complicated by the fact that even should the coal strike be completely settled before this is published the demands for coal movement will serve to interfere seriously with the transportation of merchandise of less vital importance.

Despite all this there is evidence of increased industrial activity and agricultural prosperity, based on bumper crops in most sections, that promises a volume of demand that will tax retailing facilities. The period of liquidation in the retail talking machine trade is practically at an end, and there should be nothing to interfere with a very substantial Fall business that will measure up to the most optimistic expectations. In fact, the question promises to be not that of getting business but rather that of getting sufficient stock to handle it promptly and to the best advantage.

There have been some mighty good years in the talking machine business, as some thousands of wholesalers and dealers can testify, and the lean years have been few. It is safe to assume, therefore, that the chance for a substantial comeback in the near future is excellent.

AN EFFECTIVE MEANS OF REACHING BUYERS

THE season of fairs of the State and County variety is again approaching and members of the talking machine trade in various sections of the country have already made known their intention of having more or less elaborate displays at these different shows, particularly at the State fairs such as those held in Michigan, New York and other States and recognized as annual institutions. Even under ordinary circumstances, with business running along smoothly, the average retailer is acting wisely when he arranges for some form of exhibit at a recognized fair in his vicinity where his line may be seen and inspected by thousands who under ordinary circumstances might never go near his place of business.

With business conditions as they are now and promise to develop during the Fall months, it is imperative that the retailer take advantage of every opportunity for displaying his wares and demonstrating them to the public outside his store as well as inside.

The talking machine with its accompanying records represents an ideal exhibit feature, for it can be kept going almost constantly and its music proves an irresistible attraction to the thousands of fair visitors. It has been proven on numerous occasions that a good talking machine exhibit holds the crowds as few other displays can, and, whether actual sales result during the fair or not, the fact remains that the name of the exhibitor and the name of the products he is showing have been strongly stamped on the minds of those who have taken occasion to stop, look and listen.

Not only has the talking machine dealer attention-compelling music makers as a foundation for his exhibit, but he has also at hand very generous supplies of display material, particularly that featuring records, which is calculated to add to the attractiveness of the booth, while at the same time representing advertising of the best sort.

With the need for more business generally recognized, as is likewise recognized the need for more aggressive sales tactics, the retailer will find in the Fall fair a welcome opportunity for placing his wares before a maximum number of people with a minimum amount of effort.

WHY THE FARMER IS A GOOD PROSPECT

THERE came to New York recently a salesman who had won the trip to the metropolis as first prize in a salesmanship contest conducted by a Middle West music house. It was the second time the same man had won the big prize for selling more goods than his fellows and he ascribes his success to the fact that while the majority of the salesmen kept pretty close to city trade he did his business with the farmers.

One point made by this salesman which should be of particular interest to talking machine men was that the farmer makes the best kind of a prospect for musical instruments providing he is treated "like a human being" and not differently from the ordinary city prospect. He declared that some salesmen had a certain attitude for the city prospect and quite another of a patronizing sort for the rural man and this attitude was resented by the latter.

The points made by the salesman on farmer trade were that their credit was good and that the check in full was generally ready when the instrument was delivered; that they had more appreciation of the home because they spent more time in it, and that the average farmer is pretty well fixed and does not suffer from industrial fluctuations as does his city brother.

"There are ten farmers in a financial position to buy pianos and talking machines for cash for every one or two city men who are able to buy those instruments on instalments," he said.

It is an argument that should appeal to those who confine their sales efforts to the crowded districts instead of going out into the highways and byways and getting close to nature.

A NATIONAL LIBRARY OF RECORDS

REPORTS from Berlin to the effect that arrangements have been made for building up a library of records of all known languages and dialects as a permanent branch of the National Library of Berlin are of general interest not only to those who recognize the desirability of preserving such historical records, but to those in the talking machine trade who have had a part in making possible the recording of the actual voices.

For a number of years there have been offered suggestions for the development of a record library in Washington in which could be filed records of the voices of the great men of this day and days to come. It has been realized that such a library would be of tremendous historical value in the future.

In France there has been more or less organized effort to collect records of the voices of noted artists and statesmen, in fact, government officials in Paris were among the first to suggest the value of having records of noted artists filed for the benefit of posterity.

In England, particularly in the early days of the phonograph, records were made by Gladstone and noted personalities of that era, which were filed for historical use. There is no question as to the tremendous value of a national library of records of leading statesmen and prominent men in all lines of art and commerce.

Prof. Wilhelm Doegen, who has charge of the work for the Berlin Library, has mapped out a systematic campaign and is having special records made of languages and dialects not already recorded, as well as of the voices of noted personages. The master records themselves, of metal, are to be preserved in the library, and it is maintained that in that form the records will last for thousands of years.

A particular feature of interest is that the work of building up a record library has at last been started in the right way and the Berlin move should stimulate similar activities in other countries. We have heard much of the value of recording and preserving the actual voices of the great artists and statesmen, but that fact means very little unless there is some organized attempt made to preserve copies of such records in a way that will make them available to future generations for the purpose of study.

It might be well for the trade itself to organize and support some propaganda to that end in this country.

placed, it is probable that the music industry will be more largely represented at the next National Merchandise Fair, which, it is now decided, will be not only an annual, but, very probably, a semi-annual event.

The music trade has, on several occasions, tried the experiment of holding expositions or shows with the object of bringing the buyer and seller together under conditions calculated to enable each to cover more ground at less expense, but as far as this industry is concerned the results were, for the most part, unsatisfactory.

The enlarged scope of the National Merchandise Fair, taking in all the leading industries of America, has made a wide appeal and attracted thousands of buyers of recognized standing who have placed orders in sufficient volume to make the venture pay for the individual exhibitors. It is true that most of the products shown were those for which orders are placed at definite seasons of the year; whereas talking machines and other musical instruments do not rank as seasonal products. But there is no question as to the advantage of having musical instruments shown with other goods handled by the average mercantile establishment, if only for the purpose of emphasizing the fact that talking machines and musical instruments generally are really an important part of home equipment and not things apart.

The managers of the National Merchandise Fair are entitled to congratulations on the success achieved and it is gratifying that the support vouchsafed warrants the holding of future fairs on a much larger scale.

UNIFORM CONDITIONAL SALES ACT IN FORCE

THE movement for the adoption of a Uniform Conditional Sales Act in all the various States, which has been under way for some time past, and has already been put over successfully in several States, including New York, where such a law became effective on September 1, deserves the support of talking machine dealers as well as all others selling on instalments, for the law is calculated to simplify that procedure for both buyer and seller while, at the same time, affording adequate protection for both.

The main features of the law as passed in New York have been analyzed for The World by a well-known attorney who has pointed out the changes from the present statute. The uniform measure is of particular importance in that, should it be adopted by a majority of the States, retailers engaging in inter-State commerce, that is, doing business in several States, will avoid the trouble incident to drawing up sales contracts conforming to the several State laws.

The practice of selling on instalments has done much to develop modern business, and anything calculated to simplify the procedure and encourage that type of business means a greater volume of sales. Cash, of course, is most desirable, but there would be many idle factories in the music industry if talking machines and pianos were sold only for cash.

NATIONAL MERCHANDISE FAIR SCORES

THE National Merchandise Fair, which recently held forth in New York, excited considerable interest in the music industry, as, indeed, in all other lines of trade. The aim of the fair was to simplify buying and selling problems with the subsequent economy in time and money, and it was designed along the general lines of the great fairs or messes held in Leipzig and other centers in Germany which are attended by business men from all parts of the world.

The fair scored a greater success than anticipated and thousands of buyers from all sections of the country were in attendance. The displays at the Grand Central Palace and the Seventy-first Regiment Armory were of a character to arouse keen interest.

The first show included exhibits by several manufacturers of talking machines, records and talking machine supplies and accessories and, judging from the interest manifested and the orders



Follow the Black Line

Who's your Victor Jobber?

ORMES, Inc.

'PHONE FITZROY 3271-2-3

15 West 37th Street

New York

Vital Importance of Service Demonstrated in Retail Trade Development :: By A. L. Parsons

In the talking machine business, as in other lines of merchandising, the impression which the customer has of the store and the human elements who run it determine in a great measure whether or not sales are made. In this connection it is safe to say that first impressions are the strongest. Whether they are good or bad depends entirely on the reception the customer or prospective buyer receives when the store is visited. A bad first impression is one way of curtailing sales and minimizing the best efforts of the salesman afterward. In either case an impression is hard to eradicate. If it is good it will stick and only laxity on the part of members of the sales staff who come in contact with the customer will cause a reversal of favor. The bad impression will stick with equal tenacity and is even harder to overcome because suspicion of the integrity of the establishment has been raised in the mind of the prospect.

The writer recently was in conversation with a friend on this subject. It seems that he had entered a certain store with the object of purchasing certain records which he had seen advertised the night before. From the tone and quality of the advertising he was led to believe that he would receive service of the highest order. When he entered the store he walked over to the service counter behind which two salesmen were holding an animated conversation. He waited a few moments and as neither of the so-called salesmen appeared to pay any attention to him he walked over to the end of the counter where they were talking and asked if there was any one in the place who would wait on him. One of the clerks ungraciously asked him what he wanted and my friend, incensed, sarcastically apologized

for interrupting his conversation and walked out of the place.

Right here it is only fair to say that in the talking machine field, generally speaking, salesmen are of a high order and a case of this character is rare. This incident is related merely to emphasize the point brought out in the first paragraph of this article. Of course, this is an extreme case, but it takes far less than this to

Upon the Good or Bad First Impression of the Customer Depends Future Patronage and Business Development

create an unfavorable impression and antagonize a customer or prospect and thus make an enemy.

Another incident which bears on the subject of creating an impression was related to the writer by a salesman who swung the balance of favor in his direction by a trifle, slight in itself, but important, inasmuch as it not only made a sale, but made a firm friend of two people, a recently married couple. The story follows:

"A young couple came into the store one afternoon and asked to see a certain model machine of

the line we carry. Unfortunately, we did not have that particular machine in stock at the time. I was attending these prospects and told them that I would make a special effort to obtain the type of machine they asked for and let them know as soon as it arrived. I also tried to get them to look at our other models; however, they were in a hurry and departed, but not before I had the name and address.

"I immediately got in touch with our jobber and put in a rush order for a machine. It arrived the next day and I made quick contact with my prospect on the phone. I told him that I had secured the machine he had wanted to see and, to make a long story short, he and his wife came to the store and not only purchased that machine but a number of records. They have been purchasing records ever since.

"When I had finished with the young man he told me that he had decided in favor of my line because he was convinced that a house which took the trouble to render such a quality of service must handle an equally high-class quality of merchandise. He stated that in no other store which he and his wife had visited previously had any of the salesmen taken enough interest in him as a prospective buyer to even secure his name and address. In short, they did not seem to care whether he became a customer or not."

This is only another of those little things which spell success or failure for a business. It is quite evident, even to a layman in the matter of the art of salesmanship, that the average person who is considering the expenditure of a considerable amount of money expects to receive adequate service. And it is also evident that if this service is not rendered, even though the prospect makes one purchase, he will not go out of his way to make another.

When a prospective customer enters a store and a cheerful salesman immediately comes forward with a sincere desire to be of service the visitor feels it instinctively and a foundation of confidence in that salesman and store is started which will in all probability mean a sale at that time and many future sales if the proper methods of follow-up are employed.

NEW COMBINATION IN KNOXVILLE

Clark-Jones-Sheely Co. Organized With Capital Stock of \$100,000 to Take Over Several Groups of Music Stores in That Territory

KNOXVILLE, TENN., August 31.—The Clark-Jones-Sheely Co., a new concern, capitalized at \$100,000, has filed its application for a charter at the County Clerk's office. The new corporation merges the three stores of the Lynn-Sheely Co. in Johnson City, Morristown and Bristol; the two stores of Clark & Jones, in Knoxville and Chattanooga, together with the Knoxville Music Co. and the Victrola Shop. An organization meeting was held on August 14 and the corporation started operation formally on August 15.

The local branch of the firm is located in the old Board of Commerce Building, 422 South Gay street. The building was occupied about September 1. Earl Worsham and Frank Clark, who hold a lease on the building from the Nellie C. Ross estate, have subleased to the Clark-Jones-Sheely Co.

The store at 422 South Gay street will deal in pianos, players, talking machines and records. The Clark & Jones store, at 514 South Gay street, will continue in operation under Leslie E. Miller, its manager.

Paul J. Albright, enterprising Victor dealer, of David City, Neb., is using billboard advertising to good effect.

SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building Record Brush.

YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers

138 West 124th St.

New York City

TIMELY ANTICIPATION IS REALIZATION OF PROFITS

The Fall Season

Statements from twelve dealers in different sections of the country show that sales for the first six months of 1922 were almost identical with figures for the corresponding months in 1916.

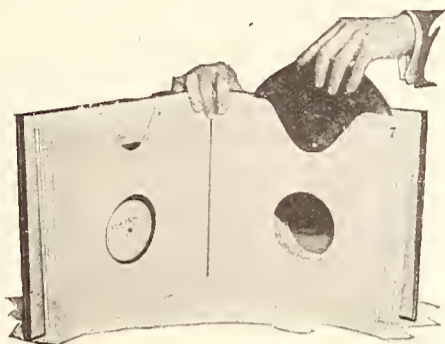
On this basis, the last half of 1922, and particularly the Holiday Season, will develop a similarly sensational increase in record and machine business everywhere.

In the raw products market, shortages have already begun to appear and there is every likelihood that the last months of this year will find dealers hard put for various stocks.

Peerless is anticipating an unusually heavy demand for albums by timely purchases of essential materials and will, therefore, be in a position to meet extraordinary dealer requirements.

But, as a definite protection to yourselves, we invite you to place tentative orders at once for delivery in November and December, thereby obviating the element of uncertainty and possible loss when the season opens—as it did in 1916.

Phil Ravis



Showing how 10-inch records fit into Peerless Big Ten

Preparation, in the matter of a more than adequate record album stock, is sales insurance that no talking machine dealer should neglect.

The comparatively small investment in a gross of albums will prove a source of endless satisfaction and actual profit when the busy season begins.

Particularly, when you carry and advertise

PEERLESS —the Album

there is an added gratification and additional income by reason of meeting a popular demand for quality at a price.

In placing your Winter machine order, give a thought to this important accessory, albums, assure your supply now and—specify Peerless.



Display This Sign—It Will Sell Peerless Albums for You—Send for Yours at Once.

ALBUMS SUPPLIED IN LETTERED SETS
FOR ALL MODEL MACHINES

It Does Make A Difference What Albums You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

Standardization of Sales Presentation as an Aid to Greater Efficiency :: :: By W. Braid White

The talking machine business has reached a position which fairly entitles it to any public esteem it may commonly receive. As the talking machine and its music become more and more firmly established in public affection it becomes more and more necessary to consider all problems of salesmanship in the broadest possible position. In the history of every industry there comes always one moment when novelty ceases to be its prime characteristic and when the necessity arises of building up for its exploitation some standard method of merchandising. That moment has already come in our business.

It is time, that is to say, for us to think about standardizing our sales presentations in respect of the talking machine and its records.

By the term "sales presentation" I mean the statements made and the things done by the salesman in urging the merits of that which he has to sell. By the term "standard sales presentation" I mean to signify a method so scientifically correct and so adaptable that it can be applied, in principle, to every case which may arise. Before going on to discuss such a standard presentation, to be used by talking machine salesmen, it may be well, however, to say a few words in defense of the scheme.

Need of Standards

Some will always believe, no doubt, that the salesman's impromptu inspiration is the best of guides and that there is little, if any, advantage gained in evolving a standard sales talk. With this belief, although it is held by some eminent business men, I venture to disagree. For it should be obvious that any sale of a specialized article like the talking machine, which depends almost entirely upon demonstration, can always be done in one best way only, no matter how many possible ways of doing it may be found to exist. In other words, it must be possible to find one best way, based upon the best knowledge as to the ideas which are to be impressed upon the purchaser and upon that purchaser's reactions to them. For the solution of most of the many selling problems which are based on the factor of demonstration a standard way of presenting the sales argument has been worked out and is in more or less universal use. There is no

reason for believing that it cannot be equally well worked out successfully for the talking machine industry.

The Prospect's Previous Ideas

The prospective purchaser of a talking machine comes to the store with certain predilections and previously formed notions. Most of these are usually rather hazy and would scarcely bear much analysis. Nevertheless, it is no longer possible to imagine any ordinary person coming into a store without some notion of what a talking machine is. The automobile itself is not better known. How then are such preconceived ideas as the visitor or prospective purchaser of a talking machine certainly possesses imprinted upon his consciousness?

In the first place, he receives some ideas from seeing talking machines in the homes of his friends. In the second place, he reads the advertising of the great national advertisers. In the third place, the first two considerations operate to produce a general idea of the desirability of music in the home. Very likely no one of the three converging causes will be consciously felt, although the prospect may be sufficiently interested to mention the third one. Generally speaking, however, we may be quite sure that the prospect is nearly always motivated by the three considerations adverted to.

Outline of a Presentation

Plainly, then, any presentation must be based upon the fact that the prospect does not need to be persuaded as to the advisability of music in the home. Of that much we may be sure. He is already convinced. The need then is (1) to show him that the machine offered actually gives him what he wants; (2) that it is worth the price asked for it; (3) that the records are genuinely worth-while reproductions of music, and (4) that they in turn are worth what is asked for them.

These four points can best be proved and pressed home, surely, by a sales presentation which involves the smallest amount of talking and the largest amount of showing. In other words, if this foregoing statement be based on fact the sales talk should be divided into the following phases:

1. A very short introduction, leading almost instantly to the appearance of actual music.

Salesman makes prospect comfortable in demonstration booth and talks briefly about variety of music available for his or her hearing at this very moment. He tries to find out what the prospect likes and, above all, does not venture to make up the prospect's mind for him in advance. Blunders here are inexcusable. The true music lover must not be insulted with jazz and the dance fiend must not be bored with grand opera.

2. Demonstration of the machine's musical quality by means of records, chosen as above.

This phase shall be brief in duration and be cut off as soon as prospect shows that he is convinced that the machine really gives good music. The next step is to show

3. Special reasons for the machine's ability to reproduce music well.

This involves explanation and demonstration of machine's special mechanical and acoustical features. Remember, however, that statements made in a positive tone about highly dubious acoustical points should be avoided, as they are likely at any time to provoke argument and spoil the sale. In this category of controversial topics should be included everything relating to the actual method of reproduction, for in these respects little of positive knowledge actually exists. Leave alone all details about diaphragms and tone chambers, for most of what you are likely to say will be nonsense. Let the musical values be demonstrated by test; that is to say, let the records do the talking. It is then a simple matter to

4. Demonstrate that good music is worth a fair price.

The only need here is to point out, when the question of price comes up, as it will now, that the reproduction of fine music comprises an art based on experience, great skill, fine workmanship and fine material. These cost money. The fact that a customer may not at first sight "see where the money comes in" is really not to the point. The price of a Rolls-Royce is taken for granted as being fair, because its performance can instantly be appreciated by every one who has a chance to experience this. The reliability of the house which sells, the celebrity of the name of the machine, and the maker's and seller's consequent ability to guarantee performance unreservedly afford the only security needed. Moreover, it is not a matter of figures, but a matter of service. "Not what it costs, but what it will do."

Normally, the deal should now be ready to close, which in this case means that it should actually now be closed, save for the formalities of signing and delivery.

Nevertheless the important question of music remains and this must always be handled carefully. It may be laid down as a principle that the aim of all sales talk at this point should be, not so much to sell the customer a lot of music at the start when already a purchase of a machine has been made involving from one to five hundred dollars, as to get the customer into the habit of coming each month to make additional purchases of records. A dozen well-selected records should make a good beginning for most purchasers. After that it is a question of follow-up and sales service. These matters do not strictly come within the province of this article.

These outlines for a standard presentation are submitted to sales managers in the hope that they may stimulate some thought and discussion.

The North Shore Talking Machine Co., Evanston, Ill., has opened the Victrola Service Store at 554 Center street, Winnetka, Ill., where the Victor line of machines and records will be handled exclusively.

Sonora DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island and the lower Hudson Valley

Greater City Phonograph Co., INC
311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

The superiority of the **Sonora** is as marked
as the ease with which it sells.



To Protect the Dealer and the Public

A new trademark, a symbol of quality, has been adopted by the Radio Corporation of America. It appears at the top of this page, and soon it will be affixed to all Radiolas, Radiotrons and other products.

The new symbol is more than a trademark. It is the dealer's and the purchaser's guarantee that the apparatus to which it is applied is the result of research conducted by the foremost scientists and engineers; is the product of the most reliable and well equipped manufacturing organization in the country; and is marketed in accordance with methods approved by experienced business men.

Like the R C A apparatus still on sale, bearing the old symbol—the letters R C in a circle—the newly marked R C A apparatus will embody the highest standard of quality and will be backed by the same protection which R C apparatus has enjoyed during the past.

The new monogram has been adopted to render apparent, instantly and unmistakably, the products of the Radio Corporation of America. Henceforth, this symbol R C A will appear on all apparatus and Radiolas—from the simplest crystal receiver to the Cabinet type. It testifies to the constant striving of the R C A organization—research engineers, factories and sales force—to produce and sell only the best, and to develop types of Radiolas which will keep pace with

the advancement of broadcast reception and which will apply the new discoveries made in the R C A research laboratories.

Teaching the Public What R C A Means Through Advertising

The new symbol R C A will be widely advertised throughout the country. In an art which is so rapidly developing and which offers so many opportunities for the marketing of unreliable apparatus, it becomes more and more necessary to drive home the importance of the highest engineering and manufacturing standards. The symbol R C A is a guarantee that these standards have been insisted upon in the manufacture of Radiolas.

Write for Display Cards

R C A dealers will be supplied with R C A symbols for store display. By writing to us and stating whether a decalcomania window sign or a wall card is desired, we shall be glad to meet their wishes.



Sales Department, Suite 2076
233 Broadway, New York, N. Y.

District Office
10 South La Salle St., Chicago, Ill.

Among R C A distributors are the following famous music houses:

ALBANY RADIO CORPORATION, Albany, N. Y.
LANDAY BROS., Inc., New York City

W. F. FREDERICK PIANO COMPANY, Uniontown, Pa.
LYON & HEALY, Chicago, Ill.

Methods of Modern Business Management-- Value of Quick Stock Turnover :: By G. W. Hafner

Manager of G. W. Hafner, Inc., Chicago.

The interest of every business man is, naturally, to make his capital do as much work for him as possible. That means letting a given dollar rest in a given lot of material for as short a time as possible. And doing this means moving stock as rapidly as possible. And the one word that covers all this is "turnover."

Definition of Turnover

It is never possible to make money on dollars that are tied up in commodities that will not move. And when prices are falling it is easy to lose a great deal of money by holding onto merchandise or materials that move slowly, while the price for which they can be sold becomes constantly less and less. Because of this

every manufacturer and merchant ought to have information on the movement of goods in and out. It is this movement in and out, not only of the merchandise itself, but also of that which the merchandise represents, money, to which the term "turnover" has been applied.

In any business there are two things that are disposed of, replaced and disposed of again; or, in other words, "turned over." These are:

1. The stock of merchandise.
2. The money invested in such merchandise.

And the turnover of these items has a very definite effect upon the profits which the business makes during a given period. Hence, an analysis of this effect is necessary in order to plan

properly and conduct the business so as to:

1. Secure the maximum profit with a given capital, or
2. Secure a given profit with a minimum capital.

Quick Versus Slow Turnover

Perhaps the easiest way to state the case for a rapid rate of turnover in business is as follows:

A certain business, we will say, has annual sales of \$50,000 and makes a gross profit of \$17,500 (or 35 per cent of the sales). If we take off \$12,500 for expenses (25 per cent of the sales) the net profit would be \$5,000 (or 10 per cent of the sales). But if the annual sales of that business are increased to \$100,000 and a gross profit of 35 per cent is still realized, the amount of gross profit would be \$35,000. Suppose expenses of the business are doubled because of this increased business—a very liberal margin—there would then be \$25,000 in expenses to deduct from the gross profit of \$35,000, leaving a net profit of \$10,000.

Now, it is at once evident that, having increased the sales to such an extent, the same percentage of profit is not required. The tendency in any business should be to increase the turnover and thereby decrease the percentage of profit. Under these circumstances the nation as a whole would benefit, and the individual engaged in the business would certainly not suffer.

Another illustration: Two men are engaged in building construction. John Smith, the first contractor, finishes twelve jobs a year, making \$1,000 net profit on each job. He earns a total of \$12,000. Jim Jones, the second contractor, finishes eighteen jobs a year, making \$750 on each job. He earns a total of \$13,500. Moreover, he gets business away from Smith because his price is more attractive. When there are none too many jobs to go around at best this last consideration is of great importance.

Making Your Dollar Active

If a dollar earns ten profits for its owner in a year the owner can afford to take a smaller profit each time than on another dollar which earns him, say, only five profits during the same length of time. And yet the dollar which returns the smaller rate of profit will bring in the larger volume of profit, simply because it is so much more active.

Now, this is precisely the point that most business men seem not to understand. They do not seem to be able to grasp the fundamental principle that even though the percentage of profit on merchandise or service be but, say, 5 per cent, if it is earned often enough, say, ten times in a year, the annual turnover on money or rate of profit on investment will be 50 per cent.

Too many merchants overlook the fact that their cost of doing business of, say, 25 per cent, cannot correctly be used to demand a 15 per cent margin of profit on each and every kind of merchandise sold, because it is the percentage of profit on one sale and not on the year's investment. A larger margin of profit needs to be added to the slow-moving materials and a smaller margin to the quick-moving.

The vital point of comparison is how much profit can you make a dollar earn selling a given article. Any business man can get rich earning a 5 per cent margin of profit on one certain commodity if he sells it often enough; on the other hand, he may go bankrupt on merchandise offering 100 per cent profit if he rarely makes a sale. Quantity selling is the greatest modern profit policy. The profit on any one article or commodity is not much, but when this profit is multiplied by 1,000 or 5,000 or 10,000 the profit on the volume becomes considerable.

Lazy dollars, unnecessarily high profits and sluggish business all tend to go together. The

(Copyright, 1922, by G. W. Hafner)

Is There a MYSTERY in Your Mind?

GRANBY EDITORIAL LETTER

Number Eight

From Granby Phonograph Corporation, Newport News, Va.

CERTAIN pleasant rumors are floating around about the Granby Phonograph proposition. Have you caught any of them? By "any," two rumors, in particular, are meant.



RUMOR NO. 1. Granby Profits are higher by generous greenback fistful than on other standard machines. Exactly how much higher they are can not be told here in this space, but CAN be told promptly, the minute you write or telegraph the factory for information.

RUMOR NO. 2 Constitutes the MYSTERY. We can't describe the mystery in this space. It is not good business practice to do so except to interested dealers. But we'll tell you, the minute you ask and thereby show your interest. (You are not obligated in any way.) This mystery is about

to affect EVERY GRANBY OWNER IN THE UNITED STATES, and it will AFFECT EVERY GRANBY PROSPECT WHO IS TO BUY IN THE PRODUCTIVE MONTHS JUST AHEAD.

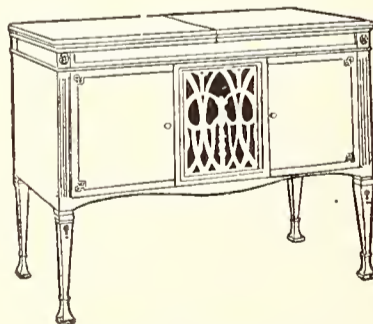
There is no rumor, of course, in the fact that the Granby Machines are now sold on LIBERAL TERMS. Every dealer who knows *what* those terms are concedes that fact. Granby terms are LIBERAL, because the Granby Phonograph Corporation is capitalized for \$2,500,000, which in turn is secured and backed by the entire \$4,500,000 of the American Home Furnishers Corporation of Norfolk, Virginia. Granby can afford to be LIBERAL.

Are the following statements right? You expect profits as a reward for your industry in making many sales. You expect profits as a reward for your ability to keep expenses down. You expect profits as a reward for your wisdom in picking merchandise that SELLS and STAYS SOLD. You expect profits for every penny you invest; good-sized, generous profits. If that is your point of view, Granby thinks you are right. And because we think that you are in business for PROFIT, we offer big PROFITS to you now.

That MYSTERY, which we called "Rumor No. 2," above, has a great deal to do with your profits, whether you become a Granby Dealer or not. . . .

You can listen for yourself to the "Mellow as Southern Moonlight" Granby tone, you can examine the authentic Period Cabinets done in genuine piano-finish 5-ply; we welcome you to give your expert attention to these points. They constitute the final PROFIT element. The Granby Phonograph as a PRODUCT delivers the goods. Let the machine prove it.

Your business sense will tell you what PROFITS you can make out of the Granby line, as soon as you examine the machine from an expert point-of-view, as soon as you get the full facts of the Granby proposition. Will you write us a letter today, and say, "I accept your offer to inform me without obligation on the opportunities for PROFIT in the Granby line. And by the way, what is that MYSTERY?" Use different words, if you like. But shoot along your letter.



ADAM CONSOLE
Lifetime Construction
GRANBY No. 60

OR TELEGRAPH!

GRANBY Phonograph CORPORATION

Capital \$2,500,000.00

Offices and Factory

Newport News,

Virginia

business man who makes money in spite of conditions—and there are many such—are those who go out aggressively to make their dollars active.

How to Find the Rate of Turnover

The rate of turnover for a given time depends on just two things:

1. The average amount of money invested in the merchandise.

2. The sales of the merchandise in the period.

Both amounts must be stated in the same terms in order to get a correct result. That is, the average amount invested must be figured both at the cost price and at the selling price. It does not matter much which way they are figured, so far as the accuracy of the result goes, but it does make a decided difference if one of the elements is figured at one price and the other at the other price. The result in that case is a figure that means precisely nothing.

It is obvious, then, that, since these two elements only are involved, the problem of increasing the rate of turnover depends on these two and no others. Hence, one or both of two things must be done:

1. The average amount of money invested in merchandise must be decreased, relative to the volume of sales; or

2. The sales must be increased in a greater ratio than the increase in the merchandise investment.

The rate of turnover may be found by dividing the yearly net sales by the equivalent merchandise investment.

By "equivalent merchandise investment" is meant a constant yearly investment in merchandise which is equivalent to the actual merchandise investment over a period of one year.

This means that the "equivalent merchandise investment" must be expressed in terms of time as well as of money. The fundamental unit in which equivalent investment is expressed is the dollar-year. It may also be expressed in some related unit which is reducible to dollar-years, such as dollar-months or dollar-weeks.

In explanation of this, one dollar invested for one year is a dollar-year. Two dollars invested

for six months, or three dollars invested for four months, or fifty cents for two years are all exact equivalents of a dollar-year.

Thus, if you invest \$500 in a certain article or commodity twice a year you have an equivalent investment in that particular article of \$250. Suppose your sales of this article for the year to be \$1,000. By dividing the equivalent investment of \$250 into your sales of \$1,000 you find that your rate of turnover is four. If you invest \$500 in a given article every three months you have an equivalent investment of \$125. If your sales of that article for the year amount to \$2,000 your rate of turnover is sixteen.

Relation Between Turnover and Profit

A business man pays a certain amount for the goods he sells and he sells them for a certain other amount usually greater than the first. It is the difference between these that determines the success or failure of a business. The merchandise itself is only a means to an end.

For certain reasons a merchant may want to invest as little money as possible in stock. The turnover of this investment, then, becomes of great importance, for he must get his original investment back before he can invest it again. This turnover is dependent largely upon the movement of the goods, but the unit profit and the extension of credit also play an important part. An analysis of the turnover will largely determine the advisability of extending more or less credit and the amount of unit profit necessary with the given investment and the probable sales.

A knowledge of stock turnover by lines enables the business man to segregate the fast-moving lines from those that move slowly. It indicates the commodities for which there is a ready demand, and those for which a demand must be created. This shows him where to concentrate his advertising and sales effort. It enables him to apply different sales methods particularly adapted to the conditions. He can, perhaps, increase the percentage of profit on the slow-moving lines to compensate for the slowness of movement, or possibly by decreasing his margin of

profit the movement can be speeded up. His buying can be scheduled so that his stock is always kept at the minimum.

In the final analysis it must be remembered that turnover is not an end in and of itself, but merely a means to an end, namely, yearly net profits. The banker can pay his overhead expenses and declare dividends only by daily turnover of cash on hand. The same problem confronts any business man. His stock must turn a given number of times a year in order to yield a profit.

To exemplify further the close relations between turnover and profit it is necessary only to refer to the ordinary vegetable and fruit market. The proprietor of such a market must turn his stocks daily or they become unsalable. His stocks must sell and sell quickly, for therein lie his profits. Adopt the fruit vendor's methods, make them applicable to your business and then watch the result.

V. T. STEVENS WITH STONE CO.

Well-Known Talking Machine Man Joins Staff of Vocalion Distributor in Northwest

MINNEAPOLIS, MINN., September 5.—The Stone Piano Co., of this city, Northwestern distributor for Vocalion phonographs and Vocalion Red records, announces the addition of Vernon T. Stevens to the selling organization in the capacity of Northwestern manager.

Mr. Stevens is well known in the talking machine trade, particularly through his successful methods in popularizing records by means of "plugging" along the same lines as are followed in the sheet music business. He worked on the idea of hooking up records with prominent professional people in the theatrical field, and the result was a substantial increase in business.

The Brunswick Shop, Alhambra, Cal., has moved from 210 West Main street to larger quarters at 409 West Main street, that city.



Vacation Daze

Snap out of it and investigate our claims for Dealers' Service.

Ask any Pearsall dealer—he will tell you.

"Desire to Serve—Plus Ability"

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

It is easy to sell what you believe in!

THE great success of the phonograph business rests on the fact that in practically every human being is a lively hunger for *good* music. In the exact degree to which you can satisfy that hunger your sales will increase—no more, no less.

As a phonograph and record merchant are you fully aware of the musical beauty of Columbia Records?

In selling Columbia Records do you know you can truthfully say, "In all the realm of music there is nothing finer than the selections which bear the Columbia mark."

If you can say this with solid conviction and prove it, can't you see how Columbia Records will sell themselves? You can easily prove this fact to yourself so completely that nothing can unsell you. You can prove it to your customers in the same way.

For instance—"A Dream," by Bartlett, Columbia Record A-79287, is one of the most beautiful lyric ballads ever written. As sung by Charles Hackett, it is one of the most beautiful records ever made. Other artists

have sung this song for other record makers, giving their interpretations. They are excellent. But Hackett has given it a touch of tender sweetness and sympathy beyond compare. His voice, his way of

singing it are exquisitely perfect. When the song is ended and the listener rouses from his reverie he wants that little chunk of rapture for his own.

Do you know this Columbia Record? Have you ever compared it closely with the same selection in any other make? Do it and you'll be absolutely convinced that "A Dream" as Columbia has made it has never been equaled. Make the same comparison for any customer and he will prefer the Columbia rendition to any other. Don't take our word for this. Test it out on yourself or your customers.

Another example—Columbia Record 49666 is a tenor and baritone selection by Hackett and Stracciari of the "Solenne in quest ora" duet from Verdi's opera, "La Forza del Destino." If one is familiar with this song, as made by other record manufacturers, one knows the song to expect. But when one listens to these two magnificent voices as they blend and burst into the enchanting harmonies of this operatic gem he listens fascinated. It is a thrill of complete musical satisfaction that is as rare as it is wonderful.

If you haven't heard this Columbia Record you have a treat ahead. Get it! Let its beauty sink into you. Then get records of the same selection as made by others. They are great, too, but any one with or without a trained ear will say the Columbia recording and the beautiful balance of the voices in the Columbia Record are infinitely better. Play these competing records, one after the other, to any customer, don't tell him which is which, and he will tell you to wrap up the Columbia.



Columbia



Are you aware of the veritable gold mine of fine music which Columbia Records offer you as customer winners and profit makers?

Are you able right now to play for your customers a programme that will give them a fair idea of the excellence of Columbia music?

If you want to stamp Columbia quality into the minds of your customers so they will never forget it, we suggest you order the following Columbia Records, then get their competitors and make a demonstration. Play them incognito and you'll be more than surprised at the result.

"A Dream." Tenor Solo. *Charles Hackett.* 79287. "Souvenir." Violin Solo. *Kerekjarto.* 79708.

"La Forza del Destino" "Fiddle and I." Soprano (Solenne in quest ora). Solo. *Hulda Lashanska. Hackett and Stracciari.* 78391. 49666.

"Pirate Dreams." Soprano Solo. *Rosa Ponselle.* 49571. "One Fine Day." Soprano Solo. *Hulda Lashanska.* 77878.

After all, you and Columbia are not selling records. We are in the wonderful business of selling happiness, pleasure, amusement. The name Columbia on the record, the name of the selection, the name of the artist are so many handles by which the buyer grasps identification.



Records

Columbia Graphophone Co.
New York



The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

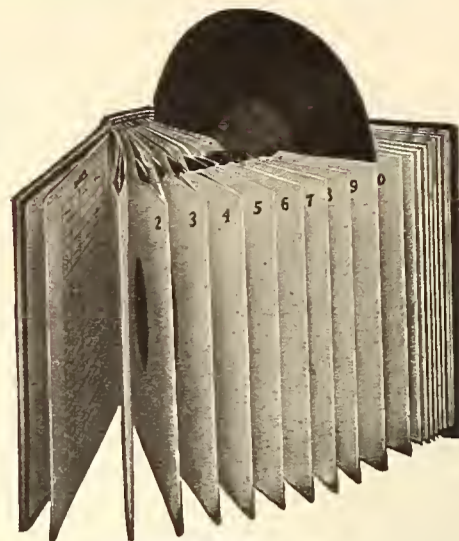
To the Trade:

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

A. H. CURRY MAKES 2,000-MILE BUSINESS TRIP BY AIR

Vice-president of Thos. A. Edison, Inc., Journeys From San Antonio, Tex., to St. Louis by Airplane—Returns Home Pleased With General Conditions and Prospects

A. H. Curry, vice-president of Thos. A. Edison, Inc., is credited with introducing an innovation in the matter of transportation while making a tour of the country recently for the



A. H. and N. C. Curry Ready to Start

purpose of visiting various Edison jobbers when he traveled 2,000 miles through the West by airplane.

Mr. Curry started his air journey from Stinson Field, San Antonio, accompanied by his brother, Capt. N. C. Curry, of Dallas, and with Gene Willard as pilot. The first stop was Dallas, which was reached in three hours from San Antonio, the plane traveling at an average speed of 100 miles per hour. Then, in order, Mr. Curry traveled by air from Dallas to Denver, Des Moines, Iowa; Kansas City, and finally to St. Louis, from which point he returned to New York by rail. In all the airplane covered approximately 2,000 miles of territory.

"My trip was just an exemplification of the age's swiftness," declared Mr. Curry. "I was

on an inspection trip that required hurry, therefore the airplane. Our company may use this mode of travel more extensively in the future, for it certainly has every advantage over the train for distance travel."

Mr. Curry is a Texan, and while in Dallas visited a number of his relatives and acquaintances.

One of the accompanying photographs shows Mr. Curry and his brother ready to



The End of the Journey

"take off" from San Antonio. The other shows Mr. Curry and his brother being welcomed by J. K. Patterson, of the Texas-Oklahoma Phonograph Co., and A. F. Beyer, of San Antonio.

Upon his return to the headquarters of Thos.

A. Edison, Inc., in Orange, Mr. Curry expressed his enthusiasm regarding the results of his trip. He reported the conditions improving steadily throughout the West, particularly in the agricultural sections, where bumper crops are the rule, and stated that both jobbers and dealers in Edison phonographs and Re-Creations were of one mind regarding the prospects for a most substantial Fall trade.

He found stocks to be in fair shape, with the dealers inclined to order very liberally in anticipation of future requirements, and offered the opinion that the problem for the next few months would likely be one of getting sufficient goods, rather than one of selling.

FIRE DAMAGES FREEMAN CO.

Talking Machine Cabinets and Metal Accessories Damaged and Destroyed

NASHVILLE, TENN., August 30.—The Freeman Talking Machine Co., of this city, and another concern in the same building were considerably damaged by fire recently.

The fire was confined to the cabinet and furnishing room, where the fire started, and where many of the cabinets and metal parts of talking machines were either destroyed by fire or ruined by water.

On the second floor was stored a lot of cypress wood used in the manufacture of cabinets, which was partially destroyed. The fire was the second one in the same building in the last few years. Damage to the two concerns was estimated at \$25,000. Partial insurance was carried on the premises.

F. F. Christine, proprietor of the Stroudsburg Music Co., Stroudsburg, Pa., recently tendered a picnic to his employes at North Water Gap. An elaborate dinner was one of the features.



Quality and Price = Satisfaction

The Reputation of Boston albums has been built upon Quality and Price. The quality is of the highest possible kind and the price is the fairest.

When two factors such as these stated above are combined there is only one result—Absolute Satisfaction.

Absolute Satisfaction to one's self and his customers means a steady influx of good business.

Boston albums are conducive to good business. Do you handle them?

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.



Splendid Recordings of
Leading European Orchestras
 Exclusively on

OKeh
 and
ODEON

For real beauty and irresistible appeal try our imported European Recordings. Your customers are shopping nowadays for specialties of the kind we are offering below.

DAJOS BELA and His Orchestra

12 inch—\$1.25

3008 { Bummel Petrus (Jolly Peter), Intermezzo
 The Wedding of Sleeping Beauty

The one unsurpassed masterpiece of delightful melodies.

MAREK WEBER from the Esplanade Hotel, Berlin

plays famous Strauss Waltzes and up-to-date drawing room music
 12 inch—\$1.25

3017 { Blue Danube Waltz (Johann Strauss)
 Southern Roses Waltz (Johann Strauss)

85019 { Greetings of Love Under the Lindentree

85022 { London Fox Erato, Boston Waltz

85023 { Dreaming, Waltz Please, Waltz

85028 { Boston Waltz The Red Mill, Fox Trot

MELODIOUS POPULAR CLASSICS

3016 { La Boheme, Part 1, European Symphony Orchestra
 La Boheme, Part 2, European Symphony Orchestra

3015 { Fifth Symphony (Beethoven), First Movement: Allegro con Brio, Part 1
 Fifth Symphony (Beethoven), First Movement: Allegro con Brio, Part 2

3004 { Hungarian Rhapsody, No. 2, Part 1, European Symphony Orchestra
 Hungarian Rhapsody, No. 2, Part 2, European Symphony Orchestra

3005 { Raymond Overture, Part 1, European Symphony Orchestra
 Raymond Overture, Part 11, European Symphony Orchestra

3006 { Peer Gynt Suite—Solvejg's Song, M. Michailow, Violin solo
 Poeme, M. Michailow, Violin solo

3009 { Rigoletto—Fantasia, Part 1, European Concert Band
 Rigoletto—Fantasia, Part 2, European Concert Band

FOREIGN LANGUAGE ODEON RECORDS

Our foreign language records have a quality of tone and genuine reproduction which makes them the favorite in their class among foreign record buyers.

Ask for our new catalogues in the following languages:

Bohemian
 French

German
 Greek

Hebrew—Jewish
 Hungarian

Italian
 Mexican

Polish
 Scandinavian

Serbian
 Turkish



General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT

25 West 45th Street, New York City





RADIO ATTRACTS PUBLIC TO STORE

Brunswick Phonograph Shop, San Antonio, Tex., Installs Receiving Apparatus for Benefit of Patrons—Other Effective Ideas Used by This Concern Help to Build Prestige.

SAN ANTONIO, TEX., September 6.—A radio set installed in a talking machine record demonstration room is attracting many customers to the Brunswick Phonograph Shop, according to Charles A. Meyer, proprietor. Following the recent installation of a radio department at this establishment a radio receiving set was installed and every provision for the comfort of patrons who drop in to hear the concerts is made.

The members of the sales force of this live-wire organization are all musicians of considerable ability and they have formed a stringed instrument orchestra of their own. If the plans of Mr. Meyer for the installation of a broadcasting station in his establishment materialize this orchestra will be conspicuous on the musical programs which will be sent out by radio.

The Brunswick Phonograph Shop is also the headquarters of the Lone Star Radio Club, composed of the radio amateurs of the city. A workroom is being fitted up in the store for the use of the fans. All of these things have been instrumental in building the good will and prestige which the Brunswick Shop enjoys in this city.

GRUBBS' MUSIC SHOPPE BANKRUPT

Toledo Music Concern Files Petition—Liabilities Set at \$6,000, Assets \$2,000

TOLEDO, O., August 30.—Grubbs' Music Shoppe, 411 St. Clair street, W. A. Grubbs, proprietor, filed a petition in bankruptcy with Fordyce Belford, referee in bankruptcy in the United States District Court for the Northern District of Ohio.

Liabilities are given as approximately \$6,000, with assets of perhaps \$2,000. The heaviest creditors are the E. H. Close Realty Co., Columbia Graphophone Co. and several sheet music publishers.

Grubbs' Music Shoppe dealt in music rolls, sheet music and talking machines.

DEATH OF MRS. EISENBRANDT

Wife of W. D. Eisenbrandt, Victor Wholesaler, of Baltimore, Passed Away Recently

BALTIMORE, MD., September 4.—Mrs. Elise S. A. Eisenbrandt, wife of W. D. Eisenbrandt, local Victor wholesaler, died August 20 at her home at Mt. Washington after a brief illness. Mrs. Eisenbrandt, who was a daughter of the late A. H. and Anna Marie Schulz, was well known in musical circles in Baltimore and vicinity, and her charming personality had won for her a host of warm friends. Besides her husband, she is survived by her two daughters.

GOOD GRAFONOLA SALES

Connecticut Columbia Dealers Doing Exceedingly Well With This Line

NEW BRITAIN, CONN., September 7.—Last December John A. Andrews & Co., Columbia dealers, installed a complete Grafonola department and through the use of energetic sales methods and aggressive publicity have sold hundreds of Grafonolas in this section. In connection with a recent newspaper advertising campaign Manager Rheinhold, of the Grafonola department, states that thirty-one Grafonolas were sold. Mr. Rheinhold is not only enthusiastic regarding this showing, but believes that the outlook for Fall and Winter trade is unusually promising.

Gus Haenschen and J. O'Keefe, of the Brunswick Recording Laboratory, New York City, have been enjoying a cruise of the St. Lawrence River and the Great Lakes in their new yacht, Brunswick.

PREPARING FOR CONVENTION OF OHIO ASSOCIATION

Committees Appointed to Look After Various Details of Forthcoming Annual Gathering of the Music Merchants' Association of Ohio—Prominent Trade Members on Program

TOLEDO, OHIO, August 31.—At a special meeting of the Toledo Music Merchants' Association, held here recently, for the purpose of shaping matters for the forthcoming convention at the Hotel Secor, September 26 and 27, of the Music Merchants' Association of Ohio, President Fred N. Goosman named the following committees: Entertainment, Henry C. Wildermuth, Henry F. Stucke, Paul Hayes and Frank Frazelle; Reception, W. W. Smith, Preston P. Brown, David Blaine and Carl Rule. These groups will co-operate with State officials in every way in order to make the convention of direct benefit to every delegate.

Assurance has been given that many visitors from outside the State of Ohio will attend the gathering of business men. A goodly number of hotel reservations have already been made. Chicago is planning to send a special car of delegates under the leadership of Matt Kennedy, of the Chicago Piano Club.

That all visitors will be amply repaid for their time and efforts is assured beyond a doubt. There will be plenty of entertainment for those seeking diversion and a large quantity of substantial business-building material for the merchant in search of helps and plans which he can apply to his own problems. The roster of speakers is a noteworthy one and gives assurance of the high caliber of the convention topics.

The principal address of the convention will be delivered by George W. Pound, general counsel of the Music Industries Chamber of Commerce, New York. Other widely known leaders who have accepted invitations to address the convention are: Richard W. Lawrence, president of the Music Industries Chamber of Commerce; Edwin R. Butler, president of National Association of Music Merchants; C. C. Adams, president of the Illinois Music

Merchants' Association; C. M. Tremaine, director of the National Bureau for the Advancement of Music; Bradford Mills, Toledo, president of the Federated Music Teachers' Association; A. C. Grinnell, vice-president of the Music Industries Chamber of Commerce and past president of the National Association of Music Merchants.

Rex Hyre, Cleveland, secretary of the Music Merchants' Association of Ohio, was among those who attended the Toledo meeting.

Exhibitors will be afforded every opportunity for displaying their products. No doubt a large number of manufacturers will avail themselves of this chance to get in touch with a goodly number of customers and prospects. Already several have reserved space, among them Hallet & Davis Piano Co., Bush & Lane Piano Co., Auto Pneumatic Action Co., Steger & Sons and Cable-Nelson.

The golf tournament will be played at the widely known links of the Inverness Club. Carl Landgraf, secretary of the J. W. Greene Co., has this contest in charge. All contestants must register before the day of the convention.

On Tuesday noon, September 26, convention delegates will be the guests of the local Exchange Club. Fred N. Goosman was recently installed as president of the club.

The Toledo Music Merchants' Association, through its president, Henry F. Stucke, of Grinnell Bros., is co-operating in a large way to make the convention a success. They have chartered the "City of Toledo," one of the large lake steamers, for a moonlight ride on Lake Eric. They also have other plans under development which they will announce shortly.

E. R. Laughead, Hallet & Davis Piano Co., was in conference recently with President Fred N. Goosman relative to convention matters.

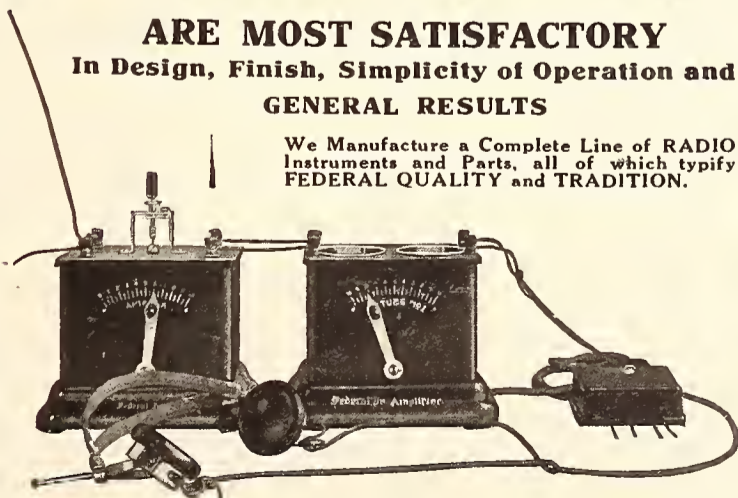


THE SATISFIED CUSTOMER IS THE DEALER'S GREATEST ASSET

Federal RADIO INSTRUMENTS

ARE MOST SATISFACTORY In Design, Finish, Simplicity of Operation and GENERAL RESULTS

We Manufacture a Complete Line of RADIO Instruments and Parts, all of which typify FEDERAL QUALITY and TRADITION.



FEDERAL CRYSTAL RECEIVER

FEDERAL JUNIOR AMPLIFIER



TO THE DEALER

You may be assured of SATISFIED CUSTOMERS if you sell FEDERAL apparatus. Write for DEALER'S discounts.

Federal Telephone and Telegraph Company
BUFFALO, NEW YORK

Just compare any record of any make with the needle cut Pathe Actuelle and then you will know why the Pathe Actuelle is—

The Best Record in the World

Play on any phonograph with steel needles

For Example, try

Dancing Fool.....	No. 020802
Three o'Clock In The Morning.....	No. 020791
Parade of the Wooden Soldiers.....	No. 020780
Romany Love.....	No. 020777
"Stumbling".....	No. 020746
Say It While Dancing.....	No. 020799

Pathé
Actuelle
REG. U.S. PAT. OFF.

2 for \$1.00 - 55c each

(59c in Rocky Mountain States)

Partial List of Famous Artists—

Tito Schipa
Yvonne Gall
Adamo Didur
Margarethe Matzenauer
Rudolph Ganz
Anna Fitziu
Eleonora de Cisneros
Claudia Muzio
Luigi Montesanto
Kathleen Howard
David Bispham
Grace Hoffman
Alexander Debruille
Helen Yorke
Roberto Rotondo

DEALERS—

If you don't act quick your neighbor will be selling Actuelle Records. Write to us at once for information regarding the Blue Ribbon Order.

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue

Brooklyn, New York

Why Not Stage a "Keep-the-Children-Home-Nights" Exposition in Your Store? :: By F. H. Williams

With the approach of Fall and the resumption of school activities the same old problem presents itself to the parents of young people who are in school, namely, how to keep the children home at nights.

In the Summertime, when there are band concerts in the parks, picnics to claim attention and week-ends at nearby lake and river resorts, it is not to be expected that the young people will stay home. But when Fall comes and school begins it is up to the young people to get busy and study at night and not waste all their time at poolrooms and dance halls.

Because this is a very real problem, which troubles a big percentage of all the parents, and because the remedy is to be found at the store of the talking machine dealer it does seem as though he should cash in on this situation this year to the utmost extent possible.

The remedy, of course, is for parents to buy talking machines and records and by their use not only keep the young people at home, but get them to bring their friends to the house where the parents can see just who and what sort of friends they are. Young people will stay home when there is music in the house—this fact has been proved time and again—and parents who realize that talking machines will do this are not slow in purchasing machines. So it is evident that the dealer who brings all this home to the parents most forcefully through advertising or by personal letters is certain to get some good business.

Why don't YOU plan to do this, Mr. Talking Machine Dealer?

Here are some of the ways in which you can bring this proposition to the attention of the

parents and some of the ways in which you can make it a profitable business proposition.

A very effective and quite unusual method of getting this subject before the parents of the city, so that it would create a lot of comment and thereby enjoy a tremendous lot of highly valuable word-of-mouth advertising, would be that of devoting a week to a "Keep-Children-at-Home-Nights" Exposition in your store.

The object of the exposition would be, of

Various Means of Emphasizing the Value of the Talking Machines as a Power for Good in the Community

course, to show how a talking machine keeps children at home some, if not all, the nights during the Fall and Winter, and how much benefit the children derive from staying home.

In starting the exposition it would be a good plan to secure a lot of short interviews from parents who have purchased "talkers" from your store, using their actual experiences with machines in making home so pleasant for the youngsters that they didn't want to go out in

the evenings. These interviews need not carry the names of the people giving them—they should be brief and placed on placards which could be placed at prominent positions about the store.

The next thing to do would be to arrange an attractive display of the same styles of talking machines used by the people giving the interviews. This would give pith and point to the display. It would be also a good plan to have a display of the records which have been found most successful by parents in arousing the interest of the young people. Such records would, very probably, be dance records, popular vocal selections and popular music of all sorts.

The third thing to do in perfecting plans for an exposition would be to get data from school authorities as to the effect on school work of children staying home nights, in contrast with those in the habit of going nightly to poolrooms and dance halls. School authorities could quickly show how much more efficient the home-keeping students are than the other kind and these facts could be presented in short, snappy paragraphs on placards placed close together near the display of talking machines for the home. A great many parents would find this information most interesting. It would be an entirely new slant on the results to be secured by keeping the young people at home nights.

Another good idea would be to prepare some sample programs for the evenings to be spent at home, on which there could be apportioned time for the young people to spend in study, time for dancing, time for hearing vocal selec-

(Continued on page 22)

The Recent Chicago Radio Show

Resulted in quantity orders from concerns ranging from Florida to California on—

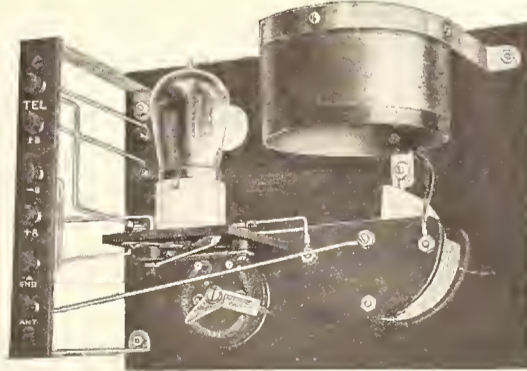
THE RADIO BUILDER SET



Shipped to customer in "knock-down" form and requiring only a screwdriver and a few moments to complete its assembly.

When finished it provides a vacuum tube set which is very selective, giving extremely loud and undistorted signals.

Price - \$25.00



SOME DEALER PROPOSITIONS STILL OPEN

The above type set is available in one, two and three tube form.

RAYMOND RADIO CORPORATION

Manufacturers to the Radio Industry

Offices: 309 Lafayette Street, N. Y.

Works: Farmingdale, L. I.

STAGE A "HOME NIGHTS" EXPOSITION

(Continued from page 21)

tions and the better class of music, time for games and time for a final dance. Different programs for each night could be outlined and they should be played up strongly on signs which could be used on the walls and windows of the store. While it is altogether likely that few, if any, people would follow out the programs exactly outlined, still every one who came into the store would be interested in looking them over and they might get ideas out of the programs which they could use to good advantage in their own homes—this means stimulating record sales.

To let people know about your "Keep-Children-at-Home-Nights" Exposition use newspaper advertising for the event and also play up the affair by means of interesting and attractive cards in your window displays. Such advertising should tell frankly just what the exposition is designed to do—help parents in their efforts to keep their children at home on

schools nights. Each person in the city who is interested in this problem should be invited to attend regardless of whether or not he or she is interested in the purchase of a talking machine.

If you have a mailing list of prospects send a letter to the names on this list telling about the exposition. Also it would be a good idea to obtain from the principal of your local high school a list of the parents of the children in the school and to phone to these parents an invitation to attend the exposition. If you frankly explain to the high school principal just why you want the list of names of parents of high school pupils he would be very glad to cooperate with you as, of course, it would help the school officials greatly to have the children devote their evenings to studying at home. Then why not get in touch with the presidents of the local women's clubs and extend to these clubs an invitation to attend the exposition. It might even be possible to get some of the women's club presidents, the principal of the local high school, the superintendent of public

schools and some of the other civic leaders to give endorsements of the exposition which you could incorporate in your advertising for the affair.

Get the local newspapers to run some news stories about the proposition. The object is constructive and interests a big percentage of all the population in the city and would be considered as real news by readers.

To start off the Fall season with an exposition of this kind would give the dealer a talking point with parents of young people and so would be a constant, all-year business booster. Hence, arrange to stage a "Keep-the-Children-Home-Nights Exposition" in your store. And do it NOW!

ALTERATIONS AT LONG MUSIC HOUSE

Prominent Pasadena Music Concern Making Extensive Changes to Establishment

PASADENA, CAL., September 2.—Extensive alterations are now being made at the Long Music House, 15 West Colorado street, this city. When completed the Long Music Store will be one of the most modern institutions of its kind to be found in any city on the Pacific Coast. The work will consume about a month's time and when completed it is probable that a formal opening, to which the public will be invited, will be held.

The whole interior of the store is to be changed and modern built-in glass display cases will be a feature. The front also will be remodeled and will be one of the most attractive on Colorado street. A large balcony is to be constructed, upon which will be located booths for reproducing pianos and talking machines. On the main floor will be located ten or more booths for record demonstrations. One of the features will be the inviting lobby and another will be a large auditorium in the rear. An expensive ventilating system is to be installed and cool air will be circulated throughout the store and the booths.

UNIQUE PUBLICITY STUNT

Clown Rolling Giant Columbia Record Attracts Much Attention

SAVANNAH, GA., August 31.—J. E. Baxley, manager of the Grafonola department of Haverty's Furniture Co., recently conceived a unique ad-



Columbia Clown and His Giant Record advertising stunt which is shown in the accompanying illustration. Mr. Baxley sent this clown all over town rolling a giant Columbia record, featuring one of the latest hits. The stunt produced excellent results.

OPEN NEW VICTOR STORE

T. S. Crosby & Son, furniture dealers, of Coshocton, N. Y., have opened a new talking machine department, in which the Victor line is featured.



This Fall they will buy Regal 50c Records

These people are record buyers. They are looking for value.

Each day thousands of them discover Regal's exceptional quality.

They buy. They pass the word to their friends and their friends buy. Eventually they will all buy.

They shift their preference to Regal because Regal serves their purpose and saves their money. Regal gives them the quality they want at the price they are willing to pay—75c worth of record value for 50c—in every way.

That value is the secret of Regal's splendid success and Regal dealers everywhere are satisfied with the results—profitable results.

The way is open for you too. Write for an exclusive territorial arrangement.

REGAL RECORD CO., Inc.

20 West 20th Street

New York

See record index for current Regal list



HONEST QUAKER

(Reg. U. S. Pat. Office)

MAIN SPRINGS



Write for a copy of our HONEST QUAKER Main Springs and QUAKER Mica Diaphragms chart!

- a size for every motor.
- packed in individual dust-proof, rust-proof containers, neatly labeled, with complete information for your convenience.
- unconditionally guaranteed to be perfect in every respect.

“And they cost no more than ordinary springs”

Everybody's Makers of—
 Honest Quaker Main Springs
 Umantone Needles
 A Complete Line of Talking Machine
 Repair Materials
 810 Arch Street, PHILADELPHIA

Canadian Distributors:

H. A. BEMISTER, Montreal

GEO. L. LAING & CO., Toronto



The Opportunities for the Sale of Talking Machines Throughout Cuba :: By Russell R. Voorhees

What are the chances of increasing the sale of American-made phonographs in Cuba? That question has most likely been asked often by American phonograph manufacturers because of the closeness of the island and also because of the ease with which merchandise can be shipped there. It can be quickly answered by saying that the chances for increasing the sale of American-made phonographs in Cuba are at this writing both good and bad. That seems strange, to say the least, but it is nevertheless true, as a little thought will prove.

In the first place the sale of merchandise in any country is dependent to a great degree on the amount of wealth which that country produces. To this can be added the amount of wealth that the tourist leaves in the country as he passes through. From this viewpoint Cuba is not a very good market for phonographs at this time because her chief source of wealth, sugar, is more or less upset both as to price and as to demand. Her other big crop, tobacco, is showing an improvement, but at the same time it is not what it should be. An insight into the situation can be obtained from the fact that men who cut the sugar cane in the field now get 40 cents a day, in comparison to \$2 a day a year or two back. From this it can be seen that the wealth now being produced in Cuba is not very great. Economic conditions in Cuba are very much upset, although they are to-day better than they were a year ago or even six months ago. But at that Cuba is not producing wealth enough to put it in the class of merchandise purchasers to any extent.

The tourist is visiting Cuba and leaving money, to be sure, but no country the size of Cuba can develop itself on the tourist business alone. The money the tourist is spending is helping the situation, but that is about all that can be said.

And so it is not hard to see why Cuba is not much of a market for American-made talking machines at this writing. But, while the present situation is not very pleasant as far as in-

creased business is concerned, it is not hard to see a bright future for increased business.

The population of the island of Cuba is about 3,000,000. Outside of Havana and Santiago there are few, if any, cities that amount to a great deal. True, there are so-called cities of 25,000 population, but a Cuban city of that size is far from being like a city in the United States of the same size. It can truly be said that the mass of the Cuban population lives outside of the cities and is of the peon type, which means that they are poor. Their hovels or huts do not contain the rudiments of comfort such as we in the States know them to be. They represent the great purchasing

power of Cuba that has never been developed, and it is to this that I am looking more than to the people concentrated in Havana and the other cities.

Cuba is bound to progress, and as she progresses, which means as she produces more wealth, she will be a better customer for American-made talking machines. The peon or peasant will not be satisfied with his hovel and improvised home furnishings when he begins to earn more and have more. Then he will want better things and more of them. And not only that, but he will begin to look for

some recreation, which has been so long denied to him because of poverty. Talking machines fall naturally in this class, and someone will get the business of the island when it reaches the point where it can buy them. The American talking machine manufacturer might as well get in and get this business. That class of Cuban represents half of the population of the island, so the value of cultivating it can easily be seen.

The balance of the population, very largely concentrated in Havana and the other cities, and which knows something of the comforts of modern living, are also possible customers. While they already know what phonographs are and have them in many instances, still there are many who have not, but who are possible customers. As business improves in the island and as greater and greater wealth is produced their demands will increase accordingly.

The one thing that is a happy feature is that the Cuban is a spender. Money goes about as fast as it comes, regardless of how slow or fast it comes, and not only does he spend, but he likes to spend. So it is just a question of catching him when he has money and selling him then.

From this it can be seen that Cuba offers opportunities that, while they do not exist today, are well worth watching for, so as to be ready when they do break. It is just a question of waiting until conditions in general improve and until Cuba produces a greater wealth, when it will be possible to sell more "talkers" there.

But there is still another field for the sale of machines in Cuba. It would be a difficult matter to find a country with more eating places than are in Cuba. Havana appears to be overstocked with cafes and eating places, but they all appear to be doing a fair business, to say the least. Some of them have talking machines, but many have not, and here is a market for cheap machines. I noticed that many of the cafes had small phonographs that sold for around \$10 to \$15. For the most part they use Spanish records, although a good lively American number is occasionally heard. Without a doubt, many of the cafes that do not have a talking machine could be induced to buy one, especially if some sort of a time payment proposition could be arranged, such as is the practice in the United States. It seems that a "talker" in the cafes is a great attraction, especially during its early life, and so there appears to be some worth-while reason why the proprietors should buy one.

It is well to remember that the Cuban is a lover of music, and some of the finest bands in the world are to be found in Havana. They rank, unquestionably, with the best. The interest that is taken in the Sunday afternoon concerts in the public parks in Havana and other cities is enough to prove that the Cuban likes music. And the phonograph will give him just what he wants in his home.

But in the selling of phonographs there is a trick. Cuba is a country that appears to be run for the benefit of Cubans. It is next to impossible to do business with them direct, so American manufacturers of talking machines seeking to enter that field or to extend their sales there should seek some connection that is Cuban. There seems to be little if any dislike for American goods; it is just a question of doing business with Americans, that's all. And so it would be well while conditions are somewhat unsettled and upset to look into the possibilities that the island offers and thus be ready when they are ready.

Shipments to Cuba are a very easy matter.

(Continued on page 26)

Cuba Offers Opportunities, Now Latent, Well Worth Watching so as to Be in Readiness When They Break



BRUNS
MADERITE

MADERITE
WATERPROOF
PHONOGRAPH MOVING COVERS

Cover, Straps Attached



A cover that will fully protect against damage in delivery and against the ravages of inclement weather.

Why be troubled with packing and unpacking? Why not just slip a MADERITE Padded Delivery Cover over the machine? No fuss, no dirt and positive insurance against damage incident to delivery.

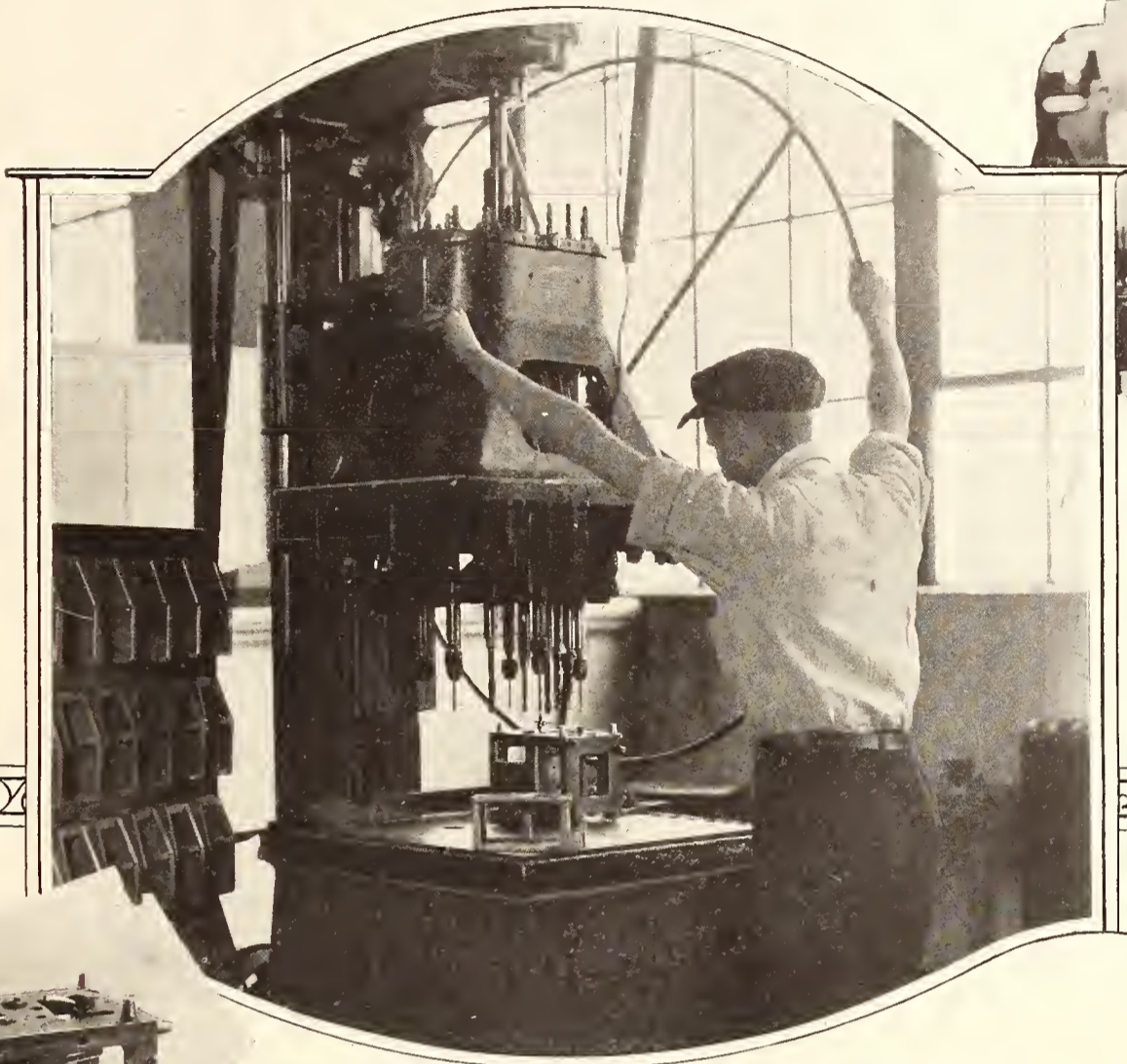
The use of the BRUNS MADERITE Covers, made of highest grade waterproof fabric, heavily padded, is not only serviceable but profitable. This cover is highly recommended.

Consult your regular jobber or write us for sample of cloth and prices.

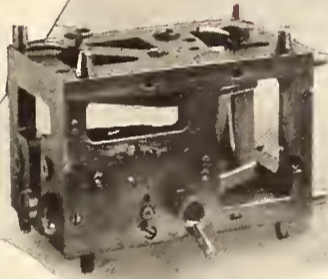
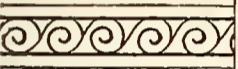
A. BRUNS & SONS
50 Ralph Ave., Brooklyn, N. Y.
Manufacturers of Everything Made of Canvas

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

"Genius is but the infinite capacity for taking pains"



In assembling The Cheney motor the holes drilled and reamed in The Cheney motor frame become the bearing points for spindles and gears. The assembly of The Cheney motor is a very delicate and exacting operation.



This is the drill jig which makes it possible for the operator of the multiple spindle drill to work so quickly and accurately. It is made from seasoned grey iron and bushed with hardened tool steel and ground bushings, which play the important part of keeping the holes accurately spaced during the multiple drilling and reaming operations.

Through these little holes the drills pass and bore their way into the motor frame housing, combining speed and utmost accuracy.

How 15 Holes of Different Sizes are Drilled in less than a minute in a Cheney Motor Frame

It is a cardinal principle in The Cheney motor factory that accuracy must never be sacrificed for speed. That does not preclude the use of the most modern inventions for cutting down production costs.

Illustrated above is a multiple spindle drill which makes it possible for an operator to drill fifteen holes of different sizes in a Cheney motor frame in less time than it takes to tell it. Every hole

is absolutely accurate to the thousandth of an inch, not only in diameter but in spacing as well.

It is through the use of such efficient methods as this that The Cheney Talking Machine Company has been able to produce instruments with a reputation for highest quality, and yet to keep prices at a level no higher than that of the ordinary phonograph.

THE CHENEY TALKING MACHINE COMPANY • CHICAGO

The CHENEY

THE MASTER INSTRUMENT

"The Longer You Play It, the Sweeter It Grows"



BUSINESS OPPORTUNITIES IN CUBA

(Continued from page 24)

Talking machines can be loaded into freight cars at the factory in America and run to Key West, where they are run onto special boats that take them direct to Havana, a matter of only seven hours. From Havana they can be run to any part of the island, arriving at their destination just as they were packed at the factory in America. Of course, they can be shipped by water as well, but that means extra handling.

As far as the railroads in Cuba are concerned it is safe to say that they are as efficient as many roads in the States and will give excellent service. Many words of commendation are heard in Cuba and elsewhere about the Cuban railroads.

In conclusion it is safe to say that Cuba offers a market for American talking machines, if not to-day, then to-morrow. They like music and are willing to spend money to have it in their homes. Just now money is none too plentiful, but when conditions improve, and that is the case right now, money will be more plentiful. And when money becomes more plentiful the buying season will start. Talking machines of all prices can then be sold in Cuba. Someone will get this business. Will it be American manufacturers? That remains to be seen. As for Cuba, it is not a manufacturing country, and so must buy from someone.

NEW VOCALION RECORD DISTRIBUTORS

Strevell-Paterson Hardware Co. to Handle Line in Salt Lake City

The Strevell-Paterson Hardware Co., the prominent concern in Salt Lake City, Utah, has been appointed distributor in that territory for the Vocalion Red Records manufactured by the Aeolian Co. This and other additions to the list of distributors serve to complete a chain of wholesale representatives that covers the country very thoroughly.

BECOMES COLUMBIA DEALER

NEW ORLEANS, LA., September 6.—D. A. Barre, at one time connected with the bookkeeping department of the local branch of the Columbia Graphophone Co. and more recently field representative, resigned his position recently to become an exclusive Columbia dealer. Mr. Barre is opening up an attractive store at 1509 Dryades, under the name of the Barre Music Shop, and his thorough knowledge of Columbia product should enable him to attain unusual success in his new venture.

MAIL AS AN AID TO RURAL TRADE

Dealers Can Obtain Much Business From Farmers Now Going to Mail Order Houses by Utilizing Mails to Establish Contact

An almost entirely undeveloped opportunity for the talking machine dealer lies in the rural districts surrounding his community which he finds impossible to make personal contact with. The great mail-order houses of the country are capturing much business from the farmers which should go to the dealer in the nearest city with the expenditure of a little effort. If the mail-order houses can get the talking machine and record business of the farmers it is logical to assume that the talking machine dealer is in a better position to do so.

In going after this trade the merchant has the distinct advantage of being much closer to the farmer. He can advertise in the papers which reach the farmers in his community and when he has worked up his prospect list he can make a much closer contact with the rural dweller because of the fact that, while the mail-order houses handle a large variety of goods, the talking machine dealer is, in a manner of speaking, a specialist.

He can keep the farmer supplied with the latest record supplements and can make more direct appeals by letter, whereas the mail-order house depends for sales mainly upon catalogs issued at stated intervals. This plan is at least worth trying and if put into effect intelligently new customers and increased sales should result.

WHITEMAN NAILS FALSE RUMORS

Orchestra Leader Denies Emphatically Making Records for Any Company Other Than the Victor Talking Machine Co.

In a recent statement Paul Whiteman, famous orchestra leader, denied most emphatically rumors to the effect that he and members of his orchestra had made records for concerns other than the Victor Co. In his statement Mr. Whiteman said:

"Within the past several weeks there have been many rumors to the effect that members of my orchestra and myself are making records for companies other than the Victor Talking Machine Co.

"It is insinuated that either individually or collectively we are recording under assumed names. It would be greatly appreciated by me, as well as members of my orchestra, if you would publish an absolute denial of the rumor.

"Paul Whiteman and His Orchestra is an ex-

IN THE
HANDY
CAN



W. F. NYE
NEW BEDFORD, MASS. U.S.A.

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 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.

clusive Victor organization and will remain exclusively Victor. I have been approached with other propositions, but in every instance I have made my position very clear and have stated definitely that I am not interested."

LARGER QUARTERS IN EL PASO

EL PASO, TEX., September 2.—The Del Norte Talking Machine Co. has moved from San Francisco street to new and larger quarters at 331 South El Paso street. The new quarters have been remodeled at considerable expense and provide practically double the facilities of the old store.

The stockholders of the Del Norte Talking Machine Co. are: Alberto Solis, L. G. Fernandez and W. J. Geck. Mr. Solis was for over ten years with W. G. Walz & Co., Victor, wholesalers in this city.

BROOKS CO. CREDITORS MEET

SAGINAW, MICH., September 2.—The first meeting of the creditors of the Brooks Mfg. Co., talking machine manufacturer, which was adjudicated bankrupt on August 18, was held in the offices of Cook & Cook, 205 Eddy Building, this city, on Tuesday, August 29, at 9 o'clock, when creditors proved their claims, appointed a trustee and examined the bankrupt.

THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

Deep Full Tone

Also equipped with our regular
No. 3 Reproducer if desired

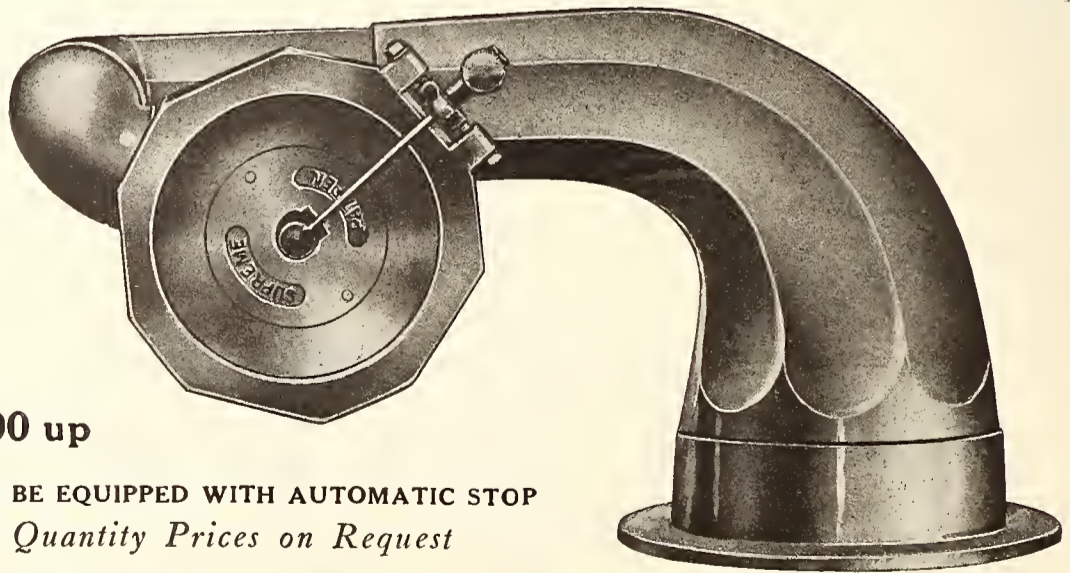
Tone Arm measures 8½ in., and
9 in. from centre to centre

Tone Arms and Sound Boxes
complete from \$2.00 up

For Portables 6½ to 8 inches

CAN BE EQUIPPED WITH AUTOMATIC STOP

Quantity Prices on Request



The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City



THE DANGER AHEAD

and

HOW TO MEET IT

The Danger Ahead is in the supply of Victor goods not meeting the demand. Dealers' stocks of Victrolas are more depleted than ever at this time of year. Over-confidence on the part of Victor Dealers in the ability of Victor Distributors to supply them with goods as wanted, with the uncertainty as to new type Victrolas, has contributed to a "hand-to-mouth" buying attitude.

The recent announcement of the new flat-top Victrolas and the assurance of no further change in price or styles between now and January 1st has resulted in a sudden demand, and a shortage of Victrolas for the holidays seems inevitable. Never before was the Victor line so well prepared to meet competition. The necessity of Victor Dealers being prepared is most apparent. The Danger Ahead is an extreme shortage. How to meet it is the problem.

Supplementing the largest and most complete stock of Victrolas that we have ever had at this time of year, we have placed additional orders with the factory for the largest quantity of goods ever ordered by us for the Fall and holiday season. Blackman Dealers are going to be in an enviable position if they will co-operate with us.

Place an order NOW for estimated requirements of all Victrolas for delivery during September, October, November and December.

It has always been the Blackman policy to respect the wishes of our dealers in permitting them to rearrange advance orders according to current needs.

Continued business relations under the Blackman policy have always been on a basis of mutual satisfaction, so, while we do not guarantee delivery and therefore permit cancellations, the moral obligation on our part is always highly respected, and dealers who co-operate with us by placing advance orders are entitled to first consideration.

Concentrate with us as your Victor Distributor and make us feel obligated to take care of you, not only in the supply of goods, but with an ample extension of credit.

If you are a Blackman Dealer, stick closer than ever. If you are not, now is the time for us to get together. Concentrate on the Victor line this year through Blackman, and you will successfully meet the Danger Ahead. We are going to be prepared, and Blackman Dealers will benefit accordingly.

Blackman
 TALKING MACHINE Co.
 28-30 W. 23RD ST. NEW YORK N.Y.
 VICTOR WHOLESALE DISTRIBUTORS





Music Lovers Are Not All Millionaires

The wise music dealer knows how much of his business comes from the purchaser of inexpensive instruments, and he is carrying out this same knowledge in his marketing of the new big line of radio equipment.

De Forest offers particularly good co-operation in this respect to the music dealer, because although there are De Forest sets which are very elaborate and most beautifully finished there are also inexpensive De Forest sets such as the Radiohome and the Everyman illustrated on this page—very efficient for short distance receiving from 30 to 100 miles, beautifully finished in their smallest detail, but at the same time moderate in price.

When you represent De Forest you give your patrons a real service—not only the service of the famous De Forest quality, but also the satisfaction which comes of offering the complete line from the simplest to the most elaborate sets.

DE FOREST RADIO TEL. & TEL. CO.
JERSEY CITY, N. J.



GOOD WORK FOR MUSIC IN MOBILE

Reynolds Music House Sponsors Most Successful Music Memory Contest in That City, Donating All the Prizes—Plans Now Under Way for Citywide Contest During Fall

MOBILE, ALA., September 2.—In local musical trade circles there is still being felt the effect of Mobile's first music memory contest, which was brought to a close recently at Lyons Park, where over 3,000 men, women and children attended to witness the hotly contested finish. The contest was started in June, being sponsored by W. H. Reynolds, of the Reynolds Music House, local Victor wholesalers, and under the personal direction of Mrs. Carl Klinge, prominent in local musical circles, and Miss Hazel Council, in charge of the Victrola department of the Reynolds Music House.

A feature of the contest was the giving over of four play centers for an hour daily to the contest work. For that period the children gathered around the Victrola for the purpose of studying the various compositions included in the contest. One good composition was featured daily, and the instructor impressed the members of the audience with its title, the composer and other features connected with it. Twenty-five selections were included in the contest, fifteen of them being used in the final test.

In addition to the music memory work Victrola concerts were held daily in the parks, the Reynolds Music House furnishing the records. Children were taught folk dances by means of Victor records, a children's chorus was organized among the smaller children, who were taught songs from records, and the older girls formed glee clubs, singing with the Victrola. There were also many other musical activities.

There were 150 entries in the final event and the local newspapers devoted over 300 inches of reading matter to the contest. The prizes were donated by the Reynolds Music House, the first prize being a Victrola, the second \$10 worth of Victor records and the third \$5 worth of records.

The finale of the contest was made the occasion of an elaborate concert, at which a number of prominent artists appeared and which was attended by Mayor Geo. Crawford, who made the address of welcome. At the conclusion of the concert awards were announced, Miss Cora Cook winning first prize with a perfect score; Miss Eileen Sutton, second prize, with one error, and Miss Alvira Thierry third prize, with two errors. The winner of the second prize is totally blind and wrote her answers on the typewriter by the touch system.

As a result of the success of the first contest plans are now under way for the holding of a city-wide music memory contest in public schools of the city during the Fall, the contest to be brought to a climax with a big Community Music Week in the Spring.

VALUE OF A COMPLETE STOCK

Failing to Meet the Requirements of Customers Results in Loss of Customers

The installation of a complete record stock cannot be too strongly urged on the talking machine dealer. Many concerns have lost and are continuing to lose profitable customers because of the fact that they are unable to supply the demands of these people. Whenever a dealer is forced to say, "I am sorry, but we haven't that record in stock," a prospective customer registers disappointment, and when this happens to the same customer several times she loses faith in the establishment and is very likely to visit some other store in the future where she can obtain the exact record which she requires.

Ray Higgins has been made manager of the talking machine department of the Home Furniture Co., Bennington, Vt.

COURTESY IN BUSINESS

By EDWARD FRASER CARSON

When I went to school there was a story in one of the readers that I have never forgotten. It was about General George Washington.



Edward Fraser Carson

It seems that George and a friend were walking down the street one day when they met an old negro woman carrying a basket of wash. When she saw the Father of His Country she put down her basket and curtsied.

"Mawnin', Gin'ral," she exclaimed.

Washington, according to the story, lifted his hat and responded to the greeting, when his friend expressed surprise that he should do so to a negro slave.

"And why not," replied the general. "Do you think I am going to let that negro be more polite than I am?"

Whether the story is true or not is neither here nor there. It points a moral and teaches a lesson that surely is needed these days.

Courtesy costs nothing and in business you will find that it pays real big dividends. Courtesy will fill your store with customers, empty your shelves of stock and roll up your bank account.

If you are an employe courtesy will raise your salary, win you promotion.

"He who rides with Courtesy will never lack cheerful company," wrote a philosopher of other days, while another said, "Who rides the nag called Courtesy will sleep nights in comfort, and his journey will be pleasant and joyous."

There are a lot of young chaps—and old chaps, too, I am sorry to say—who have the foolish idea that to be courteous is to be effeminate. How or where they get that idea Heaven only knows. A lot of them are working as clerks. And they are of the breed who are ever grumbling that "a feller doesn't get a chance."

They never seek to wake up to the fact that they themselves are to blame, that they are standing in their own light.

When a customer asks for some special attention these chaps seem to take it as a personal affront. They are indifferent—uninterested. They seem to think that to be courteous to a customer implies inferiority on their part.

Know then, young man, that when I enter a store to buy phonographs or furs, sugar or tea, those things are for the moment the things that interest me most. If you will show that YOU, too, are interested, if you make an effort to satisfy me, I simply cannot help taking an interest in you. And the sum total of the interest of all customers in a clerk is the measure by which he is valued by the boss.

Of course, there are employers who themselves are unappreciative. If you find yours to be afflicted that way the best thing to do is

to seek a new one. You are in the wrong job.

But speaking generally, it is true that the chap who is cheerful in his efforts, who takes an interest in his customers, who bears with their peculiarities—he is the chap who will win out.

Suppose your customer IS cranky and impatient and finicky. Suppose you DO have to show him half a dozen records or two dozen neckties, or whatever it is you are selling. Suppose he—or she—DOESN'T find what they seek and go out without making a purchase—you certainly will not induce them to come back the next time they are in the market by being discourteous.

Remember that is what you are being paid for—to PLEASE the customer. To make the customer WANT to come back.

Far from implying that you are INFERIOR, to be courteous PROVES that you are just the opposite just as the customer's impatience or discourtesy shows HIS lack of those qualities which go to make up the true gentleman.

I think that if I had to make a choice between dishonesty and discourtesy in a clerk I should prefer dishonesty. A dishonest clerk may steal the profits of a few sales, but a discourteous clerk will drive customers away until there are no profits at all.

JOIN STEWART BROS. CO. STAFF

COLUMBUS, O., September 2.—Burt Tullar, for the past twenty-one years a well-known talking machine salesman in Columbus, having been identified with the W. E. Heskett Co., Bope-Hayes Co. and the Pathé Shop, and Roy D. Layman, formerly with the Stewart Bros. Co. and the Alward Co., of Newark, O., have become associated with the talking machine section of the Stewart Bros. Co., of Columbus. The department, a comparatively new one, is one of the most complete in the downtown section, and will, no doubt, prove most successful under the charge of these enterprising men.



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 Vertical Cut Records on Edison Phonograph



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

NEEDLE EQUIPMENT

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."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.

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.

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.

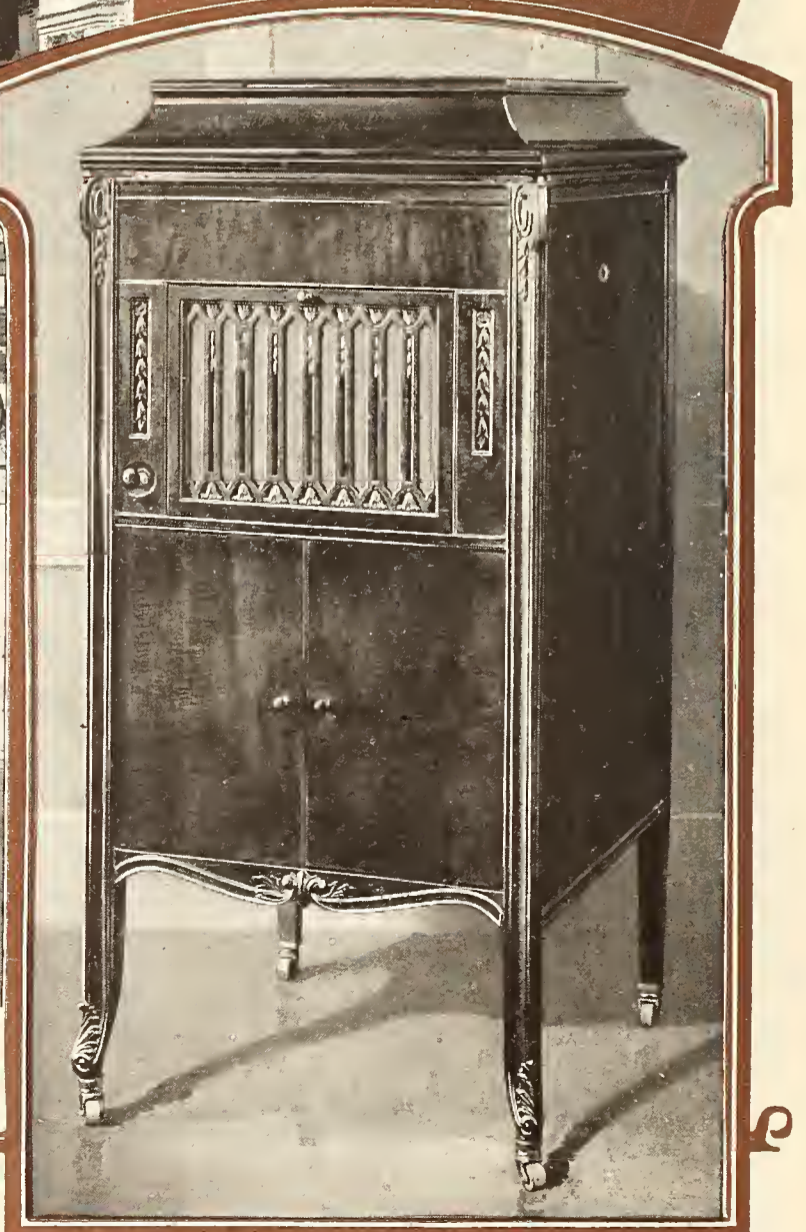
Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

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

JEWEL PHONOPARTS COMPANY 154 W. Whiting St., Chicago



Vocalion



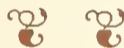
Style 720—Conventional Model

VOCALION

PHONOGRAPHS—RED RECORDS

A SURE-FIRE PROPOSITION for Fall—*the Vocalion Line of Phonographs and Red Records.* Aeolian-made products are a guarantee of *substantial quality.* The Vocalion, individualized by the Graduola Tone-Control, is the highest development of the phonograph. Vocalion Red Records are leaders for brilliancy and timeliness.

We Invite Your Correspondence on The Vocalion Line in Connection With Your Fall Business Campaign.



THE DISTRIBUTORS OF THE VOCALION AND VOCALION RED RECORD

MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City

A. C. ERISMAN CO., 174 Tremont St., Boston, Mass.
Vocalion Record Distributors

WOODSIDE VOCALION CO., 154 High St., Portland, Me.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

GIBSON SNOW CO., 306 West Willow St., Syracuse, N. Y.
Vocalion Record Distributors

CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.

SONORA DISTR. CO., 505 Liberty Ave., Pittsburgh, Pa.
Vocalion Record Distributors

PENN-VOCALION CO., 16 W. King St., Lancaster, Pa.

O. J. DE MOLL & CO., 12th and G Sts., Washington, D. C.

VOCALION CO. of OHIO,
328 W. Superior St., Cleveland, Ohio

VOCALION CO. of OHIO, 420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.

THE AEOLIAN COMPANY,
529 S. Wabash Ave., Chicago, Ill.

LOUISVILLE MUSIC CO., 529 S. 4th St., Louisville, Ky.

HESSIG ELLIS DRUG CO.,
Vocalion Record Distributors Memphis, Tenn.

THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.

GUEST PIANO CO., Burlington, Iowa

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

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO., 826 Nicollet Ave., Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.,
Salt Lake City, Utah

MUNSON-RAYNER CORP.,
315 Broadway, Los Angeles, Cal.

THE MAGNAVOX CO., 616 Mission St., San Francisco, Cal.
Vocalion Record Distributors

THE AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS



The Criterion Quartet has filled over 250 engagements during the past twelve months. That's popularity with a big P. Through Columbia Records they will now fill unlimited engagements. Their first Columbia recording is "My Cradle Melody," A-3667. Paired with this is a Hart and Shaw duet, "Down Old Virginia Way." This record will take like a case of measles in a Kindergarten.

**Columbia Graphophone Co.
NEW YORK**

COLUMBUS

Trade Outlook Bright—Expert Salesmen Needed, Says Leslie I. King—Month's News Budget

COLUMBUS, O., September 4.—Talking machine dealers generally in this section declare that business is showing a distinctly upward trend and that, barring unexpected complications, there is every reason to expect a most substantial Fall business. Both machine and record sales are keeping up and the cash receipts are very satisfactory.

What the talking machine industry needs most at the present time, in the opinion of Leslie I. King, manager of the talking machine department of the Morchouse-Martens Co., High near Town street, is master salesmanship. "Never in all the time since I have been in the business, and that is sixteen years, was this particular qualification so necessary as at the present time," said Mr. King.

"In our firm we have emphasized this point to the extent that we can now see the results. Practically 90 per cent of our machines were sold by our salesmen away from the store. Many of these sales required a number of approaches, some of which from the first were discouraging. But, by proper procedure and concentrated effort, our sales for the month of

July were 8 per cent in excess of what they were during the same month a year ago. This to me proved the fact that what we need at the present time to carry on our business on the scale that we have been doing is master salesmanship."

An attractive way of advertising records and music rolls has been devised by Mrs. C. C. Baker, of the C. C. Baker Co. Mrs. Baker finds it advantageous to feature in window displays the music that is played in the moving picture shows. Frequently passers-by who happen to come from the motion picture shows stop to view the windows and, in finding the music displayed which they have just heard, are pleasantly surprised. Featuring the numbers that are offered in the motion picture shows enables this firm to sell records, although the day when those particular numbers were popular has passed. When it comes to trimming windows Mrs. Baker is an artist. She arranged and designed windows that have been commented upon by a number of local artists.

Harry Patton, manager of the Elite Music Store, is advertising in Jewish publications some of the well-known Hebrew songs. Mr. Patton has a large Jewish trade and believes it will stimulate his record sales if he informs the Jewish people through the Jewish press of the number of Hebrew records he has to offer them.

More than usual interest has been shown in the record entitled "Nobody Lied," which is one of the records in the August Victor re-

lease. This is due, no doubt, to the fact that this number was written by a young man who attended Ohio State University and was sung in this city for the first time early last Winter, when the musical comedy "Scarlet Mask" was presented by students from the university at the Elks Club. Hyatt Berry is the composer of both score and words.

E. M. Levy, of Heaton's Music Store, stated that the machine business in the past month was unusually good. Although various models were selling well, still models No. 80, 100 and 90 were the best sellers. The cash receipts from the sale of records was practically as good as during holiday seasons. The types of records that are in demand, according to Mr. Levy, are the dance and popular song records.

F. J. Connor, manager of the Z. L. White Co., Victor dealer, reported a like condition with reference to the volume of business, although a good deal of his record business was in the Red Seal line. "The orchestral numbers of 'Tannhauser' by the Philadelphia Orchestra have been a big seller for us," said Mr. Connor. A few weeks ago Mr. Connor planned to take a short vacation during the early part of September, but, owing to the increase of business, Mr. Connor feels that it would be hazardous for him to go away for even a short length of time.

Foreign records and sets of the health-building records which were recently issued by the Victor Co. have been good sellers in the Elite Music Store, according to Harry Patton, manager.

Three more Victor artists have been added to the list of artists that are scheduled to appear in Columbus during the Fall and Winter months, they being: Geraldine Farrar, who sings on December 1; Rachmaninoff, who plays on March 19, and Fritz Kreisler on February 22. Paderewski is another possibility for the coming season.

F. L. Fritchey, special representative of the Perry B. Whitsit Co., Victor wholesaler, reports that business is picking up in the rural sections in the State of Ohio. He anticipates a busy Fall season in the talking machine industry.

W. H. Eichenlaub, manager of the People's Furniture Co., Victrola dealer, is spending his vacation at a number of points on the Great Lakes.

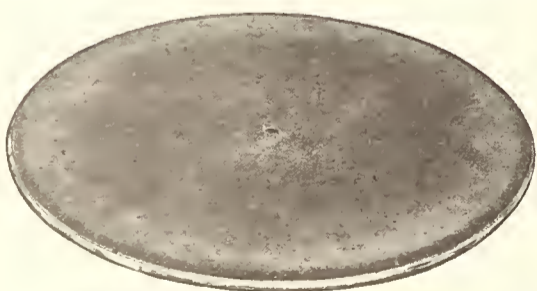
REMODELING IN LOS ANGELES

Parmelee Dohrmann Co. Installing Full Unico Equipment in Talking Machine Department

LOS ANGELES, CAL., September 2.—The Unico system for demonstration booths and fixtures is being installed by the Parmelee Dohrmann Co. for its new music department on the main floor. The Unit Construction Co. is represented on the Coast by the Walter S. Gray Co. and J. J. Grimsey, manager of the Los Angeles branch office of the latter company, is overseeing the work.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

Four-Minute Conference on Business Topics

No. 5—Your Desire to Do Business

[This is the fifth of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

It is a perfectly normal desire of those who are anxious to succeed to increase the volume of business done. Increased volume means lower overhead and larger profits, and this is a desirable end to achieve.

But there is such a thing as an eagerness to do business running away with one's judgment. Unless business can be done right it is better left undone.

The farmer who was so anxious to keep his men busy that he drew in load after load of fine hay before it was properly cured learned his lesson in the Wintertime, when he found that the whole mass had mildewed and spoiled.

The man who killed his fat hogs and put the choice, carefully fed meat into the refrigerator before the animal heat had left the carcass learned his lesson when he found that the whole had to be discarded.

The automobile salesman who parted with a fine car and took notes from an unknown stranger was a sadder and wiser man in a short time.

Bankers and keen business men generally are glad to do business—when they can do it right—but they go slowly enough to be sure of their ground and, as is perfectly right, they protect themselves in all legitimate ways from possible loss.

For business to be profitable it must be satisfactory to both parties. Any business which invites a flareback or renders a complication liable is to be avoided. To buy a piece of property at a bargain makes a man feel good, but he wants to be sure that his title is clear or his good feelings will not last very long. To sell a nice bill of goods is very pleasing, but if the money is not forthcoming, or one has to resort to a great deal of trouble to get the payment, the goods are better kept in stock.

Business which really counts is that which is done right from start to finish and which is not hurried or misrepresented or concluded on terms which are ill-advised. It is just as easy—and in the end much easier—to do business right than to do it wrong, for any practice which is open to question undermines confidence and prevents all possibility of real progress.

TALKING MACHINES RUINED BY FIRE

350 Machines Practically Destroyed by Fire in Warehouse in Oneida, N. Y.

SYRACUSE, N. Y., September 1.—Fire practically ruined 350 talking machines recently in a storehouse in Oneida, causing a loss estimated at \$15,000. Three hundred of the machines were owned by Mrs. Fred Wyker, of Liverpool, N. Y., and the other fifty were the property of Benjamin Ferrara, a talking machine cabinet manufacturer. Most of the loss was covered by insurance.

BIG RESULTS IN A SMALL TOWN

MORGAN CITY, LA., September 5.—J. J. Goldman, Columbia dealer in this city, recently ran the selected dealers' advertising campaign, which produced results far beyond any expectations. Although this city has a population of only 5,000, Mr. Goldman felt that he had not closed all the possible sales in his territory through this campaign, and four weeks later put over another sale that netted him twenty-one Grafonolas, besides a large quantity of Columbia records.

E. E. HOHMANN ON SOUTHERN TRIP

JOHNSTOWN, PA., September 1.—E. E. Hohmann, manager of sales of the Modernola Co., of this city, manufacturer of the Modernola talking machine and the Modernolette portable, left on August 17 for a trip of about one month's duration. Mr. Hohmann plans to cover West Virginia, Ohio and Michigan in the interest of Modernola products.

S. M. Watson, who handles Sonora phonographs and Vocalion Red records in Vallejo, Cal., has moved to new quarters at 618 Marin street, that city.

THE VOCALION IN WASHINGTON

Vocalion Phonographs and Red Records Get Strong Foothold in National Capital and Environs Under Auspices of O. J. DeMoll & Co.

WASHINGTON, D. C., September 7.—O. J. DeMoll & Co., distributors in this territory for Vocalion phonographs and Red records, have been exceptionally successful in placing that line with over a score of live representatives, both in Washington proper and in neighboring towns and cities. The company has been rendering the sort of service that appeals to retailers and the Vocalion line is being strongly featured. Among the concerns handling the Vocalion line through the medium of DeMoll & Co. are:

William C. Bean, Rockville, Md.; Blustein, 2010 Fourteenth street N. W.; T. P. Culley & Son, 1327 G street N. W.; C. L. Datnov, 1233 Seventh street N. W.; A. Durso, 1225 H street N. E.; H. A. Garren, 907 H street N. E.; Globe Furniture Co., 1023 Seventh street N. W.; The Gibson Co., Inc., 917 G street N. W.; Harry C. Grove, Inc., 1210 G street N. W.; I. K. Hunter, 718 Ninth street N. W.; Keller & Schwinger, 3653 Georgia avenue N. W.; Knickerbocker Music Shop, 1788 Columbia road N. W.; Lansburgh & Bro., 420 Seventh street N. W.; Philip Levy & Co., Div., 735 Seventh street N. W.; McHugh & Lawson, 1222 G street N. W.; The Music Shop, 419 Ninth street N. W.; The Quality Shop, Fourteenth and F streets N. W.; George H. Railing, 818 King street, Alexandria, Va.; R. H. Reamy, 623 Pennsylvania avenue S. E.; Robinson's Music Store, 1306 G street N. W.; Charles Schwartz & Son, 3123 M street N. W.; Charles Schwartz & Son, 708 Seventh street N. W.; J. M. Sokolove, 1804 Seventh street N. W.; Southwest Music Store, 409 Seventh street S. W.; Studio Shop, 1725 L street N. W., and Swan's Variety Store, 3201 Fourteenth street N. W.



Recorded in Italy
by the best
known Italian Singers

POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records \$.75 Each

- 1007 Pulcinella Ad Una Festa Da Ballo. Scena Comica. Un Balbuziente in Tribunale. Scena Comica.
- 0991x L'Altaiena. Song.....Cav. G. Godono
E L'Ammore. Song.....Cav. G. Godono
- 1000 'O Guarracino. Part 1. Song, P. Mazzone
'O Guarracino. Part 2. Song, P. Mazzone
- 0957x Luntano 'A Te, Mari'. Song, Cav. G. Godono
L'Acquaiola. Song....Cav. D. Giannini
- 0997x Serenatona. Song.....R. Ciaramella
Vipera. Song.....Jole Baroni
- 0955x Tic-Ti-Tic-Ta. Song.....R. Ciaramella
Piererotta. Song.....R. Ciaramella
- 0993x Venerdi'. Song.....F. Rondinella
'E Ssignurine D' 'O Palazzo. Song, R. Ciaramella
- 0989x Mia Dolce Amica...Cav. Uff. G. Godono
Voce D'Amor.....Cav. Uff. G. Godono
- 0995x Totonno 'E Quagliarella....Ciaramella
Niru TeLangella
- 1001x Signora Mia (Duetto),
Donnarumma-Ciaramella
'A Cura 'E Mamma' (Duetto),
Donnarumma-Ciaramella
- 1003x Canzone AmericanaDonnarumma
Donna Fifi'Ciaramella
- 1005x Mo Esee Achille. Scena Comica.
Il Cavamacchie. Scena Comica.
- 1019x Momenti Gioiosi. Orchestra.
Al Bosforo. Polka.
- 1021x Carmen (Selection). Bells.
Nozze D'Oro. March.
- 1033x Abat—Jour (Salome),
Ciaramella-Rondinella
Ninnolo....Cav. Uff. G. Godono, Tenore

We Are Also Manufacturers & Distributors of



New Hits Released the 15th of Each Month

JUST OUT

- 225—Napule E Maria. Versi di L. Bovio. Musica di G. Lama. (Word Roll) .81.25
- 047—Si Me Scurdass' 'E Te! Versi di F. Pennino. Musica di D. Ietti. (Word Roll) 1.25
- 194—La Chiamavano Cosetta. Versi e Musica di A. Bixio. (Word Roll) 1.25
- 234—Non T'Amo Piu (Romanza). By F. P. Tosti. (Word Roll)..... 1.00
- 211—Tu Me Vulive Bene. Versi di L. Criscuolo. Musica di M. Cosentino. (Word Roll)..... 1.25
- 231—Ideale (Romanza). By F. P. Tosti. (Word Roll) 1.00
- 217—Giovinezza Giovinezza. Versi di M. Manni. Musica di G. Castoldo. (Word Roll) 1.00
- 206—Giro Di Nozze. Polka. C. E. Bevilacqua. Instrumental90
- 207—Foglia Di Rosa. Mazurka. A. A. Egidi. Instrumental90

ITALIAN BOOK CO.

Music Dep't

145-47 Mulberry St.
New York City

DISCOUNT TO DEALERS—ASK FOR CATALOGUES



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.

BRINGING DEAD ACCOUNTS TO LIFE

H. J. Buckley Writes on the Need of Co-ordination and Co-operation in Business—Points Out That There Is a Gold Mine of Sales Possibilities in Inactive Accounts on the Books

In every business house—manufacturer as well as dealer—there is a gold mine of sales possibilities in the inactive accounts on the ledgers, says Homer J. Buckley, president of Buckley, Dement & Co., Chicago, in a recent article in *Printers' Ink* on "Bringing Dead Accounts Back to Life." Have you, Mr. Proprietor, ever had your credit man or bookkeeper come to you and say: "Mr. Jones, we are transferring our ledger sheets to-day to our transfer ledger and opening up new ledgers for this six-month or this year period and find more than 200 names of customers among our ledger sheets that we have not had any business from in a year or more. Don't you think the sales department ought to get after them?"

No, Mr. Proprietor, unfortunately, credit men and bookkeepers are not as a rule constituted that way—and the process of transferring inactive accounts is going on in every business house in the country without any notice on the part of the heads of the business.

Seventy-five per cent of the people who discontinue buying never complain—they just quit cold. Only 25 per cent who have a grievance or a complaint or adjustment tell you about it. These 25 per cent are really your friends—they are giving you a chance to square yourself. But you don't always treat them that way.

The 75 per cent that quit cold without complaining may do so for any one of a hundred reasons—usually service—very seldom price. Here are a few of the reasons: 1, a cold-blooded letter from your collection department; 2, discourtesy on the part of sales people; 3, errors; 4, delayed shipments; 5, promises that are not kept; 6, refusal to correct mistakes; 7, making an adjustment with a grudge or a sting in it. Treatment like this

causes many a customer to say: "I'm through with that outfit!"

If a name goes into the inactive list a letter or a series of letters should go right out to that customer. If the matter is handled right he can be brought back into the fold, usually stronger than before, because your efforts will have shown the customer the spirit of the house and its appreciation of the value of his good will and your desire for his patronage.

How often does something like this happen in your business? Investigate! You may get some surprises, and I repeat—the bigger the business the greater the evil.

All the above is related to show the need of co-ordination and co-operation in a business, and especially in a big business. The reason the average dealer is not making more than a living is because of his own inefficiency and not because of competition or ungrateful people. If it costs \$10 to get a new customer it's worth \$10 to hold an old customer.

FEATURES BRUNSWICK THRIFT BANK

Brunswick Dealer Using Publicity That Is Producing Results—Thrift Bank Proves Valuable Sales Stimulant

COLUMBUS, O., September 5.—The Morehouse-Martens Co., of this city, Brunswick dealer, recently used effective publicity featuring the Brunswick "Thrift Bank," which is meeting with considerable success throughout the country. This enterprising dealer carried newspaper advertising that illustrated a popular Brunswick model, and the heading of the advertisement read as follows: "If You Intend to Own a Talking Machine You Are Entitled to a Brunswick Thrift Bank."

The text of the advertisement was timely and straight to the point, pointing out that less than twenty cents a day deposited in the bank would provide enough to purchase the model illustrated. This "Thrift Bank," which is shaped like a Brunswick phonograph, will be featured extensively by Brunswick dealers this Fall and, judging from the results already secured, the bank will prove a valuable sales stimulant.

RECEIVER FOR A. B. TAGGART CO.

Jas. Harbauer Takes Charge of Affairs of Retail Music House in Toledo

TOLEDO, O., August 31.—James Harbauer has been appointed receiver to take charge of the affairs of the A. B. Taggart Co., 618 Madison avenue, dealer in string and band instruments, Brunswick phonographs and sheet music.

Something over a year ago this concern succeeded the Ignaz Fischer Music House, which was then conducted by Carl and Alpha Fischer, son and daughter of Ignaz Fischer, deceased. The original enterprise did a large business in church and sacred music for over thirty-five years and reached every quarter of the country with its wares.

Liabilities are placed at \$30,000 and assets not exceeding \$10,000. Funds of the business being used to develop certain improvements, it is stated, made the assignment for the benefit of creditors necessary.

SELL SONORA TO TEACHERS

The sales department of the Sonora Phonograph Co., New York, was advised this week by Streger Bros., Portchester, N. Y., Sonora dealers, that they had sold a Sonora to the teachers of a Portchester school as a gift to their principal. Streger Bros. are following up this sale among the parents of the children in the school and expect shortly to report additional sales as a direct result of it.

The Hassler Drug Co., of Osceola, Neb., recently remodeled its store, and the Victor department now occupies a prominent portion of the establishment.

If all the Manhattan Radio Headsets that have been manufactured and sold since the first one was produced on March 20th, 1922, were placed side by side, they would stretch in an unbroken line eleven miles long.

This means quantity production—and quantity production assures you of four things:

1: **Uniform quality of product.** Quantity production demands absolute uniform quality of raw materials. Only the very best materials are uniform in quality.

2: **Rigidly tested product.** Quantity production necessitates rigid tests at every stage of manufacture. Rejection of a finished headset is costly.

3: **A Correctly Designed Product.** The proper design of the Manhattan headset and the use of special tools—only possible in quantity production, enable us to add refinements and extra features at no increased manufacturing cost.

4: **A Quality Product at a Quantity Price.** Quantity production cuts labor costs. This enables us to offer Quality Headsets at Quantity Price.



No. 2500—2000 Ohms
\$6.00

No. 2501—3000 Ohms
\$7.00

Radio is coming back stronger than ever. Get ready—place your order with your jobber NOW for Manhattan Radio Headsets.

MANHATTAN
ELECTRICAL SUPPLY CO., INC.
Makers of the famous Red Seal Dry Batteries

NEW YORK
17 Park Place

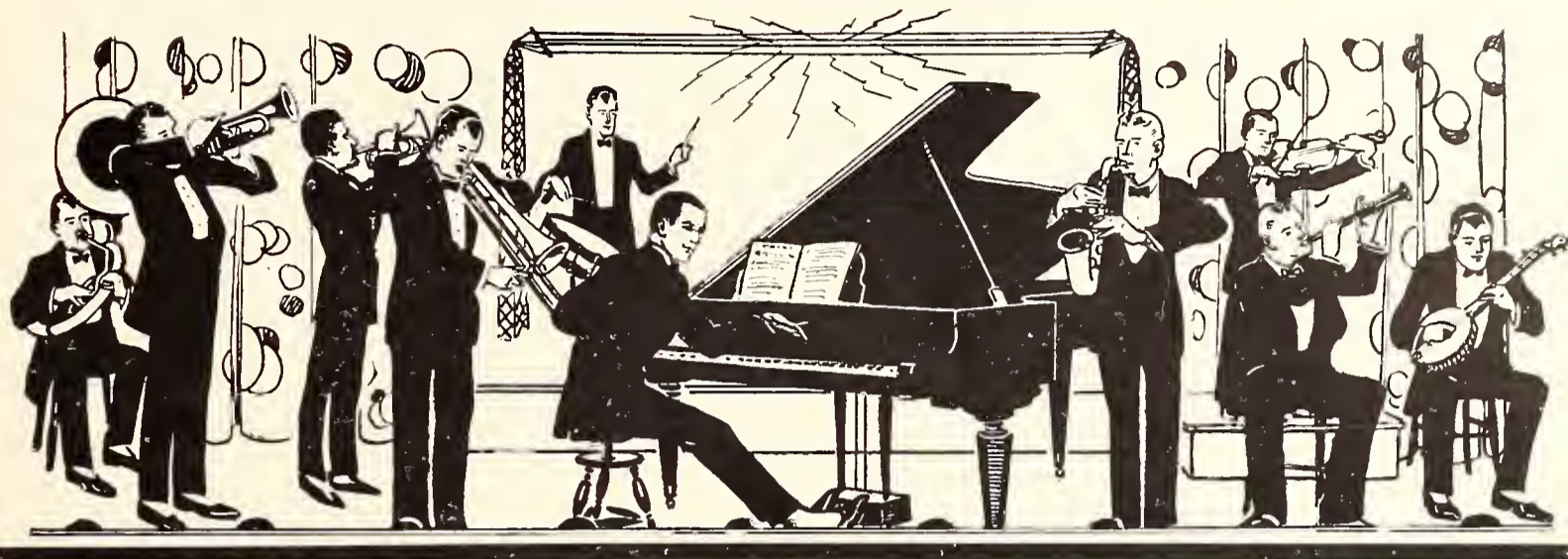
CHICAGO, ILL.
114 So. Wells St.

ST. LOUIS, MO.
1106 Pine St.

SAN FRANCISCO
604 Mission St.

VINCENT LOPEZ

AND HIS HOTEL PENNSYLVANIA ORCHESTRA



NOW STARRING ON BROADWAY

VINCENT LOPEZ has assumed his rightful place as the foremost director of dance music. At Keith's Palace Theatre, America's greatest vaudeville house, Lopez and His Hotel Pennsylvania Orchestra were originally engaged for one week. The very first night he received an ovation—the second night the storm of applause was so great that Lopez had to make a curtain speech and beg the audience to allow the rest of the performance to continue.

Lopez has arrived! Keith's have engaged him as a headliner for four weeks more at the Palace, making a total of

eight weeks—the season's greatest run.

Lopez records are selling like hot cakes! Broadway has gone wild over his enticingly new and novel dance music. Those who have been privileged to hear Lopez at the Palace pronounce him a genius, not only as a conductor of dance music, but as a showman as well. Lopez plans an extensive tour of the important cities. Every Okeh dealer will have an opportunity to cash in on the nation-wide popularity resulting from this tour.

We point with pride to the fact that Vincent Lopez and His Hotel Pennsylvania Orchestra now record only for

Okeh Records

The Records of Quality

Here are the Fast Selling Lopez Hits—Price 75c each

- | | |
|---|--|
| 4647 { I'm Just Wild About Harry
Deedle Deedle Dum | 4625 { Lovable Eyes
Happy Days |
| 4660 { 'Neath the South Sea Moon
Just Because You're You (That's Why I Love You) | 4612 { Some Sunny Day
Stumbling |
| 4591 { Kiss Me by Wireless
Teasin' | 4605 { California
Mo-Na-Lu |
| 4654 { Sweet Indiana Home
The Yankee Doodle Blues | 4579 { Rosy Posy
Nola |
| 4662 { Dancing Fool
Dixie Highway | 4664 { Aida
Anitra's Dance |
| 4638 { Parade of the Wooden Soldiers
O Gee! O Gosh! | (Special Dance Arrangements by
J. Bodewalt Lampe) |



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City





Just Joy-yous—that's what Van and Schenck are. Fun Fomenters. Gloom Lifters. Their two latest songs, "I'm the Black Sheep of Dear Old Dixieland" and "Yankee Doodle Blues," reduce Mr. Grouch to an ectoplasm. The two in one. A-3668.

**Columbia Graphophone Co.
NEW YORK**



ANALYSIS OF NEW UNIFORM CONDITIONAL SALES LAW

Henry H. Harkavy, Prominent New York Attorney, at Request of The World, Makes a Special Analysis of the New Conditional Sales Law, Effective in New York State on September 1

[There was recently passed by the Legislature of the State of New York a Uniform Conditional Sales Law, which went into effect on September 1 of this year, and which embodies a number of features of particular interest to talking machine merchants and others who make a practice of selling on instalments.

At the request of The World Henry H. Harkavy, the well-known New York attorney, has prepared the following analysis of the new law for the benefit of the trade.—EDITOR'S NOTE.]

Observing and intelligent persons must surely have noticed from reports in the public prints the wise policy of the law toward uniformity throughout the various States in such laws as vitally affect the conduct of business and business affairs. In keeping with this policy of progress in the law the Legislature of the State of New York at its last session enacted what is to be known as the "Uniform Conditional Sales Law." This goes into effect September, 1922, at which time the old law (Article IV, Personal Property Law) governing conditional sales of goods becomes inoperative, except, of course, in so far as it is necessary to preserve rights accrued under it. This new "Uniform Conditional Sales Law" will, in due course, undoubtedly be enacted by the various States, with a view that the law of conditional sales of goods and chattels throughout the United States shall be uniform.

The outstanding points of difference between the new and the old are six in number.

First—The duration of the lien created by filing the instrument of conditional sale is lengthened from one year to three years (Section 71, U. C. S. L.).

Second—The sale of the property retaken by the vendor at present required by Section 65 of the Personal Property Law, which was a source of great inconvenience and often hardship to the vendor, will now be dispensed with in the majority of cases.

The new law provides:

"If the buyer has not paid at least Fifty (50 p.c.) per centum of the purchase price at the time of the retaking, the seller shall not be under a duty to resell the goods, as prescribed in Section 79, unless the buyer serves upon the seller within ten days after the retaking a written notice demanding a resale, delivered personally or by registered mail (Section 80, U. C. S. L.)."

Third—Where there is no resale pursuant to the notice served upon the vendor by the vendee, or at the voluntary election of the vendor, the seller may retain the goods as his own property, and the buyer shall be discharged of all obligations incurred by the contract (Section 80-c, U. C. S. L.).

Fourth—Upon default of the buyer the seller may retake the goods without legal process, if this can be done without a breach of the peace (Section 76, U. C. S. L.). Or, at his election, he may give notice to the buyer of not less than

twenty, nor more than forty, days of intention to retake the goods, because of the buyer's default. If notice is so served and the buyer does not perform before the day set for retaking the seller may retake the goods and hold them subject to the provisions above stated (Section 77, U. C. S. L.).

Fifth—If the seller does not give notice of intention to retake the goods above mentioned he shall retain the goods for ten days after the retaking, during which period the buyer, upon payment or tender of the amount due, with interest, at the time of retaking, or upon performance or tender of performance of the conditions in which default has been made up to the time of the retaking, may redeem the goods and take possession of them, and continue in the per-

ALL YEAR USE FOR PORTABLES

Many Opportunities for Using Small Machines, Both Indoors and Outdoors, Through All the Months of the Year

Some of the manufacturers of portable talking machines refuse to take kindly to the belief that such machines have only a seasonal sale. They point out that there are many uses for a portable machine other than for outing purposes, such as in camps, on boats, etc., as well as, for instance, their use in connection with health and physical exercise records. A portable machine also comes in handy for the playing of "kiddie records" at night, and thus it is made use of in several parts of the house and in no wise infringes upon the use of the distinctly musical instrument in the drawing or living room.

Such manufacturers also point out that while it is true that the strictly portable machine has a seasonal use, the fact that most manufacturers operate on a national scale gives them distribution in parts of the country where there is much camping and automobiling in other than summer months.

Among those who hold the above belief is the Plaza Music Co., 18 West Twentieth street,

formance of the contract, as if no default had occurred (Section 78 U. C. S. L.).

"If the buyer does not redeem the goods within ten days after the seller has retaken possession, and the buyer has paid at least Fifty (50 p.c) per centum of the purchase price at the time of the retaking, the seller shall sell them at public auction in the State where they were at the time of the retaking, such sale to be held not more than thirty days after the retaking. The seller shall give to the buyer not less than ten days' written notice of the sale, either personally or by registered mail (Section 79, U. C. S. L.)."

Sixth—If the seller fails to comply with the provisions above stated after retaking the goods the buyer may recover from the seller his actual damages, if any, and in no event less than one-fourth of the sum of all payments which have been made under the contract, with interest. (Section 80-e, U. C. S. L.).

New York, manufacturer of the "Pal" portable phonograph. Early in September this company still reported an excellent demand for the portable for both immediate and future delivery and points out that the quality portable machine has proved of value to the flat-dweller on the space-economizing idea. It also found an excellent field among college men and women, who, it seems, require just such a machine. The company plans a very active Fall and Winter sales and advertising campaign as a means of co-operating with dealers throughout the country.

PLAN EXTENSIVE ALTERATIONS

Flory-Williamson Co. Holds Sale to Make Room for Alterations

BINGHAMTON, N. Y., September 2.—Extensive rebuilding and remodeling activities which are contemplated by the Flory-Williamson Co., 132-134 State street, are being preceded by a rebuilding sale of pianos, players, talking machines and all kinds of musical instruments which are handled by this company.

A. C. Fay, the manager, states that the stock of musical instruments must be greatly reduced before carpenters and builders take possession of the upper floors of the store.

Okéh Records



**OUTING PORTABLES
GRANBY
PHONOGRAPHS
MASTER TONE
TALKING MACHINES
NEEDLES**

Okéh — Truetone — Wall-Kane
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service



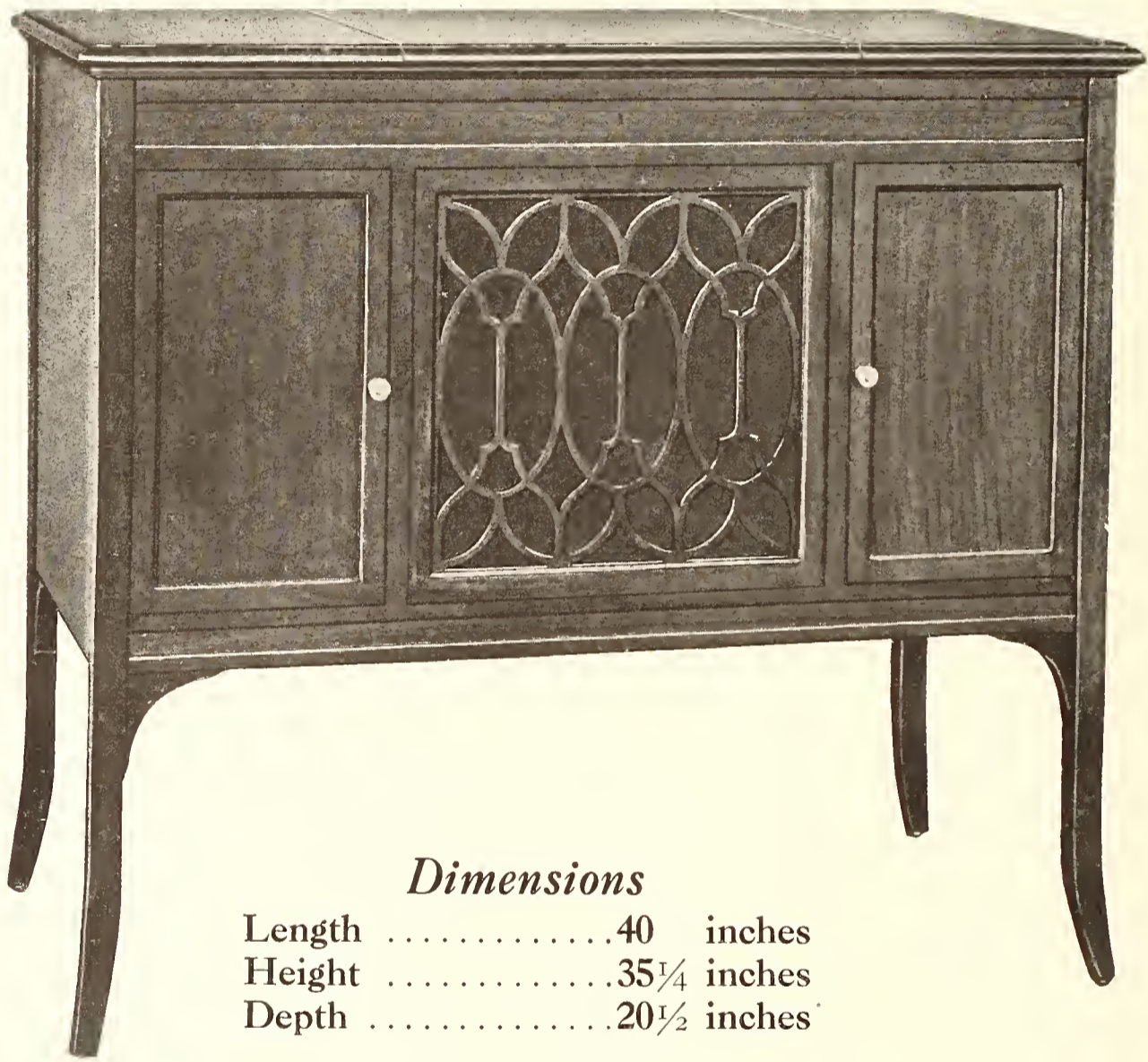
IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin St.

BUFFALO, N. Y.

The New EDISON Baby Console



Dimensions

Length	40	inches
Height	35 $\frac{1}{4}$	inches
Depth	20 $\frac{1}{2}$	inches

(See page facing this)

The New EDISON Baby Console \$175.00

THE new Baby Console joins the famous Edison group in response to a wide demand.

Music-lovers everywhere will welcome the conservative, artistic design and the attractive price of the Baby Console. Its mechanical fitness is assured by Mr. Edison's recent laboratory tests, resulting in the perfection of this model.

THOMAS A. EDISON, Inc.
Orange, New Jersey

Overwhelming Value of a Consistent, Continuous Advertising Program Demonstrated

Advertising is regarded, and rightly so, as the open sesame to success in business when rightly used. Given an honest product, meeting a well-defined need, plus the proper kind of advertising, and success is certain to follow. So much has been written concerning the value of advertising that there is nothing new to be said on the subject, although one point that is, perhaps, not as well understood as it should be is the fact that advertising must be continuous to produce maximum results.

The talking machine industry, in common with all other industries in the country, during the past decade has depended upon advertising to a large degree for its success. A comparison of present-day advertising in this field with the publicity which was used ten or twelve years ago will show a distinct improvement in design, subject matter, effectiveness and logical sales-producing appeal. The trade has learned these lessons, but there is one lesson which many factors in the trade have yet to comprehend—and that is the power and value of continuous advertising.

While it is true that some of the more successful companies have proven firm believers in the policy of continuous advertising, and have been inclined to expand their publicity campaigns when other factors, in the face of existing conditions, were contemplating retrenchment, there are still many in the industry who seem to be inclined to advertise without any fixed system or at least to confine their advertising to those seasons of the year when it is believed the best results are possible.

When business was in excellent shape, and the supply of machines and records was not equal to the demand, some manufacturers and dealers appeared to feel that they should spend some of their money for advertising, working possibly on the theory that because business was good and they were making money they could afford to spend a little of it for printer's ink. Those who have pursued this policy have curtailed their advertising when times became hard—when money was not so plentiful and when accounts collectible commenced to freeze up—arguing in defense of their policy that they could not afford to spend any money for publicity. Just when they should advertise!

One of the most convincing proofs of the value of continuous advertising is to be found in the chart which accompanies this article. This chart was prepared by the economic research department of the Curtis Pub. Co., and shows graphically the varying volumes of business done by three classes of merchants—those who do no advertising, those who do seasonal advertising and those who advertise throughout the entire

year. An analysis of the chart shows that the merchant or manufacturer who does not advertise starts the year with very little business. His business then gradually increases, reaching an apex in the month of May and then dropping sharply to a very low level until the end of August, when the volume gradually rises again, reaches its peak early in December and then

December, when the Fall campaign is on, the volume of business is somewhat greater than is that of the non-advertiser, but during the months when no advertising is carried the seasonal advertiser finds his business about on a par with the man who does no advertising at all.

The last diagram shows effectively the value

of continuous, all-the-year-round advertising. The continuous advertiser begins his year with a volume of business that is practically equivalent to the May peak enjoyed by the non-advertiser. The volume rises in February to a point above the May peak of the non-advertiser and continues to keep above that peak until the end of June. During July and August there is a natural decrease in business, but even the low level is only slightly below the same May peak of the non-advertiser. By the end of September the volume of sales again shows a steady increase, reaching its apex in December and continuing at its highest level until almost the end of the month, when there is a natural decrease shown, the decrease being caused by the Christmas and New Year holidays.

A further analysis will show that the total volume of sales for the year produced by continuous advertising is nearly 40 per cent greater than the volume enjoyed by the seasonal advertiser, the seasonal advertiser in turn doing perhaps 25 per cent more business than the non-advertiser. This analysis shows conclusively that the continuous advertiser is the man who really gets the greatest value for the money he spends in

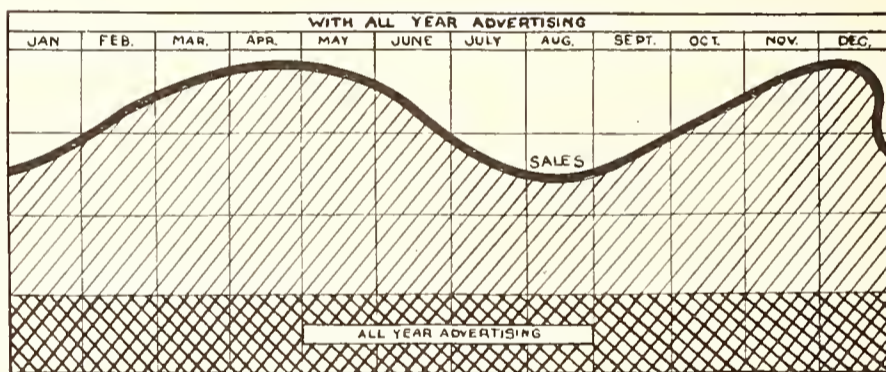
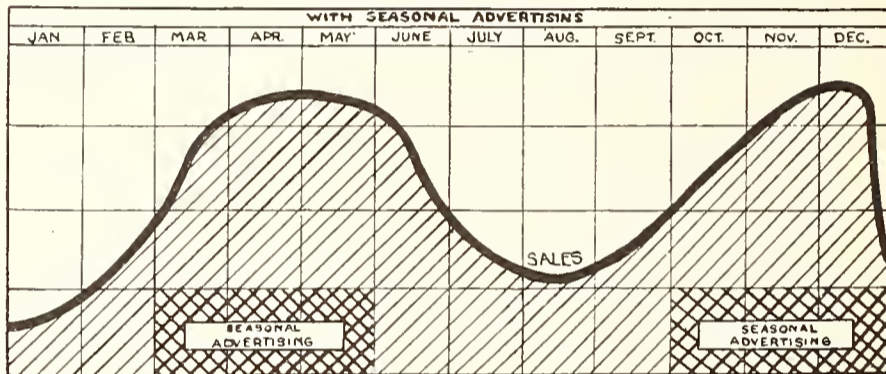
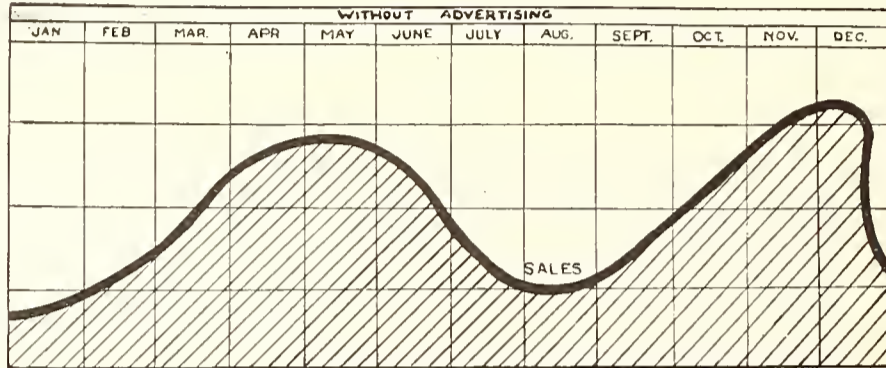


Chart Showing Effect of Continuous Advertising

drops abruptly to the low level experienced during August. The merchant who endeavors to increase his business through seasonal advertising is in somewhat better position than the merchant who does no advertising, for the chart shows that during the months of March, April and May, when the Spring advertising campaign is in effect, and during October, November and

Profit by the Demand for Okeh Records

Write or Phone

BRISTOL AND BARBER CO., Inc.

For Particulars

Distributors for Manhattan and Vicinity

3 EAST 14th STREET

Stuyvesant 1724

NEW YORK

publicity and shows further that the advertiser who is committed to the seasonal policy does not get full value for what money he does spend, because he allows the cumulative effect of his publicity to be lost almost entirely during the periods when he does not advertise.

The old adage concerning the stone worn away by the continuous dropping of water applies forcefully to the theory of advertising. Hogsheads of water can be splashed on a rock and do no more than wash away the grit, but the same volume of water, if allowed to fall, drop by drop, on a given point, will start an erosion that eventually will wear away the entire stone. So it is with advertising. Spasmodic splashes of publicity will produce only a temporary effect, but continuous, consistent, all-the-year-round advertising, because of its cumulative effect, will produce a volume of profitable business that will practically insure the wise advertiser against hard times, lack of demand, seasonal slumps and all the other evils which come to the man or the industry which does not rightly use the greatest of all modern business-producing forces—consistent advertising.

"VISION" IN ADVERTISING

My good friend Herbert H. Longfellow was telling me the other day, says Thos. Dreier, that he believes there is a vision in advertising that illumines common things; that dignifies common needs; that is a herald of light. There is an aim in advertising that is beyond the plea of a business for profit or the desire of a man for gain. There is an ideal in advertising that is not selfish; that is a revealer of beauty; that is the servant of life and its joys. The word is for the mind at its best and its voice is for the hearts of its peers.

If you want knowledge, you must toil for it. Toil is the law. Pleasure comes through toil and not by self-indulgence and indolence. When one gets to love work his life is a happy one.—Ruskin.

FIFTEENTH TRADE ANNIVERSARY

Abram Davega Completes Another Year in Victor Distributing Service—Has Had an Active Trade Career Since August, 1907

Although still a young man, Abram Davega, president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, has completed fifteen years in the Victor business.



Abram Davega

In August, 1907, upon graduating from a Summer course at the School of Commerce at New York University, Abram Davega joined his father, the late Isaac Davega, in the old firm of I. Davega, Jr., Inc. He rapidly took hold of the management of the business and in a very short time afterward became vice-president of the corporation. Mr. Davega was then probably the youngest officer of a Victor distributing firm in the country.

Upon the death of his father last year, Mr. Davega was elected chief executive of the company and in that important position has admirably directed the destinies of the company in its successful career.

Coincident with Mr. Davega's fifteenth anniversary of his entering in the talking machine business is the occurrence of the Knickerbocker Talking Machine Co.'s twentieth anniversary.

OPENS STORE IN BURLINGTON

C. W. Ross, formerly connected with the College Music Rooms, Burlington, Vt., has opened an attractive music studio in the Y. M. C. A. Building, that city. Talking machines, radio outfits and pianos are handled.

TARIFF CHANGES IN NORWAY

Ad Valorem Tax Levied on Importations of Talking Machines, Etc., in New Bill—Advance Over Old Rates Is Registered

WASHINGTON, D. C., September 1.—The Norwegian Storting, at a special meeting, recently passed a bill for increased import duties on all articles considered luxuries, to be calculated on an ad valorem basis, according to information received by the Bureau of Foreign and Domestic Commerce here from Consul General A. G. Snyder, stationed at Christiania, Norway. These duties were previously levied at specific rates, according to the weight of the goods. The new duties, which represent a considerable advance, affect the importation of talking machines of various kinds. An article in the bill provides that "talking machines, such as gramophones, phonographs, and the like, with flat or cylindrical records and other accessories, including record-making apparatus; also parts thereof," must pay an ad valorem duty of 20 per cent. The former duty, by weight, was 1.50 crowns per kilo.

APPOINT PACIFIC COAST AGENT

Max Willinger, president of the New York Album & Card Co., New York City, reports that both the Chicago and New York factories are busy on Fall orders. The demand for Nyacco albums is reported to be steadily increasing and good Fall business is expected.

Max Willinger, the energetic president of the company, continues to divide his time between the Chicago and New York headquarters of the business and was in Chicago the early part of the month.

The Pacific Coast talking machine trade will be interested in the announcement of the appointment of a Western Coast factory representative. This important post will be held by E. R. Darvil, of the Munson-Raynor Corp., 315 South Broadway, Los Angeles, Cal.

DO YOU KNOW

That Wide-awake Dealers are increasing their profits thru the sales of De Luxe Needles

Before you place your next order don't fail to write us for samples and full particulars about

DE LUXE NEEDLES

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)

Radio Developments During the Past Year

By E. E. BUCHER, Sales Manager, Radio Corporation of America

[The talking machine industry as a whole will undoubtedly be keenly interested in this message to the trade from E. E. Bucher, sales manager of the Radio Corporation of America. Mr. Bucher is recognized as one of the foremost authorities of the radio field, and his thorough knowledge of merchandising is certain to be an important factor in the progress and activities of this company. In the very near future Mr. Bucher will have another message of interest to our trade, relating particularly to the merchandising of R C A products in the talking machine industry.—Editor's note.]

A real and rapidly growing utility which throbs vigorously with nation-wide public interest usually imposes abnormal demands upon the industry concerned. Over a year ago, the Radio Corporation of America was face to face with a stupendous undertaking—that of supply-



E. E. Bucher at His Desk

ing the highest grade radio apparatus to thousands of people situated everywhere in the United States, at a moment's notice. This situation, which "developed overnight," commanded the immediate action of every department of the company. Many problems were slated for almost immediate solution—a physical engagement against time began.

To meet the demand of this new branch of the radio industry it was necessary first to develop and design apparatus suitably simple, complete and efficient to fulfill the demands of the public. Second, to expand the manufacturing,

warehouse and delivery facilities of the organization so as to satisfactorily cope with business which had already been characterized as overwhelming. Third, to create and firmly establish an administrative staff to educate the public on this new subject and to sell apparatus and promote sales through advertising and publicity peculiar only to this new branch of the communication field.

Fully aware of what the future had in store, once the bonds of full public acceptance were released, the Radio Corporation of America spared no efforts in mobilizing its forces and plunged into the field with the ultimate view to creating a nation-wide radio sales-service. Supported by the manufacturing and engineering facilities of the Westinghouse Electric and Manufacturing Co., the General Electric Co. and the Wireless Specialty Apparatus Co. all labored strenuously.

Pioneering immediately followed, for who was in a position to venture future predictions and advance methods of procedure? The problem which required first thought was: What will be the nature of the apparatus required to meet this particular demand? Having unlimited development resources, the Radio Corporation and its associates studied the various existing radio circuits and appliances, and shortly afterwards placed on the market a series of compact receiving sets, devised simplified instructions for their installation, and released the instruments through a selected group of responsible electrical distributors throughout the country.

Considerable time is always required to pilot a large organization into the trend of a new and rapidly flowing activity; human inertia is an important factor, and flexibility varies in proportion to the magnitude of the interests involved.

In spite of the difficulties represented by the then existing situation, the products of the Radio Corporation were warmly welcomed by the mass of the enthusiasts. These products are now being used by thousands of satisfied owners whose aerial installations can be seen almost anywhere in the United States.

A year has now passed and it is gratifying

to review the activities during that period which provide very valuable foundations for drawing inferences and developing future policies. A basis for calculations is now available. A year's experience is an intangible, valuable asset.

The supply of Radio Corporation apparatus at the present is abreast of the demand. The organization is prepared for emergencies and it is very certain that the situation is now well within control.

To furnish apparatus to meet a standard, not an emergency, is the very essence of R C A service. The reputation which the Radio Corporation of America and its associates have won during the past year is their guarantee for the future.

ATTRACTIVE COLUMBIA FLOAT

King Furniture Co. Arranges Artistic Float Featuring the Grafonola

SAN ANTONIO, TEX., September 5.—The King Furniture Co., of this city, Columbia dealer, created considerable comment recently through the use



Columbia Float Designed by King Furniture Co. of a handsome float, which was entered in a local parade. This float, besides carrying large Columbia banners artistically painted, represented a grape arbor scene furnished comfortably with a divan table and an L-2 Grafonola. In front of the grape arbor was an amplifier which was used to excellent advantage during the parade.

RECEIVES FOREIGN INQUIRIES

Sherburne Mfg. Co. Reports Increased Sales Activity Abroad—Working on New Radio Product—Important Announcement Soon

DETROIT, MICH., September 5.—The Sherburne Mfg. Co., of this city, manufacturer of automatic stops and balance lid supports, states that it has been receiving numerous inquiries from foreign countries, indicating that the manufacturers abroad are resuming general activities. Within a period of a week half a dozen inquiries were received from well-known concerns in foreign countries asking for quotations on various accessories in large quantities. Incidentally, these inquiries refer to the company's advertising in The Talking Machine World.

The executives of the company also state that the radio field is showing exceptional activity, and in all probability the Sherburne Mfg. Co. will have an interesting announcement to make to the trade regarding its activity in this field. It is likely that a small radio set will be manufactured by the company, and a comprehensive sales campaign is now being prepared.

FRENCH NESTOR VISITS GOTHAM

French Nestor, president of the French Nestor Co., Victor wholesaler at Jacksonville, Fla., was a recent visitor to New York City. He spent August 31 with his mother in West Virginia, that day being her birthday. While in the North he made a brief visit to the Victor plant in Camden, N. J.

A new talking machine establishment, to be known as the Music Shoppe, has been opened in Provo, Utah.

LOOKING INTO THE FUTURE

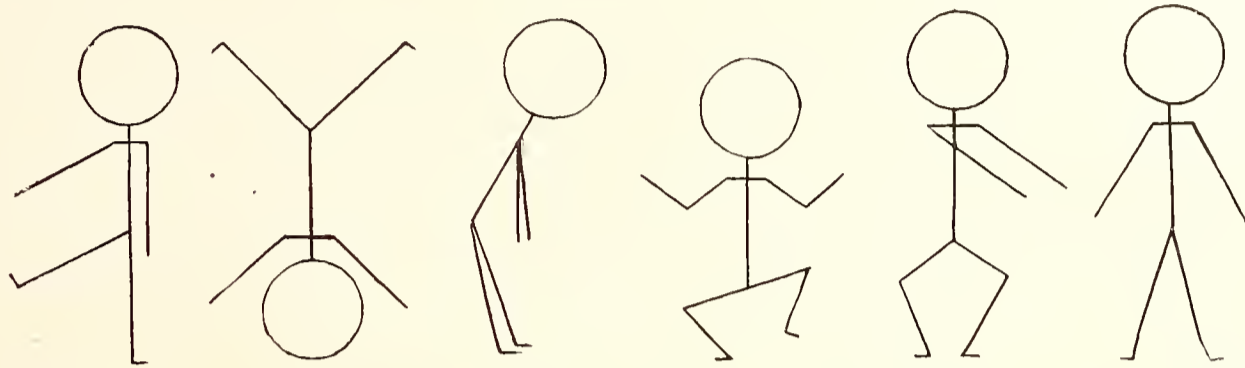
For Victor retailers the future is unusually bright, as the recent additions to the Victor line, including the new Victor horizontal types and the Victor Health Exercise records, provide unlimited opportunities for profitable sales activities.

For future service to Victor dealers, Mickel Bros. Co. have strengthened every department of their organization and are splendidly equipped to render invaluable service to the Victor dealers in this territory.

MICKEL BROS. &
411 COURT AVENUE
DES MOINES, IOWA



BRUNO



New Life In Your Business!

Whatever business we may be engaged in the uppermost question in our minds is "What can be done to stimulate new and greater buying power?" At times a single but simple thought properly "put over" has resulted in almost unbelievable profits. Anything, therefore, that arouses curiosity, that creates interest, and which at the same time may serve a practical purpose—that "something" will invariably prove to be a most substantial profit-maker.

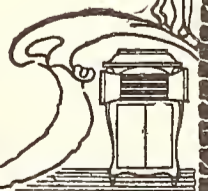
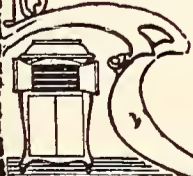
And now, Victor Dealers, here is just such an item—a set of Victor Records for Health Exercises. These records, three of them to a set, begin a new era of profits for you. They will be the means of bringing to your store entirely new clientele—people you have never seen—people who heretofore have never displayed any interest in the Talking Machine.

Here certainly is a new avenue of approach, and with a bit of vim and vigor behind your efforts the "development" of your bank-roll is a certainty.

Think of it, Mr. Victor Dealer, every man, woman and child is now **your** logical prospect. What are you going to do to "build up" the nation and incidentally the scope of your business?

A rare opportunity awaits you, Mr. Victor Dealer!

C. BRUNO & SON, Inc.
351-353 Fourth Ave., New York
Victor Wholesalers to the Dealer Only



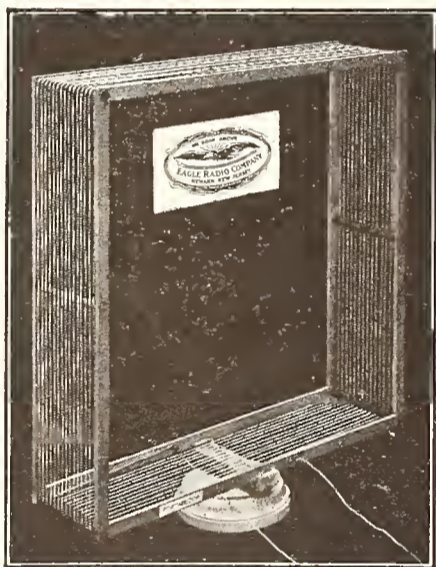
INVENTS BREATHING GRAMOPHONE

London Inventor Produces Something New as Basis of Synchronization of Motion Pictures and the Talking Machine

A gramophone invention by E. H. Verity, who has been carrying on extended experiments in the synchronization of motion pictures with the talking machine, is being exhibited in London, Eng. The invention consists of a gramophone that "breathes" like a human being and is shown as a basis for synchronization of motion pictures with the talking machine.

Mr. Verity, in discussing his invention, says: "After experiments lasting over fifteen months I realized that the gramophone must breathe in order to get the proper effect. I employ an ordinary sound box which is attached to a tone arm at the end of which is fitted an amplifying chamber or throat. In this throat is fitted an electric element and a suitable arrangement of holes induces a draft which is so placed that the entire apparatus works under conditions similar to the human throat while speech is in progress."

THE PORTABLOOP



Size 24 x 27 inches over, all

You Will Carry It
This Fall

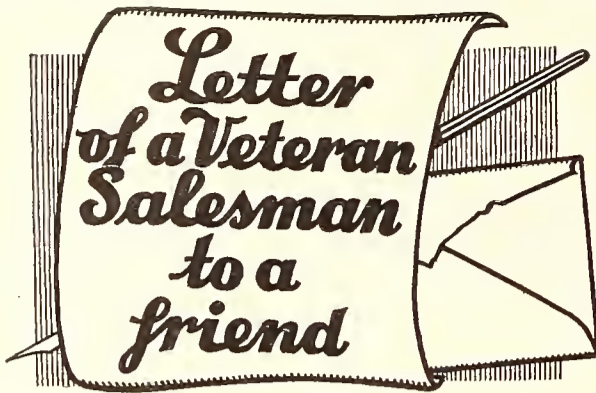
Why Not Stock It
Now?

We Can Make Prompt
Deliveries

List Price \$10.00



210 Central Avenue



No. IX

Dear Bill:

To-day more than ever before scientific merchandising is receiving the attention of keen business men everywhere, who realize that if they are to make a go of merchandising they must operate with a complete knowledge of the people with whom they desire to do business, their goods, costs of operation and, in short, the hundred and one things which a merchant should be thoroughly versed in if he is to get out of the "storekeeper" class and rise above his more unprogressive competitors. In every community there are leading merchants engaged in various lines of business. These men and the enterprises they operate stand head and shoulders above everyone else, and they get the bulk of the worth-while business. The reason is simple. They have discarded the methods of twenty years ago, and you may be sure that they do not operate on a haphazard basis. You can employ your time to no better advantage than to investigate and make a study of the methods of the leading merchants of your community. In this manner you no doubt will learn much which will prove of benefit to you in the conduct of your business.

This study of business methods does not necessarily apply exclusively to music houses, but to every leading merchandising business in your town. After all, when the thing is brought right down to the last analysis, merchandising, to be successful, is conducted on practically the same principles, whether it be the selling of hardware or musical instruments. The merchant buys a certain product and seeks to sell it at a profit. This sounds simple, but it involves many considerations, such as overhead, stock turnover, collections, etc. Of course, in the musical instrument business, as well as in any other enterprise, there are certain particular problems which will not be found in any other line of endeavor.

Take for example the leading furniture houses in your community. Their selling methods are peculiarly similar to yours, with the exception that they do not take into consideration the music factor unless they handle this line. Now, undoubtedly these concerns sell on the time payment plan, and, therefore, I would suggest that you make an effort to find out the methods used by them to stimulate collections, the letters they use which have brought about the best results and the views of their credit men on risks, etc. A sidelight on their selling principles might also suggest some changes in your own policies which may prove of benefit from the standpoint of increased efficiency. The automobile agencies and other enterprises which make use of large prospect lists may prove a valuable source of information as to the best manner of securing prospective customers and the means used to approach or make contact with these people. These concerns may be using effective plans which could easily apply to your line, and, anyway, such a study is bound to return dividends in the broadened knowledge of merchandising which will inevitably result. No merchant who has made a success of his business will refuse the desired information in view of the fact that your business will not conflict with his and on your promise to reciprocate.

Hoping you make use of these suggestions and profit by them, I am As ever,

Jim.

FABRICS FOR WINDOW DISPLAYS

Chas. H. Ditson & Co. Offering Elaborate Assortment of Plushes and Velours Particularly Suitable for Use in Window Displays

Chas. H. Ditson & Co., New York Victor wholesalers, have arranged to supply their dealers with an attractive assortment of plushes and velours of high quality and rich coloring and design for use in window trimming. The company has been able to get hold of a large quantity of such material, especially suitable for setting off talking machine displays to advantage, and is offering it to dealers practically at cost and at a price below wholesale cost.

That retailers appreciate the opportunity of getting material is evident by the quantity already purchased, some retailers taking several yards each of different designs and coloring in order to provide for a variety of window trims. The idea of supplying the plushes and velours is credited to Paul Carlton, manager of the wholesale Victor department.

Mr. Edison Man:—

Don't Say

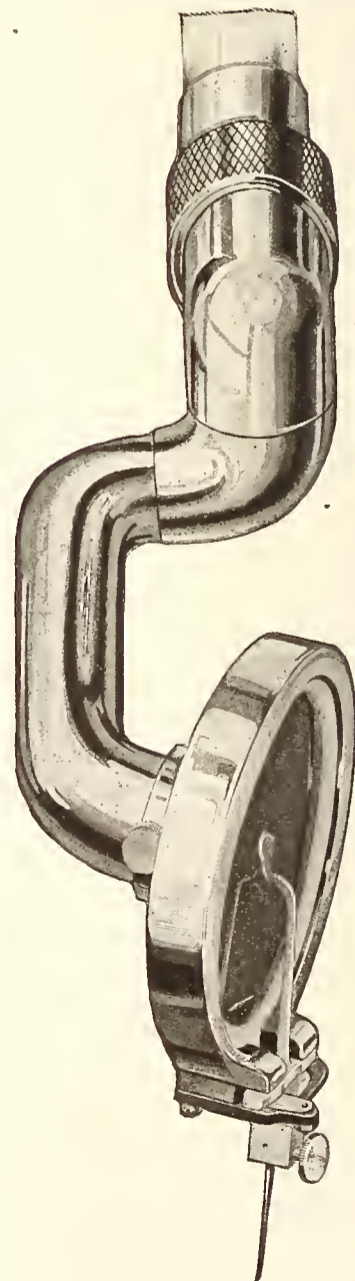
"KAN'T," say "KENT"

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.

TO EXHIBIT DR. DE FOREST'S "PHONOFILM" NEXT MONTH

New York Representative of Dr. De Forest Tells of the Great Possibilities of This Invention for Synchronizing Speaking Movies—New Talking Film Photographs Voice

Strips of the Dr. Lee de Forest talking film or "phonofilm" have been received by his representatives in New York City and will be exhibited here by Dr. de Forest next month, when he returns from Germany.

It appears like an ordinary strip of film with almost invisible razor lines running vertically on the extreme right. The razor lines are the effects of minute points of light which play upon the edge of the strip under the control of the vibrations of the human voice. From this record the voice is reconstructed with the help of selenium photoelectric cells and the audion amplifier invented by Dr. de Forest for use in radio.

This invention, it is suggested, may be capable of use as an automatic interviewer or mechanical stenographer and may become a competitor of the talking machine for general use, in addition to its primary purpose of introducing the spoken word into the motion picture drama.

It is asserted, also, that the apparatus for registered sounds with pictures costs but little and may be made an annex to any motion picture camera, so that when a public man or a personage in the news is being filmed his words may be recorded at the same time. The possibility of developing the film photograph record as a substitute for the present type of record also is put forward by representatives of Mr. de Forest in this city.

The path of light on the film which registers the sound waves is so narrow that an ordinary inch-wide film has room for a hundred voice photographs side by side. The compactness of the film makes it possible, it was said, to carry about a sound-recording machine charged with enough film to register a day's proceedings in Congress.

The New York Telephone Co. has been experimenting for several years on a radio printing machine. This prints by radio, just as tickers and other telegraph machines typewrite by wire at the present time in up-to-date newspaper offices. The radio printing machine makes it possible, for instance, for a man in an airplane to batter away at a typewriter while his radio connections automatically beat a "mill" on the ground and turn out copies of what is being written in the air.

The Lee de Forest talking film, as it exists to-day, can be hitched, after the film is developed, on to broadcasting instruments, it is claimed, so that the voice pictures can be wireless great distances and then turned back again into sound waves. So far the problem of running a typewriter or a linotype by sound waves has not been mastered, but close approaches to it have been made.

By the use of light similar to the photography of sound waves by Mr. de Forest the printed word has been turned into sound, so that the blind can read by ear. The arrangement of black and white in the ordinary letter causes such varying effects when the letters are intensely lighted and passed over selenium photoelectric cells that the electric current can be controlled by them so as to produce sounds which the blind can interpret into letters.

In both the de Forest invention and the machine which renders the printed word into sound for the blind the key is the peculiar property of selenium. In darkness this substance is resistant to electricity. In light it conducts electricity. In varying light it modifies the current of electricity passing through it.

In the de Forest invention the aperture for the admission of light for the sound-wave photography is said to be in some way controlled by the vibration of the sound. This produces the variations in the sound pictures on the film. When reproduced these variations modify the light which passes through. The modifications of light keep the electrical resistance of the

selenium cells in constant variation. The electrical current is thus controlled by the pictures of the sound waves. The current is magnified by the audion tubes and in turn it controls a diaphragm or microphone like that of the ordinary telephone receiver, finishing up the process of reconstructing the sound.

The process is outlined in general terms as follows in a letter by Mr. de Forest to his representative here:

"Taking the picture: 1. Sound waves (voice of the actor) translated into electrical waves. 2. Electrical waves translated into light waves. 3. Light waves recorded on the edge of the film.

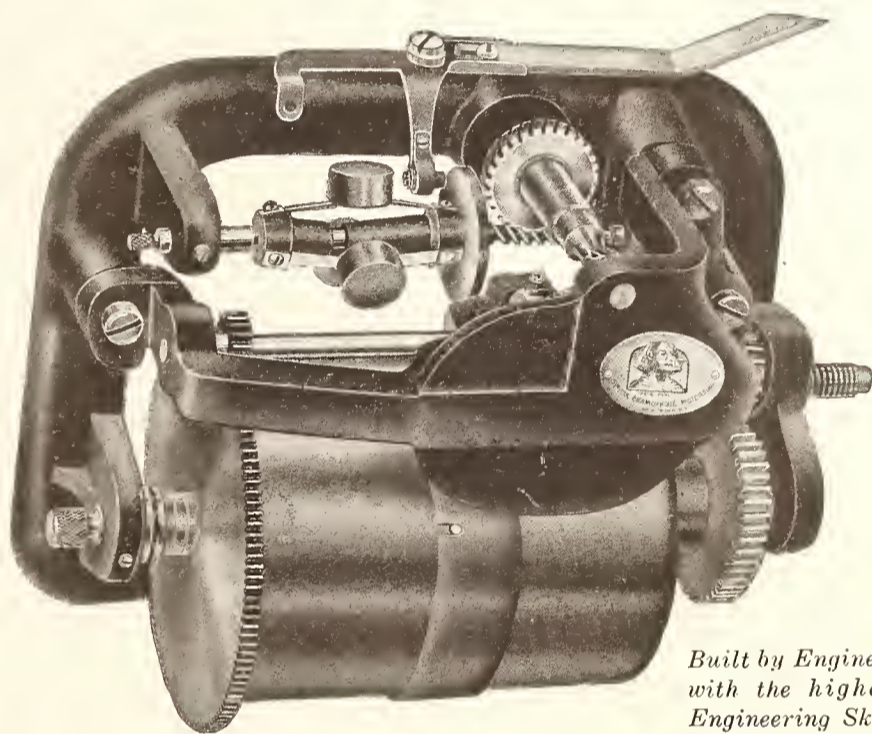
"Reproducing the picture: 1. Light waves translated back into electrical waves. 2. Electrical waves translated back into sound waves. 3. Sound waves amplified with loud-speakers placed near the screen for the audience."

The stumbling block which has impeded other efforts to perfect the talking film has been the difficulty in exactly synchronizing the voice and the picture. This is important, since sound travels at 1,090 feet a second and light at 186,000 miles a second. Unless the word and action correspond exactly in time, as rendered by the talking-picture machine, the effect is spoiled. With the picture and the sound-wave on the same film, the time unity is preserved to the thousandth part of a second.

BECKER MUSIC CO. OPEN IN CAIRO

CAIRO, NEB., September 2.—The Gaston Music Co., one of the oldest concerns engaged in the musical instrument business in this part of the State, has been succeeded by the Becker Music Co. Victor talking machines, Edison phonographs, pianos and player-pianos are handled.

A little egotism is a good thing. It gives a man a feeling of confidence in his ability. But egotism, like other things, is often overworked.



Built by Engineers with the highest Engineering Skill.

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

OPERATED with uniformity, and constant in speed.

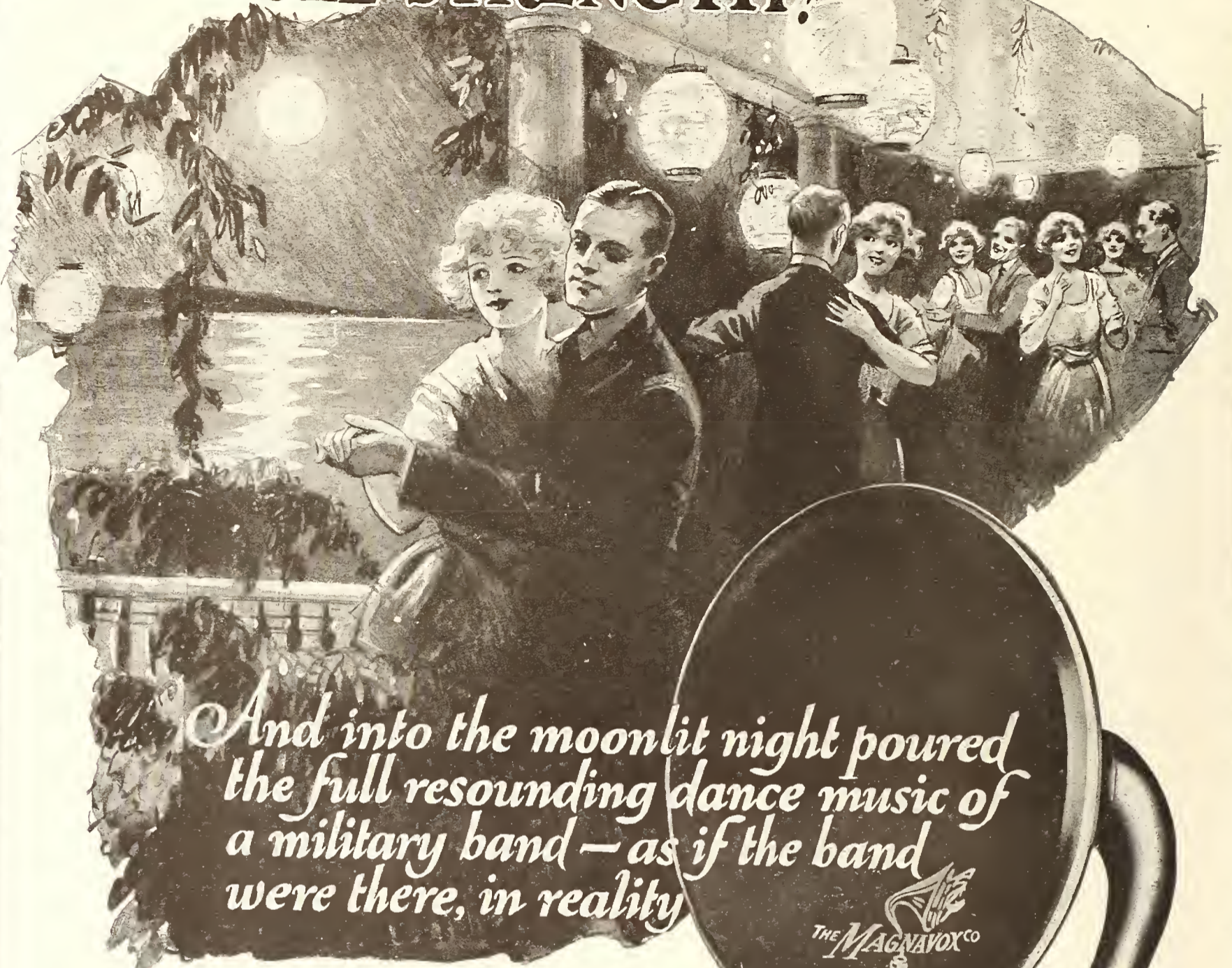
Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

Band or Orchestra FULL STRENGTH!



*And into the moonlit night poured
the full resounding dance music of
a military band — as if the band
were there, in reality*

Without a Magnavox Tele-phonograph in constant service for demonstrating records, the music store of today is operating on less than 50% of its real efficiency.

There are many competitive phonographs—but only *one* Magnavox Tele-phonograph. By increasing the tone volume of any phonograph three or four times, the Magnavox also increases correspondingly the *use* and thus the *sale* of phonographs and records.

Write today for full information about the marvelous Magnavox Tele-phonograph and its importance in the sale of phonographs and records.

THE MAGNAVOX COMPANY, Oakland, California
New York Office, 370 Seventh Avenue

MAGNAVOX

Tele-phonograph



The Magnavox Tele-phonograph is an attachment to the phonograph as important as the phonograph itself.

Demonstrated in your store, the Magnavox Tele-phonograph makes an ordinary record clearly audible along the street. Nothing helps to sell records and phonographs like a Magnavox—and people who already own a phonograph want the Magnavox Tele-phonograph to make their instrument really complete.

IDICO—A disinfecting deodorant to keep hearing rooms sweet in summer. Can be provided by your Dealer Service man.

**Columbia Graphophone Co.
NEW YORK**



EMERSON POPULAR RECORDS AGAIN

Emerson Phonograph Co. Announces Revival of Popular Record Catalog, With Records Listed at Seventy-five Cents—To Market a New Phonograph Under Name of "Emerson"

The Emerson Phonograph Co., New York, which since its reorganization has confined its activities to the manufacture of standard records of which it has a most comprehensive catalog, has announced the arrival of a popular catalog.



B. Abrams

B. Abrams, president of the company, in commenting upon its new popular catalog, said: "There have been no releases of Emerson popular records since last May and Emerson dealers in all parts of the country have felt the need of continuing their activities in that direction, which resulted in our receiving hundreds of requests for Emerson popular records.

"We have made such progress in our plans and policies as to now justify us in issuing a monthly list of current selections in song and instrumental form. These, however, will be only the active hits, those for which there is a demand, and which when placed upon the dealers' shelves will assure a quick turnover.

"In our standard record catalog, which is most complete, we have been revising and cutting the list, eliminating all dead titles and leaving only the active issues, which include standard, sacred, classical, secular and foreign records of all kinds.

"The Emerson popular record will be retailed at seventy-five cents, the price at which it became so popular, assuring the dealer a substantial profit and allowing the manufacturer, if possible, to give better quality and the highest class product throughout. At this retail price also it is possible to plan the high standard merchandising policies, methods for protection of the dealer, and co-operation to both dealer and jobber."

The Emerson Phonograph Co. has a list of over 10,000 retailers in the various parts of the country who have at one time or other handled Emerson products. In appointing jobbers the company announces that the names of the dealers, orders, etc., in the given jobbers' territory will be turned over at once.

The Emerson Co.'s shipping department has been moved from its downtown location to 105 West Twentieth street, New York City, a centrally located point with ideal shipping facilities. The whole shipping department has been reorganized and both the standard records and the new popular numbers will, under the new arrangement, get prompt attention and allow for high-class service.

In commenting upon the position which the Emerson record has attained the officers of the company point out that the Emerson Phonograph Co. was for several years the third largest record manufacturer in the United States and that over 100,000,000 records have been produced by the company, some millions of which are now in American homes.

The Emerson Phonograph Co. will shortly announce the details for marketing a new popular-priced phonograph under the trade name "Emerson." These products will consist of a complete line of machines including upright and period models. The workmanship and woods, etc., as well as the various metal parts and other equipment, will be of a type that will merit the appreciation of the large number of dealers acquainted with the Emerson product.

The officers of the Emerson Phonograph Co. are B. Abrams, president, and Rudolph Kanarek, treasurer. Mr. Abrams is also president of the Grand Talking Machine Co., of Brooklyn, N. Y., which, in addition to operating a retail establishment, carries on a jobbing business of talking machines, needles, records and music rolls.

OPERATING SUCCESSFUL BUSINESS

Keers Music Shop, of New Rochelle, N. Y., Owned by Juliet Keers—Handles Victor Talking Machines and Okeh Records

NEW ROCHELLE, N. Y., September 3.—One of the most recently established music stores in this city is the Keers Music Shop, at 767 Main street, which is owned and managed by Juliet Keers. Miss Keers, who in private life is known as Mrs. A. E. Berry, handles the Victor line of talking machines, Okeh records, pianos, musical instruments, etc., and is making extensive plans for increasing the size of the business in the Fall.

Miss Keers is well known to the trade in the metropolitan district, having at various times been connected with the Baumer Piano Co., the Rice Music Co., of New Rochelle, and the S. B. Davega Co., New York City.

W. G. Waltz, president of the W. G. Waltz Co., Victor distributor, of El Paso, Tex., is planning a visit to the Victor Talking Machine Co.'s plant in Camden, N. J., early in October.

Newest Model

Latest Improvements

The Modernola

Most Modern of Phonographs

Something Different.
A Special Feature Machine.
Solid Woods—No Veneers.
As Good as the Best.
Better Than Many.

WANTED. A few more live dealers.
 Exclusive territory given.

Write Department H.
MODERNOLA CO., JOHNSTOWN, PA.
 The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.



"A Good House to Represent"

The biggest drive for Sales in SONORA'S History

NOW is the time to sell only the best! Buying power is coming back. Hundreds of thousands of out-of-date and inferior phonographs will be discarded. More people will want *quality*—the quality always associated with the famous Sonora.

The new Sonora instruments, built to meet this enormous and exacting demand—although wonderfully improved and refined—are lower priced than ever.

156,000,000 readers, as circulation is computed, will have these facts driven home to them through our unprecedented newspaper campaign, which will blanket the country this fall.

Thousands of dollars will be made in the coming season by those who have sold Sonoras and those who decide to sell them now. The tireless sales assistance of the great Sonora organization will stand behind these dealers.

With this gigantic harvest ahead it is poor foresight and a losing policy not to have an adequate stock of Sonoras. Sonora discounts are liberal.

**Why wait until the demand forces you to act?
Sell the Sonora now.**

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK : 279 BROADWAY

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.

Gibson-Snow Co.,

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

Sonora Company of N. J.,

605 Broad St., Newark, N. J.
State of New Jersey.

Hessig-Ellis Drug Co.,

Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,

Indianapolis, Ind.
State of Indiana.

Lee-Coit-Andreesen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M. S. & E.,

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
Michigan, Ohio and Kentucky.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,

310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

Southwestern Drug Co.,

Wichita, Kans.
Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

Doerr-Andrews-Doerr,

Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota.

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

Moore-Bird & Co.,

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

Strevell-Patterson Hardware Co.,

Salt Lake City, Utah.
Utah, western Wyoming and southern Idaho.

C. J. Van Houten & Zoon,

Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.

Sonora Dist. Co. of Pittsburgh,

1214 Arch St., Philadelphia, Pa.
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Co. of Phila., Inc.,

2002 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Long Island Phonograph Co.,

150 Montague St., Brooklyn, N. Y.
All of Brooklyn and Long Island.

Greater City Phonograph Co., Inc.

311 Sixth Avenue, New York.
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, including Greater New York, with the exception of Brooklyn and Long Island.

MAKING EXTENDED SALES TRIP

R. W. Moon, of Swanson Sales Co., Visiting Twenty-five Trade Centers—Many Inquiries Received From Jobbers and Dealers

LOS ANGELES, CAL., September 5.—R. W. Moon, general manager of the Swanson Sales Co., of this city, distributor of the Swanson portable phonograph, is at present away on an extended sales trip, and according to his present plans will visit twenty-five of the leading trade centers throughout the country. Mr. Moon will spend a few days at the Chicago office of the company, and will then proceed to New York, where the company has also established offices.

During the past few months the Swanson Sales Co. has received inquiries from many of the leading cities and territories asking for jobber and dealer franchises for the Swanson phonograph. Mr. Moon is planning to call upon the majority of these inquirers, and judging from the success already achieved by the Swanson phonograph, he will have a number of important announcements to make upon his return to Los Angeles.

PHONOGRAPHS TO SOOTHE INSANE

Six Machines Purchased by County Supervisor for Jersey City Insane Asylum

JERSEY CITY, N. J., September 4.—Six phonographs have been ordered by County Supervisor John F. O'Neill, one for each ward in the County Insane Asylum at Laurel Hill. This was prompted by observation that the mental patients at Laurel Hill have appeared to be greatly soothed by the weekly concerts given there every Wednesday night under the same auspices. Under the seating arrangements at these concerts the insane have the "front rows" on the lawn, with the tubercular patients seated above on the first terrace and the almshouse inmates on the second terrace, and after every concert this year the insane have been much more quiet, those who are naturally noisy, than before the concert began; hence the idea of supplying music right in the wards by means of phonographs. Freeholder Frank Boland is chairman of the County Insane Asylum Committee.

Alwin Wild, of Hobart, Ind., has added a very fine line of talking machines and records to his regular business.

NEW SERIES OF SONORA POSTERS

Plan to Issue Two Posters a Month With the Series Probably Going Through Entire Year

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., New York, announced recently that the company had just prepared a striking new series of posters which he believed would be received enthusiastically by Sonora dealers everywhere. It is planned to issue two posters a month, the series probably going through an entire year. Each poster will illus-

trationally striking, following the most successful and popular foreign poster styles. The accompanying illustration, showing the first two posters, hardly does justice to their distinctiveness and originality, as the color scheme of each poster is one of its most important features.

HELP MAKE THE NATION MUSICAL

Under the caption, "Helping to Make Nation Musical," the editor of the Vancouver, B. C., Sunday Sun says:

"Just as scholarships have been given by men



Two New and Very Attractive Posters Issued by Sonora Phonograph Co., New York

trate a scene from a popular opera and the whole series will form a de luxe catalog of Sonora product, as each poster will display a different Sonora model in the natural colors of the wood.

Mr. Lincoln, who is a firm believer in the publicity value of posters that are attractively designed, devoted considerable time and attention to the preparation of the new series, and he has already made plans for practically the entire year's campaign. The first poster in the series is called "The Spirit of Music," and the second one is a scene from the opera "The Love of Three Kings." The color designs are ex-

to stimulate interest in trade and in technical education, just as schools and libraries have been erected for the poor to enable them to be better fitted to gain material wealth, so also there should be funds for the poor to secure a musical education.

"The talking machine can do much to stimulate and prepare the way for such an education. What better outlet could be found for the surplus funds of philanthropists than the placing of musical machines in the homes of the needy? By such philanthropy the poor in Canada could have the opportunity of hearing the best in music produced by the finest musicians in the world. Phonographs could be purchased or rented on the time payment plan, such as most retail music houses now use, and by means of a controlled free library of worthwhile records of all companies all the musical literature of the world could be placed at their disposal.

"Music would thus become a part of the daily life of the people. This would help Canada to become a truly great musical nation, and she would, moreover, develop spiritually as she has attained material progress."

CLEVER STUNT AIDS NEEDLE SALES

ROCKFORD, ILL., September 2.—The Sandeen Music House, Columbia dealer of this city, has evolved a clever plan to stimulate the sale of needles and impress on the minds of the customers the necessity of frequent changes of needles for the best results from talking machines. In each record demonstration booth a cardboard disk which bears the following message has been placed in a conspicuous place: "Observe—Change needles for each record played. Use steel needles only once and save records."

When you think you have reached the limit try to beat that record. Even if you do not succeed in doing so you will at least have the satisfaction of having tried and undoubtedly you will have accomplished more than would have been the case otherwise.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

Distributors

BRISTOL & BARBER, INC.,
3 E. 14th St., New York City

C. L. MARSHALL CO., INC.,
Butler Bldg., Detroit, Mich.

W. D. & C. N. ANDREWS,
Buffalo, N. Y.

SHERMAN, CLAY & CO.,
741 Mission St., San Francisco, Cal.

Prices of Covers

For table or small machines, without straps	Net \$3.65
For cabinet or large machines, without straps:	
Grade D, medium size	5.35
Grade D, large size	5.65
Grade K, medium size	6.65
Grade K, large size	7.35

Grade K has double-weight padding and each upright corner is reinforced with a 9-inch strip of quilting of same materials as body.

The medium cover for any make of machine corresponds in size to the Victrola Nos. 10 and 11, Edison Nos. 100 and 150, Columbia Nos. 75 and 100, Sonora, Baby Grand, Imperial and Troubadour. The large cover is for all larger cabinet machines of any make.

Ward's Detroit Cover With Straps Attached
The only cover on the market with this special feature. It eliminates all possibility of straps becoming misplaced or lost.

Medium size	\$6.65
Large size	7.00

Slip-on Dust Covers, for wareroom and home, medium size \$1.70, Large size \$2.00.

Also complete line of Covers for Console Model Machine. Prices on application.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

GOLDMAN BAND RECORDS FOR VICTOR

Famous New York Organization, Under Baton of Edwin Franko Goldman, Makes Records of Two of His Popular Marches—Organization Has Been Acclaimed by More Than a Million New Yorkers During the Summer

The admirers of Edwin Franko Goldman, director of the Goldman Band, which delighted hundreds of thousands during the Summer months with its concerts on Columbia Green, New York, will be greatly pleased to learn that he has closed a contract with the Victor Talking Machine Co. whereby this organization will make records for the Victor Co. The Goldman Band made its first recordings early this month in the Victor laboratories when two of Mr. Goldman's very popular and stirring marches, the "Chimes of Liberty" and "The Sagamore," were recorded. These two compositions will appear on a double disc and will be ready for the tradè probably in November. Other recordings of Mr. Goldman's compositions, as well as interpretations by this band of the works of other composers, will appear in the Victor catalog in due course.

The Goldman Band has won a most unique place in the hearts of New Yorkers. It is a splendid body of artists, and has brought the best in the domain of classical music as well as the choicest of popular music to the people of the city practically without cost, for, thanks to a number of public-spirited citizens, Mr. Goldman has been able to finance this organization for several seasons. It seems to us the Goldman Band should now win a larger measure of support from the public at large who can appreciate the tremendous cultural value of good music in the community. A small yearly appropriation from each attendant at the concert would be the most substantial mark of appreciation of the great work which Mr. Goldman and his band have accomplished for the development of musical taste and appreciation in our great city.

During the season of twelve weeks which ended September 8 more than sixty concerts were given by Goldman's Band in New York City, and it is estimated that nearly a million people heard its music during the Summer. The success of Goldman's Band and its popular conductor has been so marked that arrangements for 1923 will include a longer season and possibly a tour of the country.

Through the Victor records of the Goldman Band, the merits of this organization will now be brought to the attention of a wider clientele of music-lovers throughout the nation.

P. S. KANTNER A VISITOR

San Francisco Columbia Co. Manager Optimistic Over Fall Outlook

P. S. Kantner, manager of the San Francisco branch of the Columbia Graphophone Co., arrived in New York recently for a visit to the executive offices. Mr. Kantner, who was only recently appointed to the important post he now occupies, attained phenomenal success as acting manager of the San Francisco branch, and, under his capable direction, Columbia product has advanced steadily in popularity throughout northern California.

Mr. Kantner states that northern California is carrying on an extensive advertising campaign at the present time, and that through the activities of the various Chambers of Commerce in that section of the country a fund of \$1,000,000 has been subscribed for advertising its resources. Mr. Kantner reports that merchants and manufacturers are looking forward to the biggest Fall business in years and that outside of the months of April and May California has felt the business depression only slightly.

The brilliant and speedy worker who occasionally sleeps by the wayside as exemplified in the fable of the Hare and the Tortoise is very often passed by the persistent plodder even as the tortoise passed the hare.

PATHE REORGANIZATION NEAR

Only Matter of Weeks Before Receivers-in-Equity Will Be Discharged and Pathé Sound Wave Corp. Take Over the Business

The last barrier in the process of reorganization of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been passed and it is now only a matter of weeks before it is expected that the receivers-in-equity will be discharged and the newly organized Pathé Sound Wave Corp. will take over the business of the Pathé Frères Phonograph Co. The consent of the creditors was practically unanimous to the plans submitted by the reorganization committee and it only awaited the approval of the banks holding the mortgage on the large Pathé plant in Brooklyn. This was recently secured and immediately plans for the completion of the reorganization were put into execution.

The record end of the business has been phenomenal. Although daily production during the Summer months has reached a large figure,

the demands now being received are increasing daily and it is expected that Fall business will exceed former records. The popular price at which Pathé Actuelle needle-cut records have been placed continues to stimulate the sales of these records and the market for Pathé sapphire-cut records is keeping up in a satisfactory manner.

HANDY RECORD CO. INCORPORATED

Papers were filed with the Secretary of State at Albany, on August 30, for the incorporation of the Handy Record Co., New York City, with a capital of \$25,000. The incorporators are: W. C. and L. M. Handy.

TO ENLARGE DEPARTMENT

Plans for enlarging its talking machine department are under consideration by The Browning Bros. Co., Ogden, Utah. The concern has enjoyed a steady increase in its talking machine sales.

HARPONOLA



The Phonograph with the Golden Voice

The new models are ready,—ready to help you make big profits on the Fall and Holiday trade.

Ready to build a greater good will for the sweet, rich and full Harponola tone.

Ready to prove that the mechanical excellence, always a feature of Harponola Machines, has a fitting resting place in the superb and graceful new Harponola cabinets.

Write for the Harponola Proposition

It's among the most liberal in the trade. It's been a huge profit maker for hundreds of dealers and jobbers,—AND CAN BE FOR YOU. Write, right now.

THE HARPONOLA COMPANY

101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President



GRAFONOLA OIL and GRAFONOLA POLISH
—To “limber up” the Grafonola after re-
turning from summer vacation. See your
Dealer Service man. He can provide both.

Columbia Graphophone Co.
NEW YORK

SALT LAKE CITY

Marked Improvement in Trade Despite Labor Troubles—Music Week in October—The Radio Situation—News Happenings of the Month

SALT LAKE CITY, UTAH, September 6.—The talking machine business is rather good, dealers report, with a very fair demand for instruments as well as records. The portable models are in demand for school purposes, though many of these instruments have been sold for outing purposes. The strikes are hurting business somewhat.

It is expected that Music Week—the first ever held here—will be staged during the Mormon Conference and the State Fair, which are held the first week in October. Just what form the festival will take is not known at this writing. President Norberg, of the Utah Association of Music Industries, told your correspondent that the music trade interests were very anxious to keep in the background as far as possible, as they did not wish to convey the impression that they were the only persons back of the movement and were in it for selfish reasons. It is likely that the school children will take a prominent part in the festivities and President Norberg said that was one reason why the week was postponed till October, as

it would give the children time to get their bearings after the Summer holidays.

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., was a recent local visitor.

The Ogden store of the Glen Bros.-Roberts Piano Co. has a novel way of distributing its free literature. The big Victor dog belonging to the store is placed on the sidewalk near the curb and in his mouth is placed a little basket, which holds the literature. A written invitation to “Take One” is attached to the dog.

Frank Madsen, of the talking machine department, Lyric Music Co., Ogden, is home after a month’s trip to the East, which was spent on business.

The talking machine department of the Browning Bros. Co., Ogden, is to be enlarged in the near future, according to R. G. Thomas, in charge. Mr. Thomas said new booths, among other things, would be added.

George S. Glen, president of the Glen Bros.-Roberts Piano Co., and in charge of the company’s business at Ogden, reports a brisk de-

mand for the new console models, especially Edisons and Victors. Mr. Glen said he anticipated a good Fall business, provided the strikes have not done too much damage.

Henry Gardner, manager of the phonograph department of the Daynes-Beebe Music Co., says business is improving. Mr. Gardner was in charge of the musical program at the Mormon Temple Excursion at Saltair during the earlier part of the month. He leads the Temple Choir.

The Thatcher Music Co., of Logan City, gave a silver loving cup for the winner of the music memory contest in Cache Valley recently. This contest helped the sales of machines and records considerably, a member of the firm said.

John Elliot Clark, local Victor agent, his mother, Mrs. Frances Elliot Clark, and son have gone to Yellowstone National Park on a vacation, making the trip by auto. Mrs. Clark is a brilliant woman and is head of the educational department of the Victor Talking Machine Co.

Spencer Eccles, president of the Thatcher Music Co., of Logan, was a visitor to the factory of the Victor company some time ago and says he was much impressed with what he saw.

Radio is not proving quite so successful in the mountain country as was at first thought. The head of a local radio company says the mountains are a hindrance to the transmission of sound waves. It is hoped, however, that this may be overcome. Recently a crowd of 2,000 persons, about half the population of a certain country town, assembled to hear a concert that was being given in Salt Lake City, but not one word or note was conveyed to them and the affair was a dismal failure.

William Berry, of New Orleans, has been made manager of the talking machine department of the Glen Bros.-Roberts Piano Co., succeeding George A. Bolduc, who resigned some weeks ago to accept a position in the Middle West. It is not expected, however, that Mr. Berry will be able to assume his new duties till October 1 or later.

The Utah Phonograph Co. has moved from Main street to a location on East Third South street or Broadway near the Municipal Market.

STRONG AUGUST RECORD DEMAND

Dance Numbers Have a Particularly Strong Appeal, Reports Regal Record Co.

The Regal Record Co., 18 West Twentieth street, New York, states that the August demand for records was most brisk. This was particularly true of dance numbers, and the sales department reports that “Three O’Clock in the Morning,” the popular waltz, had one of the largest sales ever known.

The Regal Co. makes it a special point of issuing monthly lists which feature the better sellers and include all the active current numbers, as well as some carefully selected titles that are just coming into popularity.



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 1922-1923
 Sample program and particulars upon request

P. W. SIMON, Manager
 1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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

WARNING! This Melody is Contagious!
Once you "get it" you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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

'Cause I'm goin', yes, I'm goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

ARTISTIC BRUNSWICK DISPLAY ROOMS

New York Offices Handsomely Rearranged—
New Equipment Throughout—Model Brunswick Retail Shop for Use of Dealers Is Shown
—Various Brunswick Models on Display

The offices of the phonograph division of the Brunswick-Balke-Collender Co., New York, now present a very striking and attractive appearance after a complete renovation and the installation of new equipment and fixtures. The entire offices have been rearranged and a large display room has been equipped with every modern convenience known for the retail selling of Brunswick phonographs and records.

As one enters the main door of the office a splendid display of all models of Brunswick phonographs, artistically grouped in the center



The Model Brunswick Retail Shop

of the showroom, is on view. The grouping of these models is impressive, creating an effect of beauty, and showing to advantage Brunswick designs and Brunswick craftsmanship. On ivory panels throughout the room framed pictures of Brunswick artists are shown, adding a pleasing touch of color.

In the rear of the display room is shown a model Brunswick retail shop, equipped with a complete equipment for the retail dealer, such as artistically trimmed windows, private hearing rooms, modern record racks and record counters, and also a showcase containing phonograph accessories. This model shop is finished in glazed ivory and equipped with florentine lights, all of which typify the ideal Brunswick retail store.

This entire exhibit will remain a permanent feature of the Brunswick offices and it is expected that Brunswick dealers all over the East can come here and get pointers in arranging their own stores. It is a service which the Brunswick offices in New York have to offer dealers that will be appreciated and demonstrates the co-operation which the Brunswick Co. is continually striving to give to its dealers. This progressive move is one of many which the New York offices are planning for the Fall and Winter business, and it is expected that with this new move Brunswick sales totals this Fall and Winter will show a decided increase.

A Means of Time-Saving and Customer-Saving

By ROBERT N. STANNARD

"We're out of that record," replied the saleslady, fingering her memorandum pad and pencil, "but if you'll give me your name and address we'll get it and send it to you."

It is difficult for a customer to refuse such a request, for it serves to impress on him that his trade is wished for and that the store's being out of that number was an exceptional occurrence rather than a general condition.

Any shop that lets a customer get out without offering such service is overlooking what ought to be an obvious principle: that a satisfied customer comes again.

In nine cases out of ten, unless the customer is in a great hurry for the record, such a request is complied with.

The salesgirl, in addition to having a memorandum of an "out-of-stock" record, has a prospect's name and address, which is valuable in itself. When the record is finally delivered to the customer a monthly catalog of current records or other advertising literature of the store may be mailed. It would serve not only the usual purpose of such literature, but might further impress the customer with the fact that your store wishes his trade in particular, inasmuch as he was compelled once to wait or go without.

Consider the opposite course of action and it will show the value of the above. If the customer sees no memorandum of the record that is not stocked he will think the store is not up to date or fully equipped, and he may feel that his custom is not especially desired. Having no memorandum, the clerk is likely to forget to order the number. Perhaps the customer calls again for the record and finds it is not in stock yet. His original impression is intensified.

So there are three ways in which such memo-

randa are of value to the phonograph shop. First—It reminds you to order it. Second—It gives you a prospect's name and address. Third—It favorably impresses the customer if made before his eyes.

Out-of-stock memoranda may be made to serve in other ways just as sales records are for the purpose of classifying customers' wants and re-orders. If it is not thought wise to stock on one call for some particular number, when a sufficient number of calls come for it it would be wise to stock it. The "out" memo gives you an exact record without guesswork.

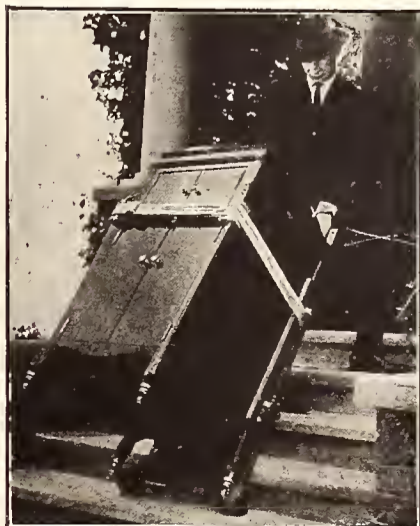
WHERE PHONOGRAPH IS BARRED

Court in Massachusetts Issues Injunction Against Use of Phonograph in Public Where It Annoys Neighboring Merchants

The use of a phonograph at the entrance to a store for advertising purposes may be the subject for an injunction and damages if the noise produced by it constitutes a public nuisance, according to the decision of Judge De Courcy in sustaining a previous equity decision in Suffolk County, Mass., recently.

Owners of nearby stores brought the suit, and were awarded damages for the "gradual wear on their nervous systems, in some instances producing headaches," and an injunction to prevent overloud tones being played to attract attention to the store's wares was obtained and upheld in spite of the defendant's demurrer.

Remember, no band leader can produce faultless music if even the humblest player doesn't play in the right key. Are you playing in the right key?



TRUCKS

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO



Okeh Records



AND

CONSOLIDATED SERVICE

Signify

Profits
Rapid Turnover
Promptness
Co-operation

Okeh Records give the dealer greatest satisfaction and profit. We carry a large stock at all times. Consolidated service insures quick delivery of the latest releases, prompt attention to all orders and the closest co-operation.

Are you receiving your share of profits from the increasing demand for Okeh Records?

Write us for full information about an Okeh Agency.

Consolidated Talking Machine Co.

227 W. Washington Street, Chicago, Ill.

Detroit Branch: 2957 Gratiot Avenue



MARION HARRIS

Announcing
MARION HARRIS
Exclusive Brunswick Artist

A brand new star in the Brunswick constellation! Another celebrity already well known to the millions! A famous singer with a personal following on two continents. Whose very name would sell almost any record.

Reigning Queen of Popular Songdom and World-Wide Vaudeville favorite signs exclusive contract with Brunswick.

Her first two Brunswick Records are brilliant examples of her charming voice and personality as well as the fidelity of Brunswick recording.

No. 2309—I'm Just Wild About Harry
(Song Hit from "Shuffle Along")

My Cradle Melody (Darky Croon Lullaby)

Accompaniment by Isham Jones' Orchestra

No. 2310—Sweet Indiana Home

Blue

Accompaniment by Isham Jones' Orchestra

More Marion Harris Records soon

Brunswick Records can be played on any phonograph

THE BRUNSWICK-BALKE-COLLENDER CO.

Established 1845

CHICAGO NEW YORK CINCINNATI TORONTO



BRUNSWICK
PHONOGRAPHS AND RECORDS



EVERYBODY'S T. M. CO. IN NEW HOME

Makers of Well-known Honest Quaker Main Springs in Attractive Quarters at 810 Arch Street, Philadelphia—Increased Distribution of Product at Home and Abroad—Fall Campaign Will Be Vigorously Conducted

PHILADELPHIA, PA., September 8.—Arch street, which seems to have become the headquarters for talking machine wholesale houses in this city, has added a new neighbor in Everybody's Talking Machine Co., which has recently moved to attractive quarters at No. 810. The entire street floor and basement have been secured, thereby affording the maximum facilities for the conduct of the business. Efficient stock filing equipment has been installed and the new quarters greatly exceed the old in floor space. It was stated by an official of the company that this move was made imperative by the remarkable growth of its business. This company hitherto conducted its business in a successful manner at 38 North Eighth street, and has built up an enviable reputation as the maker of Honest Quaker main springs. It is also the manufacturer of motors, tone arms, sound boxes and other talking machine accessories. The executives of the company are strong believers in quality product and have closely adhered to this policy in the lines which the company makes.

The distribution of the products of this company has been greatly increased and Honest Quaker main springs and other products of Everybody's Talking Machine Co. can now be purchased from coast to coast in the United States and in Canada, Mexico and Porto Rico as well. Agents have also been appointed for foreign distribution. Much care has been exercised in the selection of proper distribution and many well-known wholesalers who have established a reputation for first quality merchandise have been appointed. S. Fingrudt, secretary of the company, states that with the co-operation of these distributors the sales of Honest Quaker main springs during the past six months have eclipsed any like period in the history of the organization.

With the distribution well taken care of, an extensive Fall campaign has been inaugurated. Mr. Fingrudt stated: "We have selected The Talking Machine World to bring our message to the general trade in the United States and we plan to publish monthly interesting educational information regarding the importance of the phonograph mainspring and mica diaphragm."

The various sales representatives of the company, Philip E. Grabuski, William Braiterman and Paul Susselman, are energetically calling upon the trade and have already secured excellent Fall business.

The reason happiness never hatches for some people is because they keep chasing the hen off the nest.—Toledo Blade.

W. C. FUHRI'S IMPORTANT POST

Well-known Talking Machine Executive Now General Manager of Okeh Record Division—Ideally Qualified for Important New Duties

Otto Heineman, president of the General Phonograph Corp., New York, announced this week the appointment of W. C. Fuhri as general manager of the company's Okeh record division. Mr. Fuhri, who is one of the best-known talking machine men in the country, has been associated with the General Phonograph Corp. for the past three years as general sales manager of the Okeh record department, and in



W. C. Fuhri

this capacity has attained exceptional success.

W. C. Fuhri numbers among his personal friends dealers from one end of the country to the other, as for over twenty years he has been identified with talking machine activities. For many years Mr. Fuhri was associated with the Columbia Graphophone Co., occupying important executive and administrative positions that brought him in close touch with the dealers throughout the country. His lengthy experience has given him a thorough knowledge of every phase of record merchandising, and, moreover, has enabled him to thoroughly appreciate the dealers' requirements and co-operate with the retailers accordingly.

During the past year Okeh records have advanced steadily in prestige and popularity throughout the country, and this success may be attributed to the quality of the record plus the intensive co-operation afforded Okeh jobbers and dealers. Mr. Fuhri spends very lit-

tle time in New York, preferring to visit the jobbers and dealers in their respective territories, and this policy has been an important factor in the development of the Okeh sales organization.

DOUBLING GENNETT RECORD OUTPUT

Half of New Presses to Be in Operation on September 15 and Balance Ready in December

RICHMOND, IND., September 7.—The Starr Piano Co. makes the important announcement that work has started on the proposed doubling of the output of Gennett records in an effort to meet the steadily increasing demand for those records. The first additional battery of presses for that purpose is now in transit to the factory and it is hoped to have them set up and in operation by September 15. Sufficient equipment to double the present record output is scheduled to be ready for operation by December 1. When all the new presses are in operation at capacity the output will be 30,000 Gennett records per day.

Despite the increased facilities the company expects to have some difficulty in meeting the record demand in full during the Fall and Winter months inasmuch as the record business of the company has increased almost 300 per cent over that of last year, with an even larger percentage on phonographs.

E. L. BROWN SUCCEEDS E. L. GARLAND

Edw. Strauss Announces Mr. Brown's Appointment As Brunswick Representative for New Jersey—Well Equipped for This Position

Edward Strauss, manager of the New York offices of the phonograph division of the Brunswick-Balke-Collender Co., recently announced that E. L. Brown, well known in talking machine circles in New York City, has been appointed Brunswick representative for the State of New Jersey, taking over the territory left vacant by E. L. Garland, who has resigned. Mr. Brown is well versed in talking machine selling and comes to the Brunswick Co. well equipped to take over this active territory, and already he has shown that he can offer the Brunswick dealers a service that is bound to win for him many fast friends.

ANOTHER POST FOR IRWIN KURTZ

Irwin Kurtz, well known in the metropolitan district as a live talking machine dealer, and president of the Talking Machine Men, Inc., has been appointed by Judge Mack to act as receiver for a men's furnishing concern at 237 Sixth avenue, New York, which has filed a bankruptcy petition. Mr. Kurtz is also a lawyer.

Life is not so short but that there is always time for courtesy.—Emerson.

ZENDA FOX TROT

THE COAST TO COAST SENSATION

from Rex Ingram's

"PRISONER OF ZENDA"

Published by **BELWIN, Inc.**, 701 Seventh Avenue, New York, N. Y.

ANNOUNCE NEW LONG CONSOLES

Two New Cabinets With Wood-paneled Doors Now Ready for Trade—New Prices Announced on Other Long Consoles

H. C. Naill, of the Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long consoles and record cabinets, was a recent visitor to New York. While here he introduced to the trade two new Long consoles which will be known as Nos. 608 and 610. These new cabinets are equipped with wood-paneled doors and provide a splendid housing for the Victrola VI, with shelves for albums.

These recent additions to the Long console line have been received enthusiastically by all of the dealers who have had an opportunity of seeing them, and Mr. Naill is making arrangements whereby the factory capacity of the Long plant will be enlarged in order to give the trade maximum service and co-operation during the Fall and holiday season.

The widely known Long consoles Nos. 601 (Colonial), 602 (Louis XV) and 603 (Chipendale) are still retained in the Long line at prices lower than heretofore. Mr. Naill expects that there will be a tremendous demand for these cabinets during the next few months, and factory facilities have been provided accordingly.

The Geo. A. Long Cabinet Co. was the pioneer in the introduction of console cabinets to accommodate the Victrola VI and Victrola IV, placing these cabinets on the market some two years ago. The cabinets met with immediate success and are now being merchandised by dealers throughout the country.

There is no truer test of a man's qualities for permanent success than the way he takes criticism. The little-minded man can't stand it. It pricks his egotism. He "crawfishes." He makes excuses. Then, when he finds that excuses won't take the place of results, he sulks and pouts. It never occurs to him that he might profit from the experience.—Thomas A. Edison.

H. N. McMenimen
Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484

HAWAIIAN MUSIC AGAIN POPULAR

L. L. Leverich, Columbia Advertising Manager, Gives Interesting Views on Timely Subject—Popularity of Hawaiian Music Is Increasing

The Columbia Graphophone Co. will include in its October list an interesting record by Ferera's Hawaiian Instrumental Quartet, representing something new and different in the way of Hawaiian music. Two Hawaiian guitars, a violin and a flute make up the quartet, and the combination is ideally suited to satisfy the requirements of admirers of Hawaiian music.

Commenting upon the recent demand for music of the Hawaiian type, Lester L. Leverich, advertising manager of the Columbia Graphophone Co., stated as follows in a recent chat with *The World*:

"The keen observer will note that such things as advertising, art, modes and music travel in cycles. There are styles in music just as there are styles in gowns. These styles come into vogue, flourish for a time, then pass on—but only temporarily. Sooner or later they make their complete swing around the circle and come back to the attention of Mr. and Mrs. Public Demand. They may be cut a trifle differently here and shaped somewhat differently there, but fundamentally they are the same styles that flourished months or years before.

"Looking back a few years we come to the period in which Hawaiian music set the style. What started it is difficult to say. The consensus of opinion seems to be that it was borne in on the tidal wave of desire for things Hawaiian created by Laurette Taylor when she presented 'The Bird of Paradise.'

"Columbia was among the first of the record manufacturers to list Hawaiian numbers in anticipation for the demand for the mysterious, weirdly wistful South Sea melodies brought to our shores on the singing wires of the Hawaiian guitar and the ukulele. Then, for a time, the minds of the people passed on to other musical styles—styles too numerous to mention, for the public taste is a fickle one.

"Slowly, but surely, however, the long pendulum is swinging back. The strong breezes are starting to blow in again off the Pacific carrying with them this message from the land of perpetual sunshine—'Hawaiian music is coming back.' Many signs point out the truth of this message. The outstanding hit of 'Good Morning, Dearie,' which just closed after a phenomenal run on Broadway, was a Hawaiian air. You all know it—'Ka-Lu-A.' One of the most-talked-of numbers of this year's 'Follies' is a Hawaiian number, 'Neath a South Sea Moon.' Everyone hums it or whistles it coming out of the theatre and for days afterwards.

"At the beaches, every group of bathers has its little bobbed-haired flapper with her ukulele. Sitting in the middle of her circle of admirers, she strums away while everyone joins in the chorus. No matter what they sing, they always end up with 'Aloha Oe.' Again the Hawaiian atmosphere. Does the flapper keep up-to-date? We'll say she does."

L. A. JACOBI RESIGNS

L. A. Jacobi, for the past two years manager of the Newark, N. J., store of Landay Bros., resigned early this month and announced his intention of taking a much-needed rest and vacation. Mr. Jacobi, who is well known in the retail and wholesale field, has not definitely decided on his plans for the future, but is giving deep consideration to going into the retail business for himself.

ENLARGE VICTOR DEPARTMENT

The B. S. Porter Son Co., Lima, O., has rearranged its entire store and enlarged the Victrola department to take care of the growing business. Wm. M. Snyder, in charge of the section, states a fine increase is recorded in both city and country sales.

\$350,000 DEAL IN LIMA, O.

Rowlands Bros. Buy Business of Harmon Furniture Co., Including Large Talking Machine Department—Will Be Made Part of Chain

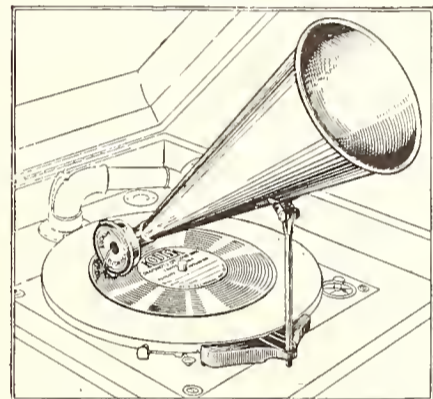
LIMA, O., September 2.—A Lima transaction of more than ordinary importance was the sale of the F. E. Harmon Furniture Co. to Rowlands Bros. The deal embraced the store building and the entire stock, including the Victrola and Edison talking machine and record stocks.

The new owners, Chas. H. Rowlands, of Columbus, O., and Alfred R. Rowlands, Mansfield, O., are two of the foremost and largest owners of chain stores in the country. They now control thirty stores. The approximate cost of the building and business is said to be \$350,000. The structure, which is five stories, will be improved and a complete new stock installed.

The Paulin Music Co., Santa Barbara, Cal., has filed articles of incorporation. The concern is capitalized at \$100,000.

KODISK

A Metal Disk for Home Recording



Kodisk Recorder fits all phonographs. Kodisk Recorder uses a steel needle to record and reproduce. Kodisk Recorder is simply constructed. Kodisk Records play on any phonograph the same as regular records. Send for a sample set. List price of Kodisk Recorder and twelve 8 inch double Kodisk Records, \$13.20. Regular trade discount.

Write for our 100-page encyclopedia containing illustrations and prices of

Outing, Swanson, Plymouth, Standard, Orpheus and Stewart Portables

- Radio Apparatus
- Jones Motrola
- Recordola
- Attachments for Edison, Victor and Columbia
- Albums and Album Sets
- Bubble Bocks
- Cabinets, Record and Roll
- Record Carrying Cases
- Corrugated Boards
- Moving Covers
- Dust Covers
- Dancing Toys
- Envelopes, Record Delivery
- Stock and Supplement
- Geer and Gold Seal Repeaters
- Needles, Steel and Tungsten
- Fibre Needle Cutter
- Display Fixtures
- Record Lights
- Lubricants
- Motors
- Nameplates
- Piano and Duet Benches
- Player-Piano Cleaner
- Polishes
- Record Cleaners
- Tonearms and Sound Boxes
- Springs
- Strings

The Cabinet and Accessories Co.

Incorporated
OTTO GOLDSMITH, Pres.

145 East 34th St. New York

Our new headquarters after October 1st will be
3 WEST 16th ST., near Fifth Ave., New York

Announcing EMERSON OCTOBER RECORDS

Shipments Begin September 15th

POPULAR DANCE RECORDS

- 10538 { DANCING FOOL (Fox-trot).....Emerson Dance Orchestra
SOOTHING (Fox-trot).....Sydney Kleefeld Orchestra
- 10539 { NOBODY LIED (Fox-trot).....Strand Dance Orchestra
COO COO (Fox-trot).....Empire State Dance Orchestra
- 10540 { THE SNEAK (Fox-trot).....Globe Music Masters
SAY IT WHILE DANCING (Fox-trot).....Globe Music Masters
- 10541 { JUST BECAUSE YOU'RE YOU (Fox-trot)...Globe Music Masters
FASCINATION (Fox-trot).....Emerson Dance Orchestra
- 10542 { GEORGETTE (Fox-trot).....Sydney Kleefeld Orchestra
PARADE OF THE WOODEN SOLDIERS
(Fox-trot).....Strand Dance Orchestra
- 10543 { CALL ME BACK, PAL O' MINE (Waltz).....Lauer's Orchestra
SWANEE RIVER MOON (Waltz)...Empire State Dance Orchestra
- #### POPULAR VOCAL RECORDS
- 10544 { OLD KENTUCKY MOONLIGHT.
Sung by.....Lewis James & Elliott Shaw
MY CRADLE MELODY. Sung by.....Crescent Trio

POPULAR VOCAL RECORDS

- 10545 { MARY, DEAR. Sung by.....Charles Harrison
SWEET INDIANA HOME. Sung by Lewis James & Elliott Shaw

STANDARD RECORDS

- 10514 { AMERICA. Male Quartet.....Criterion Male Quartet
STAR SPANGLED BANNER. Male Quartet..Criterion Male Quartet

NOVELTY AND COMEDY RECORDS

- 10291 { THE MOCKING BIRD. Monolog.....Billy Golden
UNCLE JOSH'S BIRTHDAY. Monolog.....Billy Golden

IRISH RECORDS

- 10394 { MEDLEY OF IRISH JIGS. Irish Hornpipe.....Tom Ennis
MEDLEY OF IRISH REELS. Irish Hornpipe.....Tom Ennis
- 10344 { COUNTY KERRY MARY. Tenor Solo.....Hugh Donovan
WRAP THE GREEN FLAG 'ROUND ME,
BOYS. Tenor Solo.....Hugh Donovan

OTHERS FOR RAPID FUTURE RELEASES



EMERSON

For years the third largest record manufacturer in the World.

Serving thousands of prosperous dealers, large and small, from the Atlantic to the Pacific Coast.

Over 100,000,000 Emerson Records are in hundreds of thousands of American homes.

Over \$2,000,000 has been spent in Emerson public and trade advertising, making this line one of the most prominent on the market.

Today Emerson Records Constitute a Bigger and Better Proposition Than Ever.

JOBBER'S' CORRESPONDENCE INVITED

Dealers: Write for New Releases and Terms

EMERSON PHONOGRAPH CO.

206 FIFTH AVENUE

NEW YORK, N. Y.

A song by Nora Bayes is always like a beam of good, old, healthy sunshine. Her two latest, "Just Like a Violin" and "Good Mornin'" (It's mighty good to be home), will push the clouds away.

Stock this record and demonstrate it and your digits will put a fresh polish on the cash register keys. A-3669.

Columbia Graphophone Co.
NEW YORK



THE NEW FLAT TOP VICTROLAS

Two New Horizontal Models With Flat Tops, Numbers 210 and 230, Are Announced

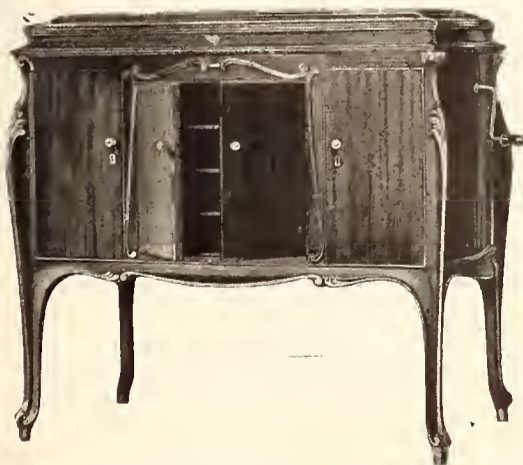
The Victor Talking Machine Co. has just announced to the trade two new horizontal model Victrolas both with flat top and designed to meet an apparent demand for instruments of that type. Much interest attaches to the new



Victrola No. 210

styles from the fact that they are the first flat-top models to be put on the market by the Victor Co., although the previous styles in horizontal models marketed by the company some time ago have met with unusual success.

The new models are known as Victrola No. 210, furnished in mahogany or walnut and listed



Victrola No. 230, Louis XV Design

at \$100, and Victrola No. 230, Louis XV, furnished in mahogany and listed at \$375, with electric motor at \$415.

No. 230, most attractive in design, follows something along the lines of preceding horizontal Victrola models, to the extent of having the amplifying chamber and its doors in the center, with record filing space at the side. No. 210, however, follows along entirely new lines, the amplifying chamber occupying one-half of the cabinet, while the other half is given over to records. Both sides are fitted with doors.

No. 210 is fitted with a record rack which may be removed if it is desired to install record albums, while No. 230 comes equipped with record albums.

Deliveries of the two new models to wholesalers and through them to dealers will begin very shortly, and it is the opinion of the trade that the two new models will prove important factors in Fall and Winter business to an extent that will create a shortage in the new styles.

GRETSCH LINES IN DEMAND

E. E. Strong, general sales and advertising manager of the Fred. Gretsch Mfg. Co., Brooklyn, N. Y., reports a good demand well apportioned throughout the entire Gretsch line. Ukuleles are still selling very big and banjos are a close second. The market for good quality violins is also reported large. The Fred. Gretsch Mfg. Co. reports a number of new dealers have taken on the line and predicts good business for the Fall season.

INSPIRATION FROM HIGHER UP

Civically, socially and commercially we get our inspiration from the man higher up. An executive, no matter how small the business, should remember that. The optimism, the energy, the cheerfulness displayed by a head sets an example to every man and woman in the department.

NEW VOCALION RECORD DISTRIBUTOR

Munson, Rayner Corp., Los Angeles, to Handle Vocalion Red Records at Wholesale

LOS ANGELES, CAL., September 2.—The Munson, Rayner Corp., of this city, has been appointed distributor for the Vocalion Red Records, and arrangements have been made for installing a large department with a full stock of such records to facilitate prompt deliveries to dealers.

The arrangements with the new distributor were completed recently by Oscar W. Ray, manager of the wholesale Vocalion Record Division of the Aeolian Co., while on a business visit recently to this city.

REMODELING IN FT. WAYNE

Duessler Phonograph Shop Providing Enlarged Facilities for Handling Business

FORT WAYNE, IND., August 28.—The Duessler Phonograph Shop, 208 West Berry street, this city, is remodeling the interior of its store to provide additional facilities for the display and sale of Columbia and Brunswick phonographs and records.

The plans call for a special demonstration room for the Gulbransen reproducing piano, as well as several artistic booths for phonograph demonstrations. The interior will be finished entirely in white enamel with furnishings and equipment to match.

Superior Tone Quality

Bell Hood Needle

does it

Most natural tone reproductions

Try your favorite record with a Bell Hood Needle

Plays Many Times Without Changing

Now selling at 15 cents per package

BELL HOOD NEEDLE COMPANY

183 Church Street, New Haven, Conn., U. S. A.



C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.,

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

BEST RECORDING

EXPERIENCED SPECIALISTS

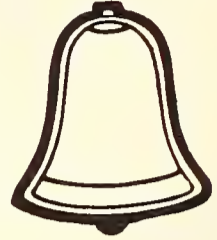
LOUD AND CLEAR

LAST WORD IN QUALITY

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



IMPORTANT ANNOUNCEMENTS FOR VOCALION DEALERS

Substantial Downward Revision of Prices Made on Fourteen Conventional and Period Models of Vocalions—Ten New Console Period Styles Now Ready for Trade

The Vocalion dealers, under date of August 30, received a most important double announcement from the Aeolian Co., one section calling attention to an interesting downward revision of prices on two conventional styles and on practically all current upright period styles of

\$315, now \$275; Style 1633 was \$375, now \$300; Style 1617, was \$365, now \$325; Style 1623 was \$400, now \$350; Style 1627 was \$425, now \$375; Style 1629 was \$495, now \$395; Style 1615 was \$425, now \$395; Style 1625 was \$475, now \$425; Style 1631 was \$525, now \$465, and Style 1614, formerly \$495, now \$475.

In announcing the price reductions the company states that dealers will be rebated in full on all stock of the above-mentioned Vocalions which they have on hand as of September 1,



New Period Vocalion No. 1624

Vocalion machines, and the other to a new series of styles furnished in console period Vocalions.

It is expected that the reduction in prices of the various styles will prove of distinct advantage to retailers during the Fall in stimulating demand. The price changes are as follows:

Style 450, formerly listed at \$150, now listed at \$125; Style 650, formerly \$185, now \$160; Style 1635, period, formerly \$325, now \$250; Style 1619, formerly \$285, now \$265; Style 1621 was



New Period Vocalion No. 1632



New Period Vocalion No. 1626



New Period Vocalion No. 1618

1922, and purchased at the present prevailing wholesale prices.

The new console period models just announced, which are companion pieces to the upright period models that have proven very successful, are: Style 1620, listed at \$285; style 1636, \$300; Style 1634, \$325; Style 1622, \$350; Style 1618, \$365; Style 1624, \$385; Style 1628, \$415; Style 1630, \$450; Style 1626, \$465, and Style 1632, \$495. The various styles, four of which are reproduced herewith, are most attractive in every particular.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
415 Fourth Ave., New York, N.Y.
Tel. Madison Square 6635



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



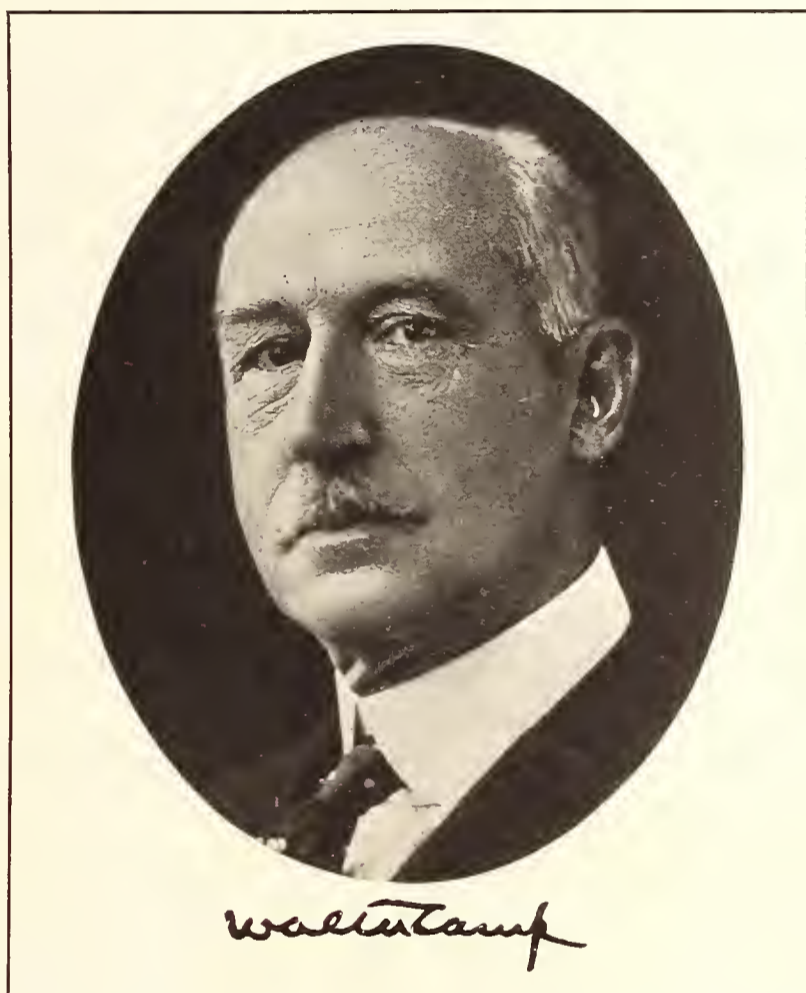
EACH SALE OF
WALTER CAMP'S
"DAILY DOZEN"
 NETS YOU A WORTH-WHILE PROFIT

List Price

Now

\$10.00

*Usual Dealers'
Discount*



List Price

Now

\$10.00

*Usual Dealers'
Discount*

An imitation "twelve" can never equal the "DAILY DOZEN," because any system of health exercise records cannot possibly be any greater than the man who conceives or directs them.

Walter Camp is recognized internationally as America's foremost athletic authority. His system, known as the "DAILY DOZEN," has been universally accepted as the acme of perfection in health exercise.

Dealers handling Walter Camp's "DAILY DOZEN" on HEALTH BUILDERS records have the satisfaction of knowing that they represent the original and best system of health records on the market.

HEALTH BUILDERS' national advertising has educated the public to look for Walter Camp's signature before buying physical exercise records.

None genuine without this signature: *walcamp*

WE INVITE YOU TO BE JUDGE AND JURY

Send to-day for a set of the "Daily Dozen" at the regular dealer discount. If after demonstration and comparison you wish to return it—do so—at our expense.

HEALTH BUILDERS

DEPARTMENT W9

334 FIFTH AVENUE

NEW YORK, N. Y.

DIAMOND JUVENILE CONSOLE

—a 3-way profit proposition

The reason we have been over-sold on this practical little machine almost from the start is not just because of its individual profit and quick sales possibilities. While six machines cost \$90 and sell for \$150, giving you a profit of \$60, this is only the first feature.

The big point is that the Diamond Juvenile Console gives you a greatly increased buying audience for juvenile records and through children brings parents into the store more frequently. This always results in the sale of more regular records!

Your problem is to get more people into your store more frequently. This is what the Diamond Console has been accomplishing for the hundreds of dealers who have installed it as a basis for a real children's department.

A Real Musical Instrument for Children

Cabinet—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

Finish—Enameled in Gray, Blue and Ivory. Washable Finish. Blue or old rose silk grille.

Motor—Heineman motor — cut gears — cast frame — fully guaranteed — removable motor board.

Tonearm — Die Cast — nickel-plated—Artois reproducer.

Turntable — Special 9-inch felt faced—plays all records, 10 inch or smaller. Particularly adapted to all children's records — including Bubble Books.

List Price, \$25.00 each
Six Machines or over \$15.00 each
Less than six machines \$16.50 each

Diamond Juvenile Furniture

Six pieces—4 chairs, table and costumer. Juvenile proportions. Durably made. Beautifully enameled and decorated. Makes perfect juvenile booth when installed with the Diamond Console.

Fine for window display.

Six Pieces—\$17.50
F. O. B. Oswego, N. Y.

DISTRIBUTORS:

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.
Consolidated Talking Machine Co.
227-229 N. Washington St., Chicago, Ill.
The Rudolph Wurlitzer Co.
121 East 4th Street, Cincinnati, Ohio
Cabinet & Accessories Co.
145 East 34th Street, New York City
Walter S. Gray Co.
942 Market Street, San Francisco, Cal.
Munson, Rayner Corporation
315 So. Broadway, Los Angeles, Cal.



Diamond No. 1 Rack 27½ inches high by 9½ inches deep by 16 inches wide. Finished in Ivory or Gray—\$5.00 each. Finished in Mahogany—\$6.00 each.

The Diamond Record Service Rack

TESTED and proved one of the greatest little sales boosters ever developed for the talking machine dealer. Made with two sections—one for *selected* records and one for rejected records. Automatically speeds up customers' decisions—sells more records in less time. Actually demonstrated that it creates more



Diamond No. 2 Rack 27½ inches high by 9½ inches deep by 28 inches wide. Finished in Ivory or Gray—\$7.50 each; Finished in Mahogany—\$9.00 each.

decisions for *selected* records than any method ever used. Eliminates breakage by customers. Has special background arrangement for display of whichever record you want to feature. Takes the place of the usual cluttered up table. Takes little room on the booth wall. Substantially made and nicely finished in enamel, the Diamond Record Service Rack will prove the biggest little investment you ever made.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd Street, New York Factories: Oswego, N. Y.

TOLEDO

Sales Continue Climbing—Fall Outlook Good Despite Industrial Troubles—Month's News Budget

TOLEDO, O., September 6.—Talking machine merchants have experienced a substantial climb in sales the past month. While the increase was not as large as the previous month it was nevertheless of a favorable character—and this in spite of adverse conditions.

The railroad strike is being felt by music merchants rather acutely. Shipments are delayed and goods which customers are waiting for are lost in the railroad yard jams.

Music merchants in the Michigan resort territory and in the Lake resort regions have experienced a good Summer run of trade and feel that with the bumper crops harvested Fall trade will resume the normal seasonal trend. Moreover, the small-town merchant is back in the race and is adding to his store force and outside workers. He is going after business now because he is convinced there is a real opportunity to land a good percentage of his farmer customers, as well as others.

On the whole reports indicate that the undercurrent is moving strongly in the direction of complete industrial recovery. The settlement of the coal strike will drive the rumor hound to cover. He has brought about much unrest and his reports that large factories would soon close were indeed far-reaching and caused patrons to defer buying musical instruments.

Dealers Seeking Salesmen

According to Chas. H. Womeldorff, manager of the Toledo Talking Machine Co., one of the encouraging signs of the return to normal conditions is that dealers are seeking additional help for their talking machine departments. A number of requests have come from local and outside retailers asking for assistance in locating desirable workers.

A direct campaign exploiting the three Victor special releases to go on sale Friday, September 15, is under way. These are: "Struttin' at the Strutters' Ball," Zee Confrey and his orchestra; "The French Trot," All-Star Trio and Orchestra; "Why Should I Cry Over You?" Blues, The Virginians; "Say It While Dancing," Benson Orchestra, and "I'm Just Wild About Harry," Whiteman's Orchestra. These records will be featured; they will also appear in the October supplement. A great deal of interest is also being manifested in the two new flat-top Victrolas which will be offered shortly to the trade.

Meeting of Brunswick Dealers

A meeting of importance to Brunswick retailers was that held at the Hotel Secor recently. The group consisting of dealers and their workers was addressed by A. L. Fram, director of sales promotion for the Brunswick-Balke-Collender Co. Sales and advertising plans as well as helps for the dealer were discussed. Much enthusiasm was manifested by those in attendance and the plans outlined were adopted. Luncheon was served and the meeting voted a highly helpful one.

100 Per Cent Business Growth

At the LaSalle & Koch Co. Victrola Shop the biggest increase for a single month experienced in a long period was recorded recently when a 100 per cent growth was marked up, according to R. O. Danforth, manager of the department. The store, with its dozens of departments, frequently holds contests destined to keep department heads on edge. A motor speedway was constructed with autos labeled 10 per cent, 25 per cent, 50 per cent, 100 per cent occupying places on the track. The Victrola Shop races with its 100 per cent label was up in the front practically from the start of the month. This unusual showing was so pleasing to the store interests that a coveted front window on Adams street was awarded for displaying the wares of the shop for one week.

The fine showing was accomplished through co-operating with store sales events, advertising and by getting a fair percentage of the talking machine owners who visit the large store daily to buy records and supplies there instead of merely purchasing the usual items and going elsewhere for talking machine merchandise.

On the day of the semi-annual remnant sale over 500 records were sold, also a number of talking machines. The theory that such a section cannot couple its efforts with sales going on in the store is all wrong. Timely combinations which were featured did much to add to the sales volume. Talking machine business for five days was equal to more than half the total recorded during an entire month in 1921.

Two New Salesmen for Greene Co.

At the J. W. Greene Co. sales are above those of last year at this time, E. A. Kopf states. A brisk Fall sales campaign is about to be launched. Two salesmen have been added to the force, Kenneth Frederick, formerly with the Cable Company, and Ralph J. Fisher. A feature which is adding to volume is a Victrola and Console mirror combination known as No. 260. This outfit, in conjunction with a dozen selections, moved rapidly. It is found that many folks prefer to buy an assortment such as this instead of being compelled to purchase each piece separately.

Miss Pulliver Speaks on Music Appreciation

At the Lucas County Teacher Institute, which convened in Toledo the last week in August, Miss Grazelle Pulliver, of Cleveland, addressed the group under the auspices of the J. W. Greene Co. Her topic was "Music Appreciation in the Schools," a subject uppermost in the minds of instructors at this season.

Selling Victrolas From Trucks

At Grinnell Bros. the Ford truck Victrola service, which was inaugurated recently and which goes direct to the consumer with machines, is proving a real asset to the department, R. C. Elwell states. As many Victrolas are sold in this manner on occasion as are sold in the store. However, the coupling of store ef-

forts with outside work is responsible for the showing, it is said.

Manager A. J. Pete, of the Lion Store Victrola rooms, made a trip to the Merchandise Fair in New York, and to the Victor factory the latter part of August. This concern is making an investigation of radio possibilities and the part it will play in merchandising. Should events warrant, the radiophone will receive special attention in future store plans.

A Campaign on Advertising

The Da-Lite Electric Display Co. will renew its Fall advertising and sales campaign in September. A drive will be made to secure new users of its monthly Victor panel service. The sales force has been enlarged by the addition of two men, who will solicit the trade in the interest of Victor jobbers. One of these men will cover the Pacific Coast by way of the Southern route and it is expected Western headquarters will eventually be established in Los Angeles.

Buys W. B. Duck Co. Stock

Whitney, Blaine & Wildermuth Co., who acquired the Victrola stock of the W. B. Duck Co. recently, report a very favorable volume of sales. Fall plans include a drive to acquaint customers with the many features of the new upstairs store. One of these is that demonstration booths are supplied with washed air drawn into the building by means of fans. Among the late hits "Hot Lips," "Send Back My Honeyman" and "My Rambler Rose" are favored, Henry C. Wildermuth states.

Increased Call for Machines

Rae & Maxwell report a marked improvement in the demand for machines. A number of important contracts have been closed lately. Aeolian, Columbia and Jewett are dealt in.

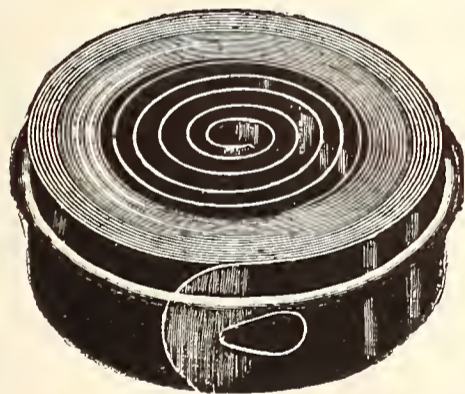
Call for Foreign Records

Frank Fleightner, Columbia, Jewett and Vocalion dealer, is receiving a large number of calls for foreign selections, particularly Italian and Spanish. The demand for this type of music improves when the workers have plenty of cash. Their buying power is greater at this time than for months.

MANY INQUIRIES FROM DEALERS

M. S. Davis, president of the Encore Sales Co., New York City, general factory distributor for the Encore record re-player, reports that the initial announcement of the company last month resulted in inquiries from interested dealers in all sections of the country. Additional dealer helps in the way of literature, counter and window cards are being planned.

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

Inch	x 10 feet for all small motors	Each
3/8	" x 10 " " Pathe, Columbia, Heineman	\$.35
1/2	" x 10 " " Columbia	.40
1	" x 11 " " Columbia with hooks	.50
1	" x 13 " " Victor, old style	.45
1	" x 15 " " Victor, new style	.50
1 1/4	" x 13 " " Victor, new or old style	.70
1	" x 12 " " Heineman and Pathe	.45
1	" x 10 " " Saal, Silvertone, Krasberg	.45
1	" x 13 " " Saal, Silvertone, Brunswick	.50
1	" x 16 " " Sonora, Brunswick, Saal	.60
1 3/16	" x 18 " " Heineman and Pathe	.75
1 1/2	" x 25 " " Edison Disc	1.50

SAPPHIRES—GENUINE

Pathe, very loud tone, each 150, 100 lots \$11.00.
Edison Loud-tone, each 150; in 100 lots, \$11.50.

TONE-ARMS

The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal..... 4.00
With smaller reproducer, but loud and clear..... 2.50

PHONOGRAPH NEEDLES

We can give you best price on Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Inces and Velvotone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—E. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

Victor Wholesalers



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

The
Player-Tone
 IT'S SIMPLY GREAT.

No Better Tone Instrument
 In the World

—PRICE—

Will Sell Phonographs Today
 And We Have It

Every Player-Tone phonograph is exceptionally good, with the house back of it for years.

Player-Tone phonographs 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 Player-Tone sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

We have liberal discounts for dealers with catalogue. Write for it today.

Player-Tone Talking Machine Co.

Office and Salesrooms

967 Liberty Avenue Pittsburgh, Pa.



\$65.00
 Model 551
 Mahogany Only



\$75.00
 Model 601
 Mahogany Only



\$85.00
 Model 701
 Mahogany Only



\$100.00
 Model 801
 Mahogany Only



EMERSON
 Model 40
 All gold equipment,
 with 5 record filing
 albums. \$150.00



\$150.00
 Model 901
 All Gold Equipment



\$75.00
 Model 310
 Oak or Mahogany



\$90.00
 Model 311
 Oak or Mahogany



\$110.00
 Model 314
 Oak, Mahogany or Walnut



\$125.00
 Model 316
 Oak or Mahogany



EMERSON
 Model 30
 All gold equipment,
 with 5 record filing
 albums. \$135.00

MILWAUKEE

Trade Conditions Reviewed—Sonora Dealers Meet—Goldsmith Optimistic—Victor Dealers Discuss Situation—The Month's News

MILWAUKEE, Wis., September 10.—Industrial trade conditions, employment problems, crop reports and general economic market reviews of Wisconsin and the upper peninsula of Michigan are reflected in the wholesale talking machine market of this city. Agricultural districts are in a sound financial condition as bumper harvests are drawing to a close. Consequently the small-town dealer in phonographs and records is confidently laying in a large stock of machines and making general preparations for a good Fall business. All of this is directly attributed to the certain prospect of large food crops.

A corn and wheat crop equal to last year's excellent average and a hay crop that sets a record for preceding years are the reports of the crop survey for Wisconsin. With rural trade in an optimistic frame of mind, attention turns to that of the big city dealer.

During the Summer months sales of talking machines have been mounting steadily. There was no falling off in sales from the comparatively low June sales records to those of August. Most of the leading wholesalers and jobbers in Milwaukee, which is the center of trade for Wisconsin, Michigan peninsula and the northern Mississippi valley, found that trade was improving monthly. This has set a precedent over preceding years, for during the warm months a seasonal slump is generally experienced. With this excellent record behind them dealers and wholesalers are not as confident of future markets as they might be. The effect of the coal and railroad strikes on business is now their chief concern. Shipments of talking machines on Fall orders have been seriously hampered, wholesalers state. The railroads will be severely taxed even after the strike is settled. They will have to move an amount of coal in a few weeks which is usually spread over many months and the season of crop-moving has arrived. Fall orders are being filled as rapidly as possible, as dealers throughout the State send in requests for immediate shipments that they may have the stock on hand for display during the inception of their early advertising campaigns. Many of the State and county fairs scattered throughout the State find a sizable exhibit of local talking machine dealers on display.

Talking Machines at Household Exhibition

Milwaukee wholesalers are making extensive plans for their entrance in the Household Exhibition at the Auditorium in October. The Yahr & Lange Co., distributor of the Sonora; the Badger Talking Machine Co., Victor distributor; the J. B. Bradford Co., Brunswick representative, and other leading Milwaukee houses

will be represented. The machines will be demonstrated before approximately 100,000 persons during Exposition Week.

Outing of Milwaukee Dealers

Music dealers of Milwaukee and Chicago met at Ravinia Park, Chicago, last month for the first annual intercity outing of merchants. Approximately five hundred merchants with their wives and families attended the outing. One hundred of the Milwaukee dealers chartered a special train for the trip to Chicago. Henry M. Steussy, sales manager in charge of Edison lines and Victrolas at the Kesselman-O'Driscoll Music House, was in charge of the Milwaukee delegation. At the intercity baseball game Sam Goldsmith, Badger Talking Machine Co., was the star of the invading nine. Hugh Holmes, of the J. B. Bradford Co., newly appointed Brunswick representative; Harry A. Goldsmith, secretary of the Badger Talking Machine Co.; S. R. Christopherson, sales manager of Yahr & Lange Co., wholesaler of the Sonora and Okeh lines; Florian Flanner, of the Flanner-Hafsoos Music House, Edison representative, were the leaders of the Milwaukee visitors. Next year the Milwaukee Music Industries will be the hosts to the Chicago dealers and wholesalers in a joint picnic at a popular Wisconsin resort, said Mr. Christopherson, secretary of the Milwaukee organization.

At the regular meeting of the Milwaukee Association of Music Industries, which was held in the Colonial room of the Wisconsin Hotel, routine business and plans for an active social and business campaign for Fall were discussed. Another meeting will be held later in September.

Yahr & Lange Co. Entertains Dealers

Prominent Sonora dealers of Wisconsin and the upper peninsula of Michigan held a sales conference and educational meeting in Milwaukee the closing days of August under the patronage of S. R. Christopherson, sales manager of the music merchandise division of the Yahr & Lange Co., distributor of the Sonora phonograph in Wisconsin, Michigan, Minnesota and Iowa. Fred E. Yahr, president of the Yahr & Lange Co., delivered the address of welcome to the visitors assembled in the display rooms of the company, said to be the most elaborate and best furnished display rooms of any wholesaler in the Northwest. President Yahr conducted a personal tour through the large six-storied plant of the company prior to the opening meeting.

"Beautifying Your Store and Making Sales" was the title of the address made by President Howers, of the Adjustable Fixture Co., at the afternoon conference of the dealers. He spoke of the importance of atmosphere in the store,

the returns that invariably came from the proper investments in furnishings and the proper fixtures for the console display of talking machines. Attractive stores furnished throughout the country were displayed on a screen for the benefit of the talking machine dealers. New ideas in window decoration and reception room furnishing were given.

Jack Carr, advertising prodigy, addressed the dealers on the "Use of Direct-by-Mail Advertising in Building Your Business." This subject was gone into in detail and the live discussion that followed showed the paramount position it occupied in the dealers' minds.

H. J. O'Connor, field representative of the Sonora Phonograph Co., New York, spoke on "The Sonora, the Highest Class Talking Machine in the World."

The possibilities of film advertising for producing business were pointed out by George F. May, of the Milwaukee Film Advertising Service, who used illustrated slides and moving pictures in his lecture. General discussion of music business and industry by the dealers and wholesalers followed the education conference. Sales problems and announcement of an intensive Fall advertising campaign to be launched in the middle of September occupied the remainder of the day.

A banquet, dance and entertainment was held in the Republican House in the evening. Marion Yahr, daughter of Fred E. Yahr, danced. A vaudeville sketch and other features were given. The evening was principally a social gathering to which the wives of the visiting delegates were invited. No formal speeches were given at the dinner.

S. R. Christopherson announced that active plans are under way for the completion of a Wisconsin Sonora Dealers' Association and another conference will be held in Milwaukee to perfect the plans, exchange new ideas, etc.

George F. Ruez Honored

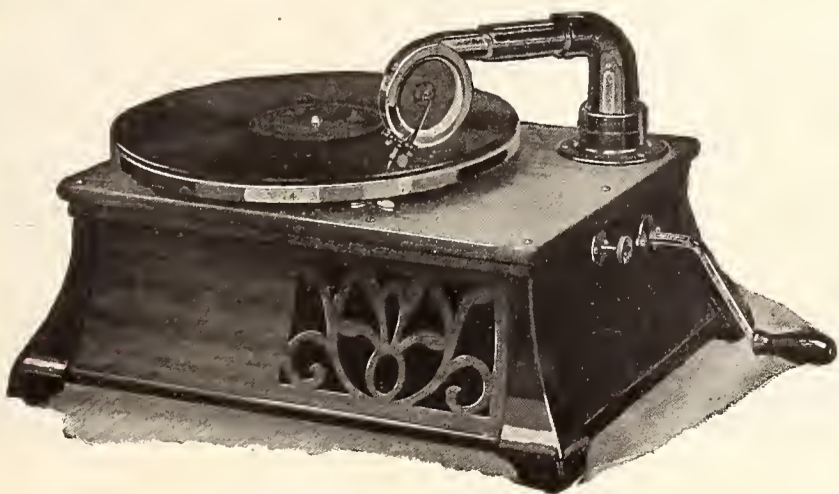
George F. Ruez, president and treasurer of the Badger Talking Machine Co., has been elected trustee of the village of Shorewood, a suburb of Milwaukee. Shorewood property has an assessed valuation of \$12,000,000, he stated. Mr. Ruez was good-naturedly distributing cigars at the Badger offices, celebrating the recent arrival of a baby daughter, when he was informed of his trustee appointment.

Goldsmith Looks for Big Demand

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor distributor in this territory, reviewing current trade conditions, stated: "We are preparing to enter one of the best Fall seasons in our history. A large number of advance orders has been received and our territory is in a specially good condition. Advertising campaigns recently launched are beginning to bear fruit. Trade gained materially each month during the Summer and is now making rapid strides as the Fall season gets under way.

"The biggest demand is for high-grade instru-

(Continued on page 66)



New Model "E"

The General Phonograph Mfg. Co.

Model "E"
TABLE PHONOGRAPH

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO

BAGSHAW

The Oldest and Largest
Manufacturers of Steel
Talking Machine
Needles in the World

NEEDLES

Best By Comparison

By actual comparison, BAGSHAW NEEDLES are the finest steel talking machine needles manufactured today. Each BAGSHAW needle is backed by the reputation of the pioneers in the talking machine needle industry. They are guaranteed by the manufacturer, the jobber and the dealer alike.

Whether you desire needles packed in cans, envelopes or in bulk—or under your own trade-mark—W. H. BAGSHAW CO. can best satisfy your requirements.

*Samples and Prices
Upon Request*

The famous BRILLIANTONE and genuine PETMECKY brands are manufactured by BAGSHAW. The world over, BAGSHAW steel talking machine needles are renowned for their uniform length, uniform points and uniform hardness.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610



Regarding Our Limited Introductory Offer

Phonograph dealers everywhere have rallied to the Brilliantone idea of selling needles in individually imprinted containers. They appreciate the effective advertising value of the Brilliantone container. They are availing themselves of our special introductory offer to imprint the firm name on orders for as little as 1,750 cans. Are your customers seeing your name every time they play a phonograph?

BRILLIANTONE NEEDLES

In Tin Boxes
Imprinted With Your Name
On Orders for 1750 Boxes

Three Tones: Extra Loud, Loud, Medium

Tie up with the largest makers of phonograph needles in America. Send for prices and samples. And tell us to whom you desire shipment billed.

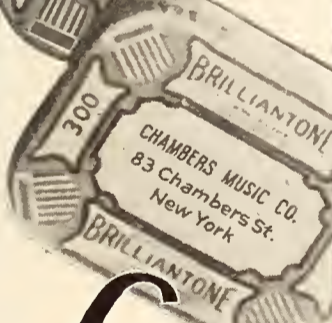
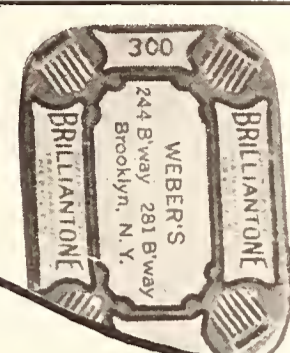
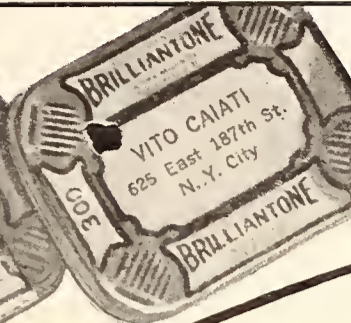
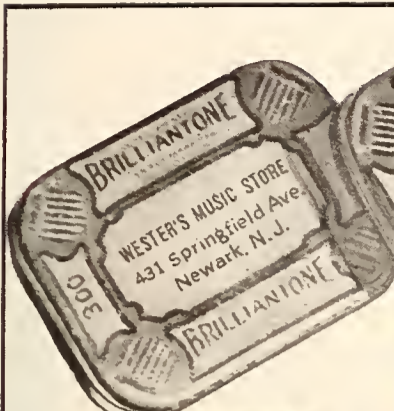
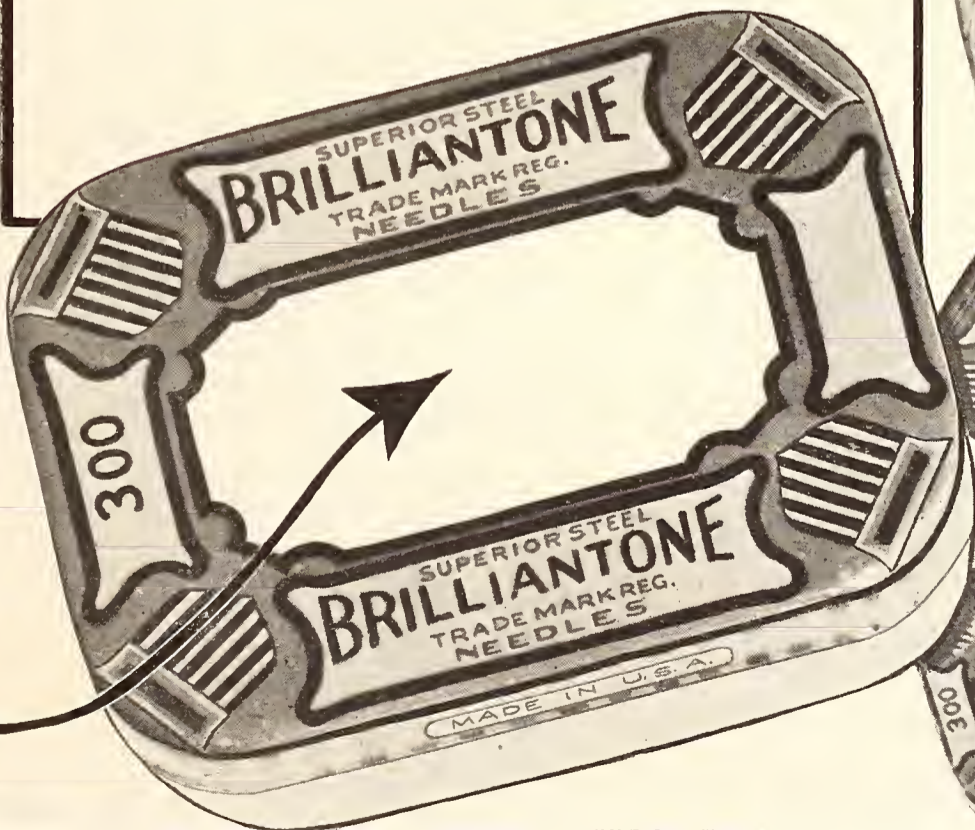
BRILLIANTONE STEEL NEEDLE CO. OF AMERICA, INC.

Selling Agent for W. H. Bagshaw & Co.
Factory: Lowell, Mass.

347 FIFTH AVENUE NEW YORK

Canadian Agents: The Musical Merchandise Sales Co.
79 Wellington Street West Toronto, Canada

Let
us put
Your
name
here



I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

TRADE HAPPENINGS IN MILWAUKEE

(Continued from page 63)

ments. The only styles of the lower classes selling during the Summer months were the portable machines and as demand for these has fallen off most of the trade now is confined to console and period models of the high-class type. Even the farmers in the rural districts are asking for these models, our country dealers tell us. We look forward to a good Fall and Winter season."

Increased operations and enlargement of the field of the company have resulted in an increase in the stock to 60,000 preferred, with 1,000 shares of common stock of no par value, a recent amendment stated. The Badger Talking Machine Co. is Victor representative for Wisconsin and upper Michigan territory.

Broadcasts Victor and Edison Records

The Kesselman-O'Driscoll Music House, representing the Edison and Victor lines, recently

gave a special Masonic lecture from their music house which was heard at the annual Masonic picnic at Delafield, Wis. The Victor and Edison records were broadcasted in the entertainment program furnished after the lecture. L. J. Monroe, head of the radio department of the music house, said the company station, the first in any American music house, has a range of one thousand miles. It is officially licensed and has the call, WCAY.

Victor Dealers of Fox River Valley Meet

Twenty Victor dealers from as many different cities attended the monthly meeting of the Victor dealers of the Fox River Valley at the Hotel Calumet, Fond du Lac, Wis. At 6 o'clock a dinner was served, followed by a business session. L. S. Morgan, representative of the Victor Talking Machine Co. for the State of Wisconsin, addressed the dealers on the outlook for Fall and Winter business. The factories, he said, were working to capacity to take care of new business and were ready to

give the dealers better service than ever. The meeting was brought to Fond du Lac through the efforts of J. A. Santee, of the Badger Music Shop. Dealers from New Holstein, Ripon, Berlin, Manitowoc, Plymouth, Waupun and Two Rivers, as well as Valley cities, attended. It is planned to include dealers from northeastern Wisconsin, as well as upper Michigan, in a proposed State association. The next meeting of the dealers will be held in Green Bay. D. N. Groulx, of that city, will preside, W. J. Augustine declared.

New Concern in Eau Claire

C. F. Funk, A. Y. Anderson, A. M. Anderson and P. L. Peterson, of Eau Claire, have organized a new company in that city that manufactures a machine without incorporating a metallic horn in its make. It plays all kinds of records.

Famous Victor Artists to Appear

The Eight Victor Artists, whose fame is nation-wide, will appear in Appleton, Wis., the first week in October at the Lawrence Memorial Chapel, dealers in that city have been informed, and they are preparing to conduct simultaneously an advertising campaign.

Talking Machine Men Help Out

Hugh W. Randall, president of the J. B. Bradford Co., representative and distributor of the Brunswick in Wisconsin territory, together with a number of other prominent talking machine men of Milwaukee, members of the Wisconsin Club, was in charge of the entertainment program at "A Night in Madrid" party on August 30. Talking machine men take a prominent part in the club's musical activities.

Dealers Tie Up With Isham Jones Orchestra

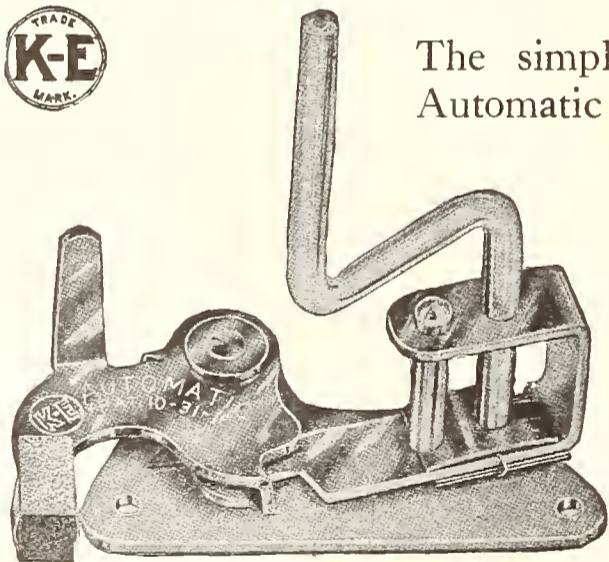
Brunswick dealers in this city linked up their advertisements with the appearance of the famous Isham Jones Orchestra in Milwaukee last week. The orchestra appeared at the Mari-gold Gardens. It has been very popular with Milwaukee music lovers and at its recent appearance a large number of Brunswick records were sold featuring the orchestra. Dealers advertised extensively the presence of the musicians and profited by the large sales of records on their departure. The J. B. Bradford Co. had charge of the advance sale of tickets and was instrumental in booking the orchestra.

Means of Augmenting Sales

Albert E. Smith, well-known Victor house in Madison, Wis., is offering a special cut-out puzzle free to all boys and girls in its sale of August and September Victor records. The novel plan was used to introduce the children's records of the store and also augment the sale of the larger new releases. It proved to be successful in that more records were sold under the puzzle plan than in the preceding month, officials reported.

The most stupendous epigram since La Rochefoucauld wrote his maxims: "Pain is the rent that the soul pays for living in the house of flesh." Benjamin De Casseres is the author.

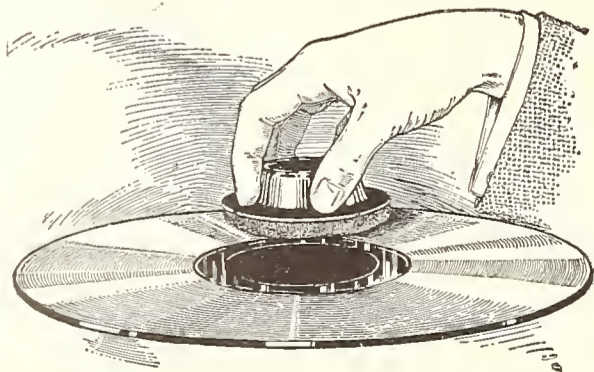
AUTOMATIC STOPS



The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50c. for Sample Stop

SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners
Reduced Prices Big Profits
Write for Particulars NOW

KIRKMAN ENGINEERING CORPORATION
484-90 Broome Street New York

Truetone

TRADE MARK

The WORLD'S BEST
PHONOGRAPH NEEDLES

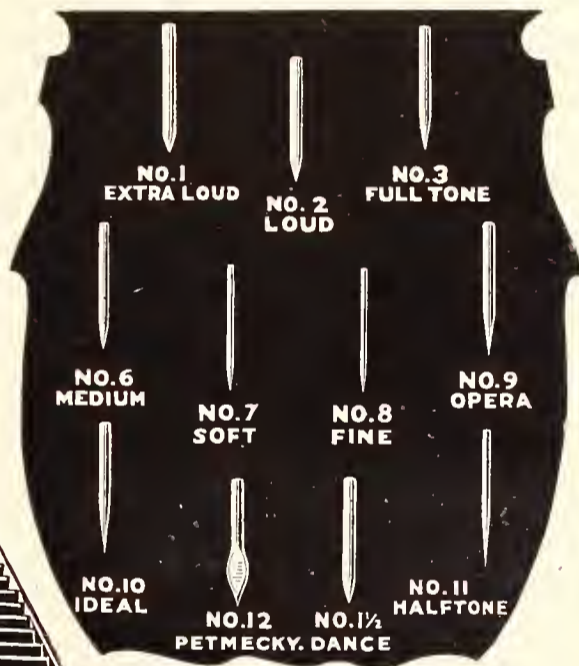
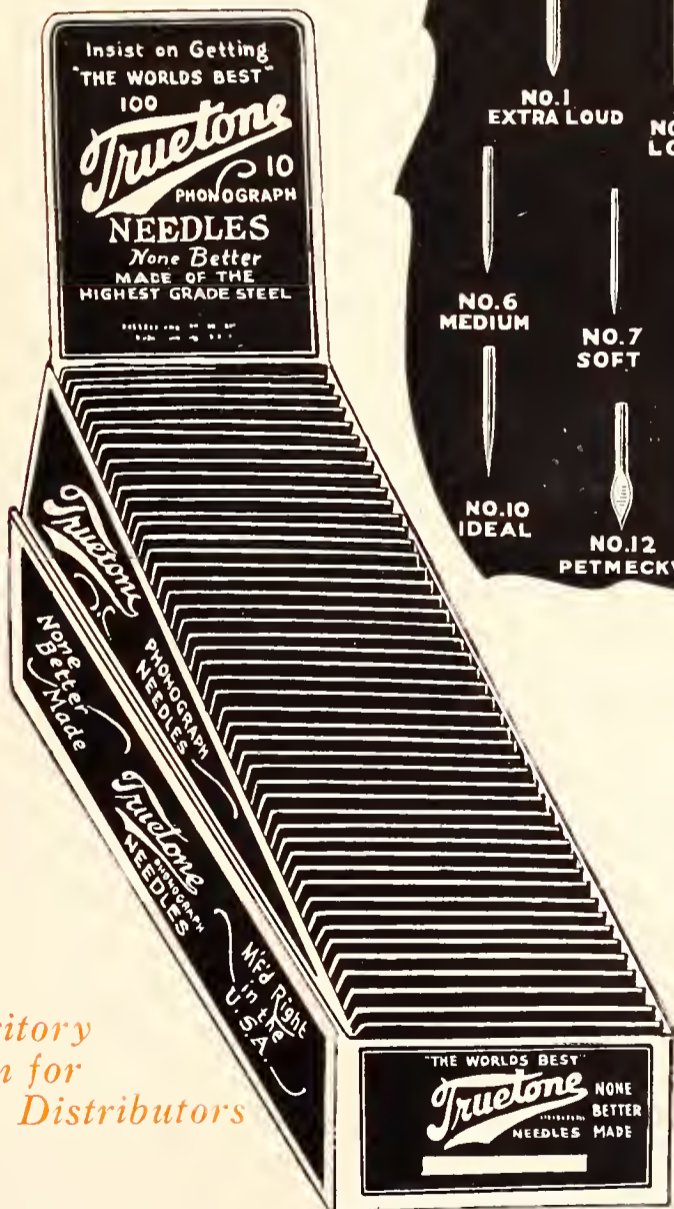
**NONE
BETTER
MADE**

DEAN

**UNIFORM
POINTS**

**UNIFORM
LENGTHS**

**PERFECT
REPRODUCTION**



*Territory
Open for
Live Distributors*

*Write for
Our Current
Prices*

Manufactured by
GENERAL PHONOGRAPH CORPORATION
 OTTO HEINEMAN, President
 25 West 45th Street, New York



The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., September 8.—When this correspondence is read the coal strike will have been entirely settled if one can get the right angle as this is penned; for it is now a matter of twenty-four hours, so it is stated, though one recalls that we have been on the eve of settlement of this and the railroad strike several times in the past few weeks. New England has felt the strain of both strikes rather severely, but it is unquestionably the railroad strike that has most affected the talking machine industry locally, for it has badly held up the delivery of goods. Not a few dealers will tell you that machines and supplies long since ordered are not yet received. One wholesaler told your correspondent the other day that he had had to go to the railroad sheds almost daily to look for his goods and that it had been no uncommon thing to find consignments that had been several weeks in transit. Should it happen by any chance that the railroad strike is much longer continued it will work great harm to the talking machine industry, for the business is on the eve of big things; large orders for the Fall trade are being placed and dealers, on the other hand, are getting in close touch with customers to the point of receiving orders, not for cheap outfits, but for the more expensive ones. Should the goods for which the orders are piling up be much delayed it will be most unfortunate for everyone concerned. The past few weeks have seen a decided change in sentiment hereabouts. Those who have been traveling through the New England field report that dealers in Maine, New Hampshire and Vermont, these States being the farthest removed from large trade centers, are feeling especially optimistic over the Fall prospects. In fact, the indications are for big and healthy business.

Vacations are now a thing of the past and this means that everyone is buckling down to business determined to do his share in helping to create better conditions. Saturday closing, too, is at an end, which means a longer business week for the stores.

Many Unfilled Orders for Edisons

Frederic C. Silliman, New England head of the Pardee-Ellenberger Co., reports that there are more unfilled orders on the books than he has seen in a long time and this is pretty good indication of a big September business. Lately the company has been holding an ex-

hibit in its handsome showrooms of the New Edison models, these ranging from \$60 to \$135. The many dealers who looked them over were so pleased with them that large advance orders were the result. The baby console, in particular, proved highly attractive to the trade and it is likely that this type will be carried by many Edison dealers throughout New England within the next two months.

Frank S. Horning Sells Out

On August 31 Frank S. Horning terminated his connection with the Frank S. Horning Co., Inc., at 22 Boylston street, having sold his interest to the F. C. Henderson Co. By the time this is read he will be more or less settled in St. Louis, whither he has gone to take charge of the talking machine and piano department of the Stix-Baer Fuller Co., one of the largest department stores of that city. There is general regret among the talking machine trade at his departure, for while here Mr. Horning became exceedingly popular, not only with dealers, but with the public. Regret at his leaving also comes from another source, the music trade in general, that is, the membership of the New England Music Trade Association, of which he was unanimously elected president at the last annual meeting. Mr. Horning opened his store about three years ago and in that interim he was able to build up quite a good trade in Victor goods, which this store carried exclusively.

Widener Gets Houghton & Dutton Department

Beginning September 1 the talking machine department at the Houghton & Dutton store, corner of Tremont and Beacon streets, which heretofore was leased by the F. C. Henderson Co., came into the possession of J. G. Widener, who will hereafter operate it. Mr. Widener is well known in this city and has conducted several talking machine departments here during the past several years.

Second Victor Salesmanship Class

The second class in Victor salesmanship for the especial benefit of those who were unable to attend the other one held so successfully a fortnight ago started to-day, September 5, to continue through the following three days. The sessions as before are being held in Steinert Hall, which the M. Steinert Co. has generously donated to the class for the purpose. Since the last one F. C. Delano, who conducts these

classes, has been enjoying a vacation at Portland, Me., and came down from there for the new session. Mr. Delano has engagements for classes for a whole year ahead.

John Cotter Visiting Pacific Coast

By the time this issue of The World is out John Cotter, vice-president and treasurer of the Hallet & Davis Co., will be well on his way to the Pacific Coast. He left "The Hub" on September 6 and was accompanied by Mrs. Cotter. They will make a stay of a single day in Chicago and then continue West, taking in the Grand Canyon en route. Their ultimate destination will be San Francisco, where a visit will be paid Mrs. Cotter's family, who resides on the Coast, and to Riverside, where they will be the guests of J. A. Stitt, Pacific Coast road man for the Hallet & Davis Co. From Riverside it is planned to take a motor trip to San Diego. Before returning East Mr. Cotter will pay a visit to Seattle and the return trip East will be by way of Butte, Mont., and Salt Lake City, Utah, in which city a week will be spent. Mr. Cotter plans to be away about six weeks and in that time he will probably come in touch with a good many Hallet & Davis dealers.

The Hallet & Davis Salesman

The fourth number of the Hallet & Davis Salesman has been issued. It has a wealth of good reading, which the dealers of this company ought to thoroughly digest. The talking machine proposition of this house is given due attention and considerable mention is made of the value of publicity when properly handled by dealers. One special article under the title of "National Publicity Increases Turnover" should get a wide reading, for there is much meat in it for dealers to ponder over.

Vocalion Hall News

Manager Birdsall, of Vocalion Hall, in Boylston street, spent the Labor Day holiday on a trip into the country and this several days' week-end holiday helped prepare him for the brisk business which is looked for with the beginning of the September season, a business which Mr. Birdsall believes should continue right along to the holidays. All of Manager Birdsall's retail staff will have returned from their vacations following Labor Day and decks will then be cleared for promising prospects, which already are on the way. The large show

(Continued on page 68)

**DITSON
VICTOR**



SERVICE

**"The Coming Fall" Is Here
Make It a Victor Fall**

There is little time for putting record and machine stocks in perfect form to meet the coming post-summer demand. Fill in the gaps now. Arrange for future requirements.

Ditson Service will lighten the task for you

**CHARLES H. DITSON & CO.
NEW YORK**

**OLIVER DITSON CO.
BOSTON**

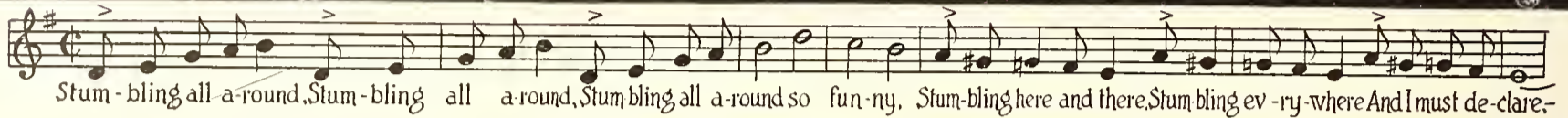
A NEW DANCE CRAZE

STUMBLING

A FOX TROT ODDITY

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

HEAR IT NOW



Stum-bling all a-round, Stum-bling all a-round, Stumbling all a-round so fun-ny, Stum-bling here and there, Stum-bling ev-ry-where And I must de-clare-

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

window of Vocalion Hall has lately had some very attractive displays, such as have caused many a passer-by to halt and take further notice.

Bright Outlook for the Sonora

J. O. Morris, president of the Musical Supply & Equipment Co., was in town last week conferring with Joseph Burke, New England manager of the company, relative to the Fall business and arranging about the supply of Sonora machines, for which Manager Burke is having a wide demand from dealers carrying this line. He says that he has a lot of business booked up for September. A new house of importance to take on the Sonora is N. F. Joslin & Co., of Malden, which is one of the largest, if not the largest store in that city. The company's initial order was a very large one. Mr. Burke was only able to get a ten days' vacation toward the middle of August, when he motored up with Mrs. Burke to North Woodstock, N. H.

Victor Co. Officials Stop Off

J. S. Macdonald, sales manager of the Victor Co., paid a flying visit to Boston the latter part of August while en route to Wells Beach, Me. He had his golfing outfit with him, but could not be induced to stay here long enough to play with some of the local experts. Ralph L. Freeman, director of distribution at the Victor factory, was also here, as he was on his way to Nova Scotia. Harry McClaskey, better known as Henry Burr to the friends of the Victor, came to Boston during August to visit his

brother, who makes his home in the neighboring town of Brookline.

Reports Better Conditions in South

R. O. Ainslie, of the Hallet & Davis Co., is expected back in a few days from his extended but hurried trip South in the interests of the talking machine product of this house, as well as the other lines that are carried. His trip began at Atlanta, and thence he visited Birmingham, New Orleans, Houston, San Antonio, Dallas, Little Rock and St. Louis. From letters he sent back to the office he found a decided improvement in business conditions at every point visited. Meanwhile, the traveling staff, which is devoting its attention to pushing the Hallet & Davis phonograph, is finding business considerably better than it was and everyone is most sanguine for a good Fall trade.

W. A. Batchelder to Re-enter Trade

Warren A. Batchelder, widely known in talking machine circles throughout the New England States, and for the past several years manager of the former Tremont Talking Machine Co., now the Iver Johnson Co., Tremont street, will re-enter the trade following a brief, but well-merited, vacation.

Mrs. E. H. Lansing in Spain

Mrs. Lizzie Lansing, widow of the late E. H. Lansing, local manufacturer of talking machine and piano moving covers, who was widely known to the trade, is touring Spain, accompanied by her daughter, a teacher of economics

in Smith College. Mr. Lansing, who died several years ago during the National Music Show in New York, was the originator of the Lansing khaki cover, now made and sold by the Lansing Sales Co., 170 Harrison avenue, this city, of which Henry Smith is president and general manager.

Sees Distinct Change for Better

That radiant smile which usually wreathes the face of Fred E. Mann, the New England manager of the Columbia Co., is more radiant than ever these days and there's a reason: he sees a distinct change for the better in the trend of business. He says the rush began to be plainly manifest the end of July; that all of August there was a distinct improvement in trade, and his fear now is that dealers who neglect to lay in adequate stocks are going to get left when the rush sets in, for the holiday impetus usually gets pretty well under way late in October. Mr. Mann says that the call for machines has been much larger than in some time, but it is in the record business that the greatest improvement has been seen, and this particular line he describes as actually booming.

Fine New Store in Norwich, Conn.

Manager Mann a few days ago entertained at his office Abner Schwartz, head of Schwartz Bros., of Norwich, Conn., who told Mr. Mann about the new building which his house, one of the largest furniture concerns in New England, is having erected, and which is to contain an exclusive Columbia department, to be in charge of L. H. Webber. The formal opening of the new store is scheduled for September 15, and it is not unlikely that Mr. Mann will go down to Norwich for the event, for he will be in New London about that time for a conference of Rotary Clubs, of which he is an officer here in town. Mr. Mann has been enjoying several week-ends this Summer in motor trips to Lake Winnepesaukee, New Hampshire, where friends of his have a beautiful Summer home.

Some Interesting Personals

O. F. Benz, Columbia record sales manager, and E. O. Rockwood, general record manager for the same company, were Boston visitors the latter part of August.

R. F. Bolton, of the recording department of the Columbia Co., spent a part of August at Falmouth Heights and made a few visits while there with Manager Mann at the Boston offices.

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

The Brunswick Finance Plan, about which you have doubtless heard a great deal during the past year, has now been in operation long enough to prove its great money-making value for dealers under any and all conditions.

We will be glad to mail you the full details in the form of a booklet, or to discuss them personally.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



"LONG QUALITY" CABINETS "PEERLESS" ALBUMS

Both of these well-known accessories help to make

GOOD FALL BUSINESS

for the Talking Machine retailer.

Let Hough tell how.

L. W. HOUGH

New England Representative

20 SUDBURY STREET BOSTON, MASS.

Mr. Bolton up to four years ago was Columbia district manager for New England and New York State.

Billy Fitzgerald, whose Victor shop in Cornhill continues to be discovered by his out-of-town friends as they journey Bostonward, says he has had a very good Summer. He has not as yet been able to get away, but is planning a few days' respite at Mason, N. H.

George Krumscheid, who is well known in the trade, is now allied with the Independent Talking Machine Co., which is operated by Halperin Bros. at 128 Summer street.

Two new additions to the staff of F. C. Henderson's Brunswick shop at 152 Boylston street are Miss G. C. Swift and Miss Eva O'Brien, both experienced women in the talking machine business. A new man at this same place is Thomas H. Wallace, who comes here from Quincy, and who will solicit on the outside for the talking machine business of this house.

A. J. Jackson, head of the Boylston street Victor warerooms bearing his name, spent part of his vacation the latter part of August on a motor trip to the Provinces.

Winthrop M. Harvey, head of the C. C. Harvey Co., spent a part of August on a motor trip with Mrs. Harvey and a party of friends to the Province of Quebec. Ernest A. Cressey, of the company, is back from a three weeks' vacation with Mrs. Cressey at Jackson, N. H., and Wallace W. Flagg, the dean of the sales force of the Harvey house, also has returned from his vacation, also spent in the White Mountains, to which place he goes every year.

Columbia Men to Visit North

George P. Donnelly, assistant manager of the Columbia Co.'s New England department, is starting away on September 18 for a couple of

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Join the Eastern Family

and enjoy the exceptional service which our efficient organization is rendering to New England dealers.

Victor Wholesalers Exclusively

85
ESSEX
ST.

THE EASTERN TALKING MACHINE CO.

BOSTON
MASS.

VICTOR DISTRIBUTORS

weeks' trip, which will take him through Maine and Canada. He will be accompanied by W. R. Ingalls, the Columbia's traveling representative for Maine and New Hampshire.

some of the problems which face them from time to time.

The grand wind-up of the session was in the nature of a testimonial to those attending the class and members of their families. This outing, dinner and dance took place at Pemberton, which was reached by a delightful sail down Boston Harbor. Attending this outing were 361 men and women, and the three jobbers already mentioned were the hosts, with such men as George A. Dodge, Herbert Shoemaker, Kenneth E. Reed and Henry Winkelman especially in the forefront to see that everybody had a good time. On leaving the boat at Pemberton the first thing in order was a group picture taken in front of Hotel Pemberton, then everybody repaired to the splendid salt water swimming tank, where there was a most enjoyable program of swimming and diving and other forms of aquatic sports, and where some of the Victor people showed themselves as much at home in the water as on land. In

(Continued on page 70)

FIRST VICTOR SALESMANSHIP CLASS SCORES IN BOSTON

Under the Auspices of the Three Local Jobbers One Hundred and Seven People Attend Opening Class Held by F. A. Delano—Event Closed With Outing, Dinner and Dance at Pemberton

BOSTON, MASS., August 30.—The first Victor salesmanship class in this city is a thing of the past and the three jobbers, the Eastern Talking Machine Co., the Oliver Ditson Co. and the M. Steinert & Sons Co., may well take pride in the success which attended the class from start to finish. Despite the fact that there were many Victor people on vacations the attendance at the class numbered 107, which is the largest single class ever held since F. A. Delano has been conducting them, which work he has been engaged in now for some months in the interests of better Victor business. It is of special interest that the success of this

class has been such as to warrant the three local jobbers in seriously considering another class for the benefit of those unable to attend and who have evinced a keen interest in the idea. For this possible second class there already are forty-eight enrolled. There is little that is new to say regarding the class, for the trade press has had a good deal of late touching Mr. Delano's success and the methods which he pursues in attaining his altogether praiseworthy results. There are lectures, sales debates, arguments presented by imaginary buyers as well as by sellers, a recital of the experiences of those in the class, including

**“Perfection” Edison Attachments
and
“Perfection” Reproducers**

The “Perfection” Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in “Perfection” reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price \$9.00 Gold. \$8.00 Nickel.

The “Perfection” Pur-I-Tone Edison Attachment (No. 6 Universal) plays All makes of records on New Edison Disc Machine.

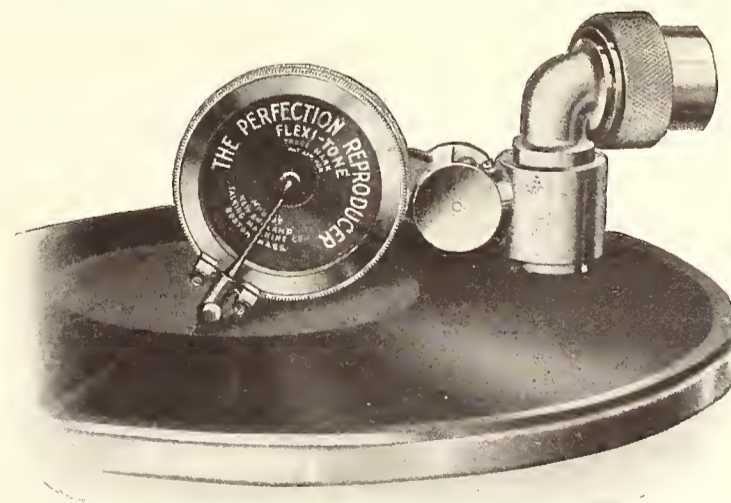
Retail price \$10.00 Gold. \$9.00 Nickel.

The “Perfection” Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine.

Retail price \$7.00 Gold or Nickel.

The “Perfection” Pur-I-Tone Reproducers to play all makes hill and dale records on Victor Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.



The “Perfection” Flexi-Tone Reproducers to play all makes lateral cut records on Victor and Columbia Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

The “Perfection” Pur-I-Tone Reproducers to play all makes hill and dale records on Columbia Machines.

Retail price \$6.50 Gold. \$5.00 Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request

New England Talking Machine Co. 16-18 Beach St., Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

the swimming contest Miss Frances E. Bahr, of Bahr's Music Store, at Quincy, was the winner over seven male contestants, and in the greased pillow contest John Mahoney, of Steinert's, and Roddy A. McInnes, of Houghton & Dutton's; Chris Gormley, of Henderson's, and John Baldelli, of Steinert's, provided great amusement. In the tub race the contestants were Mahoney, Gormley, Miss Bahr, Baldelli and Harris G. Monroe, of Monroe's Music Store, at Orange. Monroe was the only one to paddle the course. Some of the finest diving of the afternoon was that by Miss Bahr, who is an especially graceful figure in all sorts of water sports, and Charlie Von Euw, of Steinert's. In the tug-of-war, captained on the one side by Baldelli, with Mahoney as anchor, and by McInnis as captain, with Jack Elliott, of Shepard's, as anchor on the other team, the former won. The ball game was between the boys at Steinert's, captained by Von Euw, and the Eastern, captained by Waldron, and might have been a longer one if Dodge and Reed hadn't got tired of umpiring. As it was, the Eastern team was the winner. Never mind the score.

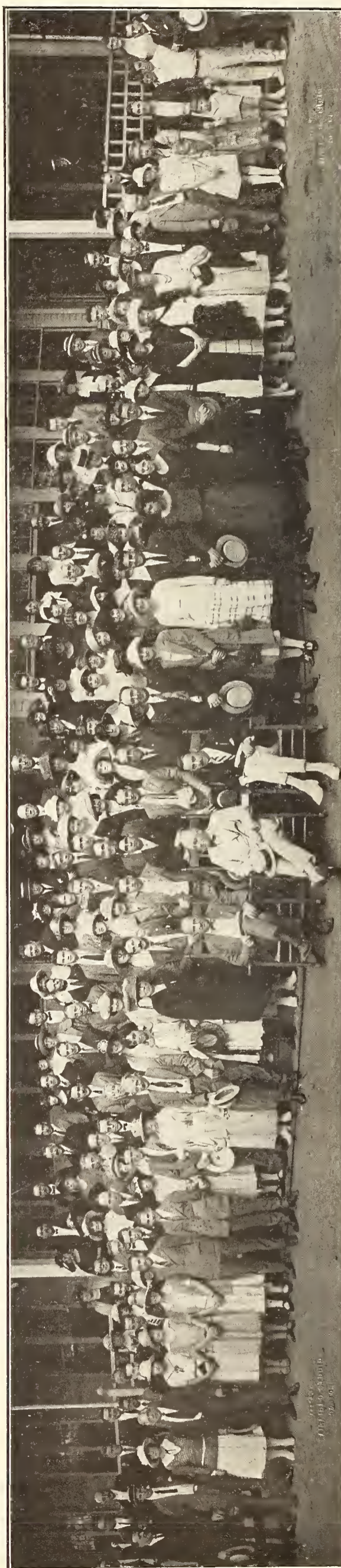
Then came the dinner, served in Pemberton Inn. It was one of the best that could be provided and was a shore one in every sense. There was one large table, at which the heads of the three jobbing houses entertained Mr. Delano, who, upon his appearance, was greeted with a round of applause. For the dancing Bert Lowe's Orchestra furnished the music and it is of more than ordinary interest that many of the dealers who heard this orchestra for the first time declared it to be of such quality as to warrant it being included in a Victor catalog, that its members should be counted among Victor artists.

Toward the end of the dinner Mr. Delano was called upon for a few words. He thanked the class for their constant interest during the sessions and expressed his gratification at being able to conduct so intelligent a body of men and women. Subsequently Walter Gillis, a Victor dealer, proposed a vote of thanks to Mr. Delano for what he had done for the dealers here in New England and to the several local Victor jobbers for providing so enjoyable an entertainment. At the final session of the class Mr. Delano was presented with a handsome gold pocket knife and a platinum chain. Those attending the class who came from a distance and who could not go

back and forth daily were housed at the Hotel Bellevue, where everything was done to make their stay in town a pleasant one. There was a special word of appreciation to the Steinert house for its courtesy in opening Steinert Hall for the sessions of the class. Mr. Reed, as chairman of the general committee, had a very busy week, but there was seemingly nothing overlooked to make the whole affair a splendid success.

Members of the Salesmanship Class

Mrs. Grace E. Stiles, Apollo Music Co., Boston; Ralph M. Avery, Avery Furniture Co., Framingham, Mass.; Mildred Emerson, W. H. Avery, Concord, N. H.; Beatrice B. Bahr, Frances E. Bahr, Helen S. Bahr, Bahr Music Co., Quincy, Mass.; Cora Barite, Barite Talking Machine Co., Boston; Helen Egan, Barney's Music Store, Newport, R. I.; Anna Quinn, Barton Co., Manchester, N. H.; Philip Lewis, H. W. Berry Co., Cambridge, Mass.; Marguerite Kimball, Leola Handley, Bon Marche Co., Lowell, Mass.; Maude Marion Jackson, J. E. Bostock Co., Taunton, Mass.; Chester E. Clarkson, Clarkson Furniture Co., Waltham, Mass.; Gertrude Hazen, Stephen S. Bruin, Oliver Ditson Co., Boston; E. Gertrude Briggs, Flint Adaskin Co., Providence, R. I.; Catherine Walsh, Walter J. Gillis Co., Boston; F. T. White, C. C. Harvey Co., Boston; Claire Leduke, J. Heidner & Son, Springfield, Mass.; Edna Neumann, J. Heidner & Son, Holyoke, Mass.; Christopher A. Gormley, Henderson's, Boston; Roy L. Hunt, Roy L. Hunt, Medfield, Mass.; Gertrude Swift, Henderson's, Boston; Philip Cohen, A. Hirshberg & Sons, E. Boston; Paul E. Humez, M. L. Howard, Cambridge, Mass.; Emma G. Purinton, Frank B. Howard, Rutland, Vt.; Alice Gray, Mrs. B. H. MacIntosh, A. M. Hume Co., Boston; Frederick D. McGinn, Iver-Johnson Co., Boston; G. W. S. Ide, G. W. S. Ide, Reading, Mass.; Harriette A. Knowles, Jordan Marsh Co., Boston; Charles Dolinsky, Kaplan Brothers, Fall River, Mass.; Adelaide I. Chesley, John Z. Kelley, Lynn, Mass.; Doris G. Steady, George L. Kerr, Elmiro DeGabbis, George L. Kerr, Franklin, Mass.; Amelia Silvia, Kahn's Music Co., Middleboro, Mass.; Ellen Hortense Hubbard, Le-favour's Music House, Salem, Mass.; D. Levenson, Jr., D. Levenson, E. Boston; Mildred Gertrude Galligan, Lilly Co., Stoughton, Mass.; Daisy M. Pirie, Littlefield Piano Co., Barre, Vt.; Mr. Manganaro, G. DeBizzozera, Paul Bouchard, Manganaro Music Co., Quincy,



Attendants at the First Victor Salesmanship Class Held Recently in Boston, Under Auspices of Local Victor Jobbers

PHONOGRAPH AND PIANO ACCESSORIES

Manufacturers

LANSING KHAKI COVERS

The Pioneer Moving Cover

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

Distributors

- | | |
|--|-------------------|
| Bradley and Plymouth Portable Machines | Piano Benches |
| All-in-One Reproducers | Piano Stools |
| Nyacco Record Albums | Piano Chairs |
| Universal Fixtures | Piano Scarfs |
| Victrolene Polish | Player Benches |
| Jones Motrolas | Music Cabinets |
| Hall Fiber Needles | Lesley's Patching |
| Steel Needles | Outfits |
| Sapphires | |

The Electora for the Player Piano

TRY OUR SERVICE!



170 Harrison Avenue

BOSTON, 11, MASS.



Ragtime Rastus
Price \$1.35

MAGNETIC THE DANCERS

PATENTED AUG-1922



Shimandy
Price \$1.65

A
Great
Attraction
for
Your Window

Retail
Price \$1.00



Simple
to Adjust
on Any
Phonograph
No
Attachments

Retail
Price \$1.00

INTRODUCING OUR LATEST ITEM

This fascinating little couple will waltz, one-step or fox-trot to the music of the record in a most realistic manner. Captivating in appearance and dainty in movement, they appeal at once to the most discriminating purchaser.

NATIONAL COMPANY, Cambridge 39, BOSTON, MASS.

We also announce reduced prices on our original line.



Boxing Darkies
Price \$1.50



Fighting Roosters
Price \$1.65

Mass.; Elizabeth Murphy, A. McArthur Co., Boston; Harris G. Monroe, Monroe Music Store, Orange, Mass.; Marion W. Balcom, H. F. Morse, Wareham, Mass.; Oscar Carlson, Nichols & Atkins, Harwich, Mass.; Mr. and Mrs. Harry Russell, Outlet Co., Providence, R. I.; Phyllis A. Barry, F. W. Peabody, Amesbury, Mass.; Wm. L. Persons, Wm. L. Persons, Hudson, Mass.; William J. Brown, J. J. Piotti, J. J. Piotti, Dorchester, Mass.; Frederic A. Flint, Madeline Storer, Grace Galt, E. A. Robart & Son, Brookline, Mass.; Stephen H. Reynolds, M. J. Reynolds, Milford, Mass.; Mr. Rheinherz, Byron Auer, Rheinherz Music Store, Roxbury, Mass.; Olga E. Mitchell, Marguerite K. Woods, Herbert W. Roper, Marcellus Roper Co., Worcester, Mass.; Mr. Grogan,

M. Lubababine, Rosen Talking Machine Co., Boston, Mass.; Louis M. Fincke, Harry Rosen, Miss White, Saul A. Rouffa, E. Cambridge, Mass.; Paul D. Wood, C. H. Seavey, Saco, Me.; George E. Seavey, G. S. Snow, George E. Seavey, Haverhill, Mass.; Alice Preston, Shepard Co., Providence, R. I.; Miss Sprague, United Talking Machine Co., Brockton, Mass.; Marie Jeanne Boisvert, Warren Upham, Mrs. Warren Upham, Mrs. Charmard, H. W. Upham, Malden, Mass.; Richard Loring, Wakefield Music Store, Wakefield, Mass.; Mrs. E. F. Welch, Irene E. Welch, E. F. Welch, Westboro, Mass.; Clayton L. Caswell, Wheeler's Pharmacy, Springfield, Vt.; Mr. Edwards, Wheeler's Pharmacy, Claremont, N. H.—truly a very representative assemblage.

grown from a very small business to a very substantial manufacturing plant."

Mr. Douglass' death was a distinct shock to Mr. Ready. However, the manner in which he quickly took up the management of the business and carried it on portends the success with which the company will, undoubtedly, meet under Mr. Ready's direction.

DEMAND FOR "RADAK" RADIO SETS

CAMBRIDGE, MASS., September 5.—The Clapp-Eastham Co., of this city, reports an exceptional demand for its radio sets. This company, founded in 1906 and incorporated in 1908, was one of the first companies in the field. From the small space occupied by this concern in 1906 the business has grown so that it now occupies not only its main fourteen-story factory building at Cambridge, but has several other factories where parts are made.

Last month the announcement was made of the adoption of the name "Radak" as the distinguishing name for Clapp-Eastham products and an extensive advertising campaign was placed through the Churchill Hall Advertising Agency, New York City, in national publications, featuring this new name in connection with Clapp-Eastham sets. An extensive Fall campaign has been started and attractive literature prepared for the jobber and dealer.

There are three ways in which to find the value of a dollar; one is to find out what you have to give in order to get a dollar; the second is to spend it and see what you can get for a dollar; the third is to save it and see what you can do without and keep the dollar.

APPOINTED CHIEF EXECUTIVE

W. A. Ready Advanced to Important Position in National Co., of Boston—Well Qualified by Experience for New Duties

CAMBRIDGE, MASS., September 8.—Announcement has been made by the National Co., of this city, of the appointment of W. A. Ready as chief executive of the company. Mr. Ready has been associated with the National Co. for the past seven years and was closely associated with R. L. Douglass, the former head of the company, in his executive duties, thus qualifying him admirably to occupy the place recently left vacant through the death of Mr. Douglass.

Mr. Ready greatly admired his former co-worker and briefly outlined to a representative of The World the remarkable career of Mr. Douglass. He said, in part: "Mr. Douglass was born in Plymouth, Mass., November 14, 1879. His father, Roswell S. Douglass, was one of the owners of the Plymouth Woolen Co., which later became a part of the American Woolen Co. He attended the public schools of Plymouth and then graduated at the

East Greenwich Academy, at East Greenwich, R. I., at the age of fifteen years. He later entered Wesleyan at Middletown, Conn.

"His first business experience was with the Judson L. Thomson Rivet Co., of Waltham. Later he was employed by the F. S. Webster Co., of Boston, and with it advanced very rapidly, until he became head of its Philadelphia office. He later resigned his position and joined the advertising department of Collier's Weekly. His next business was as sales and advertising manager of the B. F. Sturtevant Co., of Hyde Park, Mass., where he remained for five years. He resigned in 1914 with the intention of traveling in Europe, but the war broke out and Ragtime Rastus had just been patented, so Mr. Douglass and his associates formed a company for the sale of the talking machine toys. During the past seven years, through his efforts in the National Co., it has

COTTON FLOCKS for RECORD MANUFACTURE UNIFORM QUALITY GUARANTEED

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.

ASK TO
HEAR IT



THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

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



The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

BUFFALO

*Unexpected Increase in Sales
Volume Raises Spirits of Mer-
chants — Activities of Month*

BUFFALO, N. Y., September 7.—From wholesalers and retailers come reports of a business improvement that exceeds anything which the trade had hoped for at this season of the year. Sales of machines and records increased in unexpected volume during the last half of August and the first week of September. There is every indication that the improvement will not only continue but will increase when the busy season for the trade is reached. Many firms report August showing a very large increase over July in the amount of business transacted and also a big gain over the corresponding month of 1921. Inquiries as well as sales have shown a splendid gain and throughout the trade there is a pronounced feeling that the end of the depression has been reached and that the talking machine merchant is due to have a Fall and Winter of real prosperity.

Victor dealers are greatly interested in the announcement of the new flat top models, which have been followed by the placing of

many orders by retailers. Both C. N. Andrews and the Buffalo Talking Machine Co. report dealers placing orders for large numbers of the new machines, and predict that they will become very popular additions to the Victor line. It is expected Model 210 will develop into a real Victor leader.

Meetings of the Victor Talking Machine Dealers' Association of Western New York will be resumed in September, it is expected.

Frank E. Bolway & Son, Inc., of Syracuse, distributors of the Edison line in western New York, recently completed a most successful week's showing of the line which they represent. Parlors were engaged in the Lafayette Hotel and letters were mailed inviting 1,000 dealers to visit the displays. Every Edison machine ranging in value up to \$375 was shown and all were demonstrated to the score of dealers who called each day to see the exhibit, which included the new junior models. Delight was expressed by the trade generally at the first showing of the new junior models and also at the quality revealed by some of the new records which were played. The exhibit was in personal charge of C. L. Eddy, general sales manager of the Syracuse company and some important agencies were closed.

The Utley Piano Co., Edison dealer, will be forced to seek a new location, as the property which it occupies in Main street has been

sold to a jewelry company and will be taken over by them when the present lease expires on November 1.

William F. Froehley, for many years musical instrument and record dealer in Hamburg, a suburb of Buffalo, died recently at his home in that village, at the age of 63 years. He was postmaster of the village for 17 years.

G. D. Lynch has opened an up-to-date music store in Main street, Medina, and is devoting a large portion of his establishment to talking machines and records. The store will be a unit of the chain operated by Goold Bros., of this city. Mr. Lynch was formerly with the J. N. Adam & Co. music store here.

The Sonora has a fine new home in Buffalo, the store of the John G. Schuler Co. at Main and West Utica streets having recently expanded. An additional adjoining store room has been taken over by the company and is now being used. New departments and display windows have been installed in the increased space.

Charles H. Hutchens, founder of the Hutchens Music House in Lockport, died at his home in that city after an illness of two months. He was formerly proprietor of music stores in Ridgeway and Olean. His son, Henry W. Hutchens, took over active management of the Lockport store some time ago.

Stephen Butler has resigned as manager of the new music store of J. N. Adam & Co., one of the largest and finest in western New York. The store recently moved into the building which it now occupies in Washington street. Mr. Butler's successor to this position has not been named.

Victor & Co. have remodeled their talking machine department and have installed five new booths for demonstration purposes. This firm recently took over the stock and Victor franchise of C. E. Siegesmund. President Arthur Victor is giving a large share of his time and attention to the new department.

A Pathé Actuelle was featured in the act of Rasso, European juggler, which was recently presented at Shea's Theatre.

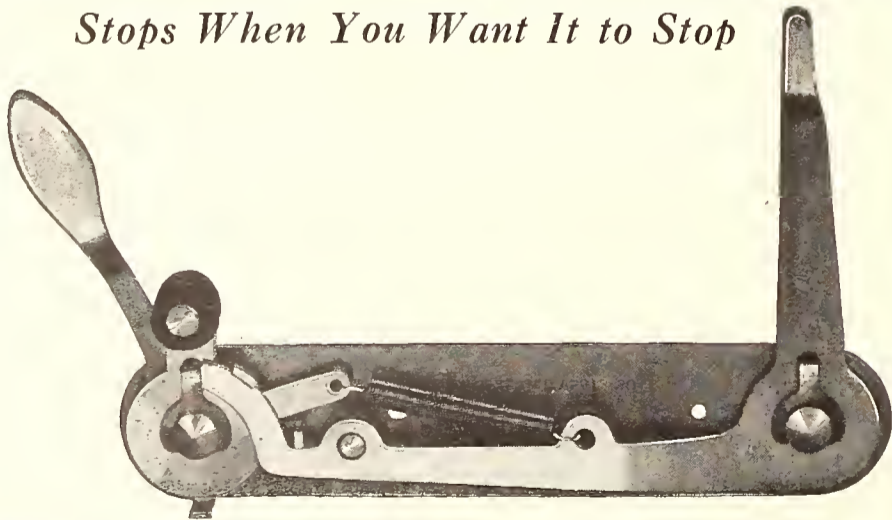
ANNOUNCE NEW POPULAR PRICE MOTOR

The Favorite Mfg. Co., 105 East Twelfth street, New York City, is introducing a new motor for talking machines which is available in quantity lots at a very popular price. The product is of original design with double spring and playing four ten-inch records. It has a cast-iron frame, is worm-driven and of the beveled gear winding type. A ratchet device prevents clicking and it has other points of merit.

The Favorite Mfg. Co. is also making a special sales campaign on graphite lubricant, the manufacturers of which are Ilsey, Doubleday & Co. It is taking particular pains also to introduce to the talking machine trade Hohner harmonicas.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building
Detroit, Mich.

THE BIGGEST MONEY MAKING HIT OF THE TALKING MACHINE WORLD



KODISK

TRADE MARK
"SNAPSHOTS OF YOUR VOICE"

You see it everywhere—in hundreds of stores, in thousands of homes—the new wonder that you can sell to everyone who owns a talking machine and is a buyer of records.

KODISK

TRADE MARK
"SNAPSHOTS OF YOUR VOICE"

WHAT IT IS

Kodisk is a silvery metal disk on which you make your own phonograph records—by using your own phonograph to record and then playing it on the same machine like any ordinary record with a steel needle.

WHAT IT DOES

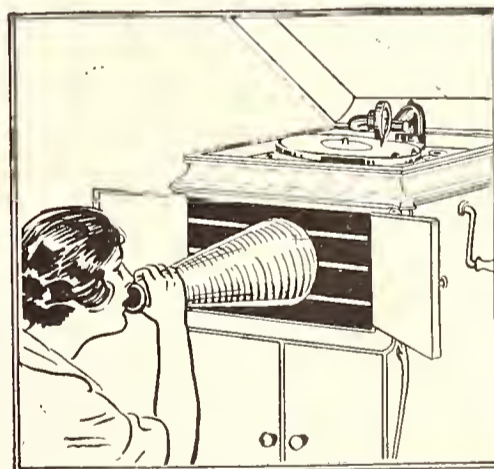
It records songs, voices, etc.—even baby's laugh and prattle is perfectly reproduced.

WHO BUYS IT

Every man or woman who owns a phonograph wants it, the minute you show it and explain its wonderful possibilities for fun and entertainment.

HOW THE RECORDS ARE MADE

Use an ordinary paper megaphone as an amplifier to sing into the horn of any phonograph—or for still more perfect and professional results, use the SPECIAL KODISK RECORDER (retail price \$6.00)



Eight-inch KODISK RECORDS—ready to record, RETAIL for 60c. (double-sided)

WARNING! KODISK Records are manufactured under United States Patent No. 1421045, issued June 27, 1922. Our patent protection extends not only to all kinds of sound records made in metal tablets with any type of groove, but also covers broadly the process of recording in metallic substances, including the grooved blanks intended for home use on ordinary phonograph machines.

We accordingly advise the trade that only the blanks sold under the KODISK trade-mark and manufactured by the Metal Recording Disc Company are authorized to be made, sold or used.

The METAL RECORDING DISK CO., Inc.
MANUFACTURERS

Fisk Building, 57th St. and Broadway, N. Y.

M. & M. DISTRIBUTING CORP., Room 1308 Mollers Bldg.,
5 So. Wabash Ave., Chicago, Ill., Illinois Distributors

PHONO VATIONS CO., INC., 37 E. 18th St., N. Y.
Distributors for New York State

FOX PHILADELPHIA CO., 723 N. 26th St., Phila., Pa.
Distributors for Pennsylvania

JOHN M. FOSTER CO., 6 King St., W., Toronto
Canadian Distributors

NOTE the special article in Popular Mechanics, August issue, featuring KODISK editorially.

CLEVELAND

Opening of New Knabe Warerooms a Great Event—Handles the Victor—Clever Columbia Stunt—New Brunswick Dealers—The News

CLEVELAND, O., September 8.—Monday, August 28, was a big day in Cleveland's musical circles, for on that day what may well be considered the last word in a music establishment catering to the ultra made its bow to Clevelanders with the opening of the Knabe Warerooms. The event marks another step in the retail talking machine industry here, in that it is the only independent exclusive Victor establishment on the avenue.

The Knabe establishment consists of three floors located in the Bulkley Building. The first floor comprises a window, in which only one instrument at one time will be displayed; a lobby graced with Oriental rugs and furniture in keeping with the same, a broad aisle flanked on one side by nine Victor demonstration rooms, and on the other by a series of grand pianos, representing the last word in the product of the Knabe, the Fisher and the Franklin.

The main room on the second floor will be given over to Victrola display and sale. This second floor is one of the few unique shops in the upper story of the Bulkley Building.

M. O. Mattlin, who has opened this establishment, points out that the new store opens with a new policy in music merchandising circles here. While, of course, the policy of one price will be maintained and rigidly adhered to, it will also have the distinction of being one of the most exclusive music merchandising enterprises in the country.

It was with this idea in mind, Mr. Mattlin explains, that after negotiating with Edward B. Lyons, general manager, the Eclipse Musical Co., Victor wholesaler, he determined to put in the Victor line to be the exclusive talking machine sold in the new warerooms. Ralph Rolan,

well known in local talking machine circles, is in charge of the Victor department here.

Brunswick Chippendale Admired

A shipment of the new Brunswick Chippendale models was received here last week, and a display of these machines made at the Halle Bros. Co. and the May Co. was much admired.

Great Columbia Publicity Stunt

The Cleveland branch of the Columbia Graphophone Co., working with Wm. Taylor, Son & Co., put on one of the biggest publicity "stunts" last week ever staged by any talking machine company in Cleveland. A display fea-



Columbia Models in Lobby of State Theatre

turing the Columbia period Grafonolas was exhibited in the lobby of Loew's State Theatre, and in connection was an exhibit showing the various processes necessary in manufacturing the Columbia record. This theatre is reported to have the largest lobby of any theatre in America, and over 60,000 people are in attendance at the theatre during the course of the week.

The display was attractively arranged and re-

ceived widespread interest and comment. George Krauslick, Dealer Service manager of the Cleveland branch, recorded the first sale of the exhibit by disposing of an electric model, P-27, Grafonola to Kenneth Reid, manager of Loew's State Theatre.

Featuring Victor Health Records

The newest additions to the health records which have arrived in Cleveland are those put out by the Victor people, and from all reports they are proving big sellers. The Buescher Co. is introducing these new records to the public in a novel way. An advertisement is being run in the dailies and on one side of it is an acrobat dressed in black tights juggling three big records on his feet. In heavy print at the top of the article is the announcement, "Keep Fit to Victor Music," under which is the following explanation, "Good health—the prized possession of those who exercise—is easily maintained by regular daily exercise, made attractive by cheering, rhythmic music. Twelve new complete exercises planned and supervised by Professor Chas. Collins. You'll be astonished by the invigorated feeling that follows their use. Hear them to-day!"

The May Co. is also promoting the Victor health records. A health room is now established in this store in which the Victor Health Records, the Walter Camp Health Builders and the Wallace Reducing Records are all displayed.

Baby Console Edison Model in Demand

The Phonograph Co. announced the fact last week that the "Baby Console" model of the Edison, retailing at \$175, is now available for dealers. This phonograph, like the higher-priced console types, is equipped with a "reproducer-locating device." It is expected to prove a big seller, as the Edison phonograph is a well-known make, and other console types are not being received in large enough numbers to supply the demand.

Advertising the Ohio Convention

As a means of advertising the convention at Toledo this September the Music Merchants' Association of Ohio is sending all retail music

HALL FIBRE NEEDLES

A Necessary Accessory—Made in America

represent years of experience in tonal development. Personal inspection of each needle produced in our factory assures perfect reproduction and

GUARANTEES SATISFACTION

Every Talking Machine Owner a Customer

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via

..... CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.

..... CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.

..... CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.

DEALER'S NAME

ADDRESS

Marion Harris is blue-belle of the Blues. When you hear her sing "Send Back My Honeyman" you'll hand her the blue ribbon. To top this she's in again with "Away Down South." This record should pay your electric light bill. A-3659.

**Columbia Graphophone Co.
NEW YORK**



dealers what is known as a "Joy Bond." Two coupons are attached to the bond, one an application for membership to the Music Merchants' Association of Ohio, and the other for reservations at the convention. The bond is signed by F. N. Goosman, president, and Rexford C. Hyre, secretary.

Mr. Hyre recently announced that a golf tournament will be held at the annual convention and that Henry Dreher, of the B. Dreher's Sons Co., Cleveland, will present a golf cup to the winner.

New Brunswick Accounts

J. L. Du Breuil, district manager for the Brunswick-Balke-Collender Co., tells of four new accounts which have recently been closed. With the opening of E. W. Edward & Sons, a department store in Buffalo, N. Y., another dealer will be added to the already long list of exclusive handlers of the Brunswick records. D. D. Rupert, of Currensville, Pa., and the M. Huff Piano Co., of Clarion, Pa., will also handle Brunswick goods exclusively. A piano store is soon to be opened by J. W. Green & Co., of Toledo, at Fremont, O., and in addition to the piano stock it is to be an exclusive dealer for the Brunswick records and machines.

Columbia Activities and New Agents

George Krauslick, the wide-awake service manager of the Columbia Graphophone Co., is attending the State Fair in Columbus. He is well able to handle exhibitions and should be a great help to W. S. Minek, of Columbus, who is having an exhibit of Columbia machines at the fair.

The right to sell Columbia records and machines has been given the Ackerman Piano Co., of Marion, it was announced by S. S. Larmon, branch manager of the Columbia Co. Other new Columbia accounts opened during the month include: A. D. Baumhart, Vermillion, O.; Chas. F. Finck, Fredericktown, O.; F. M. Le Page, Sycamore, O.; Joseph C. Fisher, Monroeville, O.; C. W. Sipe, Shelby, O., and the Collins Furniture Co., Spencerville, O.

Doing Well With Strand Line

The new Strand line is being featured by the Fischer Co., distributor for this territory, in a series of displays which have already resulted in the opening of a number of new accounts, according to R. J. Jamieson, sales manager. Displays were held in Columbus and Toledo, resulting in the opening of nine accounts.

HUNT MUSIC HOUSE CHANGES

Leonard E. Teed Becomes Secretary and Treasurer of White Plains Concern—Jas. A. Stafford Heads Talking Machine Department—Many Improvements Made in Store

WHITE PLAINS, N. Y., Sept. 5.—A change has been brought about in the official organization of Hunt's Leading Music House here through the election of Leonard E. Teed, Deputy County Treasurer of Westchester County, as secretary and treasurer of the company, succeeding L. R. Yeager, resigned. John H. Hunt continues as president of the company, with N. D. Hunt as vice-president.

An important recent addition to the staff of the store is James A. Stafford, a well-known and experienced talking machine man, and formerly connected with the advertising department of the Victor Co. in Camden, who has taken charge of the Victor department of the Hunt store and has already accomplished much in that capacity.

John H. Hunt, president of the company, reports a very satisfactory volume of business, which is increasing steadily with the growth of White Plains as a business and residence center. The company has placed Victrolas in practically all the public schools of the city and recently sold a Krakauer grand and a Victrola to the new Pelhamhurst Country Club.

The store has recently been remodeled to provide more space, the improvements including a mezzanine floor to house the offices and the newly equipped sheet music department. The grand piano department has been moved to elaborate quarters in the basement.

At the present time Hunt's Leading Music House handles Estey, Krakauer, Leins and Kohler & Campbell pianos and players, Victor talking machines and records, Q R S music rolls, sheet music and musical merchandise.

Mr. and Mrs. Hunt and Mr. and Mrs. Teed returned recently from an automobile trip through the Adirondacks and Canada, coming back by way of the Green Mountains.

The Del Norte Talking Machine Co., San Francisco street, El Paso, Tex., recently doubled its floor space to take care of increased business.

O. J. DEMOLL VISITS GOTHAM

Washington Music Merchant Says Prospects Are Bright in the National Capital

Otto J. DeMoll, head of O. J. DeMoll & Co., Washington, D. C., representative for the Aeolian Co. line of pianos, Pianolas and Duo-Art pianos, as well as wholesale representative for Vocalion phonographs and records, was a visitor to New York recently, he having brought his daughter from a Summer camp in Vermont to Atlantic City, where Mrs. DeMoll and two other daughters have been spending the Summer.

Mr. DeMoll stated that business prospects in the National Capital were for the most part very encouraging. The Government had discharged thousands of clerks who had been engaged in war work, but there were still left many thousands who are excellent prospects for piano and talking machine sales. An interesting feature of the Washington trade is that it is not subject to industrial changes to any degree, the bulk of the population being on the Government payroll regularly.

BECKER MUSIC CO. OPENS IN CAIRO

CAIRO, NEB., Sept. 5.—The Gaston Music Co. one of the oldest concerns engaged in the musical instrument business in this part of the State, has been succeeded by the Becker Music Co. Pianos, player-pianos, Victor talking machines and Edison phonographs are handled.

H. C. Sebiri, connected with the sales department of the Self Service Phonograph Co., is planning a pleasure and business trip through New York State.

**FACTS ABOUT
The PHONO-TONER**

TRADE MARK
(Registered in U. S. Patent Office)

It takes a lot of the harshness out of the reproduction of records.

Dealers featuring it have found that they could deliver better phonograph music.

They had more pleased customers too. These considerations should make it worth while for the progressive merchant to try out a sample—sent no charge.

The Phono-Toner displaces nothing, injures nothing; helps phonographs and records.

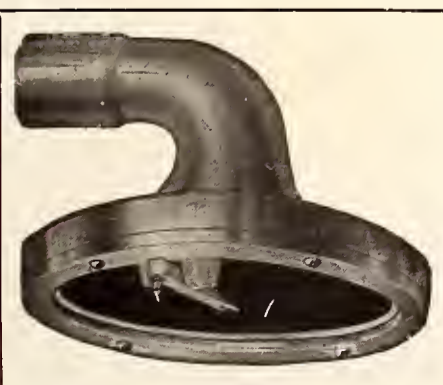
Retails 35c and 50c. Write Today

The Phono-Toner (actual size)



ThePhonotone Co.
310 Lincoln Building
PHILADELPHIA, PA.

Forms handle for needle set-screw.



**The "VICSONIA"
REPRODUCER**

For Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia, nickel plated, will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET NEW YORK, N. Y.



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—Jacksonville—London, Canada

SAN FRANCISCO

Sales Volume Increases—New Victor Styles Interest—To Hold Music Week in November—New Managers and Other News of Month

SAN FRANCISCO, CAL., September 4.—Buying on the impulse of the moment is no longer an important factor in the music business on the Coast, say the leading dealers of San Francisco, yet for all that the sales volume is steadily increasing. Talking machine sales have increased as well as piano sales and the buyers seem largely to weigh and consider most deliberately before purchasing. The increased sales are not due to the special prosperity of any one class, though the employed class has shown greater purchasing power of late, probably on account of the activity in the many California seasonal industries. The railway strikes have caused prices of agricultural products to drop somewhat in the local markets, but the general condition of the growers is perhaps normal. Most crops are reasonably heavy, and some are unusually so.

Interested in New Flat-top Victor Consoles

The trade is showing much interest in the new flat-top console type machines announced by the Victor Co., and the announcement of another record exchange, the second for the year thus far, is welcome news to the talking machine dealers. B. R. Scott, assistant wholesale manager of the Victor department of Sherman, Clay & Co., says September records may be a little late in arriving on the Coast on account of the railroad troubles.

Mr. Hamilton, traveling representative for the Victor Co., is back on the Coast after a trip to the factory at Camden. He was in San Francisco a few days and then left for Los Angeles. He will be in the South for about a month and then spend most of his time in northern California for several months to come.

Master Syncopationist Buys Brunswick

Paul Ash, the popular pianist and musical director of the Granda Theatre Orchestra, recently purchased a Brunswick phonograph at the Sterling Furniture Co., which company has one of the most active Brunswick departments on the Coast. Paul Ash is a master syncopationist whose jazz programs have excited the wonder of modern music-lovers.

New Manager at Hauschildt's

Clarence Moran, manager of the talking machine department of the Hauschildt Music Co., has resigned his position to accept one in the piano department of the Wurlitzer store, in this city. Mr. Myers, the assistant manager of the Hauschildt department, has been promoted to the post of manager.

Apollo of the Sales Game Tells Secret

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., in this city, is generally considered an Apollo in the

local talking machine fraternity. "My wonderful physical development," says Billy proudly, "is due entirely to the Victor Health records. I demonstrate these records so often that I have become the living apotheosis of the doctrine they promulgate—the doctrine of physical health and beauty."

Outlook Is for Lively Fall Trade

Raymond E. Wolfinger, manager of the talking machine department of the Wiley B. Allen Co., has returned from a vacation trip to Lake Tahoe and the Yosemite Valley. He says the local business of the company is very good and that the outlook is for a lively Fall trade.

James J. Black, treasurer of the Wiley B. Allen Co., is shortly to become a benedict, so Dame Rumor has it. At least he has been seen out with the same girl twice lately.

A Progressive Columbia Manager

The most successful business record of the San Francisco branch of the Columbia Graphophone Co. in the last year is due largely to the progressive and energetic activities of P. S. Kantner, who has been the acting manager. Mr. Kantner's success has been recognized by the company and his appointment as manager of the branch has been confirmed in a letter from G. W. Hopkins, the general sales manager. Mr. Kantner has lined up the California Columbia dealers in his district so that they now work with great effectiveness in the various co-operative advertising campaigns. The Eastern Outfitting Co., San Francisco, one of the largest Columbia dealers in the district, sold 509 Columbia machines during the last three advertising campaigns. Mr. Kantner is at present on a trip to New York.

November 5 to 12 Will Be Music Week

The time has been definitely decided for Music Week in San Francisco. The week from November 5 to 12 is the time chosen as being the best to suit all those musical interests which will line up to make the week a success. The co-operation of all sorts of clubs and societies is assured and no doubt the week this year will make a decided stir. The talking machine dealers will see to it that the phonograph is given due prominence in many of the musical programs being planned.

Install Talking Machine Department

E. M. Loveland, of Ferndale, Cal., has installed a talking machine department in his store, but as yet is handling records exclusively. He has the Okeh line.

Broadcasting Conditions in Radio Field

Radio interest in the interior districts of California is not growing as fast as it should by reason of the inadequate broadcasting. The

average radio set cannot receive at long enough distances to make the Coast broadcasting available, and the local broadcasting is usually none too attractive. Interest in the large cities continues to increase steadily. Vocal and instrumental selections by the artists themselves produce the best results through the ether, though the record broadcasting is sometimes very satisfactory. J. J. Black, of the Wiley B. Allen Co., who is a splendid singer, sang for the radio at the Hale Bros. station this month.

Takes on Music Rolls

The California Phonograph Corp. in this city, has departed from its time-honored policy of dealing exclusively in talking machine merchandise and now has taken on the Q R S music roll line distributed in this territory by A. L. Quinn, the Pacific Coast manager of the Q R S Music Co., of Chicago.

PHYSICAL CULTURE RECORD SET

Dr. Royal S. Copeland Author of Series of Exercises Set to Music Issued by Bridgeport Die & Machine Co.—Opportunity to Keep Fit

BRIDGEPORT, CONN., September 6.—A new physical culture record set has been placed upon the market by the Bridgeport Die & Machine Co., record manufacturer of this city. Dr. Royal S. Copeland, well-known health commissioner of New York City, is the author of the various exercises and also gives a series of talks on health. The set consists of five ten-inch records in an album. On the A side of each record are contained the various physical culture exercises and on the B side a health talk. The exercises are to musical accompaniment and charts are supplied. It has been stated that Dr. Copeland will answer without cost health inquiries in connection with this record set which may be mailed him by owners of these sets at any time.

Both James W. Ogden, president, and W. A. Macfarlane, secretary and treasurer of the organization, are giving much of their attention to this new end of the business and are making a number of trips throughout the country in the interest of the physical culture set and the Puritan records, which this concern also produces.

ELKHART'S NEW STORE

Stewart & Schultz to Handle Pianos, Talking Machines and Band Instruments

ELKHART, IND., September 5.—Stewart & Schultz is the name of the new music firm which has just opened a fine store in this city. Members of the firm were formerly with the Boyer Music House and are experienced men. The lines they are carrying are Kimball pianos and phonographs and the complete Kimball line, including the Hinze and Whitney, also the Hobart M. Cable line, Pierion phonographs and Martin band instruments and the Pedler family of wood-wind instruments.

BLUE BELLE
100 EXTRA LOUD 100
100 EXTRA LOUD 100
THE ONLY PHONOGRAPH NEEDLE TAPERED LIKE AN ARTIST'S FINGERS

THE NEWEST IN NEEDLES BLUE BELLE

THE NEEDLE THAT LENDS BEAUTY TO YOUR RECORD AND REPRODUCES A PERFECT TONE
IT MINIMIZES SURFACE NOISE
THE NEEDLE GIVING DEALERS A HANDSOME PROFIT—YOUR TRADE WILL BE ASKING FOR IT
BE READY TO SERVE THEM

Packed 100 Needles to a Package. 100 Packages to a Carton
Extra Loud, Loud, Medium and Half Tones—Price, \$4.50 per Carton

SAMUEL ESHBORN
65 FIFTH AVENUE NEW YORK
The Service House for Talking Machine Repair Parts and Supplies



But those good old days,—have passd and gone, ————— Good old days,— I had my hab-its on,—

STATE STREET BLUES

A Fox Trot Blues

HEAR IT NOW!

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

CABINET & ACCESSORIES NEW HOME

Growth of Business Compels Removal to Larger and Well-equipped Quarters at 3 West Sixteenth Street, New York

Growing business has again made a move to larger quarters by the Cabinet & Accessories Co. imperative. This company, under the whole-hearted leadership of Otto Goldsmith, president, started several years ago with a small beginning and the representation of a very few lines of merchandise. At the present time, however, the Cabinet & Accessories Co. distributes practically everything in the talking machine accessory line and also has many articles of interest for the piano and radio dealer.

Attractive quarters have been secured at 3 West Sixteenth street. Occupation of the new building will be accomplished between September 15 and 20 and is so planned as to eliminate any interference with the regular business

of the company. Over 3,000 square feet have been secured and the company will occupy the entire second floor of the building, which is modern in every respect. The floor will be attractively arranged and an excellently planned showroom will enable a proper display of the many lines distributed.

VALUABLE ARTICLES AVAILABLE

National Bureau for Advancement of Music Issues List of Nearly 400 Articles of Special Interest to Members of Trade

The National Bureau for the Advancement of Music has just compiled a list of nearly 400 newspaper articles on musical subjects of special interest to the trade and the public with the suggestion that dealers get copies of the articles of direct interest to them either for publication in their local newspapers or for use in connection with their own publicity.

The Bureau sends to the newspapers of the country four articles each week, the articles covering a surprising range of subjects along musical lines. The articles are of a character that make them useful in many ways and it will be well for members of the trade to get in touch with the Bureau and secure copies of the articles of special value to them.

The fact that the 400 articles listed have been sent out by the Bureau in about a two-year period affords some idea of the work of that organization in only one of its phases. The list is too lengthy to print here, but copies can be secured from the National Bureau for the Advancement of Music, 105 West Fortieth street, New York.

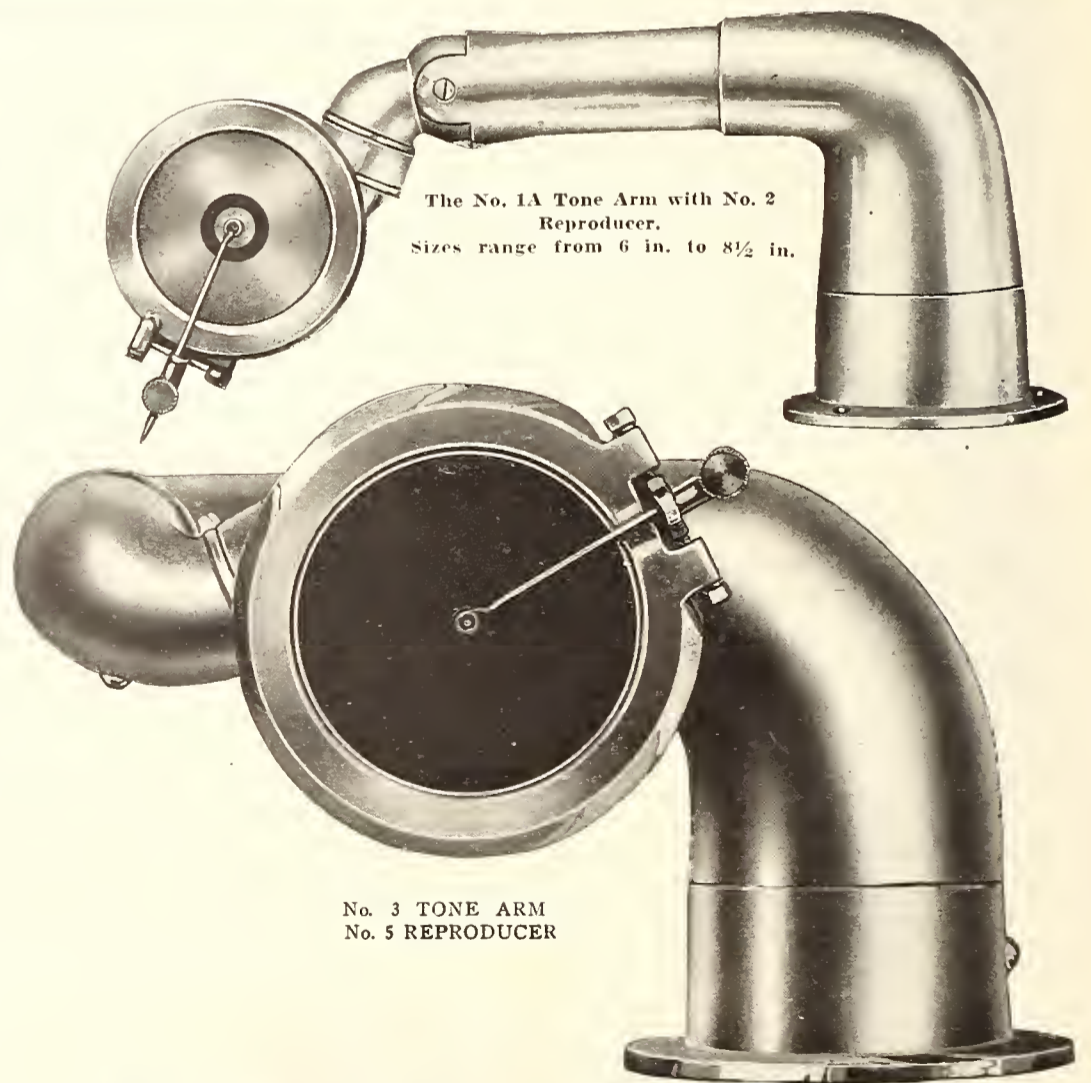
An attractive music studio has been opened in the Y. M. C. A. building, Burlington, Vt., by C. W. Ross, formerly connected with the College Music Rooms. Mr. Ross will specialize in pianos, talking machines and radio outfits.

An Addition to the MUTUAL LINE

The New No. 1 A Tone Arm

Designed for both PORTABLE and UPRIGHT machines. Superiority in tone and appearance combined with low price make this one of the best values obtainable. It will make your business grow.

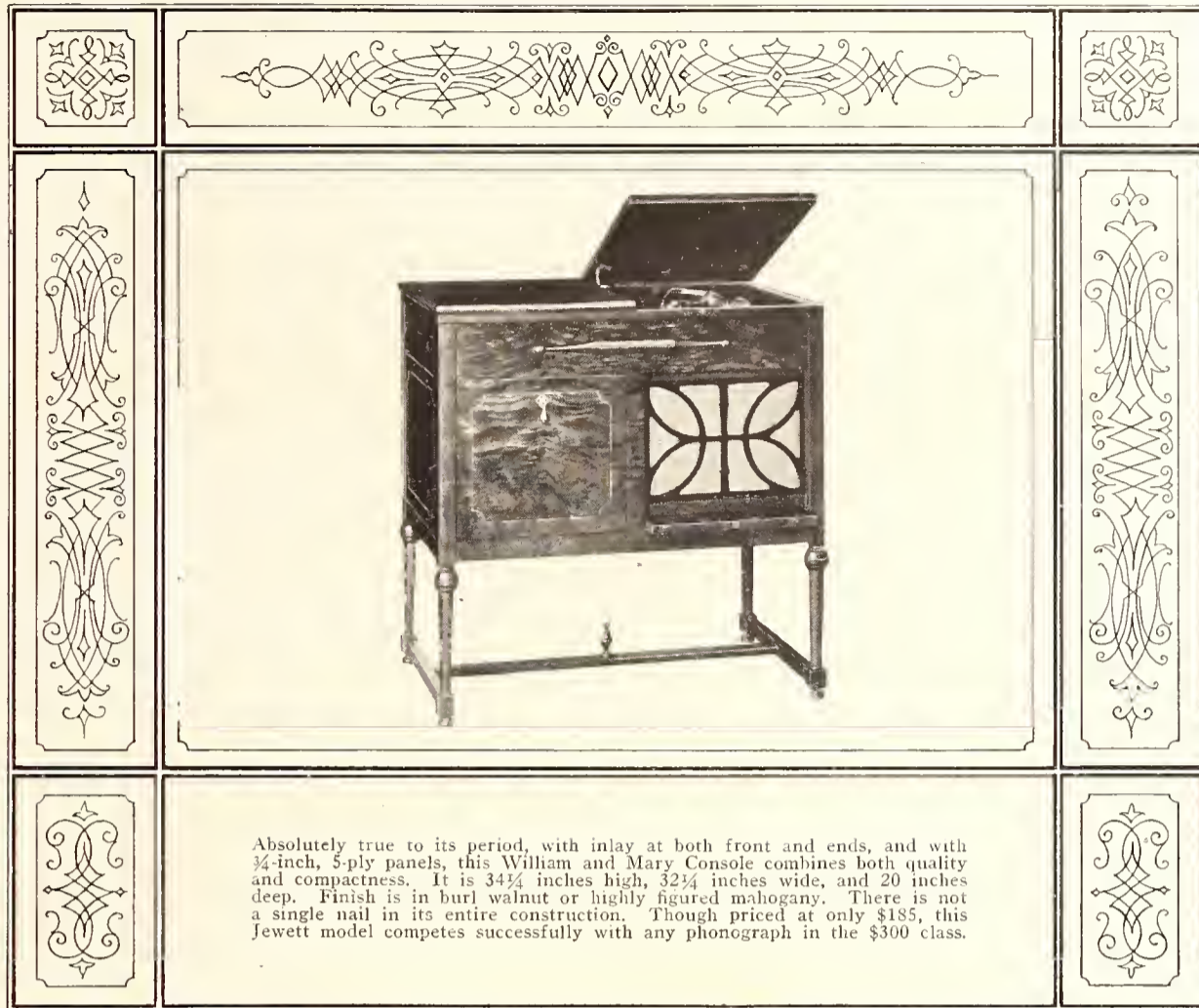
If you manufacture portable or small upright machines you will be interested in this combination. A trial order will convince you.



Mutual Phono Parts Manufacturing 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



Absolutely true to its period, with inlay at both front and ends, and with 3/4-inch, 5-ply panels, this William and Mary Console combines both quality and compactness. It is 34 1/4 inches high, 32 3/4 inches wide, and 20 inches deep. Finish is in burl walnut or highly figured mahogany. There is not a single nail in its entire construction. Though priced at only \$185, this Jewett model competes successfully with any phonograph in the \$300 class.

❖ The Lions Roared ❖

The Lions of musical instrument merchandising heard our call and they've been roaring ever since. As a result, we are closing new contracts all over the country, in rapid succession, for the Jewett Line—the Line for Lions—Phonographs, Radiophonographs and Radio.

For, with such a line, the Lion of every community sees that he can get the Lion's share of the business.

On the sound foundation of his phonograph goodwill, he will also sell Radio. And the additional trade, thus built up,

will bring him more phonograph sales.

Leadership and Permanence are the rewards which each Lion is going to wrest from his competitors during the selling season now beginning.

Are you still hiding your head like the Ostrich, when Radio is forced on your attention? Or have you the courage and foresight to be a Lion and get the Lion's share of the business of your community, Phonograph and Radio combined?

If you're really a Lion, cut loose with that roar!

THE JEWETT RADIO AND PHONOGRAPH CO.
DETROIT, MICHIGAN



The Stewart Sales Co., 18 W. Georgia Street, Indianapolis, Ind.
Distributors for Indiana and Kentucky

JEWETT

RADIO AND PHONOGRAPHS



Columbia Record A-3665 is such a record as comes along only just about once in so often. It's Guido Deiro, the incomparable accordion player in two dreamy waltz selections. It's a record that every cake eater and finale hopper will welcome as a change from jazz.

**Columbia Graphophone Co.
NEW YORK**

USING ADVERTISING TO STABILIZE A NEW INDUSTRY

Waldemar Kaempffert, of Thos. F. Logan & Co., Gives Interesting Résumé of the Radio Corporation's Activities and Progress in the Radio Field in a Recent Issue of Printers' Ink

The feature article in the August 31 issue of Printers' Ink is entitled "How the Radio Corporation Is Using Advertising to Stabilize a New Industry," and under this heading Waldemar Kaempffert, of Thos. F. Logan & Co., gives an interesting résumé of the Radio Corporation's activities and progress in the radio field. Thos. F. Logan & Co. are handling the advertising of the Radio Corporation of America, and Mr. Kaempffert is therefore in a position to give authoritative data on the tremendous publicity campaign sponsored by this well-known company.

Mr. Kaempffert points out that, in co-operation with other manufacturers, the Radio Corporation is endeavoring to establish radio as a permanent influence in American homes, and in his article he traces briefly, but most interestingly, the phenomenal growth of the radio industry during the past year.

Practically every form of successful publicity is being used by the Radio Corporation of America in behalf of the industry as a whole and R C A products in particular. Mr. Kaempffert, in his article, reproduces some of the advertising that the Radio Corporation is using in national periodicals, trade papers and newspapers, emphasizing the fact that in order to protect the dealer trade-marks and trade names

were adopted. The name "Radiola" was given to all receiving sets, the name "Radiotron" was given to vacuum tubes and the letters R C A, distinctively drawn and enclosed in a circle, were adopted as the official trade-mark. Dealers displayed this trade-mark either in the form of decalcomanie window designs or in the form of wall cards. It is to be found in every advertisement, whether addressed to the public in magazines and newspapers or to the dealer and trade papers, and, of course, is found on every piece of apparatus supplied by the Radio Corporation of America.

Mr. Kaempffert, in his article, points out the motive and policy influencing each and every piece of advertising used in the Radio Corporation's campaign. Some of the advertisements do little more than classify the different types of Radiolas and explain very simply what may be expected of each. Other advertisements are devoted almost in their entirety to an explanation of the Radio Corporation's relation to the public, to the dealer and to radio itself, thereby constituting an expression of policy.

Last Spring, when it was impossible to meet the demand for radio apparatus, the Radio Corporation of America took the public into its confidence, showing the public that men and women were working day and night in its factories in

an effort to meet the demand for apparatus and accessories. Production figures were given and definite pledges were made that the output would be increased by named months. When these named months were at hand advertisements again informed the public of the fact that the pledges had been fulfilled.

Referring to the trade paper advertising used by the Radio Corporation of America, Mr. Kaempffert in this article states in part as follows:

"In the trade paper advertising which is aimed at the dealer the selling assistance that the Radio Corporation of America is willing to render is stressed as much as the character of its apparatus. In addition, the policies set forth in the popular magazines and newspapers are outlined for his benefit. Dealer helps, now widely used by all good merchandisers, are even more necessary in successfully selling radio products than shaving soaps and automobiles because radio is still a mystery to the man behind the counter. The salesmanship displayed by many dealers in handling radio supplies has rarely been brilliant.

"Last Winter the retailer had little to do but take orders. Next Winter he must be prepared to talk interestingly and convincingly about the radiolas and the radiotrons which he must not only display in his window and on his shelves, but also advertise in his local newspaper. He must be prepared to meet his customer again and again after a sale has been made, because that customer is sure to return for an interpretation of instructions that he cannot understand, despite all the care that has been taken to make them simple and clear. Hence the Radio Corporation's dealer helps constitute a special course in radio merchandising, which supplement its educational advertising in national mediums and newspapers."

WHY BUSINESS FASCINATES

Business is the greatest game ever developed. Like every other sport, the man who shows the best form, who keeps fit and does not permit himself to grow stale, is the winner of the competitive tournaments ever going on.



No. 3533-Twelve Flowering Plants, including pots in a box, complete \$5.00; larger size No. 3534 six plants to a box, per box \$3.60. Write for ILLUSTRATED CATALOGUE NO. 35. Mailed FREE FOR THE ASKING.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

**Order Your Supply of the New
Encore Record Replayer Now**

THE MOST EFFICIENT DEVICE OF ITS KIND EVER PRODUCED

**The
Record
Replayer
Without
a
Fault**



**Made of
Steel.
Nickel-
Plated.
Celluloid
Adjuster**

Retails at \$1.00

Discount to Dealers 40%

ORDER NOW AND WATCH YOUR SALES INCREASE

Some Territory Still Open for Jobbers

ENCORE SALES CORPORATION

Sole Manufacturers' Representative

6 CHURCH STREET

NEW YORK, N. Y.



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$250



Model
502
\$125



Model
503
\$165



Model
509
\$225

THE most convincing proof of the Steger's wonderful powers of perfect tone reproduction is your complete forgetfulness of the phonograph's presence when it plays.

So clear, resonant, lifelike is all music reproduced by the artistic Steger that you seem to hear the actual notes of the human voice, piano or violin, band or orchestra as vividly as if the performers were present.

You will find the reasons for this perfection in the exclusive Steger features—the patented adjustable tone arm, which plays all disc records **correctly** without change of parts, the unique Steger tone reproducer and the vibrant Steger tone chamber of even grained spruce.

The Steger Sells Readily

The more you study this incomparable phonograph, the more easily will you recognize its sales advantages. The Steger is backed by a profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory open. Write for the Steger proposition today!

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established by John V. Steger, 1879

Steger Building, - - CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$200



Model
504
\$150



Model
501
\$100



Model
510
\$250



Model
500
\$65

PAUL SPECHT SIGNS WITH COLUMBIA

Paul Specht's Famous Orchestra Arranges to Record Exclusively for Columbia Co.

The Columbia Graphophone Co. announced last week that arrangements had been completed whereby Paul Specht and his orchestra, known as Paul Specht's Society Serenaders, would record exclusively for the Columbia library. The first records of this well-known organization will be issued in the October list and will consist of "Silver Stars" and "In Rose Time."

This announcement by the Columbia Co. will



Paul Specht's Famous Orchestra Now Recording for Columbia Co.

undoubtedly be received with enthusiasm by Columbia dealers from coast to coast, as Paul Specht and his orchestra represent one of the most successful and popular dance organizations in the country. Paul Specht has attained national renown as a leader in the individual interpretation of modern dance music and is the originator of the expression "Rhythmic Symphonic Syncopation." His organization has made a specialty of providing the popular dance hits with a unique and distinctive tone shading that has been a paramount factor in the success of the orchestra.

Paul Specht is an accomplished musician, and studied music under the capable guidance of his father, Prof. Chas. G. Specht, a well-known violinist, and one of the best-known organists and band leaders of his day. He also studied piano, violin and counterpoint at Coomb's Conservatory at Philadelphia, thereby gaining an invaluable musical education.

Paul Specht organized the "American Collegians" orchestra that toured the entire West with remarkable success, and shortly afterward appeared with his orchestra at the Alamac Hotel in Atlantic City. His success at this well-known hostelry was instantaneous and he was next engaged to supply the dance music for the

Hotel Addison at Detroit. In that city his orchestra soon became a by-word for the best dance music obtainable, and when he severed his connections at the Hotel Addison Mr. Specht was the guest of honor at a banquet which was attended by practically all of the leading musicians in Detroit.

After leaving Detroit Paul Specht's Society Serenaders were engaged for the Hotel

Astor roof dances, where the orchestra is now appearing. Under his capable direction his orchestra has attained a foremost position in New York's amusement circles, and the Hotel Astor roof is crowded nightly with dance enthusiasts who appreciate and recognize the distinctive playing of Paul Specht's Orchestra.

According to his present plans, Paul Specht will soon send three orchestras to London, and his Metropolitan orchestra, under the direction of J. Denny, is now playing Keith vaudeville in the Middle West. It is understood that Paul Specht's Society Serenaders will also be booked

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

shortly for another tour of the Keith circuit, this organization having already appeared as a headliner on the big-time circuit, and winning an ovation at every performance.

FINAL EXCISE TAX REPORT

Music Industry Paid Nearly \$5,000,000 During Last Half Year That Tax Was in Force

WASHINGTON, D. C., September 5.—Although in force only during the first half of the fiscal year, which ended June 30 last, nearly \$5,000,000 were collected from the tax on pianos, organs and other musical instruments, according to figures which have just been made public by Commissioner of Internal Revenue David H. Blair. Collections for the period from July 1 to December 31, 1921, totaled \$4,951,752, it is stated, while for the entire fiscal year 1921 they had amounted to \$11,568,034, indicating that the musical instrument business had held up wonderfully during the months of general trade depression.

NEW STORE AT ATLANTIC CITY

Luigi A. Ferrari, the well-known musician of Atlantic City, N. J., has opened a new music store at 3902 Ventnor avenue, that city, where he handles a complete line of pianos, player-pianos, Victrolas and small musical instruments.

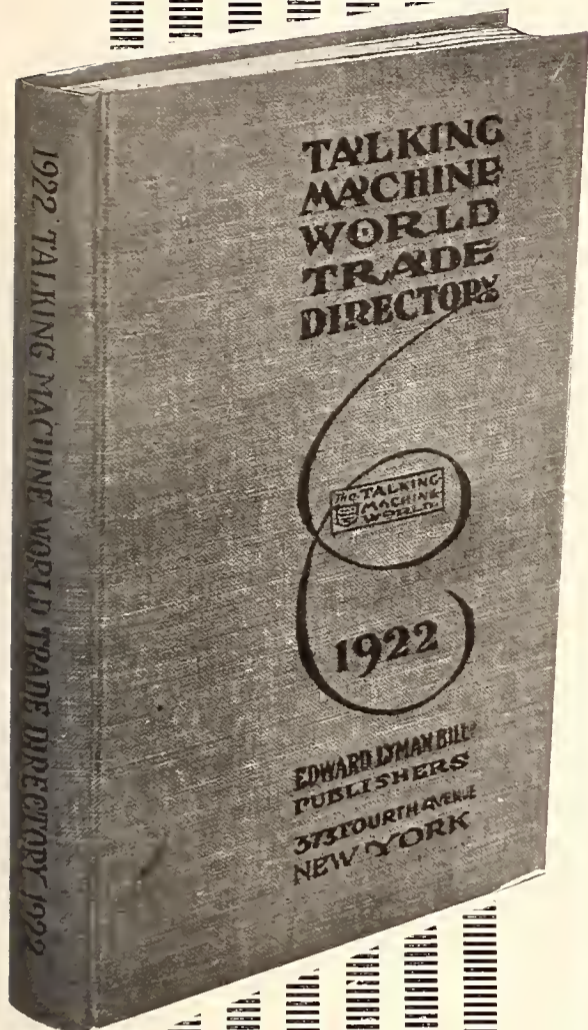
The Platt Music Co., of Los Angeles, Cal., has purchased the music business formerly conducted by the Whightman Music Co., 334 Fine avenue, Long Beach, Cal.

Do You Know What a Flexlume Sign Will Do?

A Flexlume Electric Sign will give you forceful advertising at a cost of only a few cents a day. It will work for you day and night, for Flexlumes are day signs as well as night signs. It will give your storefront a quality atmosphere, it will carry your message to the thousands who pass, all of which means that a Flexlume will increase your business.

Let us send you a sketch showing a Flexlume to meet your particular needs.

FLEXLUME CORPORATION
36 KAIL STREET BUFFALO, N. Y.



Only 50 Cents

THE most convincing evidence that THE TALKING MACHINE WORLD TRADE DIRECTORY is successfully filling the role for which it is intended lies in the great number of repeat orders we are daily receiving from those who purchase one copy to start.



One of our satisfied users writes: "There has never been a trade directory got up that has been so accurate as regards firms listed, and that has covered the field so thoroughly."



That means this book can and will serve you, whatever your connection with the industry may be, in a manner you can't afford to miss—especially in view of the nominal investment required. Better order your copy now!

**USE THIS
COUPON NOW**

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State.....

1871

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., September 6.—While many of the talking machine dealers of the Quaker City declare that their Fall business has started out in fine shape, nevertheless, the talking machine distributors feel that the complete adjustment of the rail strike as quickly as possible is necessary to ensure Fall business reaching, or even approximating, the usual figures for this time of the year.

Although Philadelphia does not lie in the heart of the coal regions, nevertheless, talking machine distributors were affected by the walk-out of miners to a considerable extent. They point out that many people not even connected with the coal industry have delayed making purchases of talking machines and records until the trouble was readjusted, as their natural conservative instinct warned them not to spend recklessly when conditions are not wholly normal. This attitude on the part of the public naturally caused the dealers to refrain from sending in their orders for new stock for the Fall and, therefore, the entire industry is more or less affected.

Talking machine dealers who are dependent solely upon Philadelphians and residents of the surrounding cities and towns for their business assert that their sales are improving rapidly and most encouragingly, but even this class of dealers say that they are confident that their sales would be increased to an even greater amount if normal industrial conditions prevailed.

Health Records Popular

There have been few innovations in the talking machine record business that have swept over Philadelphia with such success as have

the Victor Health Records recently issued and recorded under the direction of Professor Charles Collins, head of the Collins Physical Training Institute, of this city.

An unusually interesting demonstration of the Victor Health Records was held at the Bellevue-Stratford Hotel last month, following a luncheon of the Kiwanis Club. The demonstration was arranged by H. Royer Smith, well-known local Victor dealer, and Prof. Collins himself spoke. After the lecture and demonstration the club members went through the various exercises.

This exhibition was witnessed and, in fact participated in, by a number of the leading Victor distributors of Philadelphia who were present at the Kiwanis luncheon as the guests of Mr. Smith. These leaders in the talking machine trade of this city included G. W. Hoover, the president of the Victor Dealers' Association; A. C. Weymann, of H. A. Weymann & Sons; T. W. Barnhill, of the Penn Phonograph Co.; Louis Buehn, head of the firm that bears his name, and E. J. Dingley, assistant sales manager of the Victor Co.

H. Royer Smith was also the first Victor dealer in this city to give exhibitions of these health records in the show windows of his store, and the number of sales that he made during these demonstrations as well as that before the Kiwanis Club serve to indicate the popularity these records have attained in such a short time.

Tone Tests at Atlantic City

The Girard Phonograph Co., jobber of the New Edison, is planning to make a series of tone tests during the coming week at Atlantic

City, on Young's Million Dollar Pier, during the progress of the annual pageant. Among the artists who will assist during these tests, so that the audience can try to distinguish between their actual singing tones and those recorded by the New Edison, are Helen Davis, the mezzo-soprano; Victor Young, pianist, and Walter Chapman, the violinist. The Girard Phonograph Co. has recently fitted out a large number of dealers and is expecting a record-breaking business during the coming Fall months, according to Arthur W. Rhinow, one of the officials of the company.

"We have been opening several new accounts every week for the last six weeks and we are looking for the biggest year, as far as business is concerned, that the Edison has ever had," he said. "With the adjustment of the coal and rail strikes there is nothing that can stop the onward sweep of the Edison, I am sure. We are planning to give quite a number of tone-tests during the Fall months, as we have during past years, only this year the demands for these tests have assumed such large proportions that we have been obliged to sign up two troupes of tone-test artists instead of the single troupe that has done this work in the past. We have arranged for the services of Helen Davis, Victor Young and Walter Chapman, as the members of one of these troupes, while Marie Morrissey and Jacques Glockner will make up the other troupe.

"We are also preparing to place on the market the four new junior models of the Edison that will sell at lower prices than those charged for other Edison models, so that the Edison

(Continued on Page 84)

A STATEMENT OF FACT


Every indication points to this Fall being a Victor Selling and a Victor Buying Season.

Fundamental business conditions are better. This means increased buying power for the people. In our line it should be strongly reflected in greatly increased Victor Sales.

Victor Sales because people now demand a quality product of known value. Big sales of bankrupt stocks are apparently at an end, but not the effort to get rid of bad buys. This means selling hundreds of Victrolas to people who are dissatisfied, even to the extent of sacrificing their odd make.

You will be protected in sharing in this Victor Demand by purchasing NOW.

The Louis Buehn Company
The Victor Wholesalers
 of Philadelphia



Wake up lit-tle girl you're just dream-ing pret-ty dreams, Dream-ing the hours a-way,

WAKE UP LITTLE GIRL

YOU'RE JUST DREAMING

HEAR IT NOW

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

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 83)

will now be within the reach of every home. More than eighty per cent of our dealers have already visited our showrooms here in order to view these new models, and in every case the dealer's enthusiasm for these new models has far exceeded our expectations."

Grafonola Dealers Meet

Members of the Philadelphia Grafonola Dealers' Association held their usual monthly meeting last Tuesday, August 29, at the Adelpia Hotel. J. G. Oldwurtle, the president of the Association, presided and general trade conditions and prospects for Fall business were discussed.

Helping Dealers to Demonstrate

George A. Tatem, of the Talking Machine Co., has been arranging for a number of demonstrations of the Victor Health Records in the show windows of the dealers' stores. He has secured the services of Miss Dorothy Settler, who has been most successful in the demonstrations which she has given during the last three or four weeks under Mr. Tatem's direction. These demonstrations are being furnished free of charge to the dealers of the Talking Machine Co. and have been held recently in Trenton, Wilmington, Camden, Millville and Reading, while Mr. Tatem has just completed arrangements for further exhibitions in Harris-

burg, Lancaster, Lebanon and several other surrounding cities.

Some Recent Visitors

Among the recent visitors seen by Mr. Tatem was Dan Egan, manager of E. S. Applegate Co., of Trenton, who is conceded to be one of the most progressive dealers in the Victor business. Another of Mr. Tatem's recent visitors was John Huff, of Shenandoah, who is expecting a large business during the coming months, with the coal strike adjusted, as Mr. Huff says that he has found that the residents of that vicinity are well supplied with money, but are reluctant to spend it for anything but the necessities of life until the strike is settled and conditions return to normal again.

Opens Handsome New Store

H. Housel, of William H. Housel & Co., of Williamsport, was a recent visitor to the Louis Buehn Co. showrooms. Both F. B. Reineck, secretary, and C. W. Miller, the vice-president of the company, attended the opening of the handsome, newly renovated store of Joseph Heim Co., at 3800 North Broad street. The formal opening of the new store, which was attended by a number of the officials of the Victor Talking Machine Co. and fellow dealers and friends of Mr. Heim, was held on Friday, September 1. Mr. Heim was warmly congrat-

ulated upon the handsome appearance of his new store, which has been enlarged to include the buildings 3800-2-4-6-8 North Broad street. A new front has been completed and the entire interior has been beautifully decorated and furnished and a number of booths have been installed for the comfort of customers listening to Victor records.

Remick's Remarkable Musical Emporium

The retail branch warerooms of Jerome H. Remick & Co., at 125 South Broad street, which were recently completed, are said to comprise an absolutely complete musical merchandise department store. A place has been provided for



Interior View of Remick Warerooms

everything in the music line with no detail overlooked.

Much attention has been given to the selection of the proper fixture equipment throughout. Dust-proof glass wall cases have been provided for such merchandise that is affected by exposure, such as musical instruments, strings, etc. Sheet music and talking machine records are well provided for in an efficient rack system arranged for ready and quick selling, and well displayed for the attention of the customer. A series of spacious hearing rooms has also been provided for the convenience of the patrons. Van Veen & Co., New York City, the builders of the equipment, state that the Remick establishment is a model one in every detail and after which all the branch stores of Jerome H. Remick & Co. are patterned.

Ability to Size Up a Prospect

"The ability to properly size up a prospect and sell a machine within that prospect's means is a quality of much value to the talking machine retailer," stated H. W. Weymann, wholesale manager of H. A. Weymann & Son, Inc., Victor wholesaler. "If a \$200 machine is sold to a \$100 prospect a repossession is likely, or

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Q. R. S. PLAYER ROLLS

WEYMANN "KEYSTONE STATE" STRING INSTRUMENTS

YOUR BUSINESS and OUR BUSINESS

are very much the same, Mr. Victor Retailer. We have the common purpose of increasing Victor merchandise sales. Getting together will prove mutually advantageous



Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.

Philadelphia, Pa.
Baltimore, Md.

CABLE ADDRESS REG'D
"FILASSE-PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE
BARING 535

IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

PHILADELPHIA, PA.
YOKOHAMA, JAPAN
CHICAGO, ILL.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 84)

even if there is no repossession the heavy payments on the higher-priced machine, which ought to be paid off in the same time as a lower-priced machine, will preclude the regular monthly purchase of records. It is a generally accepted fact that the regular purchase of records keeps up interest, which is greatly to be desired, and I feel sure that it is much wiser for a dealer to sell a machine the payments for which will not be beyond the purchaser's means and will allow a balance for the purchase of new records."

In referring to local conditions Mr. Weymann stated that the employment and building situations in Philadelphia were exceptionally good. New homes are being erected in all sections of the city. "Philadelphia," said Mr. Weymann, "is strongly Victor. It considers the Victrola as a home industry and it is safe to predict that 80 per cent of these new homes will be equipped with Victrolas."

General Radio Corp. Proves a Success

The phenomenal success of the General Radio Corp., of this city, in the few months of its existence, is a tribute to the untiring effort of Walter L. Eckhardt, the head of the organization. Through his former connection with local Pathé affairs Mr. Eckhardt is well known to every dealer in the entire city. Mr. Eckhardt's acquaintanceship also extends to all large centers throughout the country.

When the General Radio Corp. was originally formed it distributed radio sets and the Strand line of talking machines. At the present time the General Radio Corp. distributes, in addition to Strand talking machines, Okeh records and the products of the Radio Corporation of America. In addition to the lines distributed the General Radio Corp. also manufactures a wide line of quality radio products under the brand of "Geraco," and the Music Master Amplifier, a sound magnifying radio horn.

Mr. Eckhardt has hinted of other items now in the laboratory stage which are expected to be added to the line before the Winter is over.

Cheery Report Anent Business Expansion

The Fall season is bringing with it renewed efforts on the part of the talking machine dealer for increasing his business. T. W. Barnhill, president of the Penn Phonograph Co., Victor distributor, reports that business is increasing regularly and that many dealers are sending in orders for the Penn-Victor miniature dogs to increase their business.

G. D. Shewell Ends Canadian Tour

G. D. Shewell, Eastern sales representative for the Cheney phonograph, has returned to his headquarters here from an automobile tour of Canada. The party, which included Mrs. Shewell, stopped at a number of points including Montreal and Lake Placid in the Adirondack Mountains. G. D. Shewell, Jr., associated with

his father in the management of the business, left for a trip through Maine immediately following the return of Mr. Shewell.

Popularity of "Little" Songs

The popularity of "little" songs has been pointed out by B. H. Rogers, head of the Lincoln Business Bureau, distributor of the Vocalion phonograph and records. "The vogue of these 'little' songs is still with us," he said. "It started with such favorites as 'The Little Grey Home in the West,' 'Little Mother of Mine' and others using the endearing diminutive. Colin O'More, the Irish tenor, sings the newest of all these songs, 'I Love a Little Cottage,' for the new Vocalion record that tells a simple and likable little musical tale.

"One gets the habit of looking to the Ziegfeld Follies each year," he continued, "for the last word in beauty, fashion and up-to-date music. True to its reputation for the latter, this year's show has both the South Sea and the radio craze as subjects for big hits; namely, 'The South Sea Moon' and 'Listening on Some Radio,' double-headed Vocalion fox-trots performed by the Bar Harbor Society Orchestra."

H. W. Weymann on Motor Trip

Increasing sales were recently reported by H. W. Weymann, head of H. A. Weymann & Sons, who has returned from a well-deserved vacation in motoring through the New England States and Canada with a party of friends. He had a most enjoyable time.

AVOID "WOTINELL" ATTITUDE

The average individual dislikes to go into an establishment and wander around trying to discover where he can quickly be served or obtain the information he may be seeking. If he has, added to this, the feeling created by the familiar "wotinell" attitude so many persons delight in assuming toward an inquirer he is quite likely to go away with an unfavorable impression of those with whom he has been forced to transact his business.—Electrical World.

TWO NEW VICTOR RECORD RELEASES

"Three O'Clock in the Morning," by Whiteman, and "Mister Gallagher and Mister Shean," by the Originators, Just Announced

The Victor Talking Machine Co. has just announced special release of two new records of unusual interest, the first bearing on one side the waltz success, "Three O'Clock in the Morning," and on the other "Oriental," fox-trot, both played by Paul Whiteman and His Orchestra, and the second, a record of "Mister Gallagher and Mister Shean," recorded by Gallagher and Shean themselves and including a number of new verses. The new records will be placed on sale on September 22 and will appear also in the regular November supplement.

The Victor Co. has also announced a special release of three foreign records, including one German and two Neopolitan, which are offered in response to popular demand.

EXPORT TRADE RECOVERING

Analysis by First Federal Foreign Banking Association Shows Expansion

The export business of the manufacturing industries of the United States has shown a remarkable gain since the low point reached in February, and there seems reason for believing that it has started upon a period of recovery, according to an analysis of the situation published in a bulletin of the First Federal Foreign Banking Association. The article points out that the United States is selling a bigger dollar-volume month by month, selling more kinds of manufactured goods and expanding the area of distribution.

Form in business is knowledge of the job. When that is mastered you become runner-up for the opening just a little higher up. But before you can climb there must be a foundation upon which to get a toe-hold.

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

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

INDIANAPOLIS

*Optimism Permeates Trade as Sales Climb to Record for Month—
Fall Business-building Plans Under Way—Month's News Budget*

INDIANAPOLIS, IND., September 7.—August was an extraordinarily good month with Indianapolis talking machine dealers. Almost without exception they report business far ahead of August, 1921. Plans are under way for Fall campaigns which are expected to firmly establish the trade on a normal basis.

"Buyers' Week," promoted the last week in August by the Indianapolis Chamber of Commerce and local wholesalers, brought a large influx of buyers to the city. Railroad fare was paid for every buyer who visited the city that week and registered with some wholesale house. The amount of actual buying done by the visitors far exceeded expectations, according to reports from all the leading houses.

Dealers Welcome New Edison Models

H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor, says the company's agents are very enthusiastic over the prospect of handling new models being placed on the market by the Edison Co., especially as they will be in a position thereby to offer a machine at a price as low as \$100.

The sales force of the Kipp Co. was busy the latter part of August taking the semi-annual inventory. "Just as soon as we have finished this job," Mr. Anderson said, "we will plunge right into the liveliest and, we expect, the most productive Fall campaign we have ever put on. Business is to be had and the dealers are all very enthusiastic over prospects."

J. R. Jones a Visitor

J. R. Jones, Indiana representative of the Ohio Talking Machine Co., of Cincinnati, recently visited the Indianapolis Talking Machine Co., the Pearson Piano Co. and the Pettis Dry Goods Co. All of them report a rapidly increasing improvement in business.

"I have been in the talking machine game twenty years," Mr. Jones said, "and I am frank to say that this Summer has been the hardest I ever experienced. We are back, now, to the 1912 basis and we have to work for every sale. Fall orders, however, are showing a marked increase of confidence. There is a decided improvement in city accounts, while business in the country is very much more stable. I am

having exceptionally good results in the sale of the new Victor console No. 210. My prediction is that the Victor line will be going as strong as ever during the coming holidays."

Good Victor Business

Ira Williams, manager of the Victor department of the Pettis Dry Goods Co., reports that his August business was the best for that month in the history of the store. Record sales, he says, were chiefly responsible for the month's good showing.

Manager A. C. Hawkins, of the Indianapolis Talking Machine Co., says that the Victor business for the month of August was very satisfactory, considering the extremely hot weather which prevailed through most of the month.

Sonora Sales Increase

Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Co., reports that the past month developed numerous sales in all new models of the Sonora. "This looks like a big year for period models," he said. "Dealers from the small towns have been particularly active in buying and they all say that the farmers are in a decidedly more receptive mood than they have been for many months. As a matter of fact, reports show farmers' spending power to have increased 50 per cent in this territory and that means just so much new money thrown into business channels."

Pearson Piano Co.'s Display at State Fair

H. A. Brown, manager of the talking machine department of the Pearson Piano Co., says his record business during August increased about 35 per cent over August of last year and that his machine business increased about 25 per cent. He has planned as a feature of the State Fair exhibit the giving away of a \$325 Style 6 Cheney machine to the holder of a lucky ticket. All visitors at the booth will be given an opportunity to win the machine. He will have nine machines on display throughout the week.

Features Golf Records

Walter J. Baker, manager of the Brunswick Shop, featured the new Chick Evans golf records in his window display during the last week of August. The records are in a set of five.

**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 sales of Brunswick machines and records during the month represented a decided increase over the corresponding month of last year, Mr. Baker said.

News Gleanings

The sales of Edison machines and records during August aggregated more than during the month of October, 1921, according to W. O. Hopkins, manager of the Edison Shop.

H. G. Power, general manager of the furniture and Victrola departments of the Taylor Carpet Co., has left that company and become associated with the Foster Furniture Co., of this city. He is succeeded by K. T. Chapman, former advertising manager. Miss Minnie Springer, buyer for the Victrola department, spent the latter part of August with relatives at New Orleans, La., and Gulfport, Miss.

Expressions of Optimism

After having struggled successfully against the inclination of store executives to reduce his advertising appropriations, F. R. Follis, manager of the Victor department of L. S. Ayres & Co., was able to show for August the best business he ever had in that month. Mr. Follis plans to use a Victrola at the L. S. Ayres & Co. booth at the State Fair to furnish music for the promenade of fourteen living models who will display costumes each day during the fair.

"Our machine business in August increased close to 40 per cent over the business of August, last year," says C. P. Herdman, talking machine manager of the Baldwin Piano Co.

"Our business in August was about the same as usual," reports W. G. Wilson, of Widener's Grafonola Shop. "The Granby machine continues to sell well. We are enjoying our best business just now, however, with a new \$110 console model, which we are only distributing locally at the present time."

Competition on the part of off brands of talking machines is apparently less than it has been for several years, according to H. E. Whitman, of the Circle Talking Machine Shop. Victor sales are rapidly coming back to normal, he says, and there is a more hearty response to newspaper advertising.

Stewart Co. Distributes Jewett

The Stewart Sales Co., formerly the Stewart Talking Machine Co., has announced to the trade that it is the distributor for Indiana and Kentucky of the Jewett line. The company is taking advantage of the State Fair to place on display its first showing of the Jewett machines.

Lillard-Getmen-Hughes, Columbia dealers in Champaign, Ill., had an extensive display at the recent Champaign County Fair. I. S. Leon, Illinois representative of the Columbia Graphophone Co., spent two days at the fair in the dealer's exhibit booth.

THE PHONOMOTOR CO.

W. F. HITCHCOCK, Proprietor

121 WEST AVENUE
ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

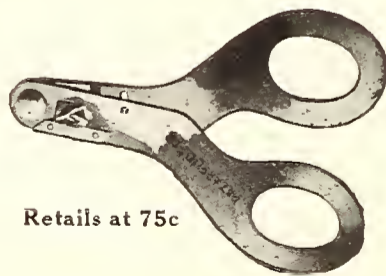
PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

100%
Efficient



Retails at 75c

THE NEED-A-CLIP

MOTORS

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers
204 East 113th St., New York City
Jobbing Territory Open

ONE OUT OF MANY!

We have received many letters from jobbers and dealers telling us that the SWANSON Portable is the best portable on the market. We knew it all along, and the trade has emphasized its approval in a substantial, practical way.

The SWANSON has a wooden tone arm, double-spring motor, speed regulator and needle containers.

FACTORY
GRAND RAPIDS
MICHIGAN

MUNSON, RAYNER CORPORATION
WESTERN DISTRIBUTORS

CHENEY TALKING MACHINE COMPANY
(MARSHALL FIELD & COMPANY)
SAN FRANCISCO LOS ANGELES

315 SOUTH BROADWAY
LOS ANGELES

MARSHALL FIELD
BUILDING
CHICAGO

August 21, 1922.

Swanson Sales Company,
Merchants National Bank Building,
Los Angeles, California.

Gentlemen:

Attention: Mr. R. W. Moon

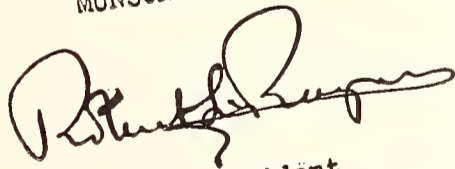
As the Western Distributors of the SWANSON Portable Phonograph, we are glad to write you that as a successful article of merchandise we believe the SWANSON stands among the very best of the small portable machines.

We are able to place the SWANSON with the dealers with the minimum of sales effort and from the number of repeat orders received we know that the retailers must be doing their part.

It is with pleasure that we write this and wishing you every success, we beg to remain,

Yours very truly,

MUNSON-RAYNER CORPORATION



Vice-President

Unusually liberal discounts to live jobbers and dealers. Write our nearest sales office for details.



Swanson Sales Company

R. W. MOON, General Manager

1133 Broadway
New York, N. Y.

308 West Ontario Street
Chicago, Ill.

536 Merchants Nat'l Bank Bldg.
Los Angeles, Cal.

D E N V E R

Strikes Retard Business—Window Displays Win Praise—Consoles in Favor—News of Month

DENVER, COL., September 6.—Denver music dealers are almost agreed on the fact that not a great volume of business is to be expected in the early Fall, but they do expect a fair business and are not at all discouraged over the prospects. The two strikes still have a tendency to retard business. The slow delivery of new models of talking machines that have been put out by several of the leading manufacturers make it impossible to show customers new models nationally advertised and in some cases new models have been sold as quickly as placed on the floor. There is a decided increase in the sales of consoles, one firm, handling four makes of talking machines, claiming 60 per cent of

the sales this Summer have been in the console models.

The Laman-Johnson Music Co., at 35 Broadway, recently took an option on a building at 60-64 Broadway. The lease on its present store does not expire until May, but an effort will be made to sell the lease and get into its own building by October. The new store will give the company much larger quarters. G. A. Laman says the store's record sales have been much increased within the last few months.

A. E. Emrick, who recently gave up his position as traveling salesman for the Denver Dry Goods Co., Edison distributor, to go into business for himself, has gone back with the Denver people. His business at 1624 Tremont street goes on, however, the Emrick-Nadler Music Co. being conducted by Mr. Emrick's daughter and an assistant.

Workmen will begin, shortly, on the remodeling of the basement of the Charles E. Wells Music Co. store. Roy E. Thompson, head of the talking machine department, says his department will then be moved from the first

floor to the basement, where much larger quarters will be arranged. Business was excellent during August and many machines were sold during this period.

An attractive window was arranged under the direction of H. V. Huntoon, manager of the Victrola department of the Knight-Campbell Music Co., the first week in September. The background typified a section of a wall done in gray, in the center of which was placed a wall mirror and on either side fancy side lights. In front of this wall stood a console model Victrola, showing how nicely this type of musical instrument fitted this particular wall space. So many calls were made for the wall mirror that the department put in a stock and handled them along with the sale of talking machines. The mirror also served to bring people into the department. The balance of the window was a typical living-room setting. Business for August went ahead of the same month a year ago. Mr. Huntoon said he looked for good business with the two new Victor flat-top models, Nos. 210 and 230.

The McKannon Piano Co. has sold every console type Edison that has come in and regrets the inability to get these machines more rapidly. The company has just stocked up on radio merchandise and is showing how it can be connected up successfully for parlor use with the Edison phonograph. Mr. McKannon believes that radio and music must go together.

J. H. Blinn, manager of the talking machine department of the Baldwin Piano Co., says that, despite the two strikes, if business keeps up as it has done all Summer he will have no complaint to make.

The sale of Edison re-creations is keeping up well, says Norman D. Tharp, buyer of the Edison department, wholesale and retail, Denver Dry Goods Co. The popularity of Hawaiian music and piano numbers continues. Charles L. Clark, an Edison dealer from Laramie, Wyo., was a caller on the Edison distributors last week and reported he expected a pretty good business this Fall. He and his son had a booth at the fair held in Laramie during September, in which Edisons and pianos were displayed. Another caller was Wiley H. Clements, Edison dealer, of Canon City, Col. He reported a large fruit crop, with indications that a good business in Edisons would result this Fall.

Oscar Frazier, of the talking machine department of the Darrow Music Co., says that talking machines have sold better than records and efforts will be made to build up the sale of records.

An attractive Edison window was featured early in September by the Arvidson Piano Co., at 523 Sixteenth street.

R. B. Johnson, business manager of the wholesale and retail end of the Aeolian Co.'s branch house at St. Louis, has returned, after spending two months with the talking machine department of the Charles E. Wells Music Co.

T. P. Pattison, of the Pattison Music Co., has returned from his vacation, spent at Wagon Wheel Gap, Col.

INTRODUCE THE "BLUE BELLE" NEEDLE

Samuel Eshborn, well known as a distributor of talking machine parts and accessories, at 65 Fifth avenue, New York City, is introducing a new steel needle under the trade name "Blue Belle." This needle is a specially designed product of blue steel, non-rustable and made in various tones. The product has been given preliminary trials in many homes in Eastern territory and the result has been that Mr. Eshborn acquired the sales rights.

LIQUIDATING ITS BUSINESS

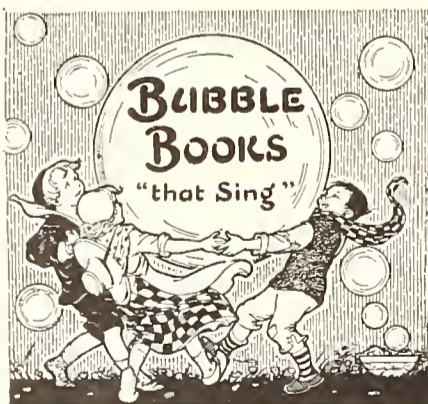
The Music Shop, Inc., Helena, Ark., handling Victor machines and records exclusively, is liquidating its business and expects to have its affairs wound up shortly after September 15. H. S. Blackwood is president of the company, H. C. Porter vice-president and I. A. Metz, secretary-treasurer.

There's a Brand New BUBBLE BOOK Audience for You—Every Year

Did you ever stop to consider this big advantage Bubble Books have over most other kinds of merchandise?

Think it over.

Every year there's a brand new crop of little folks just waiting to get acquainted with the books that sing. And their parents are just as eager as the children to find some new amusement for them.



Get after this new audience! And get after the old customers, too, for remember that every Bubble Book sale means a chance to sell the other thirteen!

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.



"You can't go wrong
With any FEIST songs"

LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing.

THE TWIN CITIES

Optimistic Outlook in Northwest—Dealers' Stocks Are Low and They Are Now Ordering Heavily—New Agencies—News of Month

MINNEAPOLIS and ST. PAUL, MINN., September 7.—Everything is almost all right in the Northwest—meaning that if the constituted authorities will settle the coal and railway strikes one way or another the Northwest will resume business in the good old Western style. The farmers are ready both to sell and buy, but there must be cars for moving grain, potatoes and other farm products and to bring fuel and other necessities. The farmer is beginning to think that he is something on the order of the "goat." After he has been working desperately hard ever since the Spring thaws, with the hope of recuperating from the heavy losses sustained during the past two years, he finds the grain prices sliding down so rapidly that he cannot figure out a profit, not to speak of recoupment for past losses. But, as he always has done, he will make the best of the situation and if he can't get the prices that he thinks he should have he will take the best he can get and proceed to put the country on an even keel again.

The coal strikes are supposed to be settled, but very little coal has come to the Northwest and, unless the Washington authorities get freight cars in motion, numerous Northwestern industries will have to close for a time.

Stocks Low Throughout the Northwest

Local dealers are anticipating their Fall wants on the basis of a return of prosperity and are placing orders accordingly, says Eugene F. O'Neill, of Beckwith-O'Neill Co., distributor of Victrolas and Victor records. Rad J. Sabra, formerly with Foster & Waldo and later manager of the Victrola department of Davis & Rubin, has joined the Beckwith-O'Neill Co.'s road staff and will cover Minnesota and Wisconsin.

Business Tripled in August

Manager Sharar, of the phonograph department of G. Sommers & Co., distributors of Pathé machines and records, informs The Talking Machine World that business in August was triple that of the July comparative volume and is far ahead of the August, 1921, totals—all of which is satisfactory to a comparatively new manager.

New Brunswick Agency

"Phonograph dealers with whom I have talked tell me that the talking machine business virtually has resolved itself into the handling of one or two standard machines," remarked E. L. Kern, director of the Brunswick-Balke-Collender Co. "I think that they are about right. There are many machines in the field, but we believe that the Brunswicks are coming to the fore. We are opening new accounts constantly and the record demand is increasing very rapidly. The new Giliusen-Raudenbush Co. store in Duluth will handle Brunswicks

phonographs exclusively and, by its style, will give our machine a great vogue in that territory."

Columbia Line With Friedman Store

Progress is reported by the Northwestern headquarters of the Columbia Graphophone Co. Collections are much better, but no great increase in sales is expected until the farmers can market their grain and other farm products. The harvest still is on the farms, as the railroads are unable to move it and rural traffic is seriously impeded in consequence. The Friedman Department Store, in Superior, Wis., recently opened a phonograph department, which will

be devoted exclusively to Columbia Grafonolas. Manager W. L. Sprague spent the tail end of August in New York in conference with officials of the company.

Edison Display at Minnesota State Fair

Laurence H. Lucker, Edison jobber in this territory and head of the Minnesota Phonograph Co., has made preparations for a general display of Edison wares at the Minnesota State Fair. Several salesmen were added last week to the St. Paul and Minneapolis retail stores and to the traveling road force. The retail totals for August show far greater than for July and also greater than August, 1921.

Vocalions and Red Records in Favor

Vocalion machines and the "Red" records are public favorites, as a result of the steady publicity and active work of the Stone Piano Co., Northwestern distributor. Manager Munson states that everything is in excellent position for fine Fall trade and this reflects the attitude of all dealers.



*Wall-Kane Needles
Protect the Record*

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

**JOBBERS ONLY—APPLY FOR
SPECIAL PROPOSITION**

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.



Those who like innovations will buy this record, for it's a novelty. Those who love real music will buy it for its genuine charm—A-3658. Ferera's Hawaiian Instrumental Quartet playing "Drowsy Waters" and "Ua Like—Noa Like"—two Hawaiian guitars, a violin and a flute.

Columbia Graphophone Co.
NEW YORK

C I N C I N N A T I

Consoles Have the Call—Trade Steadily Bettering—Edison Activities—Shortage of Machines Probable—Live News of Month

CINCINNATI, O., September 6.—The call of the console! That's the factor that has been keeping the local talking machine trade on its legs. The popularity of this style of machine has grown steadily and proves that it is no early blooming and rapidly fading affair. Most dealers report that the console type is selling far in excess of any other type at the same price, and jobbers note that the retailers, in new orders, are giving more and more attention to these machines. The only explanation of this popularity seems to be that the console can be made to fit in less obtrusively and more like a piece of furniture than can the upright type, and so far the fact that it undoubtedly requires much more room has been of little detriment to success in selling it.

Business in upright styles has not been bad; however, August trade was far in advance of July trade and was also better than business of August last year. This encouraging report is had from everyone in the business. Retailers are stocking up more completely with comprehensive stocks than has been the case for many months, and all indications point to the fact that Autumn business is going to be good. Jobbers are already anticipating a probable shortage of machines, especially of certain types much in demand, and are crowding manufacturers to send these needed machines. Jobbers also are warning retailers, in a way not to be misconstrued as selfish policy, that the demand is likely to exceed the supply.

Business in records this month picked up all around the trade in this city, and dealers declare it is only a foretaste of the real increase to come as soon as the weather is cool enough for chokers and felt hats.

Consoles Lead, Says A. H. Bates

A. H. Bates, of the Ohio Talking Machine Co., is one of the more enthusiastic of the jobbers. He said: "The prospects are that trade in September and October, with cool weather and evenings indoors, will be brisk. I truly believe there will be a shortage in machines this

Fall. We are cautioning our retailers to that effect, and are stocking up to our capacity ourselves. We expect to do an excellent business in the two new Victor models, No. 210 and No. 230, which will be ready for general trade in October. These are console models and, with the prevailing popularity of these models, a good business is sure to be had."

Mr. Thimele, manager of Ray C. Dilgard Co., Auburn, Ind., and Howard A. Brown, Pierson Piano Co., Indianapolis, Ind., visited Cincinnati and were entertained by Mr. Jones, Indiana representative of the Ohio Talking Machine Co. Mr. Brown and Mr. Thimele are Victrola dealers and report improving business.

Alterations at Adams Music Co.

The Adams Music Co., Covington, Ky., of which Mrs. Taylor is manager, has made extensive improvements in its Covington store. New record racks, new display windows and a new display room on the second floor have been added, making facilities for adding to an already large trade.

New Edison Consoles Attract Attention

The New Edison Co., P. H. Oelman, manager, is another house to have been favored by the advance in trade as compared with that of previous months and the same period of last year. Business, both in machines and records, has been excellent, according to Mr. Oelman, who said: "Our trade this month has been really encouraging and I think that the next two months will see us out of the woods. Console types have been selling exceptionally well. The new Edison consoles, especially the baby console, a moderately priced machine, have made a deep impression upon our dealers and very likely will be in great demand."

Several Edison dealers visited the local office at various times during the month. Among these were: R. A. McKee, Charleston, W. Va.; C. H. Hutchison, Ripley, O.; E. Sensenbrenner, Circleville, O.; Warren Spring, Eaton, O.; A. G. Krebs, Hamilton, O.; M. E. Radebough, Columbus, O. These dealers came to Cincin-

nati primarily to inspect the new baby console, and all were very much pleased with it.

Interesting News Brieflets

According to J. F. Van Court, of the Otto Grau Piano Co., which sells Victor and Brunswick products, the talking machine business has been very good. The extensive advertising of the company is bearing fruit.

The Victrola department of the Baldwin Piano Co. is busy. The record stock is showing a gratifying regularity in turnover and machines are in demand. The plan of having two salesmen tour surrounding country in a truck, with machines and supplies of records ready for instant sale to homes along the way, is working out with considerable success.

Morris Fantel, manager of the Widener Shop, remarked that business for August has been much better than any month in a very long time. "You may ride in Summer, but, after all, there's nothing like good music in Winter. The indoor days are almost here. Then we'll have our innings," he said.

Howard L. Chubb, of the Chubb-Steinberg Music Shop, also reports an excellent business in machines, records and radio equipment, a separate department which the Shop has established. Mr. Chubb's clever window displays continue to draw large crowds to his windows.

WALKING DOLL WELL RECEIVED

The advertising department of the Sonora Phonograph Co. has just produced as a part of its Fall publicity campaign a Sonora walk-



Some Clever Sonora Publicity
ing doll designed in four colors. Sonora dealers are ordering these dolls in large quantities with the idea in mind of distributing them among school children and for use by canvassers going after house-to-house 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



THE ORSENIKO PERIOD PHONOGRAPH



BELMONT

One of our latest models, made in walnut; carvings by hand.



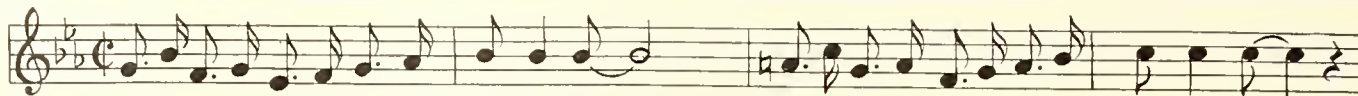
Every possible detail is embodied in the construction of this cabinet to make its appeal to the customer who is exacting in the furnishings for the home.

THE ORSENIKO COMPANY, Inc.

Showroom: 112 West 42nd Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.





Syn-co-pate your feet you dog-gone strut-tin' hound,

No-one can com-pete when you are strut-tin' 'round.

Struttin' at the Strutter's Ball

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

A Creole Fox Trot

HEAR IT NOW!

EARLE E. CONWAY DISCUSSES CONDITIONS IN EUROPE

President of Hallet & Davis Piano Co., Boston, Returns From an Extended Visit Abroad and Makes Interesting Comments on Conditions As He Found Them in France and England

BOSTON, MASS., September 2.—President Earle E. Conway, of the Hallet & Davis Piano Co., is home from his European trip. He was greeted at the wharf, as the "Olympic" docked in New York, and there also was a splendid home-coming for Mrs. Conway and their two daughters, Miss Janet and Miss Virginia Conway. Mr. Conway and his family came immediately to Boston, and when it came to interviewing this leader in the industry it was evident that the thing that most impressed him was the gigantic restoration work that is going on in France and Belgium and which is bound to get its true recognition from all the countries that had a part in the recent international struggle. Mr. Conway also expressed himself as impressed with the serious aspect which the reparation question in both France and Germany is assuming.

Arriving in England, Mr. Conway said, he and his family toured that country and Scotland, and then went over to Paris, which they made their headquarters as they toured over France and Belgium, spending days on the battlefields. As to general conditions, President Conway said:

"It is almost unbelievable the way in which the people of France and Belgium, from the

well-to-do down to the peasants, have put their shoulder to the wheel and cleaned up the domestic and industrial chaos in the war-torn areas. Class barriers are forgotten for the time; a common end prompts men and women to work from six in the morning until dark, rebuilding, replanting, reclaiming. What this spirit of love of home means is shown by the fact that in Belgium, of 70,000 building units destroyed, 56,000 have already been restored.

"The living costs in Paris and London about parallel the living costs in New York. In Vienna, however, a \$30,000 house can be bought for \$700 in American money.

"Business conditions are fair in France and England, but the piano trade is quiet in both countries. France is now making about 2,000 pianos a year and England 60,000, probably fifty per cent of normal capacity. A high tariff fence has been built about this industry in both England and France. In the latter country a tariff of thirty-five per cent is imposed and that is based on the cost of manufacture of equal grade of product in France. It is expected that the tariff will soon obtain in the Colonies also, and this is a situation which holds little hope for importations at present.

"The political aspect is uneasy. The great

problem in France to-day is that of war reparation. I did not meet one man in France who was not unalterably firm in his belief that France should collect reparation, as laid out by



E. E. Conway, President, Hallet & Davis Co. the war-reparation board, even if she has to play a lone hand. The French patience is being sorely tried. On the other hand the Germans had led themselves to believe that they are being prodded, without rhythm or reason, to pay their debts. This vicious condition tends in no way to soften the antagonism in Europe and, indeed, there is open talk of another war in fifteen years; time enough, let us hope, for the Peace Tribunal to work out its anti-war plans."

Like all keen executive minds that have visited Europe and made a close study of the way law is meted out over there, Mr. Conway was profoundly impressed with Continental judiciary systems. He was loud in his commendation of the justice of the English courts, which exercised the element of common sense in handling cases, and the privilege of appeal, which is so overdone and abused in this country, gets very little encouragement over there, he said.

On reaching his office in this city Mr. Conway was made to feel that he was among friends, by the receipt of a handsome silver cigarette container bearing this inscription: "From the factory, the roadmen and office force of the Hallet & Davis Piano Co."

Gentile Bros., 857 Market street, Kenosha, Wis., have taken over the Columbia agency from Joseph Cardinal. Gentile Bros. are installing new hearing rooms and fixtures and will have a beautiful department for showing and selling Grafonolas and Columbia records. This store will pay special attention to merchandising Italian records.

Buy At the Source!

We are manufacturers and direct importers of Musical Instruments and their Accessories.

Much of our line is made right in our own Brooklyn Factory and comes to you direct.

But some merchandise can be made better and cheaper abroad than in America.

These lines we buy abroad from the largest and most famous factories, and bring in to this country in such large quantities as to give you every advantage of choice and price that only large-scale operation can make possible.

Take the subject of choice, for instance:

3,000 Instruments and Accessories Listed in Our New Catalog

That means an adequate selection in every line—a selection that gives you ample latitude both as to price and style—

—A selection that helps you to maintain a complete, well-balanced stock, and also enables you to offer those rarer and less-called-for instruments that some of your trade will want.

This wide latitude of choice is just one advantage of many that you enjoy when you buy right At The Source.

Two Free Books That Every Music Dealer Needs

Send today for our new Illustrated Catalog (quoting retail prices only) and also for Confidential Trade Price List No. 5. These books put the whole world of Musical Merchandise within your easy reach. Whether you are a customer of ours or not you need these books. And they are yours for the asking.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

MAGNAVOX AND "RADIO"

J. A. Goldstein Entertains Kiwanis Club With Elaborate "Radio" Concert

J. A. Goldstein, proprietor of "The Music Shop," Columbia dealer, at Niagara Falls, was recently elected vice-president of the local Kiwanis Club. At one of their luncheons he was called on to furnish the entertainment for a dinner to be given the following week and decided to surprise the members with a "supposed" radio concert.

With a rather elaborate radio outfit, which he stocks, and the assistance of a concealed Magnavox, Columbia records and an accomplice, he proceeded to give a lengthy talk on the technicalities of radio, then announced he would "tune up" with Pittsburgh, whereupon strains of "Stumbling" came trickling from an unknown source.

After having played several other Columbia records the climax was reached by announcing the members would now hear the voice of an absent brother who had been called to Pittsburgh and had been asked by himself to go to the broadcasting station there and address the club at this time. After considerable delay in fake tuning came the absent one's voice from afar (in next room) "with many apologies for being so far from the beautiful Niagara" and, removing the voice attachment

from the Magnavox with hanging cords and plug, the "absent one" walked into the room, leaving many in dismay and wondering, until Mr. Goldstein explained everything to the satisfaction of all, and got some mighty fine advertising and orders for some of the popular records.

S. A. COLAHAN TAKES A BRIDE

Cheney Manager in New England Marries Marguerite K. Taylor, of Hallet & Davis Co. Staff

BOSTON, MASS., September 4.—This was the wedding day of Miss Marguerite K. Taylor, for some time private secretary to R. O. Ainslie, of the Hallet & Davis Co., and Stephen A. Colahan, the New England manager for the Cheney talking machine, the two having first met when Mr. Colahan came to Boston to take care of the retail business of the Pathé at the Hallet & Davis headquarters. The ceremony was performed this morning at St. Rose's Roman Catholic Church, Chelsea, in which city the bride resided, and the officiating clergyman was M. J. Scanlan, pastor of the church.

Following the wedding a breakfast and reception were held at Fraternity Hall, and for this and the ceremony there were a large number of friends of the bride and bridegroom from the Hallet & Davis offices and other music houses in the city. After a honeymoon trip by automobile to Maine Mr. and Mrs. Colahan will make their home at 112 Boston avenue, West Somerville.

"TALKER" HELPS GOOD ENGLISH

Dr. Vizetelly, Discussing the Charms of English Speech, Pays Tribute to Work of Talking Machine Companies for Their Timely Aid

"There are very few of us who realize the great debt we owe to the telephone companies for the vigorous campaigns they have been, and are still, conducting on behalf of standardized speech, and to secure the standardization of human voice sounds," says Dr. Frank H. Vizetelly, editor of the Practical Standard Dictionary, in an article in which he emphasizes the proper pronunciation of vowels and their value in bringing out the beauty of our language. "To them and to the phonograph companies, whose vociculturists have aided in the work, we are under an obligation that none of us can ever repay, for it is owing almost as much to their efforts as it is to the increased facilities of travel that standard English has spread, and that we are rapidly marching toward that uniformity of vocal sounds which will ultimately bring English into the same class as Italian as the language of song. But before we attain this distinction we must learn to give our vowels their full force, and to use our consonants with proper discretion. Then, wherever the English language is used in accordance with its best traditions, there standardized English will be found, no matter in what quarter of the globe this may be."

EDISON WAS GUEST OF HONOR

Thos. A. Edison was the guest of honor at a dinner given by the Edison Co., at the Hotel Commodore, on the evening of Monday, September 11, in connection with the fortieth anniversary of the first electric illumination of the downtown buildings in New York and the operation of the first central power house. The invitations state that the dinner was "in commemoration of forty years of Edison service in the city of New York." One guest at the dinner who was with Mr. Edison that September forty years ago was Samuel Insull, now president of the Edison Co., Chicago, and another was John W. Lieb, vice-president of the Edison Co., a resident of New Rochelle.

Thomas H. Fletcher, general retail manager of the Aeolian Co., New York, is at present spending his vacation at his farm near Nyack, N. Y., building up strength for a strenuous Fall.

SELL

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

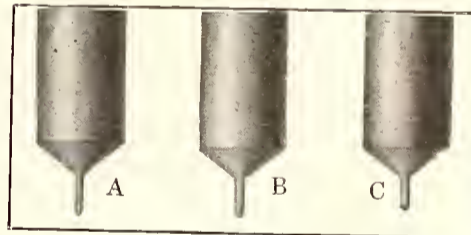
Semi-Permanent
NEEDLES

*To Every New
Phonograph and
Record Buyer
this Fall*

Start your customers right!

A nice point in your relations with new buyers—and old!—is to recommend Sonora Semi-Permanent needles. They will appreciate it as a time-saving, trouble-saving—and RECORD SAVING suggestion.

The demonstration illustrated below is enough to show the superiority of these long-lived needles on sight.



(A)—New Sonora Semi-Permanent Needle. Note that the parallel sides (which are not tapered) always fit the record groove perfectly.

(B)—Sonora needle after playing one record. No perceptible wear.

(C)—Sonora needle after playing over 50 records—needle is worn down but it is in perfect playing condition.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON

President

279 Broadway New York

Canadian Distributors:

Sonora Phonograph, Ltd., Toronto

FOUR 20¢ PROFITS
VERSUS
ONE 30¢ PROFIT
DIFFERENCE 50¢

The 75c record leaves you 30c profit. Banner 50c records leave you 20c profit (on 100 record lots)

But bona fide reports indicate that Banner sells four times faster than the 75c record. **FOUR TIMES FASTER!**

For one thing more people will buy a good 50c record than they will a similarly good 75c record. For another thing, people will buy more 50c records than they will 75c records.

That's a fact you should consider thoroughly in making your arrangements this Fall.

Write us for complete details and samples **TODAY!**

BANNER 50c RECORDS

PLAZA MUSIC CO.

18 WEST 20th Street

NEW YORK

BROOKLYN DEALERS ARE READY FOR BIG TRADE

Distributors and Dealers Have Perfected Plans to Meet Demands—Radio Grows More in Favor—New Sonora Agencies—Stores Change Hands—Long Island Phonograph Co. Activities—Demonstrating Victor Health Records—Splendid Spirit of Optimism Prevails

Brooklyn and Long Island talking machine dealers are ready for an active Fall and Winter business. Carefully laid plans prepared during the last three months have equipped these dealers with an organization and a stock of talking machines and records to meet any demand which it is expected they will be called upon to supply the coming months. The sales personnel have been reorganized in some cases and special pains have been taken to train sales people and, no doubt, they will be able to give their clientele a superior service in every way, resulting in sales being better handled and correspondingly increased. In the case of those dealers who have been in fear of over-ordering their stock there will be the usual amount of complaining when business actually begins to come, but fortunately most dealers in this section are not in this class, as most of them have been far-sighted enough to order a plentiful stock. However, there must be some in any district who will not order in advance and these few will be sadly disappointed and consequently lose a lot of business which they would get, provided they had the stock to sell. Wholesalers and manufacturers have been urging the necessity of placing early orders to meet the expected Fall business and the wise dealer has followed this advice and he will be the one to reap the harvest.

Look Favorably on Radio

A general survey of the retail trade here seems to show that talking machine dealers are looking upon radio as a favorable asset to their business and without question many of them will carry radio stock this Winter. It seems that this radio equipment will consist of complete receiving units, which seems to be the vogue, and, no doubt, many of these will be sold by Brooklyn talking machine dealers during the coming Winter months. Already some dealers have a representative stock in their stores, while others have placed orders for early Fall delivery and are devoting a space in their

HELP YOURSELF

YOU WILL HELP YOURSELF MATERIALLY
BY MAKING SURE THAT YOUR ORDER
FOR VICTROLAS FOR YOUR FALL
NEEDS HAS BEEN PLACED.

IF YOU HAVE NOT ALREADY DONE SO,
OUR ADVICE IS TO

PLACE IT AT ONCE

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



store exclusively to the radio product, in charge of experienced radio men.

All in all, the situation is very encouraging and everyone is confident that the business done this Fall and Winter will show a decided increase over last year and if plans of these dealers are carried out there will be no doubt as to the outcome of this prophecy, for they offer every indication of fulfilling every plan in a highly satisfactory manner.

American Talking Machine Co. Activities

The American Talking Machine Co., Victor wholesaler, reports that the outlook for Fall and Winter trade is very encouraging and that its dealers will be prepared for an active Fall business. The carefully developed plans and strenuous work done by this wholesaler during the Summer months are now bearing fruit and orders for machines and records are being filled

to capacity. R. H. Morris, general manager of the company, is very much pleased with the situation generally and he remarked to The World that this Fall and Winter promises to be one of the most active seasons experienced by talking machine dealers since the war.

Chas. Offerman, popular representative of this company for Long Island, spent the last two weeks of August on a well-earned vacation in New England. He started in his automobile with the intention of visiting the leading resorts, returning by a different route. He reported back prepared to do valiant work for the talking machine dealer this Fall and Winter.

H. A. Heinemann, assistant to Mr. Morris, spent his two weeks' vacation in Northern New York State, where he goes each year to enjoy his pet hobby of catching real fish and taking many thousand pictures with his various kodaks.

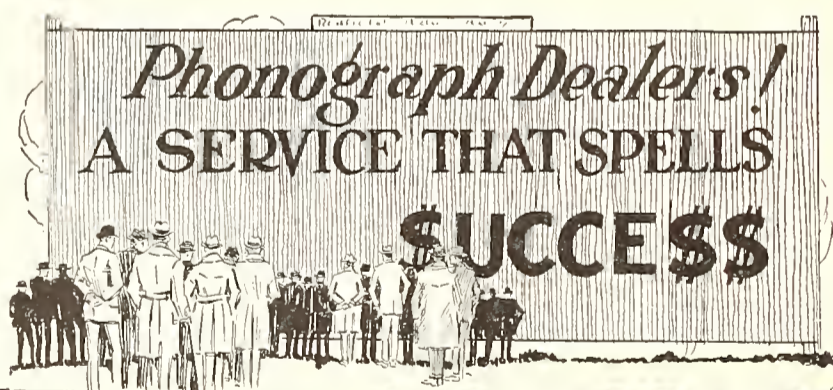
Fred Oldehoff, who handles record orders of talking machine dealers for this company, is back at his desk "full of pep" after two weeks spent on a most enjoyable vacation.

Demonstrated Victor Health Records

To demonstrate that Long Island dealers are progressive, the Woodhaven Music Shop recently created considerable interest with the new Health records, recently issued by the Victor Talking Machine Co. David Feiner, proprietor of this shop, engaged three attractive young ladies, who demonstrated these records in the spacious show window of the store. The girls were dressed in bathing costume and to the music of these records went through the calisthenic exercises at periods of fifteen minutes throughout an entire day and evening. Mr. Feiner was the first dealer in Long Island to take advantage of this scheme, with the result that the new Health records were given a decided boost and also attracted hundreds of people into the store who not only purchased Health records, but other selections from the Victor catalog as well. The publicity alone derived from this opportune and clever advertising was well worth the time and money spent and, no doubt, will be emulated by many other dealers shortly. Mr. Feiner intends to repeat this again in a short time and it is his intention to resort to it many times during the Winter, for, as he stated, "it not only boosts the sales of the Health records, but increases materially sales of machines and other records as well."

Josep Buys Interests of Goebel Bros.

This month sees the passing into retirement



THE service we offer our dealers is a material factor in the service they can offer their customers.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Consult with us regarding plans for increasing business during the fall season.

*Any communication from you will have
our prompt and careful attention.*

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y.

Telephone Main 4186

of one of the oldest dealers on Long Island after many years of catering to the talking machine trade in Oyster Bay. Groebl Bros. were pioneers in the talking machine field and had established in their long years of service a business of large proportions. The proprietors of this talking machine shop are retiring and will locate in California and enjoy the fruits of their labors and a well-earned rest. The store, stock and fixtures have been purchased by Theodore Jospe, who conducts a talking machine store at Glen Cove. Mr. Jospe intends to rearrange this new store and it is expected he will make as large a success of his activities there as he did in his Glen Cove establishment.

Progressive Plans of L. I. Phonograph Co.

The Long Island Phonograph Co., wholesaler of the Sonora phonograph, reports that dealers are now beginning to place real orders for machines and that every indication points to a prosperous Fall season. New dealers have been added and this Fall and Winter will see an increase in this dealer list—larger than the company has ever had before. E. E. Schratweiser, sales manager of the company, has been co-operating with the dealers in helping them get their stores in shape for Fall business. He states that Sonora dealers in this section are well prepared and have stocked a large number of machines.

This month the company is sending out a very timely letter, bearing on the Fall campaign, and is also distributing among dealers the new Sonora machine catalog, which has just come off the press.

A special feature of the service which this company is offering its dealers during the month of September is the service of a special representative direct from Sonora headquarters in the person of Forrest P. Conklin, who is calling on Sonora dealers with the Long Island Phonograph Co.'s representative and doing timely work in offering dealers ideas and suggestions and helping them plan intelligently their Fall campaigns.

Lee Coupe, Long Island representative of this company, is back again at work after an enjoyable vacation spent at a Long Island Summer resort. Miss May McWalters, assistant to Mr. Schratweiser, also returned from a vacation spent in and around New York resorts, all ready to take up her active duties again.

Big Call for Bruns Maderite Cover

A. Bruns & Sons, manufacturers of the Bruns Maderite cover for talking machines, report that they are extremely busy filling orders from dealers all over the country for their now well-known product. These covers have met with considerable favor with the trade everywhere and during the past year many new features have been added to the line with the result that dealers have ordered in considerable quantities. Officials of the company stated that from the way dealers were writing in for covers it seemed a sure indication that business this Fall would be a very prosperous one and that the company is expected to be kept busy as never before.

Park Music Co. Has Sonora Line

The latest addition to the large list of Sonora dealers, established by the Long Island Phonograph Co., is the Park Music Co., at Floral Park, L. I. A. E. Swenson is the proprietor of this live store, which will feature the complete Sonora line the coming season. To properly introduce the Sonora to his clientele, Mr. Swenson recently carried a very fine window display showing these models, which created considerable interest, and followed up this display with an appropriate sales letter, which he sent to several hundred people in his vicinity. One entire day was devoted to the Sonora line and

VICTROLAS

A MESSAGE to Victor Retailers

Thought should be given now to arranging for ample Fall stock, and special consideration should be accorded to the sales possibilities of the new Victrola flat top models. In fact, the complete Victrola line and Victor record catalog.

We will be glad to aid the Victor retailer in arranging his Fall sales plans and to this end we offer our services.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension Brooklyn, N. Y.

people who visited this store during that day were given souvenirs and little remembrances in the way of a large Sonora fan. Another feature of this day was the presence of a Sonora representative, who co-operated with the dealer in meeting his clientele and who boosted Sonora prestige with this dealer in a considerable degree. This account was secured through the efforts of E. E. Schratweiser, sales manager of the Long Island Phonograph Co.

George M. Millard's New Store

George M. Millard, 1803 Myrtle avenue, one of the most progressive dealers in Brooklyn, has just taken on in conjunction with his other line the complete Sonora line of phonograph models. He intends to feature this well-known phonograph and in order to give it right representation is planning to enlarge his store to more than double its present capacity. He plans to take over the entire building at this address and is to devote the first and second floors to his large talking machine business. Complete new equipment, such as sound-proof hearing rooms, up-to-date record racks and record counters and new fixtures are installed. A feature of these alterations will be one of the finest show windows in all Brooklyn. Mr. Millard expects to occupy these new quarters and have them entirely finished by October 1 and will announce the opening of this modern store at that time in an appropriate manner.

Jacob Corp. Buys A. H. Taylor Interests

Jacob Piano & Phonograph Corp., at 997 Broadway, which conducts one of the most attractive talking machine shops in this section, has recently purchased the entire stock and fixtures and good will of the store conducted by A. H. Taylor at 316 Fulton street, Jamaica. Mr. Taylor has conducted this store for many years past and is one of the pioneers in the Brooklyn talking machine field and is retiring from business after many years of catering to the talking machine public. He intends to have a long vacation, but it is rumored that he may after a time take up active duties again in connection with another talking machine shop in another section of the city.

The Jacob Corp. is planning to devote much of its time to the rearrangement of its new store, which will be in charge of a competent man. When alterations are completed this section of Brooklyn will have a talking machine purchasing center of the very finest type, and, no doubt, this store will become as well known as their thriving establishment at 997 Broadway.

Kept Business at Top Notch

M. Chale, manager of the Prospect Talking

Machine Shop at 357 Saratoga avenue, Sonora dealer, reported back for duty this week after a very pleasant vacation spent in northern New York State. Mr. Chale is considered one of the best-equipped talking machine men in Greater New York and through his efforts this establishment has grown into one of the most prosperous retail stores in Brooklyn. Mr. Chale stated that business during July and August had not slumped materially, simply because considerable time was spent calling on new and old customers and interesting them in the latest records by playing them in their homes. Also the repair man was sent out to many old customers and in that way much additional revenue was obtained through oiling and general overhauling of their talking machine motors. He seemed very confident that this coming Fall would be a prosperous one in every way.

Completes Renovation of Store

S. Leider, who conducts a talking machine shop at 216 New Lots Road, in the Canarsie section of Brooklyn, has just completed the renovation of his store and has added a very attractive display window. Mr. Leider is a Sonora dealer and recently displayed to advantage in his newly arranged windows several Sonora models, which aroused much interest and resulted in good sales. Record business Mr. Leider reports as very satisfactory, with all indications pointing to a very fine machine business for the Fall and Winter. With his new equipment he is well prepared to take care of this expected increase and results will more than warrant the expenditure entailed.

G. T. Williams Co.'s New Quarters

G. T. Williams Co., Inc., Victor distributor, is being congratulated on its new model distributing plant, 272 Flatbush avenue extension. The executive offices, shipping and other departments are all well arranged. The location of the quarters is most accessible.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

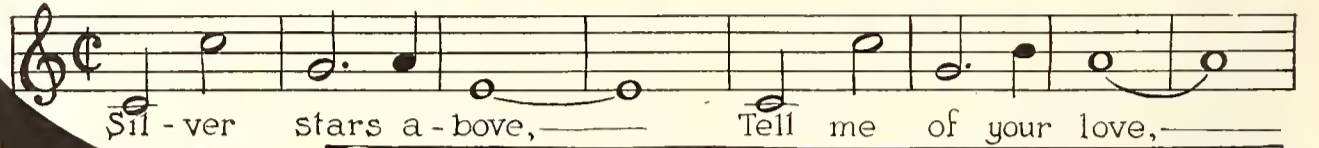
Acme Die-Casting Corp.

Boston Rochester Brooklyn, N.Y. Detroit Chicago



Your Feet Won't Keep Still When You Hear—
“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once - Remember It Always



CANTON

Betterment in Business—Exhibitors at Annual Fair—Recent Store Changes and Other News

CANTON, O., September 6.—The talking machine business in this section showed a distinct improvement during August and there is every indication that, with the settlement of the coal strike practically accomplished, trade during September will show a substantial improvement. More machines of the better class are being sold and dealers report that collections are keeping up in excellent shape.

The store of William R. Zollinger & Co. will continue to operate on its former policy and there will be no change of merchandising methods with the assumption of the business by Charles W. and Harry R. Zollinger, sons of the late William R. Zollinger. This announcement was made this week. Manager Pyle declared that the store was going in heavy on its county fair exhibit this year and that he expected the Zollinger booth to be one of the handsomest at the fair.

George Wille, head of the George C. Wille

Music Co., with stores in Canton and Massillon, proved a pleasing host Wednesday, August 30, to employes of his two stores. He entertained some forty employes and their families at his cottage at Turkeyfoot Lake, where a most pleasant afternoon was spent. At six o'clock he served a picnic supper on the lawn of his home. Business with this house shows steady betterment.

C. M. Alford, of the Alford & Fryar Piano Co., announced this week he would attend the annual meeting of the Ohio Music Merchants' Association, to be held September 26 and 27 at Toledo, O.

One Store Less in Canton

With the closing of the store of the J. W. Brown Piano Co. another Sonora agency passes from this district. It is understood that the Van-Fossen Smiley Piano Co. will now give much attention to the Sonora machine, which it has been selling for some time past.

The general store of the Garver Bros. Co., at Strasburg, O., known as the largest country store in the world, is making ready for its anniversary sales. It is expected that several piano and talking machine houses will have representatives at the store during the sales.

More than the usual number of music dealers have booths at the annual Stark County Fair, which opened Monday. Their displays in the new exhibition hall are attracting much attention. Dealers are displaying all kinds of musical instruments and sheet music and novel stunts are being used to attract patrons.

Invite Canton Dealers to Participate

The annual Fall exposition and sales week, to be held by the retail merchants' division of the Chamber of Commerce, is announced to open Monday, September 11, and for three days merchants will offer special window displays. Music dealers have been invited this year to join with other merchants in this promotion and have accepted. They, too, will dress up their windows and offer some sort of a special trade-pulling stunt. It will be the first year that the music dealers have taken part.

NEW VICTOR DEALER IN MEXICO

W. M. Cox, formerly connected with Coa. Fonografica de Ventas S. A., of Mexico City, as manager, has resigned and organized the firm of Buena & Cox, S. en C., in Guadalajara, Jal., handling the Victor line exclusively. It is the first talking machine shop in that section of Mexico.

During a recent visit to New York of F. K. Dolbeer, manager of the traveling department of the Victor Talking Machine Co., he was the guest of William J. Haussler, vice-president and general manager, and Jerome Harris, secretary of C. Bruno & Son, Victor distributors, and Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., Victor distributor, at an informal theatre party.

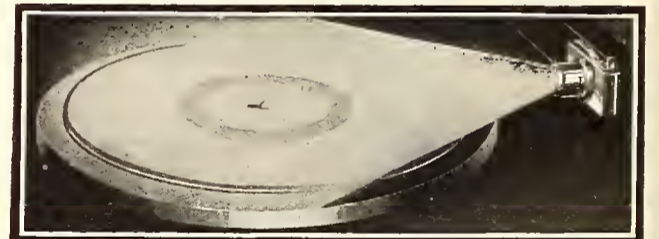
NOW OPERATING AS LANDAY BROS.

Max Landay, president of Landay Bros., Inc., announced early this month that the title of the Sonnenberg Music Co., of Bridgeport and New Haven, Conn., of which Landay Bros. have been the chief factors for some time, has been changed to Landay Bros.

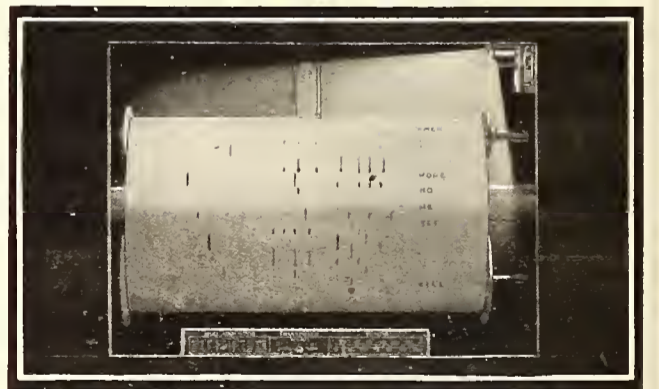
Only one-third of so-called salesmanship is done outside the plant. The other two-thirds is done inside—by accurate order clerks and shipping clerks, by well-trained, efficient workmen, and by careful, conscientious, on-the-job department managers. It is the outside man's job to get the business, but those inside must keep it.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices { Nickel Plated with Battery - - \$3.00
 { Gold " " " - - 3.75

*Special Discounts to Dealers and Manufacturers
 Write for descriptive circular*

Standard Accessory Corporation
 Sole Manufacturers and Patentees
 1015 Third St. Milwaukee, Wis.

Sharpen the Fibre Needle

Without removing it from the
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
 FIBRE NEEDLE
 CUTTER**

LIDSEEN PRODUCTS
 832-840 So. Central Ave. CHICAGO

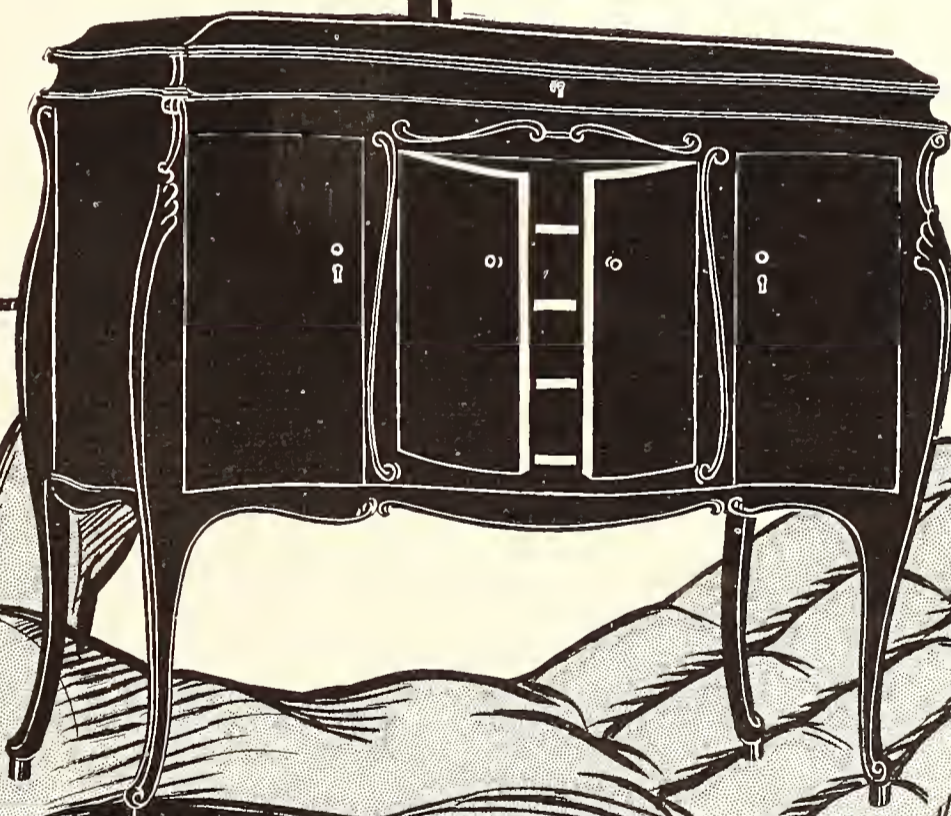


CHICAGO
TALKING MACHINE CO
12 North Michigan Ave.

NEW YORK
TALKING MACHINE CO
521 West 57th Street

A.D. Geissler
President

New Victrola
No.230 "Louis XV"



Victor Wholesalers Exclusively

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPT. 10, 1922. THE opinion is being expressed by various persons in this territory that the people of the Mid-West have no money to spend. But

Look
at the
"Liberties"

the slightest consideration is sufficient to show the absurdity of such a claim. For the banks are well known to be filled with savings account money and the prices of Liberty Bonds are high. Now, when any one talks about the people not having money, let him be politely but firmly led to the bulletin board and invited to inspect the figures which show what "Liberties" and savings bank deposits are doing. He will find plenty to astonish and excite him in the process. For when the people have no money they throw their bonds on the market. They do not try to buy, but to sell till the prices of "Liberties" have gone down, down and again down. The same, of course, is true of savings bank deposits. But, on the other hand, when prices of bonds and totals of deposits continue to rise, whilst at the same time business men say that things are not moving fast, the conclusion is also obvious. The people are holding their money. When people hold their money it is for two reasons always. One is the belief that prices are fictitious. The other is that some exciting disturbance will pass away shortly and that there will be general loosening up and spending when this occurs. People who are not even remotely touched by anything going on in the way of industrial disturbance nevertheless feel just that way about it and act accordingly. Well, that is just what is the matter at this moment. The railroad strike situation has been annoying and irritating everybody, but the outlook is better. The coal situation has only just been mended and, of course, the beneficial effects are partly neutralized by the shortage of cars on the railroads. There is the explanation of the whole present slackness. Money is plentiful, employment is not bad, but the people are uncertain and disinclined to make a start until there is something in the nature of a general settlement. That this is imminent we do not doubt, for a variety of reasons which need not be discussed here. Then look out for speed!

THIS railroad car question, by the way, should be heeded by merchants everywhere. It must be remembered that when the shop-

Cars
and
Orders

men's strike shall have been settled, there will be on hand a vast quantity of bad-order locomotives and cars. Of course, the statements made by the union officials about the condition of the rolling-stock at this moment have been exaggerated for technical reasons. Yet it is certain that the freight car shortage already exists and that in consequence there will be of a surety much delay in shipping goods during the early Fall. It is, therefore, highly advisable to place orders as early as possible. This sounds like rather familiar advice, yet it is highly important and should just now be kept in mind. In offering it we are thinking quite as much of the merchants as of the manufacturers. Of course, no manufacturing organization can hold its personnel together during an indefinitely long period of hand-to-mouth ordering by merchants too much frightened to be able to go out and dig up business. Personnel rapidly disintegrates, and there follow delay and consequent deterioration in output before the leaks can be patched again. But there are still more important reasons—important, that is, to the merchant—than these. The merchant, in other words, should realize that he cannot even put himself in position to care for prospects whom he does dig up if he has no stock on his floors. Now, it is a well-known fact that machine stocks are low, lower than record stocks in most cases. To allow them to degenerate still further is rank folly; nor is there anything at all in the present or prospective business situation to suggest that one ought to hesitate in building them up to a respectable position just as quickly as the factories can supply the goods.

THE story of the Milwaukee-Chicago music trade picnic would be wholly incomplete if we did not point out that a very large part of

Our
Intercity
Blowout

its success was due to the presence and active interest of the talking machine contingent. There are many talking machine men in the Chicago Piano Club and in the Milwaukee Music Trade Association. Moreover, when these two decided to have their annual outings together, the Columbia Graphophone Co.'s Chicago branch decided to join the merry throng, the more so because Manager John McKenna is secretary of the Piano Club, of Chicago. So the Columbia branch closed up the office and all the boys and girls went out to Ravinia to swell the crowd. One result, naturally, was that a great many Columbia dealers came along, got acquainted with the Piano Club members and went away impressed with the value of intra-trade social work. Of course, and the facts lead one to ask why the idea of co-operative outings should not be carried still further? We assert that if the whole trade closed down for a day and went off together in one huge picnic once a year, the results would be altogether to the good. It is worth trying and the result of one trial would, undoubtedly, justify a repetition. And while that notion is sinking in, permit us to remark that in our opinion the Milwaukee Music Trade Association comprises one fine bunch of live boys. Yes, sir!

WITH the beginning of the Fall there will be a recrudescence of activity in the radio field, and we may expect to hear of numerous novelties in equipment and service. Meanwhile the air is filled with rumors of new radio-phonograph combination outfits. But with this cheerful news must go a warning, if many of our good readers among the merchants are not to be disappointed, as some of them have been disappointed already. We must again warn merchants, in fact, to keep an eye on that feature of the radio game to which Otto Schulz, president of Magnolia Talking Machine Co., drew attention last month. That is, that the reproduction of music via radio telephony must on no account be compared with the reproduction common to high-class talking machines to its manifest disadvantages if misunderstanding and many complaints are to be avoided. The fact is that those who buy these combination outfits must be carefully educated to understand that the two systems are totally different and that radio telephony is in its infancy, especially as respects receiving. With all due admiration for the remarkable achievements of physical discovery which have led to the present developments of radio telephony, it has to be acknowledged that the sort of reproduction which is commonly obtained with the best outfits would be justly considered intolerable if it came from the diaphragm of a talking machine. Radio telephony is in its infancy and merchants should, therefore, be careful to realize the facts about it before they start selling. With the customer rightly understanding what to expect there can be no trouble.

THERE is a great deal of uneasy, though hardly as yet perceptible, talk among business men and in business circles about the present

Wanted:
Some
Thinkers

strike situation in the basic industry of transportation. A word of cold analysis may not be out of order. In the first place let it be plainly said that, whether rightly or wrongly, ninety-nine in every hundred dwellers in the United States haven't the slightest desire to see any institution torn down or any violent change of any kind made in forms or systems of government. The one in every hundred who does desire all or part of a program of violence to be put into operation usually has very little analytical understanding of what he really expects to achieve, and his only value lies in the fact that he does know why he wants what he wants. There is a great need for education, a great need for serious thinking among the rank and file of the people of the United States when industrial or economic questions are to be considered. We unfortunately have a lot of citizens who will not think, will not act, will not even vote. If the pillars of the Temple fell in on them whose fault would it be?

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

CHICAGO, ILL., September 8.—From all indications we can look forward to an exceptionally busy Fall trade in all kinds of musical instruments. This is the belief of all men in the wholesale and retail trades here. The retail men believe that there will be keen competition this year and that it will tend to expand business to elaborate proportions. The wholesale men believe likewise.

There are, also, indications throughout the Chicago territory that many of the manufacturers will spring surprises in the line of talking machines which are out of the ordinary. At any rate we are sure of innumerable new designs and added features. Radio combinations will, in all probability, become important factors in the coming season's business. On every hand we see new companies coming out with radio receiving sets, often in combination with the regular talking machine. Just how strong these instruments will be on the market is as yet a matter of conjecture, but, at any rate, it is almost certain that we shall see many of them.

The retail business for the past month has been truly trying. During the first week in August retail business was going along fairly well throughout Chicago, but during the next three weeks the city was in the grip of the hottest spell of its existence. The thermometer seemingly was on a rampage, and only the parks and bathing beaches really did any business; retail trade, not only in music, but in everything else, got more or less of a setback and for a few days retail business was practically at a standstill. However, Chicago gets a

real hot wave once every year, whether it likes it or not, and when this time it actually slowed down the wheels of industry part of the retail trade was alarmed. The men in this end of the game are old-timers and know from past experience that they have to expect a few weeks, at least, of real sweltering weather that puts a crimp in every business. Knowing this, they made preparations accordingly and most of their vacations were taken during this particular time.

Another event that slowed up business was the car strike, which lasted a week. This, for a while, brought about a chaotic condition in all lines of industry in Chicago, but, owing to the efficiency of the traffic regulations put into effect by the police department, the workers and shoppers got to and from their homes in fairly good time, with little added expense.

The railway shop strikes centered in and about the shops in Chicago territory, particularly at Pullman, Hegewish and other car-repairing and building centers, have slackened up business considerably in those territories. This controversy has been protracted to such an extent that many of the former shop workers have gone into other lines of activity and, in all probability, there will be quite a shortage of help when the car shops and other places affected by the strike have settled their grievances.

The mining situation in the strip and other soft coal mines, upon which Chicago greatly depends for its coal supply, is easing up somewhat and the daily papers report that in certain sections the miners have resumed their

work. Of course, this resumption of work by the miners will not stimulate business in those sections to any great extent for the time being, but it is hoped that ere long the good effects of this resumption of activity will begin to assert themselves.

The farmers of Illinois, Indiana, Michigan and other surrounding States were up against a difficult proposition for a while during the latter part of August. The continued heat and the lack of rain came near destroying the bumper crops in these sections, but, somehow or other, with the help of a little shower once in a while, the crops as a whole have survived the drought.

Kimball Announces Improvement in Orders

The W. W. Kimball Co. reports that there has been a real improvement in phonograph orders within the last thirty days. This activity is especially noticeable in the farm communities and might be attributed to three things. One of them is the exhibits and county fairs that are now being staged at this time, the second is low stocks now prevailing and the third is that many of the dealers are putting on the special sales and starting the advertising campaigns which are customary with the opening of the Fall season.

Among Department Stores

Retailers are joining in with the wholesalers in declaring that business has shown a noticeable increase during the past month. Although it might be well to mention that there is a good deal of irritation prevailing at this writing, due to the strikes which are holding things back,

(Continued on page 100)

Announcement

“The Jewel Phonoparts Co., 154 Whiting St., Chicago, Ill. have added many refinements and improvements to their line of Jewel Tone Arms and Reproducers, and from Sept. 15th will be in production and will be pleased to furnish the Manufacturing Trade, on request, with illustrations, samples and prices on the highest grade Tone Arms and Reproducers that long knowledge of the business, money, skill and carefulness in manufacture, assembling and inspection can produce at the lowest possible cost consistent with the quality.”

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

nevertheless, conditions have shown a big improvement. Everybody asserts that as soon as the strike situation is relieved a "grand and glorious feeling" will be produced and buying will be noticeable on the part of all. While on the subject of strikes we might comment on the recent street-car strike that hit Chicago the first of August. After a strike of this kind there naturally would be expected quite a rush of orders, due to the fact that many buyers were handicapped during this period, and the reports are that business far surpassed expectations. Not only did prospects of long standing make a rush for talking machines, but there seemed to be a different spirit among those who had heretofore merely been lookers-on. Rothschild & Co., who handle various makes of the standard lines of talking machines, noticed this in particular. W. B. Papineau, manager of the talking machine department of The Fair, also reports that this condition was very noticeable, not only in talking machines and records, but also in small goods. There has

been an unusual demand for ukuleles during the past month. A novel idea was presented to the attention of The World man at this department in the way of a record booster. Along the sides of the demonstration booths the latest hits and popular records are placed. These are mounted on attractive backgrounds with a cut-out of the title page to catch the eye.

New Cheney Distributor in Cleveland

The Cheney Talking Machine Co. announces that the large music house of W. H. Buescher & Sons Co., of Cleveland, O., has taken on the Cheney. This connection gives the Cheney Talking Machine Co. splendid representation in the Cleveland territory and is decidedly complimentary to the manufacturers. In fact, the connection is advantageous to both companies, as it not only gives the Cheney Talking Machine Co. excellent representation, but also affords the Cleveland house a splendid new line with which to develop increased sales.

Chicago Travelers Back on the Job

When those important cogs of the industry,

the travelers, return to their respective territories after vacation full of pep and enthusiasm and begin to send in the orders we realize that the Fall season is close upon us. The Chicago Talking Machine Co. is keeping abreast of the situation and making plans for the volume of business that is expected within the near future. A. D. Geissler, president of the Chicago Talking Machine Co., recently paid a visit to the local office to prepare for the Fall trade. H. A. Diehl, traveling representative, has returned to his territory after a vacation. R. E. Kane, who travels Illinois and part of Iowa, is again back with his dealers and T. W. Williams is calling on the Chicago dealers once more. Everyone is settled for the Fall.

Lakeside Supply Co. Active

We are hearing a great deal about business betterment, and in some cases it is just optimistic talk, but when optimism is backed up by facts we really know that business is good. W. A. Fricke, of the Lakeside Supply Co., is very optimistic and says that business is picking up, both in the radio and phonograph fields. "From present indications we are going to have a bumper crop of business," says Mr. Fricke. "We have just finished a new loud speaker device for our radio which is now ready for the market. We have also opened up a retail department for the sale of Aeolian records. Miss Dawson, who has charge of this department, had previously been associated with a large concern in this capacity and is getting good results from the campaign she is putting on." Mr. Fricke further states that the Crossley radio equipment, because of its low price and wonderful reproducing powers, is appealing strongly to the music dealers. In fact, every music dealer ought to be interested in this line because of its marked appeal to public taste and quick turnover.

Columbia Men on the Job

Messrs. Sebok and Wichhorst, representatives of the Chicago branch of the Columbia Co., were aboard the S. S. South American on their way to call on G. H. Wickman, Columbia dealer, Mackinac Island, Mich. On board they met Charles Jiran, son of Joseph Jiran, Chicago Columbia dealer, and his bride, who were on their way to Buffalo, N. Y. Messrs. Sebok and Wichhorst realized that it is every young couple's desire to have a beautiful and cozy little home. Immediately Mr. Wichhorst placed Columbia Console Grafonola broadsides in every conspicuous spot on the ship, while Mr. Sebok related the happiness and pleasure that a Columbia Console Grafonola would give to the bride and groom. The result was that a Queen Anne design Grafonola will grace the choicest spot in the living room of their new apartment.

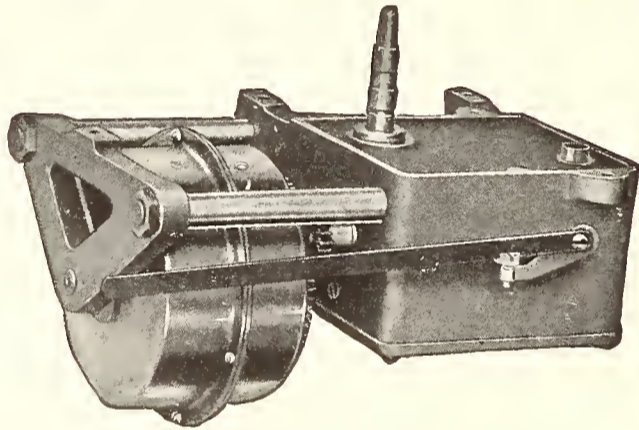
Paul S. Kantner, manager of the San Francisco branch of the Columbia Co., paid a visit to the Chicago office the early part of the week and reported that business conditions on the Coast are improving immensely and that a big Fall business is anticipated.

Miss Gerlach, of the Chicago office of the Columbia Co., is spending a two weeks' vacation in New York. While there she paid a visit to the New York executive offices and had the pleasure of watching Cyrena Van Gordon, Chicago, opera star, make records.

Oriola Scores Big at Edgewater

One of the biggest musical sensations that have hit these parts in many a day is the Oriola Terrace Orchestra, which is now playing at the Edgewater Beach Hotel. This is a Detroit organization which has lately come to the front with rapid strides. The present engagement at the Edgewater Beach Hotel, Chicago, will terminate October 31, when the musicians will entrain for New York for a week's recording at the Brunswick Recording Laboratories. The orchestra will move to Detroit for the opening of the big new Oriola Terrace on September 15. The Oriola Terrace Orchestra is composed of twelve pieces, with Ted Fiorito,

BEAU BRUMMEL In Squeaky Shoes!!



A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

the well-known writer of "Just Like a Rainbow" and other popular numbers, at the piano. Dan Russo is musical director.

Steger Scores at Progress Pageant

The Steger display at the Chicago Pageant of Progress, July 29-August 20, included a player-piano, a small grand, two phonographs

office, is the latest victim of the ever-prevalent disease known as nuptials, and from now on Jack will divide the "give and take" game of giving orders and will probably be satisfied to do the latter. Mr. MacNichols made the speech at the ceremonies held by the local office, at which Mr. and Mrs. Kapp were presented with

the past two weeks and will remain over another by popular request. Norman is the author of the big song hit "Nobody Lied." Dealers have found this tie-up a most profitable one, as the song sung by Marion Harris is a knockout.

Columbia dealers all over the Chicago branch territory are tying up to the new picture by Vitagraph, titled "My Wild Irish Rose." The Vitagraph Co. is furnishing splendid advertising material for window displays and wide-awake Columbia dealers have lost no time in taking advantage of this wonderful opportunity to stimulate the sale of Columbia record A1852 of the same name by the Columbia Stellar Quartet.

The Famous Players are putting out a Paramount picture, titled "Nice People," which made its initial appearance in Chicago at the Chicago Theatre on August 20. This is another big scoop for Columbia dealers in Chicago and many dealers are tying up to this picture with Columbia record A3445, the same selection by Furman and Nash, stellar Columbia artists.

Novel Exploitation

Marvin Lee, Western sales manager for Waterson, Berlin & Snyder, has been engaged for several days planning a coast-wise trip. In this connection he decided that it would be a good idea to announce his coming beforehand by some quite unique plan. So he secured a quantity of blank talking machine records, placed them on a dictating machine and then dictated the announcement relative to date of his arrival in each important town. It was necessary to dictate an individual record for each and every dealer he had scheduled on his trip. For many years Mr. Lee has adopted something new and unusual for the purpose of exploiting his firm's specials, but this time he feels he has hit upon an idea which will make

(Continued on page 102)

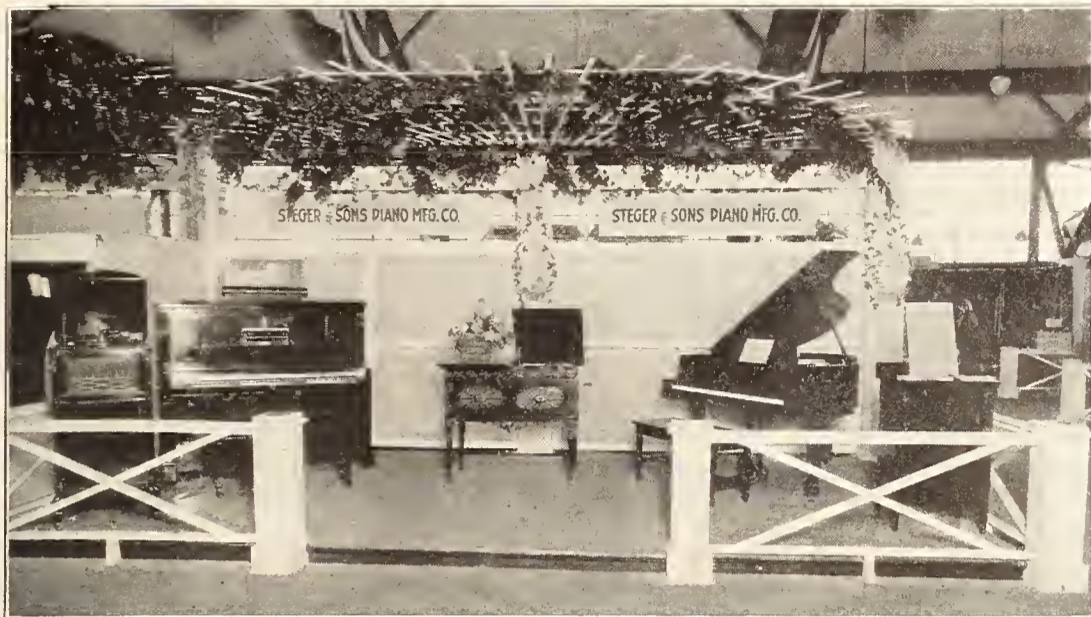


Exhibit Made by the Steger Co. at the Chicago Pageant of Progress

and a selection of benches and music cabinets, all products of the Steger factories.

One of the features of the exhibit was the new "Adam Model" Steger phonograph, distinctive because of the beauty of its design. The artistic hand-carvings which embellish it are all hand work. A style 506 Steger phonograph was used for demonstrating, and its wonderful tone reproducing qualities evoked many favorable comments from visitors.

Send-off for Jack Kapp

As reported in last month's World, Jack Kapp, record supervisor of the local Columbia

a handsome writing desk and chair and desk set by his fellow workers. After the wedding the bride and groom left on their honeymoon trip to the Coast. While on the Coast Mr. Kapp expects to call on several Columbia dealers and pay a visit to the San Francisco, Los Angeles, Denver and Kansas City branches of the company.

Tying Up With the Movies

The Chicago office of the Columbia Co. is at present tying up its dealers with Karyl Norman, the Creole fashion plate, who has been the big headliner at the Majestic Theatre for



"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.

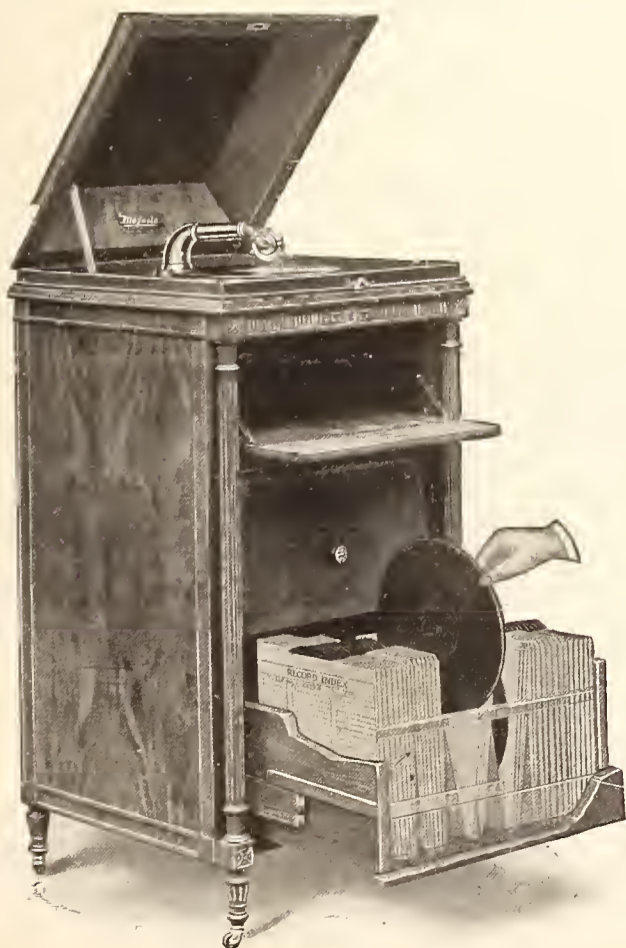
Write for our *Revised Wholesale Prices*

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

the trade sit up and take particular notice.

Frank Clark, Chicago manager of Waterson, Berlin & Snyder, is spending a vacation at Manitowish, Wisconsin.

Ray Reilly Married

Ray Reilly, Loop representative of the Columbia Graphophone Co., was wed to Irma Fisher, of this city, on Saturday, August 19. The ceremony took place at the home of the bride and among those invited were several prominent men of the local talking machine industry. Mr. and Mrs. Reilly spent their honeymoon in the East, traveling to Washington, Philadelphia, Atlantic City and New York, arriving home on Labor Day. After September 10 they will be at home at 4903 Monticello avenue.

A. J. Kendrick Was Marooned

The newspapers of the country have been publishing accounts of the now famous railroad train which was marooned with all its passengers in the desert recently. Among those aboard this train was A. J. Kendrick, sales manager of the phonograph division of the Brunswick-Balke-Collender Co. Mr. Kendrick left Chicago about the middle of August for a trip through the Southwest and coast sections of the country and, while aboard the train at Albuquerque, N. M., the train crew deserted and left the passengers all by their lonesomes. For this reason Mr. Kendrick was delayed for ten days, as he had intended to return to Chicago on or about September 5. It was his intention, originally, to follow the coast north to Vancouver, then hit the large States in the Northwest and return to Chicago by way of Minneapolis.

Annual Picnic of Columbia Forces

Wednesday, August 9, the Chicago office of the Columbia Co. held its annual picnic, which was a big success in every respect, it being held in conjunction with the picnic given by the Piano Club of Chicago at Ravinia Park. Several of the Columbians were prize-winners in

the contests held. A nail-driving contest for mothers and daughters, one of the features of the picnic, was won by Miss Sullivan and her mother. Twelve late records was the prize given. In the peanut race Miss McCarthy won the honors. It was obviously a "nutty" affair. A beautiful pair of silk hose was the prize for this affair. Ed Blinke, one of the greatest catchers around Chicago years ago, participated in the baseball game between Chicago and Milwaukee, which the former won by the small score of 22 to 3. Bauer, of Columbia, also played and enjoyed himself by hitting a home run. Blinke also carried off first honors in the horseshoe match, which he won handily and for which he was awarded a handsome pair of cuff links. After a good picnic supper the crowd took in the opera, "The Love of Three Kings." This picnic is considered by the Columbia family to be the best one to date.

New Melody Radio Set

The Melody National Sales Co. is just placing on the market a new three-step audio-frequency-radio-frequency receiving set. This radio set comes in combination with a handsome Melody console type talking machine, and has a range of 1,500 miles. The wave length ranges from 150 to 600 meters. The list price of this handsome new radio talking machine console is \$350. C. C. Slack, head of the Melody Co., also announces that a Melody portable long-range receiving set will be offered to the trade within a few weeks.

Vacationists and Travelers

Walter Deissler, of the Chicago Talking Machine Co., has just returned to his desk, after spending a delightful motoring vacation. He was accompanied by Mrs. Deissler, and spent all of the time touring through near-by States. Mr. and Mrs. Deissler spent a few days in Evansville, Ind., visiting relatives.

Ned Wilson, of New Orleans, La., is spending a few weeks in Chicago, calling on old friends.

L. C. Wiswell, manager of Lyon & Healy's wholesale and retail Victor departments, returned the first part of the week from South Haven, Mich., where he and his family spent a month's vacation. Mr. Wiswell motored from his home in Chicago to South Haven, and on the way to Michigan City he was passed by a flivver sedan, driven by a certain Talking Machine World representative. It was indeed a very, very hard thing to be out on a country road and have a flivver pass you; nevertheless, it happened.

A Center of Brisk Business

The Geo. H. Bent Music Shop, located at 3135 Logan boulevard, in the heart of Logan Square, has been the center of some brisk business this Summer. With special sales, attractive window displays and additional departments—namely, sheet music and small goods—this shop has enjoyed an unusual Summer business. For five years the Logan Square music-lover's shop handled only Victor talking machines and records. But it was seen that there was a big demand for sheet music, so a sheet music department was added during the month of July and the sales have passed expectations. A complete line of Martin band instruments was also taken on the first of August.

Lyon & Healy Radio Department

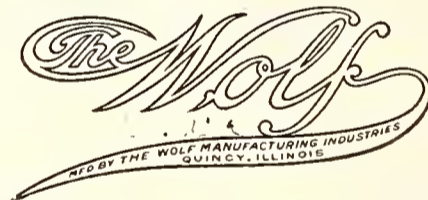
The radio department of Lyon & Healy, under the supervision of Charles P. Hindringer, has for the past two or three weeks been developing a scheme which has made a tremendous hit with radio fans and music lovers in and about Chicago. It is worked as follows:

The concert hall of Lyon & Healy is known all over this part of the country for its concerts, and during the season is kept packed by people who come to hear the latest Victor records, well-known artists, etc. When Mr. Hindringer was placed in charge of the radio department he thought it would be a good idea to broadcast these concerts. Accordingly he made ar-

(Continued on page 104)



RADIO — PHONOGRAPH



A COMBINATION CABINET

Made so you can install

Radio Panel or Panels

In One Side and Phonograph
in the Other

This cabinet is Flexible to the wants of your trade—can even be sold by the dealer to the Radio Enthusiast who wishes to install his own Radio Set.

Made in Quantities and Carried in Stock by Us—so can give you Prompt Service on "Hurry-Up" Orders, Large or Small.

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Offices
123 WEST MADISON STREET
Chicago, Ill.

Factory and General Office
110-126 3rd STREET
Quincy, Ill.



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., 6 East Lake 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



Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

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
 6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

rangements with the management of station KYW, the Westinghouse Company's broadcasting station at Chicago, for a special wire, to be run direct into the concert hall. The necessary apparatus for transmitting the concerts from this broadcasting apparatus was then installed. Since then every concert that has been given at the Lyon & Healy hall has not only been heard by those in the hall, but for hundreds of miles around, by the radio enthusiasts who tune in on a 360 meter wave length.

Another feature in connection with radio, which was recently installed in Lyon & Healy's big store under Mr. Hindringer's direction, is the Arlington time announcer. This equipment has been set up in the retail radio department and picks up the Arlington, Md., time signals. This method of announcing time has been taken advantage of by nearly everyone who passes by the radio department, and it has proved its worth by the curiosity it has aroused.

Three Victor Specials

Victor dealers around the Chicago territory are preparing themselves for the special Victor record numbers, scheduled for release September 15. The records are: "Struttin' at the Strutter's Ball" and "The French Trot"; "Why Should I Cry Over You?" and "Blue"; "Say It While Dancing" and "I'm Just Wild About Harry." Owing to the increasing popularity of these selections the Victor Co. made an advance release from the October supplement dance records. The Victor jobbers of Chicago furnished a special window card featuring these specials.

Teaches Music Via Record

An educational talking machine record has made its appearance on the Chicago market. The purpose of this new record is to teach people who cannot read a note of music nor play a violin, mandolin, or mandolin banjo, to become proficient musicians, in their homes, with the aid of the talking machine.

F. M. Schneider, the originator of the record, has been teaching the above-named instruments in Chicago for many years and has been working on the teaching-by-record plan for several years. In connection with his records is a 64-page instruction book. The records and book cover a musical course equivalent to two years of instruction. Mr. Schneider states that he conceived the idea after close observation of hundreds of students. There are certain types of students who are slow to catch on, and always feel humiliated when they get up

in their classes. With the new records a student can play his lesson over and over again, as often as he desires, and in a short while cover a two years' course at the very minimum expense. The records are so arranged that they answer every question the student may ask as he goes over the instruction book.

Mr. Schneider announces that in a short time he will place these records on the market. In fact he is already casting about for distributors.

Brunswick-Balke-Collender Cartoon

The advertising department of the Brunswick-Balke-Collender Co. is using in its general publicity work a very interesting cartoon that combines a selling story with a humorous appeal. This cartoon is illustrated above, and, while the humorous angle is uppermost, it also serves the purpose of linking up the various Brunswick products.



MRS. JOCKO: WHAT'S THE MATTER WITH THAT FOOL-ACTING ELEPHANT?
MR. " OH HE'S JUST HEARD THAT THOSE Brunswick-Balke-Collender-Co. HUNTERS ARE GATHERING SHELLAC FOR PHONOGRAPH RECORDS AND NOT IVORY FOR BILLIARD BALLS

Good Roads Encourage Business

E. A. Fern, of the Consolidated Talking Machine Co., has returned to Chicago from a month's business trip throughout the Lake States. In all he traveled something over 1,700 miles by auto. He stated that it was really remarkable to see what the good roads are doing for the small towns, especially in Michigan. The good roads are bringing the tourists from all over, and the business men of the small towns are reaping the profits. The benefits are being divided among all kinds of business and the talking machine men are getting their share of this business. Mr. Fern was accompanied on the trip by A. Thallmayer, of the Foreign Record Department of the General Phonograph Corp. Both Mr. Fern and Mr. Thallmayer called on Okeh dealers throughout their entire

(Continued on page 106)

VITANOLA

The Phonograph of Marvelous Tone

News of Importance



No. 43—List \$125.00

Write us for DEALER'S price

We are now opening new agencies, and if YOU are a live dealer who appreciates merchandise of the highest quality, carrying a dealer profit, too, that makes it a line far "above par," please write.

We need some dealers to join the hundreds of OLD Vitanola dealers who continue to handle and make a success of what one of them characterizes as "the one line we never had a kick on."

When you get our proposition we think you will be glad you wrote, so at least investigate—and "do it now."

We now have in process an entirely new line of uprights and consoles, at prices that will make them predominate in the customer's eye and attention. You may have descriptions and prices NOW, if you drop us a line.

"IT IS EASIER TO SELL THE VITANOLA THAN TO COMPETE WITH IT"

Good Salesmen Wanted to Represent Us in Territory Not Already Closed

Vitanola Talking Machine Co.

1920 So. 52nd Avenue

Cicero, Ill.



The Hall Mark of *Dependability Service and Quality*

The NAME
"KRASCO"

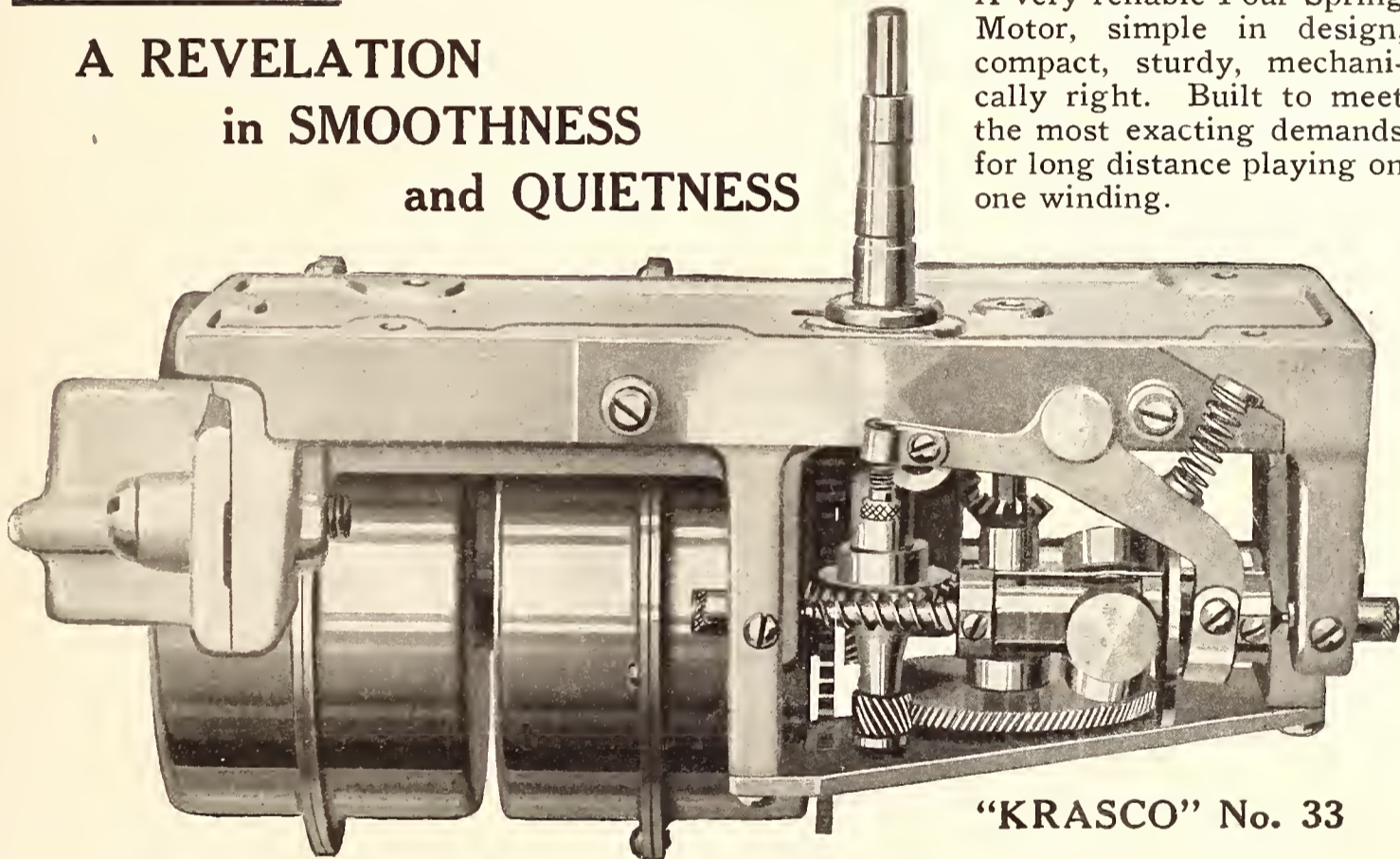
on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

"KRASCO"—

A REVELATION
in SMOOTHNESS
and QUIETNESS

KRASCO No. 33

A very reliable Four Spring Motor, simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.



"KRASCO" No. 33

The Krasco Co. has reorganized on a larger and sounder financial basis than ever before. Krasco now has unparalleled facilities for the production of the celebrated Krasco Motor in any quantity and at *Greatly Reduced Prices*. Confer with Krasco on your requirements for two, three or four spring motors. Playing 4 to 10 records on one winding.

Note—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.

Krasco Manufacturing Company

451 East Ohio Street

CHICAGO, ILL.

The Tune That Sticks

TRICKS

The New Fox Trot Surprise by "Zez" Confrey Writer of **STUMBLING**



Very cute tricks, very cute tricks, very cute tricks they played, Wonderful tricks, quite a lot of wonderful tricks,

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

trip and both gentlemen, upon their return to Chicago, reported that Okeh records are very popular in the territories they visited.

Features "Romany Love" in Window

The Brunswick Shop, at 225 South Wabash avenue, created a splendid demand for the Brunswick record "Romany Love" through the



An Artistic Window Display

medium of an unusually appealing window, as may be seen from the accompanying illustration. The display not only attracted the attention of passers-by, but it was directly responsible for the sale of many of the "Romany Love" records.

Keep It Up

Walter Roche, assistant to Manager Wiswell,

was one of the Chicago trade to spend a happy two weeks' vacation at Wilson Beach, Ill.

Magnola Activities

Fred P. Bassett, vice-president of the Magnola Talking Machine Co., has returned to his desk, after spending a very pleasant vacation with his family, in their automobile.

F. J. Sheldon, office manager of the Magnola Talking Machine Co., is enjoying a two weeks' vacation with his family in Wisconsin.

Otto Schulz, Jr., son of Otto Schulz, president of the Magnola Talking Machine Co., is visiting friends in Tulsa, Okla., prior to his return to Princeton University for the beginning of his senior year. Mr. Schulz spent much of his vacation period working in and about the Magnola plant, in order to familiarize himself with the varied details of manufacturing.

One Thousand at Lyon & Healy Outing

Members of the Chicago Piano Club are not the only ones who are boasting of a successful picnic this Summer, for the annual outing held at Delwood Park by Lyon & Healy was equally successful. C.H. Anderson, chairman of the committee, with a host of assistants, put over one of the best picnics ever held by Lyon & Healy. With music furnished by Sweet's Band, of Joliet, as a special feature, mingled with an exciting baseball game between the single and married men; Henry S. Roethig, magician and trickster, to entertain, and dancing in the eve-

ning, there was something doing every minute of the day. The early arrivals participated in an indoor baseball game and horseshoe contest. The baseball game started the afternoon session, the married men beating the single men seven to one. Captains, Agnew and Buchal. Umpires, M. A. Healy and C. R. Fuller. Coaches, Collins and Roche. More than one thousand men, women and children attended the big event. The palatable supper was furnished by Lyon & Healy and was served in cafeteria style. The program concluded with dancing, which lasted from 6:30 to 9:30 and completed one of the most enjoyable reunions ever held by this house.

"It Pays to Advertise"

James Davin, alias "Jimmy," went swimming one afternoon recently at Edgewater Beach, and after the swim discovered he had lost the watch and chain which were presented to him some time ago by some talking machine men in the East. He reported the loss to the authorities and also inserted an ad in one of the Chicago dailies, whereupon the party who found the watch returned it promptly to Jim. "This proves," says Jimmy, "that it pays to advertise."

Statement From Krasco Mfg. Co.

The Krasco Mfg. Co., of Chicago, desires to point out what it says is an error of statement in an advertisement which was published on page 149 of the August issue of The Talking Machine World by James X. Galbaugh, of 1204 Consumers Building, Chicago. In this advertisement Mr. Galbaugh offered for sale what were described as "all tools, dies, machinery, patents, etc., necessary for the manufacture of the famous Krasco enclosed motor." The Krasco Mfg. Co. now states that the motor referred to by Mr. Galbaugh was invented by L. P. Valiquet and that although the old Krasberg Engineering Co. expended many thousands of dollars for experimental work on this motor it was never placed in production and was never sold under the name of Krasco. When the Krasberg Co. was dissolved Mr. Balbaugh came into possession of certain parcels of property, among which was this Valiquet enclosed motor. It seems that Mr. Galbaugh has had this in his possession for some time, but recently decided to offer it for sale. Not being familiar with the details concerning the older company he used the Krasco name in error, according to the Krasco Mfg. Co.

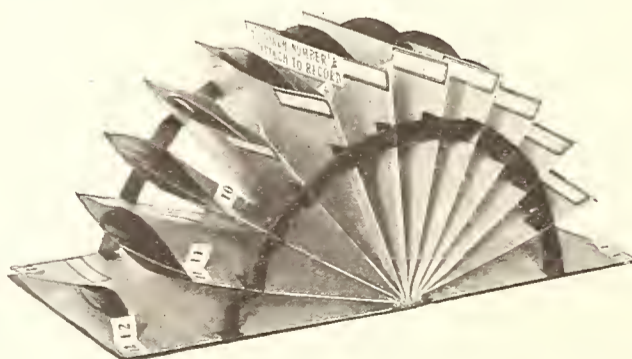
Make Serious Charges

The recent scandals in the Board of Education of Chicago have culminated in the finding of several indictments against members of the Board of Education and officers of various business concerns who have sold supplies to the school authorities. Among the concerns implicated is the Hiawatha Phonograph Co., which is charged by the Grand Jury with selling phonographs at excessively high prices for use in the

(Continued on page 108)

THE TALKING MACHINE WORLD'S SALES PULMOTOR "ABILITY" AT LAST

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but—for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album. Optional at will.

UNYVERSAL UTILITY UNYTS CO.

6111 Winthrop Avenue

CHICAGO, U. S. A.

IMPORTANT Announcement

The GEER REPEATER—Now \$1.50



Advantages of the GEER REPEATER

- No. 1 It is adjustable, will play either vocal or instrumental records to the end.
- No. 2 It repeats instantly, thereby making the music continuous.
- No. 3 This repeater will last a lifetime. It will not wear out after a few weeks or months of using.
- No. 4 It fits any phonograph.
- No. 5 It is as easy to put on and take off as a record.
- No. 6 When dancing, dining, entertaining or working, the GEER REPEATER doubles the joy of owning a phonograph.
- No. 7 Full directions for use inside the beautiful box container.

A GREATER volume of sales and the desire to bring the retail price of the GEER REPEATER within the reach of every owner of a phonograph, so that dealers will find their repeater sales many times increased—these are the reasons why the retail price of the GEER REPEATER has been reduced to \$1.50.

We ask cooperation of every dealer in bringing the GEER REPEATER prominently to the attention of every phonograph owner. This repeater has been endorsed by many of the highest authorities in the phonograph field. Tens of thousands of users have expressed their delight in its possession. With its exclusive adjustable feature, the GEER REPEATER is an extreme bargain at the present price.

If you do not have a stock of GEER REPEATERS on hand, use the convenient coupon below and send us your order direct or through your jobber. Our Special Window Demonstration Record, which plays through in eighteen minutes without music, is given free with orders of 20 or more GEER REPEATERS.

Please send immediately 20 GEER REPEATERS and enclose one of the special Window Demonstrating Records. It is understood that the retail price is to be \$1.50. Enclosed* find \$18.00, payment in full.

*Credit extended to rated concerns.

Name

Street and No.

City State

WALBERT MANUFACTURING CO.
925-41 Wrightwood Ave. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

schools through undue influence with the political powers in the City Hall.

All efforts so far made to obtain a statement from officers of the Hiawatha Phonograph Co. have, however, been unsuccessful. Newspaper reports of the testimony before the Grand Jury quote Wm. H. Wade, of the Wade-Twichell Co., as stating that he had drawn up specifications for school phonographs which had been afterward changed by someone else. The Hiawatha Co. then obtained the contract for 300 machines at \$157 each.

Geer Repeater Now Listed at \$1.50

W. H. Huth, head of the Walbert Mfg. Co., of this city, manufacturer of the Geer record repeater, announced this week that the company had reduced the price of this repeater to \$1.50. Jobbers and dealers throughout the country have already been advised of this new price, and they have responded enthusiastically by forwarding large orders for immediate delivery.

For some time past Mr. Huth has been devoting a considerable part of his time and energies to a study of the manufacturing details incidental to the production of the Geer repeater, with the idea in mind of giving the trade the full benefit of any possible increase in factory facilities and efficiency. Mr. Huth finally decided upon certain important manufacturing policies, which, coupled with the tremendous demand for the Geer repeater, enabled the Walbert Mfg. Co. to reduce the retail price of the Geer repeater from \$2.50 to \$1.50.

The Geer repeater is now being handled by dealers from coast to coast, and is one of the most popular accessories on the market to-day. As a pioneer in the repeater industry the Geer record repeater has won the general approval of the industry, and its new retail price will undoubtedly act as a powerful stimulant to increased sales. An intensive merchandising and publicity campaign is now being prepared by the Walbert Mfg. Co. and will be announced in detail in the near future.

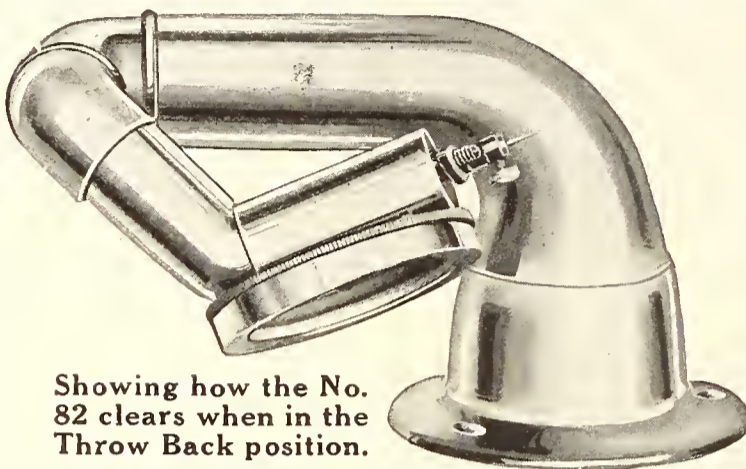
Krasco Re-enters

The Krasberg Engineering Co., which a few years ago placed the famous Krasberg motor on the market, has been reorganized as the Krasco Mfg. Co. and is on a bigger and stronger financial basis than ever before. The Krasco motor gained much popularity and favor with the trade during the war period and the old company grew to great proportions, but during the great slump that hit the industry shortly after the war reverses were met with and the

STERLING No. 82 THROW BACK TONE ARM

A New Member of the Sterling Family

In response to a demand for a Throw Back Tone Arm, we have designed the No. 82 which embodies all the advantages of Sterling construction with the addition of the Throw Back feature. When in its normal operating position the Sterling Reproducer maintains perfect alignment under all conditions.



Showing how the No. 82 clears when in the Throw Back position.

When in its Throw Back position the reproducer, even when adjusted for Edison or hill and dale records, "clears" the tone arm.

A new and improved needle holder is another added feature.

STERLING DEVICES COMPANY

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

1819-21 CARROLL AVENUE

CHICAGO, ILLINOIS

company was forced to discontinue business.

All the patents, together with manufacturing rights, have now been taken over by a new organization, which will continue manufacturing the Krasco motors under the name of the Krasco Mfg. Co. This company has been for the past two months steadily manufacturing the Krasco motor and is now in a position to supply the trade in any quantity. To-day the company is unhampered by indebtedness of any kind and has tangible net assets exceeding \$100,000. Many changes and additions have been made during the last year or so to the Krasco motor, due to the incessant work of Walter E. Lent, production manager of the company. Mr. Lent is a man of wide experience in the production of motors and is himself an expert of no mean ability. His efforts in perfecting the new Krasco motor have resulted in bringing it up to a state of high efficiency.

Other officers of the new company include D. S. Root, manager, who has had a wide experience in the commercial field and has been connected with some of the biggest manufacturing establishments in the country as director. He is assisted in his work by A. Wozny. Mr. Wozny has been closely associated for many years with many of the enterprises with which Mr. Root has been connected. He will act in the capacity of assistant manager for the Krasco Co. with complete charge of all Krasco sales. He is very familiar with all parts of the Krasco motor and states that he is glad at any time to give all the assistance or information he can regarding the motor. The Krasco Co. is furnishing its motors with complete equipment, such as turntable, turntable brake, winding crank, etc. The motors it is placing on the market are of the two, three and four-spring variety, which have a range from four to eight ten-inch records on one winding.

It Pays to Advertise

Wyman, Babb & Co., who have warerooms in the Republic Building in this city, report that the months of July and August were the biggest months in their history with the exception of the months preceding the holidays of the booming years of 1918 and 1919. It is also the first Summer during which they advertised consistently, as in all previous Summers they had reduced their advertising copy to a minimum with the approach of warm weather.

Cheney Activities

Prof. Forest Cheney, of the Cheney Talking Machine Co., who has been traveling all over the country in his famous Packard, "Blue Gull," making an educational tour among Cheney dealers, is getting ready for another trip to New England and the Atlantic Coast States. The professor's twin-six has run 8,000 miles this season and is going better than ever. Professor Cheney will leave Chicago on September 11 and make Buffalo his first stop.

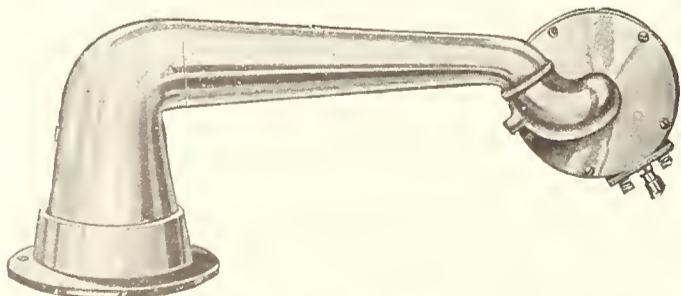
These trips are being made by Professor Cheney to keep in touch with Cheney dealers and he intends to call on all Cheney distributors throughout the East, giving personal talks to them on selling methods and the meritorious points of the Cheney product. Professor Cheney is an exceptionally good talker and lecturer, who thoroughly knows his product and its points of merit. Members of the Chicago Piano Club had an opportunity a few weeks ago to hear this gentleman, when he gave a

Write for Information on **SCHNEIDER'S MUSIC INSTRUCTIONS**

A Two Year Course on
Violin, Banjo and Banjo Ukulele
SIMPLE - EFFICIENT



SCHNEIDER'S SIMPLEX SYSTEM
PAT. PEND.
OF
MUSICAL INSTRUCTION
ON RECORDS



LAKESIDE No. 776 TONE ARM

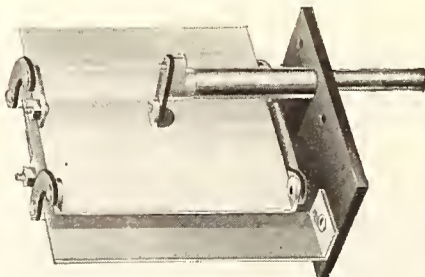
Has stood the test. The best small Arm on the market. Get ready for the Fall business.

Sample \$2.75

TWO LEAF PARALLEL RADIO CONDENSER

Accurate and well constructed, has same capacity as large types. Orders solicited for immediate delivery.

List \$1.50



LAKESIDE SUPPLY COMPANY, 339 So. Wabash Avenue, Chicago, Illinois
PHONE HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

short but excellent talk on salesmanship. Professor Cheney will be in New York at the end of this month, at which time a banquet will be given at the Commodore Hotel in his honor by the Eastern distributors.

Speaking of the Cheney factories at Grand Rapids, Professor Cheney says: "Our shipments are practically double what we had anticipated and figured on. The months of June, July and August showed that business was very healthy and is building up very rapidly. It seems that there is a larger demand for the more expensive models and that public taste jumps from the smaller models in the uprights right up to consoles, which jointly occupy the post of best sellers."

Opens Office in Indianapolis

B. V. Van Korn, of the Van Korn-Shower Co., with headquarters in Detroit and Grand Rapids, has recently opened an office in Indianapolis. The Van Korn-Shower people are Michigan distributors for the Cheney line and are very enthusiastic over the product. They are now taking over Indiana also.

O. F. Benz a Visitor

O. F. Benz, of the executive office of the Columbia Co., was a recent visitor to the Chicago office of the company. He took the evening train for St. Paul, Minn., where he will call on the local branch and will then call on the Kansas City and Omaha branches. Mr. Benz was highly elated over the sales of records in the mid-West.

An Asset to Accessory Lines

The Oro-Tone Co. has offered to the trade a new needle case and container for the well-known Orotone Edison reproducer. The new cases comprise a receptacle for the purpose of retaining the Oro-Tone Edison reproducer when not in use. At the side of this receptacle are three needle cups, one of which is reserved for discarded needles. They are finished with substantial and durable mahogany color leatherette.

These needle cups are of fine gun-metal finish.

The Oro-Tone Edison attachments are now being sent out ready-packed in these new Oro-Tone needle cases. The trade may also obtain empty needle cases for customers who already own Edison attachments and who will appreciate the advantages this little case offers.

Made Great Showing in Parade

One of the most attractive floats in the entire Pageant of Progress parade, held here recently, was that of the H. Reichardt Talking Machine Shop, live Victor dealer, at 6421 South Halsted



A Pageant of Progress Float

street, whose float graced the Englewood division. Prominent features of the float were a console and upright model of the Victrola and several Victor dogs.

All Set for Radio Show

The business office of the Chicago Radio Show gives out the information this week that everything is in readiness for the opening at the Coliseum on October 14. The show will last until the 21st. An immense amount of publicity has been given to this coming show by the local press, as well as by the largest trade papers throughout the country, and the



MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Heilmann No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

radio trade here in the West is most enthusiastic regarding its success.

Not only will many radio men be present as exhibitors, but quite a number of music men have already asserted their willingness to show combined talking machine and radio instruments.

Practically the entire exhibition space has already been signed up and it is now certain that the gate receipts will be tremendous. Those who are responsible for bringing about the show are U. J. Herrmann, managing director, and James F. Kerr, manager. To Mr. Kerr goes

(Continued on page 110)

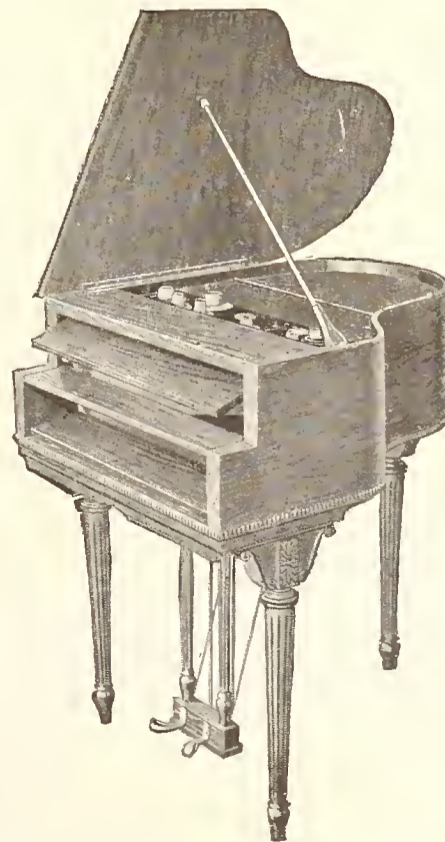


GRL Products

Every business has back of it an ideal—the principle on which it is founded. The General Radio Laboratories have endeavored to pick out from amongst the many varied and often not too reliable radio equipment items which, after thorough laboratory and practical tests, it feels it can offer to jobbers, dealers and manufacturers with every assurance that the item is all that its manufacturers claim it to be.

We offer for immediate shipment the following reliable and practical equipment, at attractive discounts. Write for catalog.

- | | | |
|------------------------------------|----------------------------------|---|
| Red Star Radio Telephone Receivers | Variable Condensers, "S" type | GRL Variometers, Variocouplers and Potentiometers |
| Non-Leak Variable Air Condensers | Radio Plugs and Jacks | Dials and Knobs |
| Uradiola Receiving Sets | Amplitone Wire | Binding Posts |
| Uradiogrand Receiving Sets | French (Ray-o-Vac) "B" Batteries | Magnet Wire |
| | GRL V. T. Sockets | |



1740 Tribune Building

General Radio Laboratories

INCORPORATED

CHICAGO ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

much credit for the efficient manner in which he guided the project since its official endorsement and approval by the Chicago executive radio council on March 31. Mr. Kerr has produced many of the country's biggest exhibi-

tions and theatrical events. Mr. Herrmann is also a man with a wide range of experience in the theatrical business and has been a man behind the gun in many large exhibitions which have had outstanding successes.

miles away to the Milwaukee bunch. We must not fail to mention Jimmie Bristol's hurling, nor the heavy hitting of Ed Blimke, Jimmie Bristol again, Percy Tonk, A. M. Koch and Goldsmith. Hank Steussy, of Milwaukee, was knocked out of the box, Herzog replacing him in the fourth. Here is a complete report of the first inning, which is a good example of the five innings played:

Goldsmith grounded to Lufkin behind first. Lufkin made a pretty pickup on the run and then beat out Goldsmith in the race to first. Przylysky struck out and the Chicago fans applauded Bristol. Paul Netzow hit a bouncer

OUTING OF CHICAGO-MILWAUKEE CLUBS A HUGE SUCCESS

Many Talking Machine Men Present at Combined Picnic of Chicago Piano Club and the Milwaukee Association of Music Industries at Ravinia Park—Most Successful Event of Its Kind

CHICAGO, ILL., September 7.—Talking machine men were well in evidence at the recent outing of the Chicago Piano Club and the Milwaukee

for seeing that Chicago's reputation as a baseball center was upheld in a 25 to 2 victory, and to E. H. Grimm for successfully handling



Panoramic View of Those in Attendance at Chicago-Milwaukee Music Trade Outing

Association of Music Industries. The participation of the local Columbia forces, who held their outing at the same time, gave quite a talking machine coloring to the meet. The outing was such a decided success that the greatest possible credit is due to those actively interested in the affair, such as H. D. Hewitt, chairman of the outing committee, for his ability in securing the co-operation of his various sub-committees; to Sid Sachs for effectively discharging the duties of master of ceremonies; to Axel Christiansen for keeping things moving when the crowd had arrived; to Percy Tonk

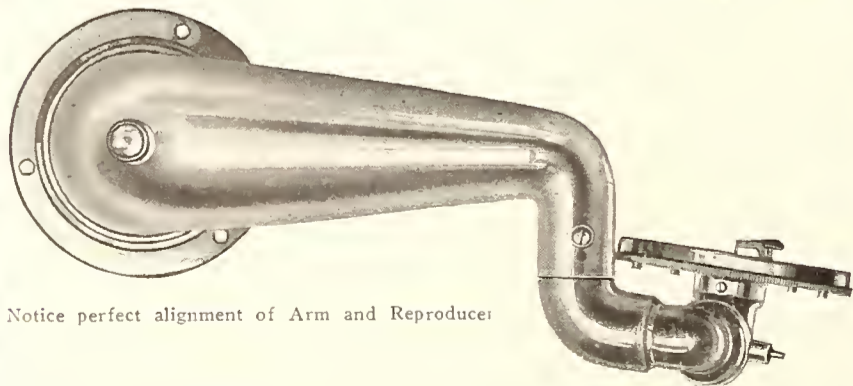
the finances—in fact there was such a unanimous and enthusiastic support of the affair that it would be invidious to go on naming others.

The baseball game was the most exciting feature of the day, and of course there were other events which held the attention of the assemblage. Judging from the score of 25 to 2, one would not imagine that the game was worth while, but it was, all the same. Milwaukee came out on the short end of the count, yet the Cream City boys sure did hit the ball. It was the star fielding of the Chicago aggregation that made third base seem so many

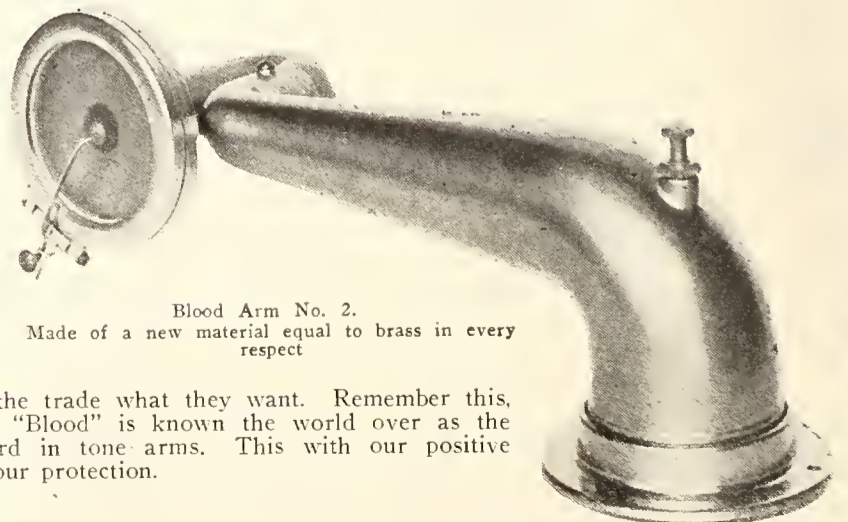
to third. Hoppe picked it up neatly and nailed Netzow at first with a perfect toss to Lufkin. No runs.

Harry Schoenwald hit up a high fly back of third. Netzow got it and he was out. Blimke singled to short right for the first hit of the game and the Chicago outfit let out a wild yell. Jimmy Bristol smashed out a terrific liner to deepest left-center for a home run, scoring Blimke ahead of him, while the Chicago fans cheered and applauded uproariously. Hoppe hit a grounder to Herzog, who fumbled, and on that error Hoppe reached first. Lufkin laid

MADE ONLY BY THE "BLOOD TONE ARM COMPANY"



Notice perfect alignment of Arm and Reproducer



Blood Arm No. 2. Made of a new material equal to brass in every respect

MANUFACTURERS—It will pay you to use standard equipment on your phonographs. There is no higher standard than the Blood. Why experiment when you can buy Blood arms at the prices we offer them to you? By using Blood arms you are obtaining salable merchandise, because

you can give the trade what they want. Remember this, that the name "Blood" is known the world over as the highest standard in tone arms. This with our positive guarantec is your protection.

BLOOD TONE ARM COMPANY

326 River Street, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

down a pretty bunt for a single and Hoppe advanced to second. Bauer cracked a screeching liner to deep center for a home run, scoring Hoppe and Lufkin ahead of him, and the Chicago rooters went wild again. Percy Tonk caught a fast one on the nose and cracked it into right for three bases. More noise. Al Koch drove a single to center and Tonk romped home. Michaels worked Steussy for a base on balls. Steussy was wild. Schoenwald fanned. Blimke ended the inning by going out on a high fly to Warner in right. Six runs.

The line-up of the two baseball teams follows:
Piano Club of Chicago: Schoenwald, 2b; Blimpke, ss; Bristol, p; Hoppe, 3b-c; Lufkin, 1b; Bauer, lf; Tonk, cf; Koch, c-3b, and Michaels, rf.

Milwaukee Association: Goldsmith, 2b; Przylysky, c; Netzow, 3b; Herzog, ss-p; Steussy, p-ss; Zimmers, lf; Scheft, cf; Pugh, 1b; Warner, rf, and Christophersen, x.

The other sports included races for boys, races for girls, fat men's race, fat women's race, four-footed race, peanut race for ladies, potato race for ladies, Cheney sales talk contest, nail-driving contest between mothers and daughters, sword swallowing contest for men, horseshoe pitching contest for men, chewing the string contest for married couples, kite-flying contest and a tug of war between Milwaukee and Chicago.

The prizes were well worth while and were as follows: Boys' race, won by Edward Blimke, Jr., a drum donated by Ludwig & Ludwig; girls' race, won by Margaret Whitsit, a ukulele donated by W. B. Papineau; fat men's race, won by H. D. Hewitt, set of Wallace reducing records, donated by Mr. Eckert, of Wallace Co.; fat women's race, won by Alice Haase, another set of Wallace reducing records, donated by Wallace Co.; peanut race for ladies, won by Irene McCarthy, pair of silk hose, donated by Matt Kennedy; potato race for ladies, won by Alice Lovkin, a pair of silk stockings, donated by Jimmie Bristol; nail-driving contest, won by Miss Sullivan and her mother, twelve late Okeh records, donated by Harry Schoenwald; champion sword swallower, won by Mr. Price, a box of cigars, donated by R. W. Berry; horseshoe pitching contest, won by Ed Blimke, a pair of cuff buttons, donated by Percy Tonk, and string-chewing contest, won by Mr. and Mrs. Grosvenor, set candlesticks, donated by Walter Jenkins.

INTERNATIONAL AND ANNUAL
CHICAGO RADIO SHOW

AT THE COLISEUM CHICAGO ILLINOIS

SATURDAY TO SATURDAY
OCT. 14TH TO OCT. 21ST

THE PUBLIC WILL MEET THE MANUFACTURER THE PUBLIC WILL MEET

IN THE LARGEST STREET-FLOOR EXPOSITION BUILDING IN THE UNITED STATES

A Show of Benefit to the Jobber and Dealer and the Buying Public

BUSINESS OFFICE
549 McCORMICK BLDG.
PHONE WABASH 1844

Tom Hindley, who won the \$5.00 prize donated by Professor Cheney, of the Cheney Talking Machine Co., for giving the best two-minute salesmanship talk, handed the money to the club to be used for charitable purposes.

To every contestant who came in second in the various contests and races a tiny toy piano was donated by Sid Sachs. Needless to say, there were many seconds.

HINDLEY TALKS ON SALESMANSHIP

Tom Hindley, of Mandel Brothers, Wins Cheney Prize for a Two-minute Selling Talk at the Chicago Piano Club Picnic

One of the events at the picnic of the Chicago Piano Club and Milwaukee Music Trades Association was the contest for a cash prize donated

by Professor Forest Cheney, of the Cheney Talking Machine Co., for the best two-minute talk on "How to Sell a Musical Instrument."

No notice was given to the five contestants who were invited to participate, and the talks were therefore entirely impromptu. The contest was won by Tom Hindley, manager of the Aeolian Vocalion Salons of Mandel Bros., Chicago. He spoke as follows:

"I shall not attempt to give you an absolutely 'cut and dried' formula for salesmanship, because, like the fourth dimension, such a thing does not exist. Where an element so variable as human nature enters in no rule can be laid down which will fit every case. There are, however, certain self-evident prerequisites which every salesperson ambitious to succeed should strive to acquire. Foremost among these are a personality that quickly inspires confidence, a cheerful disposition, patience, a fund of common sense and just enough knowledge of psychology to understand the peculiar characteristics of different types of customers.

"It always helps to greet your customer cordially—by name if you know it, thus breaking down that first cold barrier of hesitation. Assume that the customer has really come in to buy. The continued propaganda of your house, comprising, as it does, advertising, window display, service and the recommendation of satisfied customers, has already paved the way and served to instill the desire to possess a musical instrument. Endeavor to size up your customer's station in life and sell him the grade of instrument that it is really fitting he should install in his home.

"Proceed to describe the features and merits of your instrument in language that can be understood by the layman. Avoid technicalities and argument. Don't try to awe, but rather flatter and encourage what may be, as yet, only an embryonic musical taste. Don't do all the talking; give your customer a chance at least to commit himself on the particular instrument he considers within his means. From this point on actually begin to sell and work up to the close.

"There is liable to be one real obstacle loom up—especially if your store is located in a large city. The customer combats you with—"I have no time"—you can usually bank on this being said purely in self-defense and as an excuse to get away. So don't just let this go in one ear

(Continued on page 112)

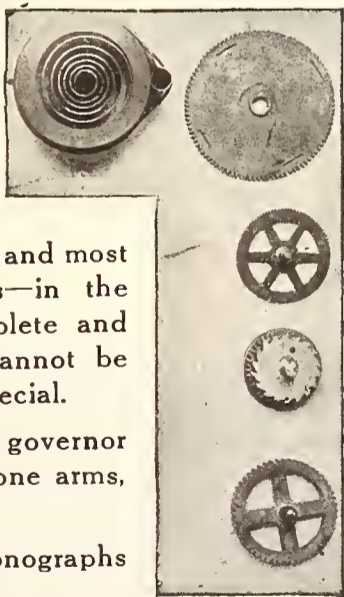
Repair Parts

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.
Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill James Co.
Avalon Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

and out the other. Don't even let it go into one ear.

"Beware of the moment when the customer gets restless and asks if you have any descriptive literature. Consider that sale lost unless you can promptly get your 'back to the wall' and muster up sufficient courage to start off on a different and more successful tack. There is no time like the present for, unfortunately, prospects are not like Madame Bernhardt or Mr. Thomas' cat—they don't always come back!

"Don't knock the other fellow's goods—this might turn out to be a boomerang for you and a boost for him.

"Sell your instrument clean—always remembering that honesty is the best policy. Try not to undersell or oversell.

"Don't promise the impossible or you will surely come to grief.

"Be kind and courteous.

"Wear a smile and sell with enthusiasm.

"Finally—let all of us be proud of the fact that we are in the music business—helping to convey happiness into homes that would otherwise be dull and sordid."

STREGER BROS. SELL STORE

PORT CHESTER, N. Y., September 7.—The music store on 4 King street, formerly conducted by Streger Bros., is now being operated by W. F. Miller and J. G. Scavetta. In addition to musical instruments of all kinds and a complete stock of sheet music the concern has the agency for Vocalion and Sonora machines.

EDISON TAKES OVER KIPP BUSINESS

Prominent Indianapolis Edison Jobber Forced to Retire Because of Ill Health—Edison Interests to Operate Business Under the Management of John M. Vandervoort

A. H. Curry, vice-president and manager of Thomas A. Edison, Inc., announces that the Edison interests have purchased the jobbing business of Walter E. Kipp at Indianapolis, Ind. The new organization will have for its name Phonograph Corp. of Indiana. The headquarters will be in Indianapolis and the territory covered will be that tributary to this city. John M. Vandervoort, who assumed his duties the early part of September, is manager of this jobbing organization.

Mr. Kipp, who has been an Edison jobber for more than twenty years, has lately suffered from extremely poor health. He was told by his physicians that he could avoid serious consequences only by completely severing his connection with active business.

Apart from their regret at losing Mr. Kipp's valuable and energetic services, the Edison interests immediately decided that his business was of too much importance to be entrusted to strangers. They accordingly decided to form a new corporation to take over the Indianapolis jobbing business. This new corporation has purchased the Kipp interests outright.

"Walter is really one of the family," said Mr. Curry, when interviewed recently at West Orange. "He would have been as discontented at

allowing new people to succeed to his business as would we. We're going to try to carry on the fine establishment he has built up with the least possible number of changes."

Mr. Curry planned to make a trip to Indianapolis for the purpose of witnessing the inauguration of the regime.

PHONOGRAPH FACTORY FOR CHINA

Massachusetts Man Leaves to Take Charge of Selling End of New Enterprise

NORTH ADAMS, MASS., September 8.—Harold Bradley, of this city, who spent nearly five years opening up sales agencies for the Standard Oil Co. in China, is shortly to return to that country as sales manager for the first phonograph factory to be established in the Celestial Republic, of which he is one of the promoters.

The company, organized by men of long and intimate experience in Oriental commercial enterprises, has just been incorporated under the laws of Canada, and Mr. Bradley will leave for Montreal in about two weeks to take part in the completion of the organization. He expects to be ready to sail for China in about two months.

The factory for the manufacture of both phonographs and records will be erected in Shanghai, and will be under the supervision of a man who for more than twenty years has been prominently identified with both the experimental and manufacturing business in this country.

At the outset the recording will be confined entirely to the reproduction of Chinese music, of which there is said to be an almost universal appreciation among all classes of Chinese.

B. R. FORSTER BOUND FOR COAST

President of Brilliantone Steel Needle Co. Starts on Extended Business Trip—Increasing Demand for American Needles Reported

Byron R. Forster, president of the Brilliantone Steel Needle Co., New York City, left around the first of the month for a Western trip, embracing the principal cities in that territory and extending as far as the Coast.

The Brilliantone Co. has found business exceptionally good and a heavy demand is reported for this needle. Harry W. Acton, secretary of the company, pointed out that the supremacy of the American-made needle is well realized throughout the trade, as indicated by the fact that the demand for Brilliantone needles is exceeding former records. This despite the competition of needles of German manufacture being packed in this country and sold under American names.

Mr. Acton is the originator of a decided novelty in needle boxes which will shortly be produced. These new boxes are a combination record cleaner and needle box, holding 500 needles.

LARGER DEMAND FOR "DAILY DOZEN"

Coming of Fall Brings Increased Demand for Walter Camp's Health Records

R. B. Wheelan, president of Health Builders, Inc., New York City, producer of Walter Camp's "Daily Dozen" health-building records, reports that business picked up remarkably during August and continues to increase steadily.

"Competition is the life of trade," stated Mr. Wheelan, "and has had an effect in increasing our business, I believe. It all helps to educate the public upon the necessity of having health-building exercises in their homes and that Walter Camp's 'Daily Dozen' is specified is to be found in the large volume of orders we receive."

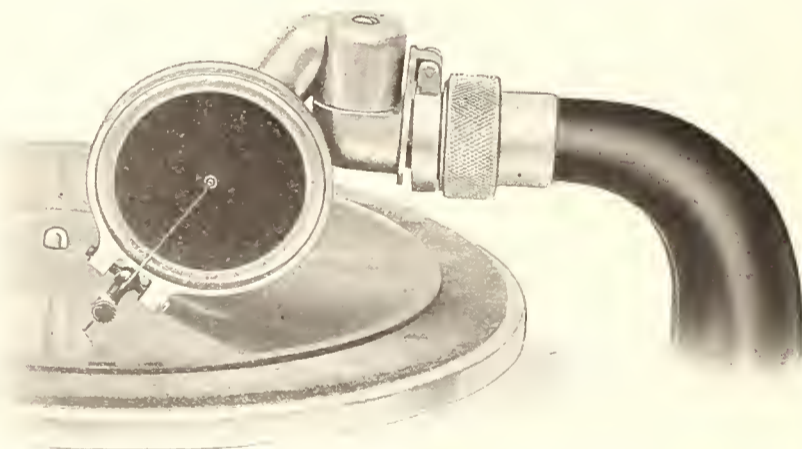
SOJOURNING IN NEW YORK STATE

N. B. Smith, assistant manager of the Chicago branch of the Columbia Graphophone Co., and family are spending their vacation in New York State.

THE NEW ORO-TONE CONCERT EDISON EQUIPMENT

No. 2-E. C.

MAY
WE
SEND
SAMPLE
ON
APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality

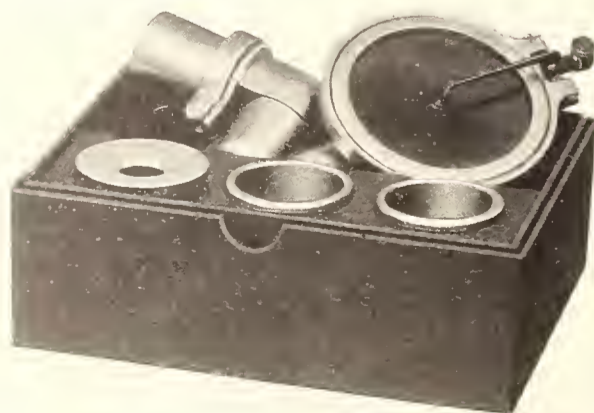
Operated with the raising and lowering lever the same as the regular Edison reproducer.

Retail price—Highest grade nickel plate..... \$7.25

Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval

Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.



The Music Box, Charleston, W. Va.



O'Dell & O'Dell, Salem, Mass.



Frank Naese, Chicago, Ill.

THE UNICO SYSTEM IS SPEEDING 1922 TRADE REVIVAL

The three Unico Installations illustrated above are typical of the improvements recently made by hundreds of progressive Dealers from Coast to Coast.

PREPARE NOW THRU UNICO SERVICE FOR FALL AND HOLIDAY ACTIVITY

BECAUSE—Bumper crops are being harvested
 Industry's wheels are humming
 Normal conditions prevail in most districts
 Economic conditions—abnormal since April 1st—are now adjusted.

INSTALL UNICO PATENTED EQUIPMENT AND ACCEPT NO OTHER

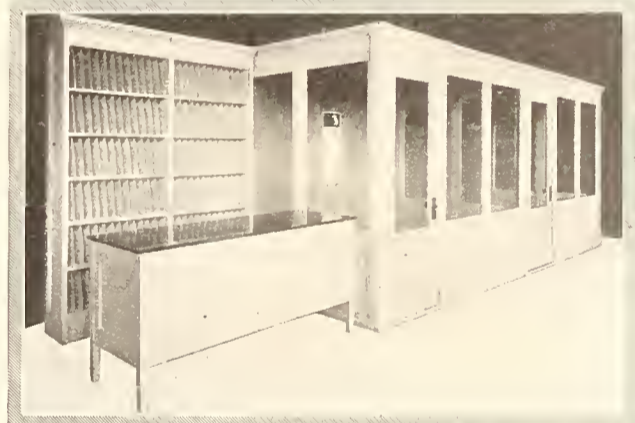
BECAUSE—Unico Efficiency is proven by over 3,000 installations
 Unico Quality adds greatly to your prestige
 Unico Service is expert, unfailing and guaranteed
 Unico Prices are no higher than ordinary equipment of uncertain value.

Unico Service will transform your establishment into the Musical Headquarters of your community—and do it over night.



Unico Model Shop Outfit No. 1
 Price \$345.96, F. O. B. Phila.

Includes: One Audition Room, 6'0x6'0
 Two Record Racks (3,000 Capacity)
 One Record Counter, 6'0 long



Unico Model Shop Outfit No. 10
 Price \$575.29, F. O. B. Phila.

Includes: Two Audition Rooms, 6'0x9'0
 Two Record Racks (3,000 Capacity)
 One Record Counter, 6'0 long

*Unico Equipment Is Your Wisest—Safest—Most Profitable Investment
 Shipment from Stock—Expedited Delivery—Prompt Installation
 Ten Unico Service Branches Offer You Immediate Expert Service*

Consult our nearest branch today.

Unit Construction Company

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
 299 Madison Ave.

ATLANTA, GA.
 49 Auburn Ave.

SAN FRANCISCO, CAL.
 942 Market St.

DALLAS, TEX.
 209 Dallas Bank Bldg.

NEW ORLEANS, LA.
 506 Marine Bank Bldg.

CHICAGO, ILL.
 30 N. Michigan Blvd.

SALT LAKE CITY, UTAH
 150 Main St.

DENVER, COLO.
 1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
 Premier House, London (W.C.I.), England



Marvelous execution in which dazzling technique is submerged in entrancing melody marks the playing of "Muineira" by Duci de Kerekjarto, violin virtuoso. Every resource of Kerekjarto's wonderful skill is commandeered, but through all the maze of subtle intricacies he journeys delicately bold, boldly delicate. It is a gem. Any order should include 49931.

Columbia Graphophone Co.
NEW YORK

ATLANTA

Resume of Situation in Southeast—Fair Prices for Bumper Crops Augur Well for the Trade

ATLANTA, GA., September 8.—The Atlanta National Bank is responsible for the following forecast regarding the business outlook in Georgia: If Georgia raises the same size cotton crop this year as she did last, at the prices now quoted, Georgia farmers are promised a return of \$90,000,000, or \$30,000,000 more than last year. And there is every indication the crop will be larger.

This increase, coupled with the fact that the crop this year has been raised much more cheaply than last year's crop, will greatly increase the paying and purchasing-power of the Georgia farmer and this is bound to be reflected in every line of business. Other crops have added to the stability of the rural sections.

In the cities of the State labor is well employed and building permits show that the shortage of homes and business houses is being overcome. In Atlanta alone building permits have been issued calling for an expenditure of nearly \$12,000,000 since January 1. The Atlanta bond issue of \$8,000,000 will soon be flowing into all channels of trade.

The one disturbing feature is the freight situation. Unless the railroad strike is soon settled many merchants will find themselves short of goods at the very time when buyers are plentiful. It is necessary to anticipate requirements to a greater extent than usual and to place re-orders before stocks are exhausted. This can be more safely done this Fall, because of the business outlook as quoted above, than has been the case for several seasons past.

"Hot Lips" and "Georgette" are special releases by all of the prominent record companies and in consequence head the list as the two best sellers of the month.

The Atlanta Phonograph Co., in anticipation of an active Fall business, is erecting two new

record booths. It reports that machine sales have been excellent and that buyers of instruments at \$100 and upwards invariably choose the flat-top console design, which is steadily gaining popularity.

Chamberlain-Johnson-DuBose Co., the large department store, which has maintained an exclusive Victor department for many years, is retiring from the talking machine business. The space will be used for other lines.

The J. K. Polk Furniture Co. has become the distributor in this territory for "Honest Quaker" products. A complete line of main-springs, repair parts and accessories has been stocked.

M. O. Giles, special Okeh representative from New York headquarters, has just spent several days here.

The Columbia Graphophone Co. will be without the services of its assistant manager, John Mohl, during the month of September. Mr. Mohl is convalescing from an operation performed early in the month.

Manly Robison, manager, Phillips & Crew Piano Co., has returned to his duties after an illness of more than a week.

The Phillips & Crew Piano Co., Victor dealer, was well pleased with the results of its special advertising featuring the consolette Queen Anne design. Although it was mid-August, the Atlanta public quickly bought out the entire stock. In addition, a large number of sales of regular Victor products were made to prospects brought in by the special consolette offering.

The trade outlook in the Birmingham district is most promising. The twenty per cent increase in wages in the steel industry and the similar increase in the pay of the coal miners is responsible for greatly increased demand in all lines, so that merchants have been forced to order liberal stocks.

Okeh records of the "Lonesome Mama Blues" and "Nobody Lied" continue to outsell all other recent offerings.

Paul Byrum, who for a number of years was assistant to J. P. Riley, of the Atlanta Phonograph Co., left about the first of the month to accept a position with a local firm of coffee roasters.

The J. K. Polk Furniture Co. is actively working its territory in behalf of Okeh records, outfitting portables and its line of talking machine accessories. Manager P. C. Brockman is using an automobile for the purpose of intensively covering this field and plans to keep in continuous contact with it, either personally, or through his sales force.

R. M. BIRD WITH SHERMAN, CLAY & CO.

Victor Man Leaves for Pacific Coast—Friends Tender Dinner and Present Watch

CAMDEN, N. J., September 8.—R. M. Bird, associated with the Victor Talking Machine Co. as assistant manager of the record order department, resigned on September 1 to join the forces of Sherman, Clay & Co. in San Francisco, Cal., in the talking machine department. Mr. Bird had been associated with the Victor Co. for a number of years, with the exception of a short period, during which he was with Sherman, Clay & Co.

Before his departure for the Coast a number of his friends in the Victor Co. tendered a farewell dinner to him and Mrs. Bird at the Bala Country Club. Gus T. Wielage, head of the record order department, acted as toastmaster and presented him with a gold watch inscribed with the sentiments of the donors.

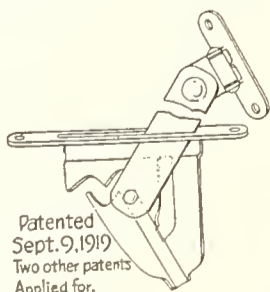
BUSINESS-BUILDING SUGGESTIONS

Knickerbocker Talking Machine Co. Presents Some Timely and Valuable Data for Dealers

The proper adaptation of general selling ideas to individual businesses has had noticeable effects in many instances of increasing business. Realizing this, it has long been the policy of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, to place before Victor retailers, from month to month, many excellent ideas in selling. Abram Davega, president of the company, has devoted much of his personal attention to this end of the business. The latest effort in this respect covers five closely typewritten pages and presents two alternative plans, together with suggested letters, a questionnaire for the proper classification of prospects, an optimistic quotation from Babson's statistical report and general suggestions on business building, advertising, etc. Dealers are taking full advantage of these suggestions.

Meyer Price has been appointed manager of the Newark, N. J., warerooms of Landay Bros., Victor dealers, according to a recent announcement by the company. Mr. Price succeeds L. H. Jacobi, who has resigned.

SECOND YEAR SUCCESSFUL LEADER



The Most Dependable and Inexpensive Lid Support on the Market

Patented Sept. 9, 1919. Two other patents Applied for. 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. Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway N. Y.

OSLAND, Inc.

122 Fifth Avenue, New York City

Alpha Reproducer

Pivot stylus with spring tension

Radio products
Variocouplers
Variometers
Variable condensers

MANUFACTURED TO SPECIFICATIONS

A bull's eye for Columbia—a new orchestra—Paul Specht's Hotel Astor Organization with a new and captivating style of rendering dance music—"Rhythmized symphonic syncopation." Their first Columbia recording is "Silver Stars" and "In Rose Time." These are distinctly dance music innovations. Your customers will welcome them. A-3672.

Columbia Graphophone Co.
NEW YORK



AKRON, O.

Ford Shut-down Threat Hurts Trade—Sales Reach Fair Total

AKRON, O., September 5.—Sales results for August with the talking machine dealers in this section were very satisfactory, registering a substantial increase over June and July totals. There was every prospect of a very active September until reports came of the proposed shutting down of the Ford motor plants in Detroit and the immediate effect the announcement had on certain tire manufacturers and others engaged in supplying parts and material for the Ford Co. Business men generally, including music merchants, are living in the hope that the Ford people will reconsider the matter and remain in operation.

Business Better at O'Neil's

Miss Elsie Baer, head of the talking machine section of the M. O'Neil Co., stated that her sales slips for August were far ahead of those of the previous months and that in the face of existing conditions she expected her depart-

ment to show a gain in September over the corresponding month of a year ago. Records, she said, are still quiet with a noticeable pick-up the last part of the month.

F. W. Van Scoyoc, of the F. W. Van Scoyoc Piano Co., reports his talking machine section the past month experienced a good business, in spite of the fact it is a newcomer.

Better for Dales

The talking machine business at the store of the George S. Dales Co. during August was double that of July, according to Charles A. Savage, the new manager of the talking machine section of the store. The record service booth, opened on the main street level, reports very substantial sales of records. Victor and Cheney machines have also been in demand.

Busy With Concert Series

Earle Poling, of the Windsor-Poling Co., Victor dealer, reports his famous artists' series of concerts is meeting with hearty appreciation and that the advance ticket sale is very heavy. Jascha Heifetz, violinist, opens the course on November 1. All concerts will be in the armory. This music house has fostered popular artists' concerts here for several years.

"Moon River" and "The Little Red School House" have been featured records for the

Windsor-Poling Co. This firm has but 200 out of an order of 1,000 of the former number left on its shelves. "This is an example of what featuring a record with a snappy window trim will do," said Mr. Poling.

Radio Supplies Selling

Radio supplies in talking machine shops of Akron are enjoying an excellent business and dealers are well pleased with the success of their new lines. Most of the stores maintain separate departments for radio accessories and say that demand for this class of merchandise is very much on the increase at this season of the year. The majority of the dealers say there is absolutely nothing to the rumor that it is hurting the talking machine business; in fact, they say it is helping it.

Wants Merchants Protected

Retail music dealers of Akron have joined with other merchants of the Rubber City in an effort to have the city council pass legislation preventing any person from holding an auction sale within the city of Akron unless he has been in business at least one year. Merchants claim the "fly-by-night" merchant comes into Akron a few weeks before Christmas, opens a temporary store and unloads thousands of dollars' worth of inferior merchandise on the public, to the disadvantage of local merchants.

A. Gourse has opened a new shop at 38 South Howard street and has, in connection with many other lines, installed a musical merchandise section. The shop is modern in every respect.

EDISON OCTOBER WINDOW IS DEVOTED TO RE-CREATIONS



October Display Carries Message of "Music for Every Need and Mood" and "Flash-like Service on Hits"

SELLS SONORAS TO SCHOOLS

LANSING, MICH., September 5.—The Sonora Shop, of this city, owned by W. W. Cummings, recently delivered nine Sonora phonographs to a number of the schools in this city, where they will be utilized by the department of music for instruction purposes. The Sonora Shop also furnished the department of music with 200 records, which were selected by the music departments of the various schools. Mr. Cummings is delighted with the order for Sonora phonographs, as there was keen competition for this sale and a number of the leading makes were investigated before the Sonora was selected.

CONGRATULATIONS

George Seiffert, president of the Modernola Sales Co., Eastern distributor of the Modernola talking machine, is receiving the congratulations of his many friends in the trade upon the arrival, a week or so ago, of a young son. Mr. Seiffert bears the honors well, as this is the fourth time he has received similar congratulations. Mr. Seiffert's family now numbers two boys and two girls.

ADDS GOLD SEAL REPEATER

BOSTON, MASS., September 6.—It has been announced that the Gold Seal Repeater has been added to the many talking machine accessories distributed by the Lansing Sales Co. here.

MERIT—BUILT IN

The merit of *Van Veen* equipment is built in. Surface decoration may beautify, but cannot make a real hearing room. Even a fence may be painted to look pleasing to the eye; don't make the error of buying highly decorated fence to serve as sound-proof hearing rooms.



Interior of Remick Philadelphia Store

Van Veen patented double construction hearing rooms combine structural superiority with beauty and dignity of design. Their efficiency goes below the surface.

The moderate cost of *Van Veen* equipment places it within the reach of the most economical dealer.

*Complete equipment on hand ready to ship will give you a month's business
in the time it takes others to build the job*

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City
Phone 7758 Harlem

Offices and Warerooms

LOS ANGELES

*Busy Fall Expected to Follow Excellent Summer Trade—John Steel
Guest of Music Men—Platt Music Co. Remodels—The News*

LOS ANGELES, CAL., September 5.—Vacations are over and members of the trade are settling down to the approaching Fall business, which is traditionally supposed to be far more active than the Summer. However, Summer sales have been so excellent that it will take a good deal to overshadow their totals. Several improvements and enlargements of talking machine departments have been made or are being made in several stores, in order that better service can be given and the increase of customers taken care of.

John Steel Guest of Association

The well-known tenor and Victor artist, John Steel, was the specially invited guest of the Music Trades Association of Southern California at the August meeting and banquet, and he gave them great pleasure by singing a number of songs. The fact that Mr. Steel sang to the members was especially appreciated, on account of the fact that he was due later at the Orpheum Theatre, where he was filling a three weeks' engagement and where he had met with an extraordinary popular reception, night after night.

Platt Music Co. Alterations

The front and main floor of the Platt Music Co. is all torn up through extensive alterations. The store adjoining the Platt Music Co., and until recently occupied by a tailoring concern, has been taken over and thereby the main floor will be increased to twice its former size. This will make very handsome quarters and double the window display space. The Victrola and musical departments will occupy the entire space which has been secured.

New Manager at Bullock's

Don C. Pcyton has been appointed Victrola sales manager at the music department of Bullock's, to succeed W. Ray, who recently resigned. Mr. Pcyton was formerly manager of the phonograph department of Meier & Frank, Portland, Ore., and previous to that was for some time with the Aeolian Co. in New York and Chicago. He was also connected with the

sales department of Silas E. Pearsall Co., Victor distributor in New York City.

New Victor Styles Please Dealers

The announcement by the Victor Co. of the new flat-top, horizontal models has been received with great satisfaction by Victor dealers throughout the southern California district.

Brunswick Sales Manager in Los Angeles

A. J. Kendrick, sales manager of the phonograph division of the Brunswick-Balke-Collender Co., was a visitor to Los Angeles during the latter part of August. He expressed himself as very well pleased with the phenomenal business and fine representation in this territory and extended congratulations to Local Manager Howard Brown.

Starr Manager Enjoys Vacation

F. L. Valentine returned recently from a much-enjoyed vacation at Warner's Hot Springs. This particular location is well off the beaten track, Mr. Valentine declares, and resembles the California of early days. Its adobe buildings, vast cattle ranges and Indian inhabitants are pleasing in the extreme to anyone who delights in exploring places which are not known to the ordinary vacation hunter.

Vocalion Record Sales Manager Here

Oscar W. Ray, sales manager of the Vocalion wholesale record department of the Aeolian Co., visited Los Angeles early last month and completed arrangements with the Munson-Rayner Corp., whereby the latter becomes distributor of the Vocalion records for southern California.

Cheney Distributor Moves

The Munson-Rayner Corp. has found it necessary to move to larger quarters. Although it has been in business as Cheney phonograph distributor three or four months only, business has already assumed such large proportions that it has been found impossible to conduct it satisfactorily in its large suite of offices and warerooms in the Homer Laughlin Building and it is now moving to the Knickerbocker Building, on Seventh and Grand streets. The Munson-

Rayner Corp. is also jobbing phonograph accessories and has recently acquired the distribution of Vocalion records for this territory. E. R. Darvill, sales manager, reports business as gratifying in the extreme.

Association Receives Banner

The banner awarded by the National Association of Music Merchants at the National Jubilee Convention, held in New York in June, to the Music Trades Association of Southern California for "organized effort" was formally presented at the August meeting. The banner is a handsome blue satin affair, suitably inscribed with gold lettering.

So. California Music Co. Installs Brunswick

The Southern California Music Co. has added the Brunswick line to its Victrola and Edison departments. This is one of the oldest music houses in Los Angeles and was one of the first to operate a phonograph department. The company will, in the near future, open a new additional store on Broadway in a seven-story building, now under construction, between Eighth and Ninth streets.

Parmelee Dohrmann Co.'s New Department

The new phonograph department of the Parmelee Dohrmann Co. on the main floor is now completed and ranks as one of the best in town. The new department was installed by the Unit Construction Co. and the work was supervised by J. J. Grimsey, southern California manager of the Walter S. Gray Co., Pacific Coast agent for the Unico System. Mrs. H. P. Howard is manager of the phonograph department.

Columbia Gleanings

The E. E. Long Piano Co., Columbia dealer, which purchased the fixtures of the Jerome H. Remick Co., has entirely remodeled its store at San Luis Obispo and the interior of the store now presents a most pleasing appearance. Mr. Long is planning to institute an aggressive sales and publicity campaign, which he feels certain will produce desired results.

C. W. Austin, exclusive Columbia dealer at Anaheim, Cal., recently purchased a 1922 Haynes automobile and has embarked on a vacation, to be in the nature of an automobile trip through the entire Pacific Northwest.

A recent visitor to the Los Angeles branch of the Columbia Graphophone Co. was Jack Kapp, of the Chicago branch, who visited this city in the course of his honeymoon trip. Another recent visitor was J. W. Joachim, star salesman for Summerfield & Hecht, Columbia dealers at Detroit, who stopped several days in Los Angeles while on an overland camping trip from Detroit, through the Northwest, down the Pacific Coast and back through the Middle Western States.

"SUPERB" SEMI-PERMANENT NEEDLES

SELL because they EXCEL

Play 100 to 200 Records :: Retail 4 for 30 cents

Send for Samples and Discounts

MELLOWTONE NEEDLE CO.

ANSONIA, CONN.

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season

Sample
Price **\$19.50**



GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

NEW ORLEANS

Dealers Prepare for Big Fall and Winter Trade Because of Fine Crops—Aggressive Merchants Get the Business—Month's News

NEW ORLEANS, LA., September 7.—While August has been a much better month than July with the retail dealers, and statistics show much larger returns than for the previous month, and even last August, still it remains for the wholesalers to tell the story of what has been done during the Summer and what the outlook is for the Fall.

It was worth a great deal to sit and listen to R. R. Sparrow at the Columbia Co.'s branch and John A. Hofheinz, of Philip Werlein, Ltd., the Victor wholesalers, as they recounted the encouraging stories coming in from the surrounding territory and from the local retail trade. Rivaling closely in optimism these stories are the reports from the local Edison and Brunswick dealers.

With the present prices of cotton, sugar and rice as good as they have been, even before the war, the chances for the Southern farmer paying off his debts and making a profit are better this year than they have been in some years. Upon this basis the country and city music dealers have been preparing for a big Winter and are boosting all lines of stock.

Value of Energetic Methods

As for the past Summer, a number of the retail dealers have complained that the season just passed has been an exceptionally dull one, but those who have dug to the bottom and scratched have gotten results. Mr. Hofheinz cites an instance of a dealer in the Southern part of the State who has made use of all of the campaigns and sales ideas offered by the Victor Co. and, during the past six weeks, he did more business than the entire seven months prior to that time.

Another instance of what advertising has

done comes in a story from Jesse French & Sons, agents for the Columbia line in Mobile, Ala.

T. B. Parsons, the manager, is a firm believer in attractive window displays. The last one cost him just \$9.50 and the day following this new display one salesman alone sold seven machines for cash. The window was called "Sunshine Alley," after the record which was being



Window Display on "Sunshine Alley"

featured at that time. At another time, when "My Wild Irish Rose" was being featured in a picture show just across the street, Mr. Parsons had a window to suit the occasion, bedecked with bright green ribbons and colored lights, which increased both his sales and the popularity of his store. Mr. Parsons reports: "Sales for August larger than last December, and cash sales the highest in the history of the store."

Ordering Machines by Wire

Max Schilling, the El Dorado dealer who made such an excellent showing last month with Grafonolas, comes back this month and

orders twelve machines by wire to be shipped by express. J. J. Goldman, from Morgan City, wired Mr. Sparrow at headquarters for twenty-two machines.

New Columbia Agencies

A new Columbia agency has just been established in Jackson, Miss., with the Hidelbing Furniture Co., in the territory of Salesman W. R. Richardson.

H. H. Irving has taken over the Columbia territory formerly covered by W. W. Twigg, who is now with the wholesale department of the Edison Co. Mr. Irving was formerly specialty salesman for the Firestone Tire Co. His headquarters will be Alexandria.

Talking Machine Man Is Mayor

An instance of the popularity of the music man in the community is seen in this item. L. I. Lefeaux, exclusive Columbia dealer for the city of Port Allen, La., was recently elected mayor of the town. Mr. Lefeaux is one of the many enthusiastic "sell-by-truck" Columbia dealers. This has given him first-hand information as to the condition of the roads.

One of his first official acts was to take steps to improve the streets and roads in and about the city, and now they are in a condition that causes the residents to loudly boost their mayor. A recent newspaper item states that, since his election, the town has taken on new life. He has put co-operation and enthusiasm into every department of the city works and is making signal progress in much-needed improvement. Mr. Lefeaux stated that one of the planks of his platform was "more congenial homes," which is another way of saying "more homes with music."

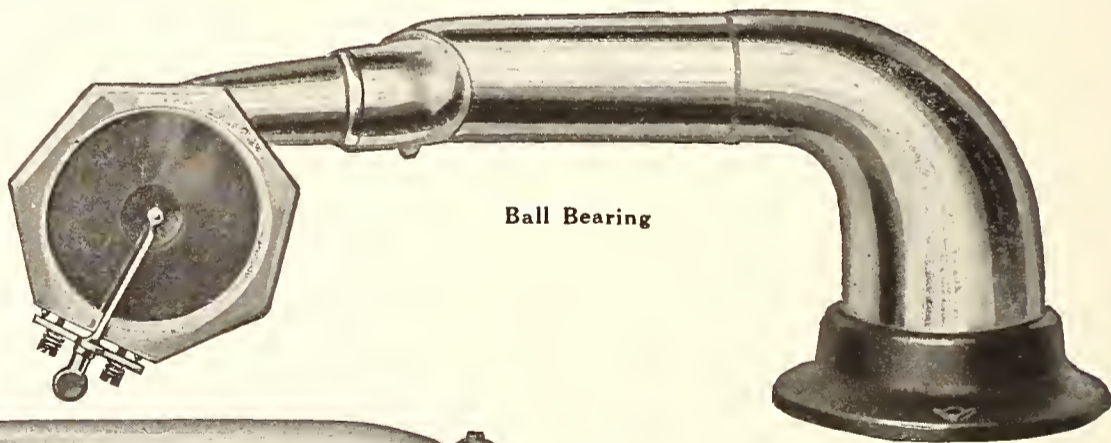
New Manager in Baton Rouge

Frank Allen, assistant to J. D. Moore, of the talking machine department of Maison Blanche, will, on September 15, assume the duties of manager of the Columbia department of the Globe Furniture Store, of Baton Rouge. This department of the Globe firm has just been reorganized under the supervision of E. L. Estes,

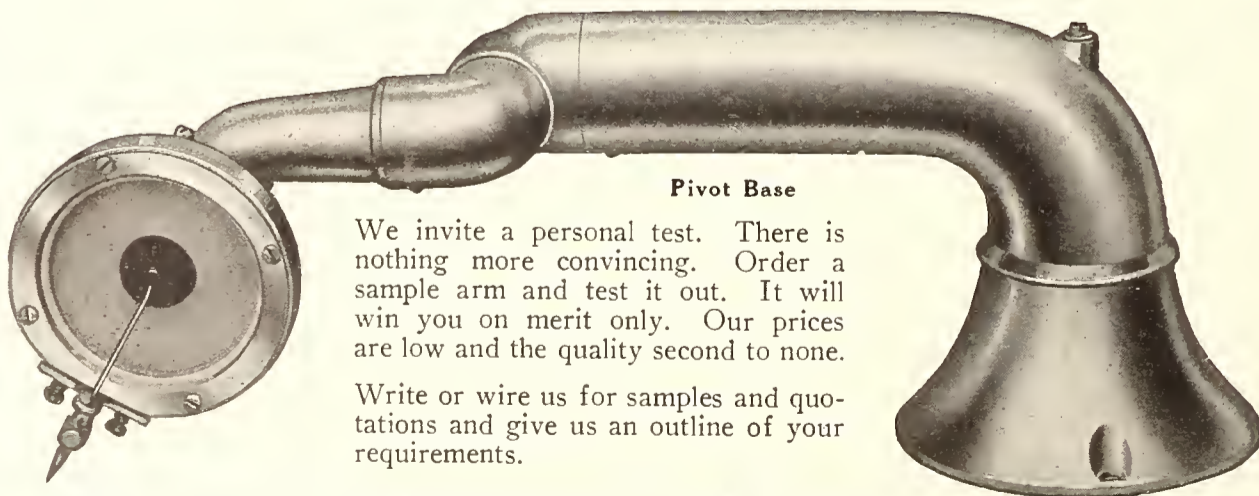
THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
Machines.



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.

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

general manager of the New Orleans office.

Nor have the country dealers been grabbing all the business. Listen to this!—The Barnett Furniture Co. here, as the result of one full-page ad in the New Orleans Item, sold twenty-seven machines in one day and, it is said, fifteen machines the second day.

The Levy Furniture Co. has been conducting a special drive during the past month on Grafnolas and has done more business in that line during August than the entire seven months previous to that time.

R. R. Sparrow, manager of the Southern district of the Columbia Co., has just returned from a two weeks' business trip to New York, where he has been preparing for the Fall business, and has been arranging the details for moving into the new home here on October 1.

Helping the Dealer to Sell

The substance of the talk which the correspondent had with John Hofheinz, manager of the Victor wholesale department at Werlein's, Ltd., is this: that the Victor people are leaving no stone unturned to help the dealer; they are going the limit in planning attractive "go-getter" campaigns and selling plans for them to follow. The dealer is encouraged and is welcoming the aid from headquarters. This attitude, plus the general outlook on the outside, in the industrial and agricultural world, is the best indication of a big revival of business.

Among the features planned for the dealers this Fall are: A drive on the Club Plan for Style 80 and a Caruso Record Sales Plan. Again, the two flat-topped console models, due out in the early Fall, are expected to increase the sales of the respective dealers. Horizontal type Victrolas have been very popular all the Summer and it is expected that their popularity will even pass the demand for the vertical types during the last half of 1922.

Dealers Placing Good Orders

As for the Fall orders and Winter stocks the local dealers have all pretty well anticipated their needs and have sent in pretty big orders, as have a large number of the country dealers. "Some, however," said Mr. Hofheinz, "have failed to heed the warning and if, as it is possible, there will be a shortage in some types these dealers will find it a hard matter to get the number of machines they would like."

Increased Demand for Re-creations

Over at the Diamond Disc Shop they reported an increase in business during August of 75 per cent over July in machine sales, while record sales increased approximately 50 per cent. A new plan of the Edison people has been to put out a new crew of two men with a truck, starting a house-to-house canvass placing machines in homes on the approval plan. According to the estimate of Mr. Billiet 60 to 75 per cent of the business is done on the approval plan and he has backed up his opinion by putting it into practice, and he attributes his increased business largely to this new plan.

Reports from the local retailers as a whole have been much better than last month. About three-fourths of the sales managers, however, of the talking machine departments at the different stores are away on their vacations and detailed news from these stores has been almost unobtainable.

Personals

J. D. Moore, manager of the talking machine department of Maison Blanche, is away on his vacation. With his family he is motoring to Brown Wells and expects to be gone about two weeks.

Edgar Newman, of the Maison Blanche music department, is motoring in New York State with his family. Ralph Young, manager of the Grunewald Victrola department, is off on his vacation. J. L. Billiet, manager of the Diamond Disc Shop, has just returned from an extensive trip through California State.

Miss Emma Delery, of the wholesale department of Philip Werlein, Ltd., who has been ill for some time, has just returned from a month's stay at Dawson Springs, Ky., where she has been recuperating.

CLOSES IMPORTANT MACHINE DEAL

Player-Tone T. M. Co. Purchases Entire Stock of Emerson Model 20—I. Goldsmith Returns From Buying Trip—Business Showing Substantial Increase—Fall Outlook Is Good

PITTSBURGH, PA., September 5.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, returned a few days ago from Grand Rapids, where he closed an important deal, whereby his company takes over the entire stock of the instrument formerly known as the Emerson upright model No. 20. This model is one of the most popular in the Emerson line of phonographs, having achieved considerable success because of its attractive cabinet design and the fact that it is equipped with a No. 44 Heineman motor, music master horn, Emerson tone arm and a record filing album device.

In a chat with The World Mr. Goldsmith stated that he is planning to feature the Emerson Model 20 through the medium of an intensive sales campaign, as he believes that the time

is now ripe to introduce an instrument of this type to the dealers throughout the country. He states that the phonograph factories in general seem to be on a sounder basis and that the outlook for Fall and Winter is excellent.

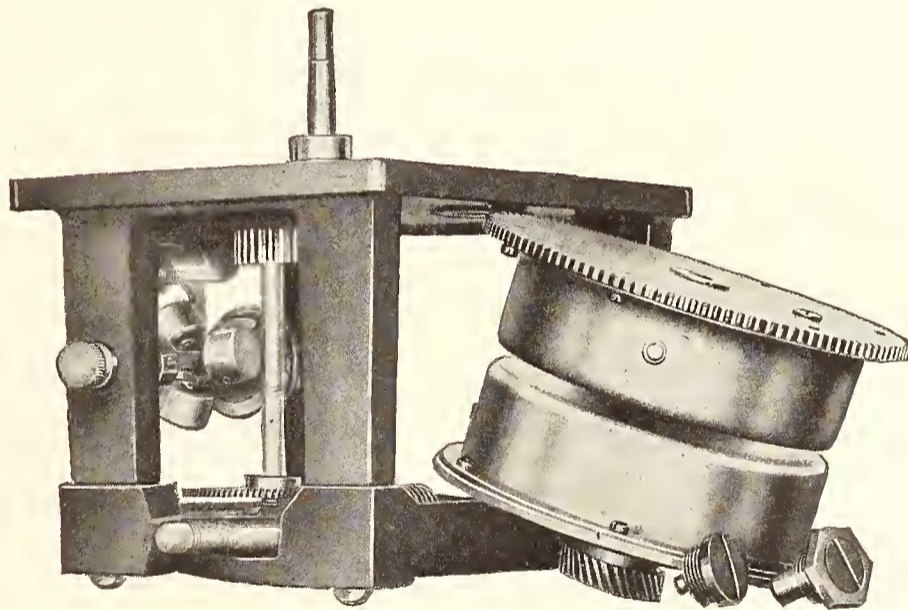
Mr. Goldsmith believes that the larger purchasers of talking machines are becoming tired of buying merchandise that does not build for the future, and that hereafter they will depend on standard, reliable merchandise as the backbone of their business.

The Player-Tone Talking Machine Co. is closing an excellent business, the sales totals for the year showing a substantial increase over 1921. Inquiries are being received from dealers in the leading trade centers and, judging from all indications, the 1922 Fall trade will compare very favorably with banner seasons of previous years.

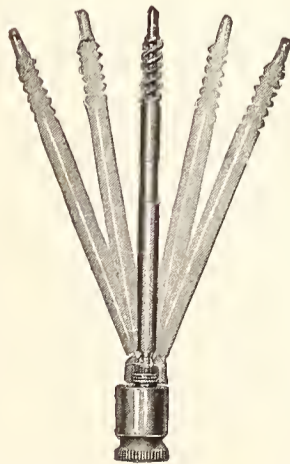
Spaulding's Music Store, Exeter, N. H., W. C. Spaulding, proprietor, is now located in larger and more attractive quarters. Victrolas and Victor records are handled.

Study the SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

Geor - gia! Geor - gia! My home sweet home

GEORGIA

Irresistible Fox Trot - Full of Rhythm and Snap - It's a Hit

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

Proved Instantly Popular in Vaudeville
—A Great Favorite with Dancers.

HEAR IT NOW!

SUMMARY OF NEW TARIFF BILL SHOWS MANY CHANGES

Washington Bureau of The World Prepares Synopsis of the Important Changes Made in Former Tariff Rulings by Present Tariff Bill Which Directly Affect the Music Industry

WASHINGTON, D. C., Sept. 5.—For the benefit of its readers the Washington bureau of The World has prepared the following summary of the tariff bill, as passed by the Senate on August 19, showing changes made by that body:

A rate of 40 per cent ad valorem is provided in Paragraph 1441 for musical instruments and parts thereof, not specially provided for, pianoforte or player actions and parts thereof, pieces for musical instruments, pitch pipes, tuning forks, tuning hammers and metronomes, strings for musical instruments composed wholly or in part of metal; \$1 per thousand and 35 per cent ad valorem for tuning pins; 45 per cent ad valorem for violins, violas, violoncellos and double basses, of all sizes, wholly or partly manufactured or assembled; 40 per cent ad valorem for unassembled parts of the foregoing instruments.

Paragraph 1442 provides that phonographs, gramophones, graphophones and similar articles and parts thereof, not specially provided for, shall carry a rate of 30 per cent ad valorem; needles for phonographs, gramophones, and similar articles, will be dutiable at 45 per cent ad valorem.

Chamois skin, pianoforte, pianoforte action and player action leathers will be dutiable at 20 per cent ad valorem. Catgut, whipgut, Oriental gut, and manufactures thereof, not specially provided for, and manufactures of worm

gut, will be dutiable at 50 per cent ad valorem. Ivory tusks in their natural state or cut vertically across the grain only, with the bark left intact, are on the free list, but manufactures of ivory or vegetable ivory will be dutiable at 35 per cent ad valorem. All animal, vegetable or mineral wax not specially provided for is on the free list. Wood is also on the free list, as well as unmanufactured worm gut.

The ad valorem duties in the Senate bill are to be based upon the foreign valuation, while the House provided for the assessment of such duties upon the American valuation. It is believed that, after considerable discussion, the foreign valuation basis will eventually be adopted.

The Senate bill provides authority for the President to deal with dumping and unfair practices in importation by increasing or decreasing rates to an extent not to exceed 50 per cent of the rates fixed in the bill, after due investigations and hearings by the Tariff Board. He is empowered to take steps, either by changing rates or by prohibiting importation in extreme cases, to meet dumping or unfair practices in the importation or sale in this country of foreign goods, and is authorized to take retaliatory action against foreign governments attempting to restrict exportations to the United States by means of export duties or otherwise.

The bill is now being considered by a joint committee of the Senate and the House with a view to ironing out the differences in the measure as adopted by the two bodies and preparing the bill for final adoption. It is hoped that a final report will be made shortly so that the complete bill may be signed by the President.

ABILITY TO PICK ACTIVE SELLERS

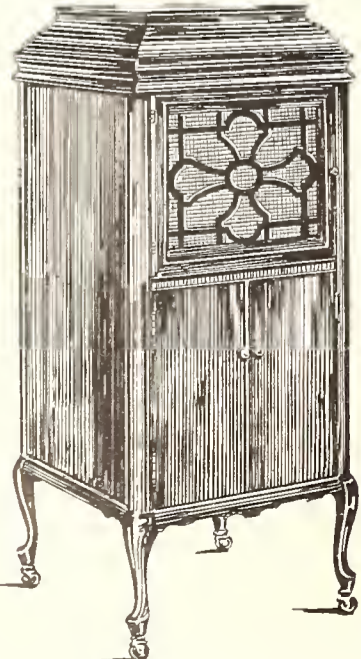
Sol Kronberg, of the Banner record division of the Plaza Music Co., 18 West Twentieth street, New York City, in a recent chat with a representative of The Talking Machine World, was quite optimistic regarding Fall conditions. He said: "It is quite true that there is always a falling off of sales during the Summer months. This year, however, a marked improvement in activity has been seen. There was a stronger and more consistent demand, and as far as Banner records are concerned, we attribute this to the merits as well as the favorable retail price of the product."

Mr. Kronberg stated that his company was very fortunate in its selection of fast-selling numbers, and the ability to pick the active sellers was accredited to the fact that it is an extensive operator in the sheet music field, having a national distribution among sheet music dealers in all parts of the country.

VICTORS USED IN BROADCASTING

Victor records are used exclusively in the weekly radio concerts given by the Edmonton Journal, of Edmonton, Alta. The records are loaned by Mason & Risch, Ltd., of that city.

Model 17, Mahogany, Golden Oak or Fumed Oak, 75-record file. Emerson Music Master horn and Thrush Throat tone arm. Heine-man No. 44 motor. All exposed metal parts gold-plated. A beautiful machine worth many dollars more than we ask. We have also a number of Emerson Model 20's.



Emerson Phonographs

at startling low prices

WHAT would it mean to you to be able to offer your customers a beautiful, nationally known, high-grade Emerson Phonograph at a price so low that it seems ridiculously impossible—and yet be able to make a fine profit on them? You can do so. We have a number of Emersons, fine, new machines, which we made up for the Emerson Co., which we can sell you at a price you will scarcely believe possible. We want to break even and that's all. You and your customers get the benefit. You know the Emerson—how really high grade it is—and what a splendid reputation it has. Cash in on this real buying opportunity!

Write for full information

The UDELL WORKS :: Indianapolis

28th Street and Barnes Avenue

Announcing Reduced Prices and New Models LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are broadly covered by patents.
 Long Consoles are distinctive in design and have the divided top.
 Long Cabinets are regarded by the trade as the Standard of Quality.
 Deliveries can be made at once.
 Order now for Fall and Holiday requirements.
 Write to-day for catalog of full line.



Style 601
\$27.00



Style 602
\$30.00



Style 603
\$29.00

Announcing The New Long Consoles



Style 608
\$30.00



Style 610
Open doors showing arrangement of interior as used in 608 and 610



Style 606
For Victrola IV only
\$20.00



Style 610
\$28.00

The Geo. A. Long Cabinet Company
 HANOVER, PA.

Featured by Paul Whiteman and His Orchestra in George White's "Scandals."

HOT LIPS

The New "Wang Wang Blues" by the same Writer.

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

HEAR IT NOW!

He's got hot lips — When he plays Jazz, — He draws out steps, —

FOUR VERY ATTRACTIVE MODELS OF THE NEW EDISON

These New Designs, Which Range in Price From \$60 to \$135, Have Made a Great Impression On the Trade and Public and Orders Have Been Coming in From Distributors in a Lively Way

ORANGE, N. J., September 9.—Thomas A. Edison, Inc., recently announced four new models of the New Edison, which are of a revolutionary character insofar as price is concerned. Hitherto the New Edison instruments have comprised what the trade regarded as a high-priced line and at one time the lowest-priced model

have been demonstrating their enthusiasm for the new models brought out earlier in the year in a most convincing manner. The announcements of the further additions to the line have amplified this enthusiasm to a great extent, as it is the unanimous feeling of the Edison trade that the new models broaden the market and

width, 17½ inches; height, 42½ inches; depth, 18½; Re-Creation capacity, 33; price, \$100.

London Console, mahogany finish (brown); length, 35 inches; height, 35 inches; depth, 20½ inches; Re-Creation capacity, 34; 2-piece top; price, \$135.

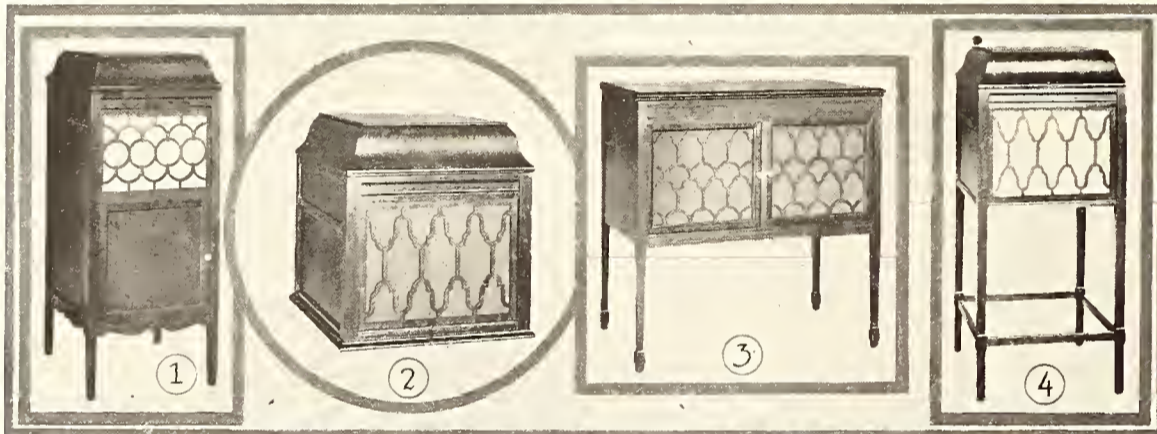
DINNER FOR SALESMANSHIP CLASS

Those Attending Second Class of Victor Salesmanship School in Boston Guests of Local Jobbers at Dinner and Theatre Party

BOSTON, MASS., September 8.—The second class of the Victor Salesmanship School, which attracted a most satisfactory number of entrants, was brought to a close last night with a dinner party at the Hotel Brunswick, followed by a theatre party at the Colonial Theatre to see "Sally," when the sixty-one students were the guests of the local Victor jobbers, the Eastern Talking Machine Co., Oliver Ditson Co. and M. Steinert & Sons Co.

JOIN BRISTOL & BARBER STAFF

Bristol & Barber, distributors of talking machines and accessories, New York City, have enlarged their organization through the addition of four new members to the sales staff, consisting of: Alfred Friedman, formerly with the Plaza Music Co., who will cover New Jersey, part of New England and New York State south of Albany; Harry J. Steinberg, formerly with the Emerson Phonograph Co., covering Brooklyn; S. J. Palmer, formerly with the General Phonograph Corp., covering New York City in the interest of Okeh records, and Arthur J. O'Neill, at one time with the Pathé Frères Phonograph Co., who will cover New York City on Q R S music rolls. All four of these new members of the staff have had a wide experience in the talking machine field.



1. London Upright. 2. London No. 1. 3. London Console. 4. London No. 2.

was \$167. The new machines are all priced to cater to a demand for instruments selling around \$100 and less. Certain economies have been effected in the casework in order to make possible the low prices on these models, but in every instance the mechanical features of the New Edison are similar to the more expensive models.

The new instruments were announced to the trade a short time ago and already orders have been placed for an extremely large quantity of each model—a quantity which will keep the Edison plants and assembling centers busy to capacity throughout the balance of the year. For some time past the Edison jobbers and retailers

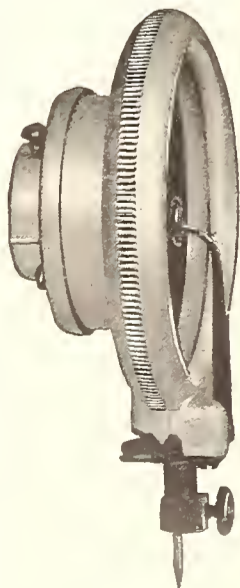
turnover volume of the Edison trade by about 100 per cent.

Deliveries throughout the country will be made on these new models in plenty of time to cater to the Fall trade. In the words of a prominent Edison official, these models bring the New Edison "within the reach of all." The new models include:

The London No. 1, mahogany finish (brown); width, 17½ inches; height, 19½ inches; depth, 18½ inches; price, \$60.

London No. 2, mahogany finish (brown); width, 17½ inches; height, 40 inches; depth, 18½ inches; price, \$75.

London Upright, mahogany finish (brown);



A QUALITY SOUND BOX

Here is a sound box that has won a reputation for its quality features of design, construction and tone.

It reproduces a full, mellow, resonant tone of unrivalled volume and clearness.

Good enough for the highest-class phonographs and cheap enough for the lowest-priced machines.

Get acquainted with the superior qualities of the Presto rubber-hub sound box and you will realize why it has been adopted by the leading independent manufacturers.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.



S A I N T L O U I S

*Settlement of Miners' Grievance Felt in Local Trade Circles—
Appearance of Prominent Record Artists Helps Trade—The News*

ST. LOUIS, Mo., September 8.—With the beginning of September there was an improvement in the demand for the higher-priced talking machines, particularly consoles, which, it was felt, would have been more pronounced if it had not been for the unsettling effect of the railroad strike. The improvement in the local trade territory was helped by the settlement of the coal strike, particularly in Illinois, where the effects of that strike were most directly felt. However, the railroad strike was more disastrous than the coal strike in disturbing public confidence and interfering with industrial revival. The record business, however, was not seriously affected by either strike and held up very well during August and the first week of this month. The feeling is that, with the ending of the railroad strike, an immediate and active improvement in the demand for machines will be felt and there will be very good business through the Fall and early Winter, culminating in a record holiday business.

Public Favors Brunswick Artists

There never was anything like the success of the first appearance of Gene Rodemich and his celebrated orchestra in a free performance at the Vandervoort Auditorium of the new September Brunswick records. It is estimated that, after the auditorium had been filled to its capacity of 700, there were between 4,000 and 5,000 turned away. The congestion in the store became so great that traffic cops had to be called in from Olive street to clear the aisles. The stage was arranged with a handsome setting of palms and ferns. After the first number by the orchestra the lights were turned off and a Brunswick machine, in an upper box, took up the strain and was given full spotlight honors. The entire program was received by the audience with marked favor. Manager Hosier is vastly pleased with the success of the event, which will be repeated each month on Brunswick release dates.

F. L. Horning Arrives

Frank L. Horning, of Boston, has arrived to take the management of the Stix, Baer & Fuller talking machine department, succeeding F. J. Ennis, who recently, on account of ill health, went East and has concluded to remain there. During the interim the department was efficiently handled by Miss Helen Hatfield.

G. C. Friend, formerly with the Columbia Co.

at Kansas City, Mo., and Thomas Murphy, formerly with the Rudolph Wurlitzer Co. at Memphis, Tenn., are now with the Widener Shop as outside men.

"The Merely Ornamental Victrola" is the subject of a disquisition in the Koerber-Brenner advance list of records for October. The merely ornamental Victrola, it is explained, "is one that sits in a corner of the living room—and just sits there. It's a beautiful piece of furniture—it fits its corner nicely—it harmonizes with and balances off the rest of the living-room furnishings—but, like the well-trained small child, it's seen and not heard.

"It's really surprising what a lot of Victrola owners there are who allow their machines to become 'merely ornamental.' Do you know how many Victrola owners like that there are in your town? You can find out. Just go over your books and make a list of those customers who haven't bought any records during the past six months or so. It's a ten-to-one bet that, in the homes of those people who have quit buying records, the Victrola isn't played one-half hour a week. * * *

"Why not make a determined effort to bring those who haven't bought records for some time into the fold of regular buyers? A telephone call will get some of them. A letter, enclosing a well-chosen list of records, will get others. A personal call may be necessary to get the more reluctant. But whatever effort it takes to get them, that effort is worth while. Not only every Victrola but every talking machine in your town ought to be a source of month-after-month record sales for you. You can't afford to allow many of them to be 'merely ornamental'."

Class in Musical Appreciation

The School Board of Lebanon, Ill., granted the use of the school hall to Miss Estelle Heuman, of the Victor department of Daumueller's, and on each Tuesday morning a class in music appreciation is held. Thirty-five children attended the first class and the attendance promises to grow.

Victor Artists Play to Large Audience

Another striking success was the opening concert given by Dave Silverman's Orchestra in the talking machine department of the Famous & Barr Co. on the Victor release date. The orchestra played the same arrangements

as the records and a large audience was keenly appreciative. The orchestra has been engaged by Manager J. F. Ditzell to appear on all Victor release dates.

Artistic Float Attracts Attention

The DeMerville Piano & Music Co. entered an attractive float in a recent competitive parade of South St. Louis merchants. The float consisted of platforms built on the auto delivery body and draped in white with red Victor pennants. A dog and reproduction of the Victor trade-mark were part of the display as well as a horizontal Victrola. Mr. DeMerville distributed Victor puzzles to the children along the line of march and his was voted the most popular float in the parade.

An interesting contrast is shown in pictures received by Koerber-Brenner from Marion, Ill. The one shows the first Saturday morning children's class conducted by the Cline-Vick stores and has but nine children. The second shows the class a month later, held in a public park and numbering nearly fifty.

Paul Whiteman's Club Royal Orchestra

Paul Whiteman's Club Royal Orchestra, of New York, appeared recently for a week at the Grand Central Theatre, under an arrangement made by Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department. During the orchestra's stay its Victor records were effectively exploited in Mr. Ditzell's section.

The talking machine sections of the department stores are again open six days a week.

Columbia News Items

A few weeks ago the Arkansas Light & Power Co.'s radio broadcasting station at Pine Bluff, Ark., arranged a program entitled "An Evening with Columbia Artists," and this was broadcasted. Operatic, symphony, popular dance and comedy music were included in the program, which was reproduced on the Grafonola and both records and Grafonola were supplied by the Knox-Walker Furniture Co.

Rolens & Millikan, of Murphysboro, Ill., used a Magnavox in connection with the County Fair held in that city recently. This enterprising dealer occupied the judges' stand immediately across the amphitheatre, and displayed a large sign advertising new Columbia records. Each time a record was played on the Magnavox the name of the record was shown on the sign, and this unique publicity was well received.

George Ermantraut, of Ermantraut & Sons, of this city, Columbia dealers, was married recently, and is now receiving the congratulations of his many friends in the trade.

Mr. and Mrs. Phil Dallmeyer, of Jefferson City, Mo., were recent visitors at the St. Louis branch of the Columbia Co. They stated that conditions in their home town were excellent.

There's Lots of Money Around

this broad land of ours.

For example: June and July were the biggest months of production and sales in the automobile industry, not even excepting the profligate years of '19 and '20.

And of the sales made a large percentage were first-time buyers.

These people had gone along economically and quietly and had been saving their money.

The automobile season is dropping off.

The talking machine season is just beginning—and there's lots of money around the country.

Our plans are all made. Are yours?

ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND, OHIO.



Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface



Extra Heavy
Size—1 1/8 in.



7/8 in.



3/4 in.



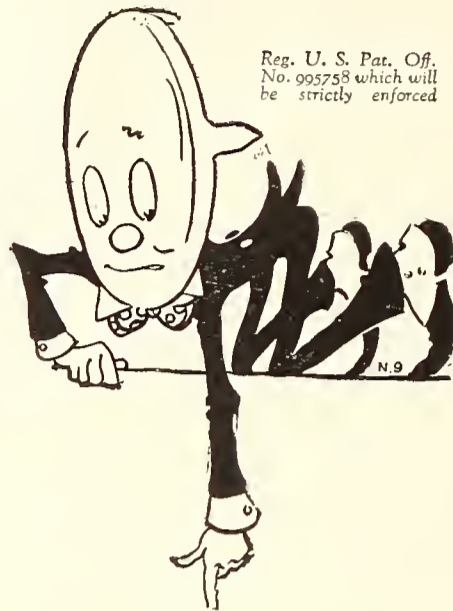
5/8 in.



1/2 in.



3/8 in.



Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced

Furniture Footwear *Invisibility*

A piece of furniture equipped with a form of footwear that raises it considerably above the floor goes far to spoil the lines of that particular piece or suite.

It is desirable that furniture footwear be invisible.

DOMES of SILENCE

once applied cannot be seen. Added to this great point "DOMES OF SILENCE" have these additional important qualities, which ordinary devices do not possess:

Economy

Simplicity

Silence

Adaptability—Suitable for covered and uncovered floors alike.

Service— Long wear.

Protection to furniture, floors and rugs.

The perfect footwear for furniture—

DOMES of SILENCE

"Better than Casters"

Henry W. Peabody & Co.

DOMES OF SILENCE DIVISION

17 State Street, New York City

In All Your Talking Machine Orders,

Specify **DOMES of SILENCE**

F 68

*What we say above about Furniture applies also
to Phonographs*

KANSAS CITY

Bad Effects of Coal and Rail Strikes Minimized by Aggressive Tactics of Dealers—Workers Help—Optimism for Fall Prevails

KANSAS CITY, Mo., September 5.—Talking machine jobbers and dealers in this territory differ somewhat as to existing business conditions and future prospects, although the majority are in an optimistic frame of mind and look for a very substantial Fall trade.

The coal and railroad strikes have had a rather bad effect on business in this territory for the reason that there are a number of communities which depend chiefly upon the patronage of miners and railroad workers.

Farmers also have been hit to a certain degree, being unable to move their crops freely and suffering in some sections from the effects of drought. However, there is still enough money in circulation to keep the trade moving more or less satisfactorily.

In spite of these discouraging conditions, or maybe because of them, certain dealers are more active in their preparations for going after the business than usual. They argue that if the business is hard to obtain, then it is all the more reason that they should use every possible means to secure it. Therefore, they are doing out-of-the-ordinary stunts.

One of the interesting plans is connected up with the Western Amateur Golf Tournament, in which "Chick" Evans successfully defended his title as champion. The Brunswick people are pushing the records which give the "Chick" Evans directions for playing golf. These records are displayed with a life-size picture of "Chick" and with an attractive assortment of golf paraphernalia. The golf fans are interested, further, in the statement that the profits on the sales of these records are to be devoted to establishing the "Chick Evans Foundation," which is to be devoted to carrying on the work of the National Caddies' Championship.

Sales Manager Schoenley, of the wholesale Victor department of the Schmelzer Co., is working out a campaign for the Tungstone needle, which is meeting with an enthusiastic reception from the dealers. He has several needles, duplicates of the real needle, but 110 times as large, which are to be sent from dealer to dealer and used in window displays. The actual size of the gigantic needles is six feet long and seven inches in diameter.

The campaign on Victor Health Records, which has been put on also by the Schmelzer Co., has met with good co-operation by the dealers, but it is generally agreed that the real results from this campaign will not be secured until after the hot weather.

Dealers in this territory are looking forward to the coming of the factory representatives of the Victor Co., F. A. Delano and his corps of assistants, who will hold a school of salesmanship in Kansas City during the Fall. The dates have not yet been arranged, but preliminary announcement has been made. The school will last five days and will be held in the Victor wholesale department of the Schmelzer Co. The course will be similar to that followed in other cities. Indications are that the attendance will be large.

G. W. Collins & Sons, exclusive Columbia dealers at Belleville, Kan., are staging a great sale on the occasion of their thirtieth anniversary. The drawing card of the sale was a voting contest of the most popular local resident.

Samples of the new line of Edison consoles have arrived here and Manager Blackman, of the Phonograph Co., states that they have been received with great interest and enthusiasm by the dealers. It is considered a step toward popularizing the Edison that the factory is now able to announce a genuine Edison at a price as low as \$60. Other machines of the line sell at \$75, \$100 and \$135. The baby console is receiving a hearty welcome in this market.

The Chappell Music Co., of Salina, Kans., exclusive Edison dealer, has determined to enlarge its business and add a line of pianos, player-pianos and other musical instruments. The first addition will be the Packard line. The company is moving into beautiful new quarters and reports a nice Summer's business. Herbert Bailey, who has been associated with Mr. Blackman in this city, will have charge of the enlarged business at Salina.

The appearance of Miss Florence E. Hazlett, educational representative of the Columbia Co., working out of the Kansas City branch, at Lexington, Mo., received much favorable comment. Miss Hazlett was on the program of the Lafayette County Teachers' Meeting at the high school building of Lexington, appearing in the afternoon of the first day's session to demonstrate the use of the Grafonolas in the public schools. Her appearance was well received and B. R. Young, the local Columbia dealer, reported that the sale of Columbia school records was greatly stimulated by the appearance.

Louis Deitsch, proprietor of Scanlan's Hardware & Furniture Co., St. Joseph, Mo., is using a novel scheme to secure replies to his letters to Grafonola and Columbia record prospects. He encloses a bright new penny to cover the post-

age of the return reply. The plan has been unusually successful in securing replies.

The Sweeney Automobile School, which has one of the most complete broadcasting stations in the country, has a special broadcasting room fitted up artistically with period design furniture, including a P-7 Charles II period design Grafonola.

R. H. Brown, for years connected with the teaching of music in Kansas City public schools, has moved to Manhattan, Kans., having purchased the music business of Harry Smethurst, of the Smethurst Music Co. The concern will be known as the R. H. Brown Music Co. Columbia Grafonolas, records, pianos and small musical instruments will be handled.

The Allen Phonograph Parlor, Columbia dealer, at Independence, Mo., has just started a Grafonola campaign and, to support this campaign, is running a series of full-page newspaper advertisements and it has distributed throughout the territory adjacent to Independence, Mo., 5,000 circulars featuring Grafonolas and the sale which it is now conducting.

Reports on the sales of the new style horizontal-topped Victor consoles indicate that the public has been waiting for them. One dealer has ordered at one time as many as twenty-five of them from the Schmelzer Co.

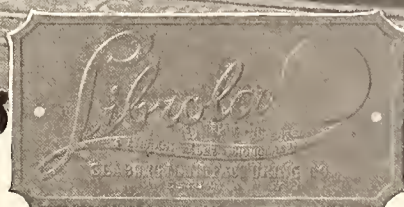
Victor dealers are combining to connect up in an advertising and selling campaign in connection with the visit to Kansas City of John Steel, who appears at the Orpheum. The Paul Talking Machine Co. will display, together with his records, a Victrola in the lobby of the theatre in which Mr. Steel will appear.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.
Jamestown, N. Y.



No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Genuine Mahogany, Walnut or Oak

The Biggest Value on the Market. A Trial Order Will Convince

THE 19TH HOLE

Get HIM a copy today
It's funny-of course

IF HE Golfs — HE will enjoy this NEW "Sportsong"

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

SING OLD HYMNS FOR BRUNSWICK

Chorus of Sacred Harp Singers Recording Exclusively for Brunswick Co.—Perpetuating Hymns of the Pilgrim Fathers

A recent addition to the artists recording for the Brunswick-Balke-Collender Co. are the Sacred Harp Singers, chosen the official chorus of the United Sacred Harp Musical Association, which numbers over 5,000,000 persons in the United States and dates back to the beginning of American history, according to an announcement emanating from the Brunswick Co.

The Singers, who are now recording exclusively for the Brunswick Co., were selected from a delegation which came to New York from Texas early in July to fire the opening gun in a nation-wide campaign to bring about a revival of the old-fashioned choir singing of the Pilgrim Fathers. Typical hymns sung by

Among the recordings which have already been made and which appear on the Brunswick Purple Label list are the following: 5150—New Britain, C. M., Canaan's Land, C. M. D., Mixed Choir of the Original Sacred Harp Singers; 5151—Soft Music, Pleyel's Hymn, C. M., Mixed Choir of the Original Sacred Harp Singers; 5146—Penick, C. M., The Christian Warfare, Mixed Choir of the Original Sacred Harp Singers, and 5147—Easter Anthem, Antioch, L. M., Mixed Choir of the Original Sacred Harp Singers.

NOW MANUFACTURING RADIO HORNS

Standard Metal Mfg. Co., Newark, N. J., Enters New Field of Activity—Is Widely Known

The Standard Metal Mfg. Co., Newark, N. J., which for over twenty years has manufactured metal amplifying horns for the talking machine trade, is now manufacturing radio horns in addition to its other products.

The radio horns are in several designs and sizes. A particularly popular amplifying radio horn is that made of rubberoid, black enamel finish, designed to be used with all makes of radio receivers. It is of heavy material in order to avoid blast in amplification. The Standard Co. also manufactures a radio horn similar to the flower-shaped bell found on the old Edison phonograph. This is produced in rubberoid black enamel finish and also in grained mahogany.

Horns for the interior of cabinets are made upon specification and of every

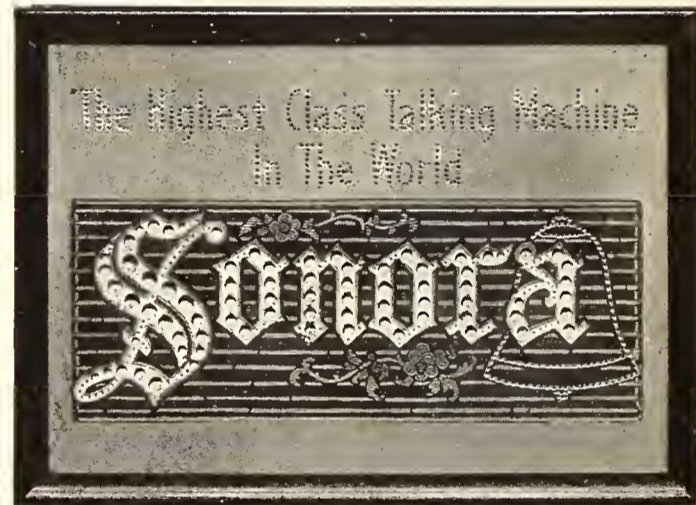
design and dimension. W. A. Lawrence, president of the Standard Metal Mfg. Co., is well known throughout the talking machine industry. In addition to the large volume of work for talking machine manufacturers, which includes horns for the interior of cabinets, the Standard Co. also had for many years close connection with the retail field through the manufacture of the old style exterior horns for talking machines.

In speaking of the demands for its earlier type of talking machine horn Mr. Lawrence said: "Although there is only a small retail demand for the machines with exposed horns in this country, and those particularly for school use, we are still delivering to the larger manufacturers many such horns for foreign consumption, particularly for South American and India trade, many orders coming direct.

NEW SONORA ELECTRIC SIGN

Day and Night Sign Announced by Sonora Advertising Department in Demand

A new "Da-Nite" sign has just been announced by the Sonora advertising department. The accompanying illustration shows the daytime effect of this sign and at night it is il-



luminated by an electric bulb flashing on and off at regular intervals, giving an appearance as though the letters were composed of myriads of small electric bulbs. The color scheme of the background is blue and black, with white letters, and the size of the sign, 14½ inches by 20¼ inches, should make a distinct appeal to the Sonora dealer who aims to give his store 100 per cent publicity day and night.

We Have It!

A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS



Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn
Sample Price to Dealers Now—\$12.50
Send for Sample To-day
Phonographs and Accessories, Repair Parts for All Makes.
Best Steel Needles of American Manufacture at 30c. per M.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets



The Sacred Harp Singers

the Sacred Harp Singers include such old-time favorites as "Promised Land," "Wondrous Love," "Amazing Grace" and "How Firm a Foundation." The Singers render their songs without musical accompaniment of any kind.

**RECORDING
FOR THE TRADE**

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

Manhattan Recording Laboratories
48 West 39th St. New York

NEW ERA OF PROSPERITY FOR THE TRADE, DECLARES RAY

General Manager of Vocalion Record Division of Aeolian Co. Brings Back Satisfying Report Regarding Conditions and Prospects on Return from Transcontinental Trip

O. W. Ray, general manager of the Vocalion record division of the Aeolian Co., recently returned from a six weeks' trip to the Coast and to the Canadian Rockies and reports that the phonograph dealers and distributors, both in the Central West and on the Coast, express great faith in the new era of prosperity.

"This new era of prosperity in phonographs and records means far more for the permanency of the industry than the wave of prosperity that swept the phonograph industry during 1917, 1918 and 1919," said Mr. Ray upon his return. "To-day we find the dealers and distributors trained merchandisers in financing, banking and credits as well as on sales. In the period beginning 1917 manufacturers, dealers and distributors were all optimistic and paying a great deal of attention to sales and this attitude made a very dangerous factor for the industry. To-day every dealer is a banker, financier and credit man, as well as a sales expert, and it has made a factor of safety for the manufacturer that makes the phonograph industry more permanent than ever before and assures the dealer and distributor of making money.

"Reports show, in Indiana and Kansas, the greatest corn crop in the history of these States and offers the farmer the opportunity of paying his debts and having some money left over to spend on articles for his home. In Denver, Col., the mines are opening and crops are very large and the return of a permanent business is reported by all dealers.

"In Salt Lake City the Strevell-Paterson Hardware Co., which we have just appointed as distributor for Vocalion records, and the Consolidated Music Co., who is a dealer for Vocalion instruments and records, expresses a feeling of great confidence in the return of the phonograph business in this territory and the opening of the large copper and silver mines assures them of a very prosperous business this season.

"In Los Angeles one finds John Boothe, manager of the music department of Barker Bros., doing a Christmas business the year round. Houses in Los Angeles are going up on Monday, the decorators are in on Tuesday and the phonograph is sent out on Wednesday. The Munson-Rayner Corp., 315 South Broadway, Los Angeles, has just been appointed distributor for Vocalion Red Records, with Mr. Darville in charge. This concern is being stamped with Vocalion record business and promises to be one of our largest distributors.

"One of the most impressive things that I saw on my trip was the amphitheatre at Hollywood. It brought a message to me and I would like to carry this to the music industry as one of the many things that are being done on the Coast for the development of music. This amphitheatre seats 25,000 people, with a natural stage backed with mountains that rise one thousand feet high, and to step into it on the ever-starlight night of the California climate with a city of people sitting there as quiet as the night and to hear the symphony concerts conducted by Hertz, formerly of the Metropolitan, gave one a new realization of the power of music.

"At San Francisco I was royally entertained by Mr. Steers and Mr. Travers, of the Magnavox Co., and during my stay had the very pleasant opportunity of meeting our dealers in the San Francisco territory and talking to them. The spirit and enthusiasm and the following that the Vocalion Red Records have attained with our distributors were expressed by the fact that the dealers were present in 100 per cent attendance.

"Business conditions in both Portland and Spokane are improving and the prospects for a big lumber business and the tremendous wealth of the great Northwest in mines gives one a feeling that some day this territory will be one of the wealthiest in the United States. Meier Frank, in Portland, expresses his confi-

dence in the future of the phonograph industry by greatly increasing the size of his department, and the Simon Piano Co., who is a Vocalion instrument and record dealer in Spokane, has a large business this Summer and expects a very large business this Fall.

"One of the largest crops of wheat in the history of Montana, North Dakota and Minnesota promises this section a large business for the Fall and the Stone Piano Co., of Minneapolis, has already felt the effects of this optimism.

"My return visit to Chicago found H. B. Levy, the manager of our Chicago branch, with one hundred dealers in Chicago, demanding more Vocalion records and August was the biggest month in the history of Mr. Levy's business.

"My short time in New York since my return leads me to believe that New York City is one of the starting points of this new era of prosperity for our industry and I believe that all

members of the talking machine industry should be proud of their association and the future that this well-established industry offers."

HENDERSON OPENS IN ALBANY

ALBANY, N. Y., September 6.—An attractive Victrola shop has been opened in the heart of the business section of this city by the F. C. Henderson Co. The store, which is located at 23 Steuben street, has been completely stocked with a large assortment of the various Victrola models, and a large library of records has been installed. E. J. Yerick is manager.

HECHT CO. OPENS NEW MUSIC STORE

WASHINGTON, D. C., September 7.—An attractively appointed new music shop has just been opened at 628 F street, N. W., this city, by the Hecht Co., a large department store here. With the opening of the music shop the department conducted in the main store has been discontinued. Columbia Grafonolas and pianos are featured in the new establishment.



"One handle handles it"

Outing

TALKING MACHINE

Perfection in a Portable Phonograph

◆ ◆

Made in Mahogany and Fumed Oak Finishes

Patent Pending
Size: 8 in. x 14 in. x 15 in.
Weight: Complete, including album, 22 lbs.

THE OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality. Built to give years of satisfactory service.

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New York Distributing Division
15 West 18th Street
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145 East 34th St.,
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3 East 14th St.
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174 Tremont St.,
Boston, Mass.</p> | <p>GEO. C. ULRICH & CO.
56 Estey Bldg.,
Philadelphia, Pa.</p> <p>ART EMBROIDERY CO.
Louisville, Ky.</p> <p>IROQUOIS SALES CO.
210 Franklin St.,
Buffalo, N. Y.</p> <p>UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.</p> <p>DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.</p> | <p>VOCALION CO. OF OHIO
Cincinnati, O.</p> <p>VOCALION CO. OF OHIO
Cleveland, O.</p> <p>BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.</p> <p>WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.</p> | <p>J. K. POLK FURN. CO.
294 Decatur St.,
Atlanta, Ga.</p> <p>CANDIOTO PIANO CO.
120 S. Limestone St.,
Lexington, Ky.</p> <p>WM. ANDERSON PIANO CO.
79 Eighth St., S.,
Minneapolis, Minn.</p> <p>RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.,
Richmond, Va.</p> |
|--|--|--|--|

There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.

Outing

TALKING MACHINE CO., Inc.

A. J. COTE, President
MT. KISCO, N. Y.

Dealers in Mexico and Cuba should send orders and inquiries to
R. C. ACKERMAN
291 East 162nd Street New York, N. Y.

Foreign Export—**CHIPMAN LIMITED**
8-10 Bridge Street New York City
Cable Address, **CHIPMUNK**, New York



Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-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.]

5—THE CROWN OF MUSICAL FORM

If what I said last month has been comprehended, the reader will now be ready to take another step along the delectable road of musical discovery. How fortunate he is in being able to take that journey in the magic vehicle of the talking machine! How happy is the fate of those who can have all music at their disposal and choose what they shall hear, when and how they want it!

The great classic masters of the late seventeenth and the early eighteenth centuries did not, of course, realize that they were doing revolutionary work. Telemann, Hasse, Buxtehude and Sebastian Bach were simple and humble men, who sometimes enjoyed court favor and the security of a small official position, who were always obscurely and quietly working for the sole purpose and to the sole end of giving rein to their own emotions and ideas. They wrote music because they could write music better than they could do anything else. They wrote without the slightest thought of the future; nor was their posterior fame even remotely anticipated by them. Now, it was they who worked out the art of Fugue until it stood complete as a Gothic cathedral in its marvelous co-ordination of detail into unitary design. In thus virtually exhausting the art of Fugue the masters of the Bach-Handel period set the stage for the next move in the ever-advancing development of the art of music.

It was Carl Philip Emanuel Bach, son of the great Sebastian, who perceived the desirability of breaking away from the strict art of Fugue, and of Contrapuntal form in general, and of turning to a music more artless and delicate, more elegant, if less majestic. His small pieces for the keyboard instruments of his day, harpsichord, spinet and clavichord, are drawn from a boundless imagination, warmly interested in the slowly opening mind of the new age of free thought and free inquiry. His work opened the way, through a train of followers and co-workers, for Josef Haydn, father of the symphony and spiritual parent of Beethoven, Mendelssohn, Schumann, Wagner and Brahms. It is with him that we must begin if we are to understand something of the crown of modern music, the symphony.

"Papa Haydn"

Haydn, born in 1732, was twenty-four years old when Mozart came into the world, and outlived his famous contemporary by no less than eighteen years. A Croatian by birth, he showed his Slavic warmth and geniality throughout a career which was extraordinarily well shaped to give him the opportunity he needed to develop his genius. Comparatively early in his course

he found himself directing the private orchestra maintained by the head of the great house of Esterhazy in Austria, and he remained in this position for more than twenty years. By virtue of his position he was able to experiment with the make-up and arrangement of the orchestra, to compose music suitable for the ideas he desired to test, and, in general, to do a wonderful preparatory work whereby his successors were able to step into a region of tone already explored and partly subdued, by the force of Haydn's genius.

Haydn was, of course, in a position that no musician would care to occupy, or indeed could occupy, to-day. The great Esterhazy family ruled its Hungarian estates with all the primitive suzerainty of a feudal lordship. A private court was maintained. The country house was a palace, while the town mansion in Vienna was only less elaborate and formal in its arrangements. Haydn, as Kapellmeister, was simply a sort of upper servant, coming after the major-domo and chief cook, but before the second butler. His instructions included a daily appearance, in white wig and white stockings, before the Prince, to receive orders about the dinner music and the various entertainments to which he was obliged to contribute. Shocking as the situation of this remarkable man now seems to us, however, we must remember that he was better off than poor Mozart, whose independent spirit led him to death at a premature age, by what was not very far removed from starvation. It remained for Beethoven to prove that a musician might remain independent of the patrons and the great, and yet earn his daily bread.

What Haydn Achieved

Now what exactly did Haydn achieve for the development of musical art? In the first place, having before him as good an orchestra (from 20 to 35 pieces) as the day could afford, he set to work where his predecessors had left off, and began to develop a more flexible vehicle for his ideas than the strict contrapuntal art of Bach could afford. He had, for background, the work of Carl Philip Emanuel Bach, who had discovered in the dance forms and popular songs of the day much material which could be worked up into effective shape. Bach had set many of his orchestral pieces in the forms of the older dances, gavotte, minuet, bourrée, sarabande. These, indeed, are still most charming, as the student will find by getting out the Victor records of the Suite in D major and listening carefully to them. But this listening will also show that Bach conceived the orchestra merely as a set of abstract parts, about as much distinguished from each other as are the various voices of a mixed choir, but not even thought of as possessing color values of their own to be used for their own sake. It remained for Haydn to follow up an idea which Carl Philip Emanuel Bach had partly worked out in his so-called Sonatas for the keyboard instruments, and to apply this to the orchestra along

with his own rapidly deepening belief that the orchestral instruments have each its own vocal color, which should be utilized accordingly, and not as mere abstract fillers-in of parts.

C. P. E. Bach's Idea

This idea of C. P. E. Bach was that an adequate form for a piece which is to be played but not sung, that is, for an instrumental piece. [Sonata is Italian for "sounded." A "Sonata" was therefore originally simply a piece for an instrument and not for the voice.] He thought that two contrasting themes could be worked out separately and gradually brought to an harmonious close, without any need for strict counterpoint. He was not entirely alone in this idea, of course, but his work was perhaps the most critical. Haydn had this idea before him in the shape of some little "Sonatas," by C. P. E. Bach and his contemporaries, and with his fine orchestra at his disposal was able to work out the form which crystallized as the Symphony, under his able hand.



What Is a Symphony?

The word "Symphony" was used, of course, long before Haydn's time, as, for instance, by Sebastian Bach, and then meant simply any ensemble of music, any concert of two or more instruments or voices. Haydn attached the name to his finest compositions in the form developed from C. P. E. Bach, and it has since been reserved for a particular style of writing for the grand orchestra, a style of which Haydn is the founder and his best works of the kind are still excellent examples.


Let me suggest to the student that he look up the record catalogs and discover for himself some of the symphonic works there available. He will find examples by Haydn, Mozart, Beethoven and Mendelssohn (to take the results of a hasty glance through the Victor, Columbia, Edison and Okeh catalogs). At the right moment, we shall select from these a certain symphony by Haydn, the famous Surprise Symphony, which may be found recorded by the Victor Orchestra in the Victor catalog, among the educational records.

The Quartet Form

Before taking this, however, let me make a needed observation. I am going to ask my reader to become acquainted with what I am calling the "crown of musical form," that is to say, with the most perfect and beautiful of all musical structures, the orchestral symphony. But it is necessary to say that the form on


PERRY B. WHITSITT



Records Make Ideal Gifts



Every Victor dealer should teach his community to accept this fact.

It will sell records the year around as well as in the holidays and it will sell Victrolas as well.



COLUMBUS ~ OHIO

VICTOR DISTRIBUTORS



TALKING MACHINES COMPLETE TALKING MACHINE CABINETS RADIO CABINETS

Golden Oak, Fumed Oak, Red and Brown Mahogany

Cabinets that will satisfy your customers—
Cabinets at prices that will make big profits

Send us your inquiries at once—Order Now.

THE H. LAUTER COMPANY
INDIANAPOLIS, INDIANA

which the Symphony is constructed may be applied also to music intended for a single instrument, for two instruments, or for a quartet, or quintet of instruments. When designed for a single instrument it is called a Sonata, as, for example, we have sonatas for piano and for violin and piano, or 'cello and piano, since the violin or 'cello is not able to carry the harmonies and the needed number of parts by itself. When, again, the music is written in this symphonic form, or for a stringed quartet, two violins, viola and 'cello, it is called a "Quartet." And so on.

We may, therefore, say that a sonata is a symphony for a solo instrument, or for two instruments, that a quartet is a symphony for a set of four instruments (nearly always the four stringed instruments of the violin family mentioned above); and that, conversely, a symphony is a sonata for orchestra. In each case, of course, the elaboration of the treatment and the richness of the whole structure are dependent upon the magnitude and complexity of the instrumental means. An orchestra can do work enormously surpassing the possibilities of a quartet in power, richness, variety and complexity. Hence, the writing must be differentiated, according to the nature of each case.

Haydn and Mozart both experimented so much with the quartet of stringed instruments that an introduction to the mysteries of symphonic form can hardly be had more perfectly than by comparing with each other some of the recordings of quartets by Mozart and Haydn, which are to be found in the catalogs, especially the Victor. As an introduction to what shall follow in the way of orchestral symphonies, we shall discuss some of the Flonzaley Quartet's recordings of some Haydn and Mozart quartets, and thus prepare ourselves for the Haydn symphony which is to follow, and which will then be much clearer to us.

Some Preliminaries to Hearing

As preparation for the actual hearing, let me

remind the reader that the sonata or symphony form commonly includes four movements, distinct and separate from each other. The first is the most important. It is usually marked Allegro (lively), but is sometimes preceded by a slow introduction of a few measures' length. The Allegro opens with a sharp, decided theme or tune, usually very crisp and snappy. This is repeated and then more or less "developed," that is to say, expanded out and put into varied instrumental dress, until the composer is satisfied that his hearers are familiar with it. Then is introduced a second theme, usually feminine, gentle and appealing in character. Then comes what is called the "development section," in which either or both are worked in all sorts of different ways, being subjected to rhythmic, and harmonic changes, as the learning and fancy of the composer dictate. The first theme is usually chosen for this development. The second theme then comes in again, usually, and there is a recapitulation of the first theme in something like its original form. Then comes a Coda or tail-piece, pulling the threads of the musical thought together and ending the movement. A quartet example is the allegro moderato from the Haydn quartet in D, recorded by the Flonzaley Quartet.

The second movement (usually marked Andante or Adagio, moderate speed or really slow, but in either case gentle) consists of a song-like melody, developed graciously and beautifully, aiming to charm more by its grace than by its power. A good example is the Andante from the Quartet in D, by Mozart, recorded by the Flonzaley Quartet.

The third movement was, with Haydn and in all his quartets, a minuet, or dance movement, based thereon. The minuet was a dance in 3-4 time, graceful, stately, and in every way charming. Beethoven worked it out into the more violent and energetic Scherzo, of which we shall speak later. An excellent quartet example is the Minuet from Mozart's Quartet, in

D major, admirably played by the Flonzaleys.

The finale or fourth movement is usually built much like the first movement. An actual example is not to be had at present, so far as known, in quartet recordings, but a good substitute is the Finale from Mozart's Symphony or orchestra, in E flat, as done by the Philadelphia Symphony Orchestra. This is clear, lightly orchestrated, and easy to grasp.

Now, as a preparation for next month's article, please get down the record of the Allegro from the Haydn quartet in D, and start it going. Listen carefully to it and see if you can distinguish the first and second themes, the development and the coda. Listen carefully to the separate work of the fourth instrument, the first violin playing the highest part, the second violin playing a little lower, the viola playing the alto parts, and the 'cello the tenor and bass.

I shall talk further about this and other quartet movements next month, and then get down to the symphonies, beginning with Haydn's Surprise Symphony, as said before.

(To be continued)

THOMAS SCORES IN EUROPE

Noted Singer and Vocalion Record Artist Attracts Great Audiences Abroad

John Charles Thomas, noted American singer, light opera star and Vocalion record artist, who has been in Europe for some months, is reported to have taken the European capitals by storm and at his recitals has attracted audiences that have packed to capacity the various halls. In London only Albert Hall, seating 12,000, was able to accommodate his English following.

Mr. Thomas will return to the United States in October and arrangements are being made for a transcontinental recital tour.

Dealers and salesmen should arouse new interest in records this Fall and Winter.



Puritan Records

Puritan 50-cent Records Provide Quick Turnover

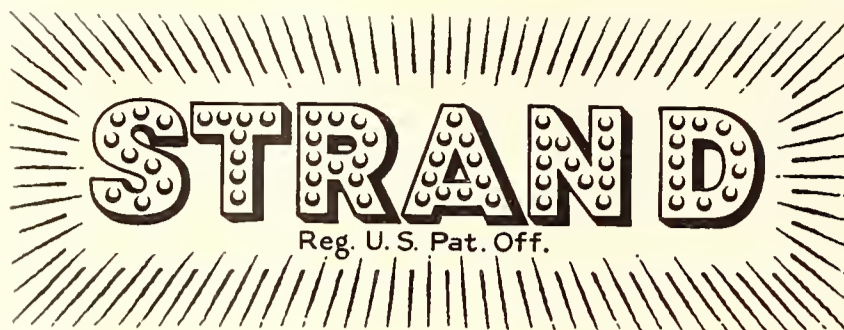
The great indoor season now at hand means increased playing of talking machines. This in turn greatly increases the turnover of record stocks.

You will profit by this demand if you carry the Puritan line of 50-cent records. A large catalogue of both standard and popular numbers appeals to every taste and through our weekly release system you get the new hits first.

Puritan records make pleased customers and provide quick turnover.

If you are located in territory East of the Ohio and North of the Potomac it will pay you to write today for full details.

The **BRIDGEPORT DIE & MACHINE Co.**
170 ELM ST. BRIDGEPORT, CONN.



PHONOGRAPHS

For beauty, for tone, for price

The dealer who makes money
 this Fall and Winter will be
the dealer who sells STRANDS

The policy that has succeeded:

1. Quality and Design

To build none but first class instruments and to concentrate on correct flat-top consoles, every instrument guaranteed.

2. Low List

So that you may offer better values, make sales easier and oftener and increase your rate of turnover.

3. Long Discounts

To give you a liberal profit on each sale and make it doubly attractive to handle Strand Consoles.

4. Trouble-proof Shipping

Prompt, safe deliveries assured by an ample output and a trouble-proof shipping system.

5. Protection

Exclusive territory; you are protected against dividing your trade with nearby competitors.

"It's the Dealer's Turn Now"

These Direct Strand Representatives Are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City

W. O. CARDELL, P. O. Box 1271, Tulsa, Okla.

A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.

CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.

A. C. ERISMAN, 174 Tremont Street, Boston, Mass.

W. S. GRAY, 942 Market Street, San Francisco, Cal.

STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio

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

H. KALISKI, Hotel Monteleone, New Orleans, La.

G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.

WALTER L. ECKHARDT, 624 Market St., Philadelphia, Pa.

RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.

W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.

MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.

R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio

H. J. IVEY, General Delivery, Dallas, Texas

L. D. HEATER, 614 East 28th Street, Portland, Ore.

OTIS C. DORIAN, 11 Bloor Street, E. Toronto, Ont.

R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.

For Example:
 Strand Queen Anne
 Period Console
 Lists at \$125



To responsible dealers we offer a profitable franchise in localities not being yet covered. *Write or wire.*

MANUFACTURERS PHONOGRAPH CO., Inc.

95 Madison Avenue

New York

GEO. W. LYLE, *President*

DETROIT

Dealers Jubilant Over Excellent Business—Local Exhibits at State Fair—Review of Trade

DETROIT, MICH., September 11.—The past month was an exceptionally good month for the talking machine dealers of Detroit. From all sides one hears only jubilation over the volume of business transacted during that time. R. B. Alling, of the Phonograph Co. of Detroit, operating also the Edison Shop, said: "We have just closed one of the best months in the history of our concern—bar none. I am particularly pleased over our showing, not only for the past month, but for the entire Summer as well."

Cheering Reports on Business

H. S. Porter, of Grinnell Bros., is another to report a very pleasing business. As early as the sixteenth of August they had disposed of two-thirds of their quota for that month and, while figures are not available at this writing, it was confidently expected that the month would exceed that of 1921. Mr. Porter attributes a great deal of their brisk trade to the fact that they are out working for it all the time, instead of being content to let the public come to them. A new truck has recently been added to their sales force, to cover the outlying portions of the city. This makes three trucks which are manned by expert salesmen, who take a phonograph directly into the home of the prospect and there let him hear the machine under the same conditions that occur after purchase. Mr. Porter is very careful in the selection of the men he sends out to represent Grinnell Bros. and has managed to gather about him a group of high-powered salesmen who have literally "brought home the bacon." As a result of their success with this method, they are convinced that the usual Summer slump is but a fallacy and that it is folly to encourage this idea. H. W. Fish, manager of the Kimball Piano Co., reports that sales of Kimball phonographs and Okeh records have been highly pleasing. Mr. Fish is of the opinion that the local music dealers are headed for one of the biggest Fall seasons it has been their lot to experience in a long time. The ten branch stores of the firm are also doing a very brisk business in records and phonographs.

Exhibitors at State Fair

The Starr Piano Co., in company with J. L. Hudson Co. and Grinnell Bros., maintained an exhibit at the Michigan State Fair, which ran from September 1 to September 10. Business for the first half of the fair was very promising and it looks, at this writing, as if the exhibit at the fair will bring in more business than has been the custom for a number of years. E. P. Andrews, of the J. L. Hudson Music Store, said: "We are mightily encouraged over results of the display at the fair. It looks quite like the old times, when the fair could be counted on to boost our sales considerably."

Pleased With New Model

W. H. Huttie, district manager of the Starr Piano Co., is very pleased over the reception accorded the new small console model Starr phonograph and the new cabinet model. These two machines are on display for the first time in Detroit or vicinity, at the fair, and from the interest they are evoking will, undoubtedly, be one of the biggest selling lines of the Starr phonographs. Mr. Huttie recently had a very narrow escape from death while traveling from Flint to Detroit via automobile bus, when the car was ditched while turning out for a road hog. The machine went down an embankment and turned turtle twice. Aside from several severe bruises and minor cuts on his body, Mr. Huttie was unhurt and able to make the journey home in the company of friends who drove upon the scene shortly afterwards.

Music Memory Contest Coming to Close

The city-wide music memory contest examinations to determine the district prize winners

KIMBALL Phonographs

Invite good customers and Ready Sales

Because the line is attractive from a business-getting standpoint and is thoroughly reliable the Kimball is the phonograph for the dealer who is building wisely and well.



Style R
Equipped with Albums
37 in. High 40½ in. Wide
23½ in. Deep

Write for Agency terms and the Kimball direct co-operative plan for financing sales.

Variety of Models in Console and Upright types.

W. W. KIMBALL CO.

306 So. Wabash Ave.

Kimball Bldg.

CHICAGO

Manufacturers of Phonographs, Pianos, Player-Pianos, Pipe Organs, Distributors of Okeh Records.



are now under way and are expected to be completed by the twelfth, after which the finals to determine the grand prize winners will be conducted. The Edison Shop was the scene of one examination on the evening of September 7, when contestants from several districts were given an opportunity to display their knowledge of the masterpieces of music. Between 72,000 and 75,000 persons from the different districts and classes are entered in the contest, making the judging of the winners a difficult task. The contest as conducted by the Detroit News and the contributing music dealers has been most successful and has elicited a vast number of inquiries as to the manner of launching such an affair. This contest is the most stupendous one ever attempted in the United States and as a result the eyes of music dealers and organizations throughout the country have been fastened upon Detroit, eagerly watching results and absorbing information concerning it. Both the News and the dealers have been very generous in supplying information to all interested parties. August 31 saw the third and last of the famous music memory balls, put on by the Gardner-White Co. and the White Furniture Co. in collaboration with the contest. Only a limited number of tickets were given out, as the second dance was so heavily patronized as to necessitate the calling out of police reserves to handle the crowds. Prizes were awarded for the best dancers and the crowd thoroughly enjoyed themselves, although they regretted the passing of these dances. Themes used in the music memory contest were played by the orchestras at the Palais de Danse for these three affairs and did much to convince the dancers that the so-called classics could be utilized very favorably for dance purposes. These complimentary dances have been found to be one of the best means to promote interest in the contest itself and were the direct outgrowth of an idea of Percy Keen, of the Gardner-White Co.

In speaking of the tremendous amount of interest in the contest, Peter C. Sweeney, chairman of the contributing music dealers' committee, said: "We are very gratified over the large number of contestants enrolled in the contest, which involves the awarding of over \$16,000 worth of prizes. While it is impossible to estimate the educational value of the contest in actual dollars and cents, every dealer in the campaign feels that the time and effort he has expended have brought him very good returns and that the influence of the campaign will not easily wear off, but can be counted upon to

bring in more business for him in the future." Practically every make of phonograph sold in the city is represented in the list of awards, in addition to the grand prizes and the competition has been and still is keen.

Business Situation Reviewed

Reports for the first four working days of September show that the month has gotten away to a very good start, which, if maintained, will make the present month rank as one of the best of the year 1922. The outlook for the balance of the year is very bright, provided shutdowns of the large industrial plants can be averted, and the general opinion is to the effect that nothing of this nature will occur. However, many heavy advertising campaigns, slated for September, by the leading dealers are being held in abeyance, pending future developments among the motor car plants. If the Ford plant does not shut down on September 16, causing many smaller and affiliated concerns to close, then the dealers are planning on "knocking the public cold" with some heavy advertising, sustained throughout the balance of the season and so devised as to appeal particularly to and bring in a lot of the good trade they are convinced is in wait for them this Fall.



Artistic Decorating On Phonographs

Dealers and manufacturers, send your phonographs to us for decorations and special finishes. We maintain a high-class studio devoted entirely to this work. We will decorate your phonographs from our large selection of designs or from designs you may particularly specify.

Let us show you our work and submit estimate

MOHAWK WORKS OF ART

Mohawk Building

160 Fifth Avenue

New York

SEPTEMBER SALES EXCELLENT

New York Talking Machine Co. Gives Favorable Business Report—Chas. B. Mason Back at Desk—R. E. Drake a Visitor

Chas. B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler, returned to his desk last week after spending about ten days trying to turn in a card of 100 or less at nearby New Jersey golf links. Mr. Mason has set 104 as his mark, but has not yet reached that figure.

In a chat with The World he stated that September sales for the first two weeks had been excellent, the increase being particularly noticeable in the demand for Victrolas of all types and descriptions. Mr. Mason stated that the most encouraging feature of this activity was the fact that practically all of the company's dealers reported a general buying movement on the part of the public. This included both Victrolas and Victor records and, judging from all reports received at the company's offices, Victor

dealers in metropolitan territory are preparing for a banner Fall season.

R. E. Drake, traveling representative for the Victor talking machine in New York State, was a recent visitor at the offices of the New York Talking Machine Co., bringing with him optimistic reports of business conditions up-State.

OLD FAVORITES REVIVED

Leo Feist, Inc., is the publisher of the new song series in book form under the title, "Good Old Timers." This is a collection of seventy-five songs arranged for singing and dancing and described as numbers "you can't forget." The songs have been compiled and edited by Lee Olean Smith and Theodore Morse. The contents include such numbers as "And Her Golden Hair Was Hanging Down Her Back," "Anona," "The Cat Came Back," "Curse of an Aching Heart," "Farmer in the Dell," "Picture No Artist Can Paint," "Where Did You Get That Hat?" and many other well-known titles. The publication will retail for fifty cents.

WINS PRIZE CUP FOR SINGING

Jack Harris Carries Off Honors at Annual Singing Contest at Asbury Park Casino

Jack Harris, who has represented Jack Snyder, Inc., the publisher and writer of "Meet Me Next Sunday," "In Maytime" and other successes, has spent the Summer in Asbury Park, N. J., where he was one of the features at the Casino on the boardwalk.

Each year William Whittel, manager of the Casino, gives a silver cup to the winning singer of the most popular song of the season, the judges being the audience and the contestants going through an elimination test. This year's cup was won by Jack Harris for the singing of the song, "Meet Me Next Sunday."

J. F. Ulery, prominent jewelry dealer at Eagle Lake, Tex., has added a talking machine department to his store. This department is modernly equipped and is a feature of the establishment which is planning to push the "Talker" line.



JOHN STEEL'S

TELEGRAM ON

"NOVEMBER ROSE"

AND

"IN MAYTIME"

CLASS OF SERVICE	SYMBOL	WESTERN UNION		WESTERN UNION		CLASS OF SERVICE	SYMBOL
Telegram						Telegram	
Day Letter	Blue					Day Letter	Blue
Night Message	Nite					Night Message	Nite
Night Letter	N L					Night Letter	N L
If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.		NEWCOMB CARLTON, PRESIDENT		GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT		If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.	

Form 120

RECEIVED AT 225 WEST 52D STREET, NEW YORK CITY
207FY FAZ 80 BLUE

KANSASCITY MO 1148A SEPT 7 1922

JACK SNYDER
JACK SNYDER PUB CO NEWYORK NY

CONGRATULATIONS ON YOUR NEW SONG NOVEMBER ROSE IT IS ONE OF THE BIGGEST SUCCESSES I HAVE EVER HAD SURPASSED ALL MY EXPECTATIONS IT SHOULD SWEEP THE COUNTRY BE ONE OF THE OUTSTANDING SONG HITS OF THE SEASON I WILL CONTINUE SINGING IT ON MY TOUR YOUR OTHER SONG IN MAYTIME I LEARNED TO LOVE CONTINUES TO BE ONE OF THE BIGGEST HITS OF MY ENTIRE PROGRAM YOU HAVE IN THESE TWO SONGS TWO OF THE BEST ON THE MARKET

REGARDS
JOHN STEEL
203P

"IN MAYTIME"

Is the Most POPULAR BALLAD in Vaudeville today

JACK SNYDER

"NOVEMBER ROSE"

Will be heard frequently in Vaudeville and Orchestra Circles

Music Publisher, **Inc.**, 1658 Broadway
NEW YORK CITY

GLEANINGS *from the* WORLD *of* MUSIC

EXPLOITATION THE BIGGEST FACTOR OF EXPENSE IN THE POPULAR MUSIC PUBLISHING BUSINESS

The Cost of Making a Song "Popular" and Therefore a Good Seller Is So Great That Music Publishers Cannot Issue Music to Retail at 10 or 15 Cents and Remain in Business

The most important factor in making popular music "popular" is undoubtedly the exploitation of the song. If all the expense a big publisher has in connection with a song were the cost of printing and the royalties paid to the writers he could sell music at 7 or 8 cents a copy and make money. A sheet of music is the most difficult kind of merchandising proposition, because the intrinsic value of the paper and printing amounts to only a few cents, but you must make this article so desirable that a customer will willingly pay 30 cents for it.

Now, what makes a song worth 30 cents? Simply the exploitation put behind it by the big publisher. Probably not oftener than once in a year will a publisher get what is called a "natural" hit—by that is meant a song that catches on immediately without any great effort or expense on the part of the publisher. All the other song "hits" have to be "made." Now, take into consideration the cost of "making." In an article some months ago we pointed out that a publisher has to do the following things before he publishes his song in marketable form: Make the piano arrangement, calling for the services of an expert arranger, usually a very high-priced man, as manuscripts are rarely if ever handed in to the publisher in a form that can be published—usually all they get is a "lead sheet and lyric." The arranger must put it in a suitable key and score it in a manner to come within the range of the ability of the average buyer of sheet music.

Then come the "professional" copies, vocal orchestrations in three or four different keys, the special versions for singles, doubles, quartets, extra catch lines, extra choruses, slides, dance orchestrations, etc., etc.—all this work for the

purpose of trying it out with vaudeville performers and dance orchestra leaders to see if the public likes it. If it shows signs of being popular then it is published as a "regular" copy in the form in which the public buys it. But—and here's the rub—if the performers and public do not take to it all of this work and material is discarded. This costs money. It costs money for the publisher to find out if he has a song worth publishing. The very small percentage of songs tried out in this manner that ever see the light of day, or, in other words, ever get published in "regular copy" form is really surprising. Actually dozens of them are worked on and discarded in the course of a year as not being "commercial" songs; that is, songs that will sell.

Now, assuming that the preliminary work has been encouraging and it has been decided to "go after" the song and work on it to make it a hit, what happens?

What the Professional Department Does

Additional quantities of professional copies, vocal orchestrations, dance orchestrations, band arrangements, slides and "special material," consisting of extra choruses, patter, catch lines, etc., to interest the performers, are then printed and supplied to the various offices of the publishers throughout the country. A word about these branch professional offices is not amiss here, because they add to the expense of "making" songs popular. The big publishers maintain them in the principal cities from coast to coast, starting in the East at Boston, then New York, Philadelphia, Baltimore, Atlanta, New Orleans, Pittsburgh, Cleveland, Cincinnati, Buffalo, Detroit, Chicago, Minneapolis, St. Louis, Kansas City, Denver, Los Angeles, San Francisco, Seattle, etc.

These offices employ from three to twenty men, according to locations, and their purposes are twofold, the first being to rehearse acts and get them "up" in the songs being exploited. They not only call upon and solicit acts playing their respective cities, but they also "follow up" acts that have been interested in the songs by the home office, usually in New York or Chicago.

Secondly, these branch office men, having covered the acts each week in the several theatres of their cities, must not overlook the possibilities of local "plugs"; that is, placing their singers in the picture houses, cabarets, band concerts, or any public gathering where it is possible to have the songs sung or played. Many of these men are paid \$75 or \$100 a week, besides the expenses they incur in traveling and entertaining. But this is all necessary if the song is to be "made"—songs are not going to make themselves—somebody must go out and work and spend money to get the tune in the air.

The Question of Advertising

Another item of expense is theatrical and trade paper advertising. Those performers who cannot be personally solicited must know about the new songs and the only way they can be reached is through the theatrical papers. The correspondence of this end of the business is a tremendous item in itself. For the small performer must get service by mail and get it quickly with the proper material so that he can put the song on without the aid of a professional rehearsal. A man handling this department must know what to write, and act, give the artist the proper "interpretation" of the songs by mail as well as possible; see that he gets the version best suited to him or her and an orchestration in the proper key. One of our big publishers retains a staff of six or seven arrangers just for the purpose of giving acts an orchestration suitable to their voice qualifications, or voice limitations. They are high-priced people, too. They get paid by the page, not by the day.

(Continued on page 134)

OH! WHAT A HIT!

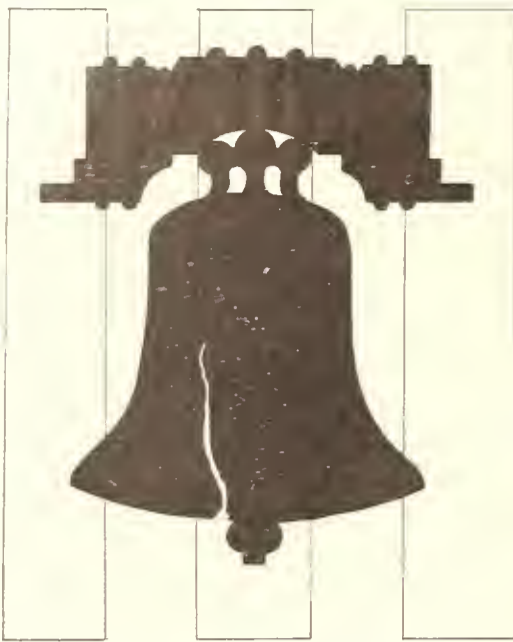
The Brilliant Novelty Fox Trot ~

LONESOME MAMA BLUES

The fascinating melody that is keeping the feet of the entire country moving

THE TERRIFIC SALE OF THIS RECORD IS UNPRECEDENTED ABSOLUTELY THE BIGGEST SELLING RECORD of the SEASON!

PUBLISHED BY J.W. JENKINS SONS MUSIC CO. KANSAS CITY, MO.



Edwin Franko Goldman's Inspirational Success

The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

HEAR
IT NOW!

EXPLOITATION OF SONGS EXPENSIVE

(Continued from page 133)

Every big publisher retains an expert arranger just to make special arrangements for quartets. He is another high-priced man. There are special departments maintained by every big publisher to keep the orchestra leaders all over the United States informed as to what's what in New York and Chicago. There are as many as 30,000 orchestra leaders on the lists of these big publishers and it is safe to say that each of them receives a special letter once or twice a month.

Super-salesmen Needed

The men on the professional department staffs of the big publishers are super-salesmen in their own field. On Monday afternoons you find them in the theatres of all the vaudeville circuits. If Brown and Jones are singing a ballad, or a comedy song, or a novelty song, and it is not one published by the house they represent, you'll find them back-stage immediately after the act is off presenting their "sales-talk" and trying to convince the act that it would be a bigger hit if it would sing their song.

Many New York publishers have fifteen sound-proof piano rooms for rehearsals, besides larger rooms for rehearsals of big acts and new orchestras just being formed. Duplicate this in the several cities mentioned above and there is shown a nice "overhead" investment in pianos alone. It all costs money, but it is needed to "make" songs. Eliminate the professional department, the orchestra department, cut out all advertising, discharge the staffs of highly trained professional office men, leave nothing but the printing presses and the dealer would not pay 2 cents a copy for the songs—songs the record manufacturers and roll manufacturers would not issue because there would be no "demand."

Creating the Demand

"Demand" is a powerful word and the only way to make a demand is to spend money—barrels of it—in "exploitation." That's where the real "cost" is in a song, not in paper, ink and

fancy covers, but without exploitation there would not be any hits and without hits there would not be any popular music business.

Hits cannot be made on printing presses—it is that tremendous amount of work between the printing press and the ultimate consumer that makes a piece of paper with notes on it salable merchandise.

The above are the outstanding factors involved in the cost of presenting and exploiting present-day song successes. These are the activities that are not discernible off-hand, but are influences that are most valuable and can hardly be dispensed with. They are not, however, all of the factors that add to costs. Popular publishers have, in addition, other activities, and expensive ones, which the trade, at least, is familiar with, such as "dealer helps," specific and general advertising, cut-outs, hangers, window strips and streamers and other material for display purposes, animated electric signs and advertising mats. That about completes the expensive activities; there are other minor factors and it may also be said that each song being an entity creates some particular need which cannot be included in a general summing up.

Nothing has been said of the cost of interesting and the expense involved in co-operating with the mechanical reproducers of songs and instrumental numbers.

The time and effort that are often required to put over a song can hardly be realized by those not actively engaged in the work. Take the case of the current waltz success, "Three o'Clock in the Morning." The publishers, Leo Feist, Inc., started work on this number in September, 1921, just a year ago, and worked for six months before any real results were noted. The waltz is only now at the height of its popularity, which indicates that persistence wins.

The early Fall weeks have shown a decided revival in sales of sheet music. This, naturally, is of interest to talking machine dealers, for sales of sheet music are reflected in the demand for talking machine records and player rolls.

"SCANDALS" HAS PREMIERE

George White's New Production Contains Several Song Hits

The annual George White "Scandals" opened in New York the last week in August and apparently it is to have its usual popularity. The music in the present production is of particular importance and it can be said that there is at least one song of hit caliber; that is, "I Found a Four-Leaf Clover." The book of the new "Scandals" is by Andy Rice and George White and the production is staged by Mr. White. The lyrics, however, are by the well-known B. G. DeSylva, and the music is from the pen of the equally well-known George Gershwin and includes such titles as "Argentine," "Cinderelatives," "She Hangs Out in Our Alley," "Where Is the Man of My Dreams?" and "I'll Build a Stairway to Paradise." Harms, Inc., is the publisher of the above numbers.

"CRY" NUMBER A HIT

Song by Cohn and Miller, Published by Feist, Proving Very Popular

CHICAGO, ILL., Sept. 5.—The new Leo Feist number, "Why Should I Cry Over You," written by Chester Cohn and Ned Miller, is declared to be one of the biggest hits in this part of the country. The words were written by Chester Cohn, while Ned Miller composed the lyric. Messrs. Cohn and Miller have originated several other popular hits, but their latest number has proved to be the biggest sensation. Hundreds of acts are taking on this hit and the large talking machine companies are recording this number. Mr. Cohn has been assistant professional manager of Leo Feist's Chicago office for a number of years, but it is only recently that this gentleman has been counted in the ranks of the popular songwriters.

"Why Should I Cry Over You," "Stumbling" and "Three o'Clock in the Morning" now lead the Leo Feist catalog as the three popular hits.

THE GREAT NEW FOX TROT SUCCESS
SAY IT WHILE DANCING
 BY THE WRITERS OF
BENNY DAVIS ANGEL CHILD SILVER ABNER
M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

FIVE RECORD-BREAKING SONG HITS

HOMESICK

A Real Irving Berlin Song Hit

Yankee Doodle Blues

The Sensational Song Hit we took over from Harms, Inc.

While the Years Roll By

We stake our reputation on this one

Way Down South

The Masterpiece of all Southern Songs by the Writer of "Tucky Home"

TRULY

Whispering came from the West—
So did this one—Watch It

IRVING BERLIN, Inc., 1607 Broadway, New York

PUBLISHER HELPS RECORD SALES

Some Excellent Advertising Material Issued in Connection With the "Dancing Fool"

One of the Summer successes in both record and sheet music form is the Waterson, Berlin



Window Display of Landay Bros.

& Snyder issue, "Dancing Fool." The number, both in song and instrumental form, rose to popularity in a very short space of time and it has for some time been one of the main fea-

tures of many dance programs. The publishers issued some excellent advertising material which adapted itself particularly for window displays. This was in the form of almost life-size cut-outs of a dancing girl arranged on a dark cardboard background, giving the figure a spirit of animation. Herewith is shown a reproduction of the window display of the Fifth avenue, New York, store of Landay Bros., who operate a series of remarkably attractive retail shops in the metropolitan district.

BELWIN PUBLISHING "ZENDA"

New Fox-trot Featured in Conjunction With Photoplay of That Name

Belwin, Inc., is the publisher of the song and fox-trot "Zenda," which is being exploited in conjunction with Rex Ingram's production of the "Prisoner of Zenda," now being shown at the Astor Theatre, New York.

This photoplay, from all indications, ranks with the super films and bids fair to play an extended run at the Astor Theatre. Of importance to the musical world is the fact that the accompanying music has been arranged with great care. A novel ten-minute prologue, conceived by Ernst Luz, musical director of Loew, Inc., is one of the musical treats of the program. Miss Eva Clark, late of the Ziegfeld "Midnight Frolic," has the role of Princess Flavia in the prologue and sings the Belwin, Inc., number "Zenda." Miss Clark is noted for

her perfect diction and a clear, bell-like tone.

During the showing of the picture "Zenda" is played nearly a dozen times in various tempos and at the finish of the last scene many in the audience are whistling the tune.

"Zenda" is by that successful young composer, Louis Breau, who is responsible for "Humming" and a series of waltzes. It is understood that "Zenda" will shortly be released by all the mechanical reproduction companies.

The number is assured of nation-wide popularity through the fact that the exhibition of the "Prisoner of Zenda," together with the special musical prologue, is to be shown at such theatres as Loew's State, Los Angeles Cal.; Loew's Warfield, San Francisco; Eastman Theatre, Rochester, and Massey Hall, Toronto.

"ORANGE BLOSSOMS" OPENS

New Musical Comedy Has Premiere—Harms, Inc., Publishing the Score

"Orange Blossoms," a new musical comedy presented by Edward Royce, with a book by Fred De Gresac and music by Victor Herbert, together with lyrics by B. G. de Sylva, opened recently in Philadelphia, Pa., and will shortly have its New York premiere. The prominent songs are "Way Out West in Jersey," "Legend of the Glowworm," "Then Comes the Dawning," "This Time It's Love," "A Kiss in the Dark" and "The Lonely Nest." Harms, Inc., publish the above numbers.

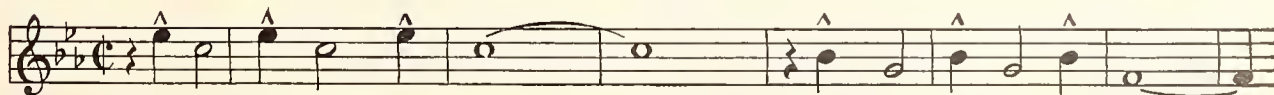


HEAR IT NOW!

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

TOOT, TOOT, TOOTSIE
(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



"Toot, toot, Toot-sie, Goo' Bye!"

Toot, toot, Toot-sie, dont cry,

FLOAT FOR PAGEANT OF PROGRESS

Broadway Brunswick Shop, Chicago, Features Sam Fox Hits on Special Float

The music dealers in Chicago took quite an active part in the Pageant of Progress Parade held



Brunswick Shop Float in Pageant of Progress Parade

in that city. A particularly attractive float was that of the Broadway Brunswick Shop, 4752 Broadway, that city.

Herewith is shown a reproduction of the decorated car. Besides advertising the shop itself two songs in the current catalog of Brunswick records are given publicity, "Romany Love," a record in fox-trot form, and "Nola," a novelty.

HARMS PUBLISHING THE SCORE

Music of "The Gingham Girl" Proving Very Popular

Schwab & Kussell are the producers of the new musical comedy entitled "The Gingham Girl," which recently opened up in New York City, the lyrics of which are by Neville Flesson and the music by Albert Von Tilzer, both of whom have been contributors to musical successes in the past. Harms, Inc., is the publisher.

NEW COHAN SHOW A BIG HIT

"Little Nelly Kelly" on the Way to a Long Run —Witmark Publishing the Score

George M. Cohan's new show, "Little Nelly Kelly," opened at the Tremont Theatre, Boston, Mass., and from indications the show will have a run well into the Fall season in that city. The offices of George M. Cohan look forward to this new offering being a worthy successor to his late productions, "Mary" and "The O'Brien Girl."

Mr. Cohan has a novelty in his book, a satire on the present-day mystery plays woven in musical comedy form. He is responsible for the book, lyrics and music, including a dozen individual numbers. Of particular importance are: "You Remind Me of My Mother," "Nelly Kelly, I Love You," "When You Do the Hinky Dee," "The Voice in My Heart," "Til My Luck Comes Rolling Along" and "The Name of Kelly." M. Witmark & Sons publishes the score.

NEW "GREENWICH FOLLIES"

Victoria Pub. Co. Issuing Numbers Heard in New Revue

The "Greenwich Village Follies," which is scheduled for an early New York premiere, opened recently in New Haven, Conn. The production is by John Murray Anderson, with a book by George V. Hobart and lyrics by Irving Caesar and John Murray Anderson, with music by Louis A. Hirsch. The song of particular importance, which should be heard frequently during the Fall months, is "Sweetheart Lane." Other numbers in the show are "Sixty Seconds Ev'ry Minute, I Think of You," "Jenny Lind" and "You Are My Rain-Beau." The above numbers are published by the Victoria Pub. Co.

THE SENSATIONAL NOVELTY
FOX-TROT
THE FRENCH TROT
SHEET RECORDS ROLLS
JOE MITTENTHAL · INC · NEWYORK

SECURES "YANKEE DOODLE BLUES"

Irving Berlin, Inc., Takes Over Publication Rights of Song and Instrumental Selection From Harms, Inc.—The First Berlin Purchase

It was announced late last week by Irving Berlin, Inc., that that company had closed negotiations with Harms, Inc., whereby the Berlin organization will take over the publication of the current success "Yankee Doodle Blues." This song and instrumental selection from the pens of Bud de Sylva, Irving Caesar and George Gershwin has, in a very short space of time, leaped into unusual popularity. It caused so much comment throughout trade and professional circles as to induce the Berlin company to make overtures for the publication rights.

"Yankee Doodle Blues" is considered more than a mere popular song. It has many other merits that commend it, some even going so far as to say it is a typical national song, bordering on the anthem type.

The announcement from the Berlin offices created more than a little comment. The fact that this publishing company has on its staff such well-known writers as Irving Berlin, Joe Young, Sam Lewis and George Meyers makes it unnecessary for it to acquire outside publications. Aside from this, however, the fact that the purchase was made from such a well-known and successful publishing house as Harms, Inc., gives the move added news value.

The sales department of Irving Berlin, Inc., states that this is the first time in the company's history that it has purchased a song from another publisher and justifies the move by saying "Yankee Doodle Blues" is one of the greatest songs ever issued.

The various branch offices of the Berlin organization, the band and orchestra department and the professional department have arranged an intensive publicity drive on the number.

PUBLISHING UKULELE SCORES

Fred Fisher, Inc., New York, First Publisher to Adopt Suggestion Made by Jerome Harris

The plan recently outlined in The World for publishing ukulele arrangements of popular numbers on sheet-music was put into operation recently. Fred Fisher, Inc., New York, was probably the first publishing house to publish the ukulele score and chose "Ji Ji Bo" as the first selection. This plan was originated by Jerome Harris, secretary of C. Bruno & Son, Inc., Victor wholesalers, and also wholesalers and importers of musical merchandise, New York City, and received the hearty commendation of many of the publishers.

GROWING IN POPULARITY

Joe Mittenenthal, Inc., recently released a new song and fox-trot entitled "The French Trot," which is scoring quite a success.

Swanee Smiles
A Sunny Southern Fox Trot

Dance To ELEANOR
The Latest Fox Trot Hit

FOX POPULAR HITS
Stock Them in
RECORDS
PLAYER ROLLS
and **SHEET MUSIC**
"Swanee Smiles," "Eleanor"
"Nola" and "Romany Love"
SAM FOX PUB. CO.
CLEVELAND, O. NEW YORK CITY

FOX TROT to NOLA
The Dance Sensation

ROMANY LOVE
The New Gypsy Fox Trot Hit

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

MAMMOTH SONORA CAMPAIGN

Four-page Broadside Gives Details of Gigantic Newspaper Campaign—Series of Important Sales Helps Now Ready for Sonora Dealers

Sonora dealers throughout the country received this week a copy of a four-page broadside issued by the advertising department of the Sonora Phonograph Co., giving them full details regarding the mammoth Sonora publicity campaign started this month. In this broadside there were reproduced copies of four of the advertisements that will be used by the Sonora Phonograph Co. every week during September, October, November and December in sixty-six of the leading trade centers. The combined circulation of these newspapers is over 12,000,000 and L. C. Lincoln, advertising manager of the company, states that this is only a portion of the Sonora publicity campaign for the Fall of 1922.

Among the cities represented in this newspaper campaign are the following: New York (five papers), Chicago (three papers), Philadelphia (two papers), Cleveland (two papers), Boston (two papers), Pittsburgh (two papers), Detroit, St. Louis, Baltimore, Los Angeles, San Francisco, Buffalo, Milwaukee, Washington, Cincinnati, New Orleans (two papers), Minneapolis, Kansas City, Seattle, Indianapolis, Rochester, Portland, Ore.; Denver, Toledo, Providence, Columbus, Louisville, New Haven, Reading, St. Paul, Akron, Atlanta, Omaha, Des Moines (two papers), Worcester, Birmingham, Syracuse, Memphis, Richmond, San Antonio, Dallas, Dayton, Bridgeport, Houston, Hartford, Scranton, Grand Rapids, Youngstown, Springfield, Mass.; Fort Worth, Trenton, Nashville, Salt Lake City, Norfolk, Albany and Wilmington, Del.

This broadside also calls attention to Sonora's widespread outdoor advertising, together with the new series of posters that were recently issued. On the fourth page of the broadside there are reproduced a number of the other Sonora sales helps, including descriptive window signs, period screen lithographs, price cards, moving picture slides, display cards, walking doll, etc. All impressive evidences of constructive work for the dealers' benefit.

In a chat with The World Mr. Lincoln stated that this broadside emphasizes the Sonora Co.'s confidence in the business outlook for the 1922 Fall and holiday season, and also indicates the exceptional co-operation that is planned for Sonora dealers this Fall. The Sonora advertising department is leaving nothing undone to assist the dealers in making 1922 a banner year and this four-page broadside substantiates the company's faith in the future of the industry as a whole.

COLUMBIA DEALER ELECTED MAYOR

L. I. Lefaux, exclusive Columbia dealer, at Port Allen, La., was recently elected Mayor of the town. Mr. Lefaux is one of the most enthusiastic "sell-by-truck" Columbia dealers in the South and he has used this method of merchandising extensively in his sales work. Incidentally, it is stated that, since his election, the town of Port Allen has taken on new life and every department in the city administration is showing a general improvement. This shows the influence of music.

NEW PHOTOGRAPHIC RECORDING PLAN

Inventors Demonstrate in New York New Simplified Method for Recording and Reproducing Sound Through Means of Light on Film

One of the many new mediums being invented and developed for the purpose of recording and reproducing sound, particularly that of the human voice and of music, is what is known as "Fototone," invented for the recording of sound waves by photographic means on a film similar to that used for motion pictures. The device is the invention of Prof. E. I. Wenger, in association with Louis Brinkman, and has been demonstrated in New York recently.

The recording box is very similar to a motion picture camera, with the usual film storage and take-up magazines. By talking into a sensitive telephone transmitter the volume of light, reaching the film from a tiny lamp through a specially constructed slit, is regulated perfectly.

When reproducing, the film is run under a special electric lamp and the various photographic shadings upon the film regulate in turn the volume of light that reaches a sensitized and specially treated coil wound on soapstone. The coil is hooked up with a telephone receiver and regulates the volume and quality of sound.

Through the use of various forms of amplifiers it is possible to hear clearly and at some distance the sounds as reproduced from the film. The process is still in an experimental stage, but the Fototone laboratories are being established in Rochester, N. Y., to manufacture the device on a commercial basis.

The inventors claim that, through the use of their method when perfected, it will be possible to record complete operas and symphonies on one film record, reproducing the music through machines designed for home use.

W. L. Branson, of Sebree, Ky., is opening an up-to-date music store at Providence, Ky.

MUSIC MASTER
Radio
AMPLIFIER

"Superb Timbre"

That's the Voice of the Music Master. The correctness of tone and accurate reproduction along with a greatly increased sound volume, made perfect by the total absence of that unpleasant metallic screeching, appeals to exacting radio enthusiasts.

The basic principle of this instrument has been used for years in the construction of talking machine amplifiers and has now established its supremacy in the radio field. It is fully covered by patents.

The Music Master Radio Amplifier fits any radio set—no extra batteries required—operates best on low plate voltage (not over 100 volts).

A handsomely grained mahogany horn, fitting snugly into a black enameled cast aluminum gooseneck, is held in place by a nickel-plated ring of special alloy. This assembly is supported by an art metal base, which contains the powerful amplifying device.

Made in two sizes—14 inch for general use in the home \$35; 21 inch for concert work \$45

The Geraco Line now includes the Super Variometer and Variocoupler

Matched units—that will improve the appearance and efficiency of your outfit. Insure the most delicate tuning. Enclosed rotor—entire assembly of special hard-rubber compound—no metal parts. Dimensions 3½" x 5¼" x 5". Shafts ¼" diameter. Price \$6.00 each.

Descriptive matter on entire Geraco Line on request. Manufacturers, Jobbers and Dealers: Write at once for complete schedule of discounts.

General Radio Corporation
 WALTER L. ECKHARDT, Pres.
 Manufacturers and Distributors of
 High Grade Radio Apparatus
 624-628 MARKET STREET, PHILADELPHIA

Distributors for
**OKEH RECORDS—STRAND PHONOGRAPHS
 AND GOLD SEAL RECORD REPEATERS**
 In Pennsylvania, Southern New Jersey, Maryland,
 Delaware, District of Columbia, Virginia, West Virginia.

GERACO
 PROVEN RADIO PRODUCTS



"I gave up Jim-my Rog-ers, Who owns two ga-rag-es, All for the love of Mike,—

The Love of Mike

A Comic Waltz Song With a Contagious Laugh

HEAR IT NOW!

"You can't go wrong With any FEIST songs"

BELIEVES IN WINDOW DISPLAYS

Phillips & Crew Co. Keep Tab of Public Interest in Their Specially Prepared Windows

ATLANTA, GA., September 6.—The Phillips & Crew Piano Co., the oldest music house in Georgia, and exclusive representative in this city of the Steinway and the Duo-Art pianos, and also



Phillips & Crew Co.'s Striking Window

one of the oldest Victor representatives, is a great believer in window display as a means of interesting the public in its products. We are illustrating herewith a window prepared by this company in which "Lonesome Mama Blues" was featured.

The Phillips & Crew Co. kept careful check of the number of passers-by who were attracted

to the various window displays, and it is said that this window held the attention of more than one in three of those passing during the hours when the count was made. This window display was so successful that another special window, again using carefully prepared figures, was designed to feature the special releases, "Hot Lips" and "The Dancing Fool."

EXCELLENT EDISON PUBLICITY

Thomas A. Edison, Inc., Makes Reprints of Story of Edison Phonograph Achievements in New York World for Dealers' Use

ORANGE, N. J., September 10.—A very imposing story, occupying nearly half of a front page and devoted to a story of Thomas A. Edison and his prophecy of the phonograph, appeared in the New York World in one of its morning editions this Summer. The story included a large illustration and a complete description of the evolution of the phonograph in the light of Edison's personal experience and inventive work.

The advertising department of Thomas A. Edison, Inc., was quick to capitalize this unusual publicity in an effective manner. Full-size reprints were made of the front page of the New York World containing the Edison story and were supplied to Edison dealers throughout the country for display in their windows. A large number of Edison dealers inserted these reprints in their windows, with good results.

OGDEN CABINET CO. EXPANSION

Growing Popularity of Products Results in Expansion—Arrangements Completed to Make Everything in Store Equipment

LYNCHBURG, VA., September 6.—The Ogden Sectional Cabinet Co., of this city, has widened its line of manufacture to include everything in the equipment of talking machine warerooms. For many years the Ogden Co. has produced record cabinets, sectional and otherwise, for both store and home. More recently this company produced the "You-Nit" service table for the demonstration room and also to accommodate various table model machines. There have lately



OGDEN'S SECTIONAL STORE EQUIPMENT.

been added demonstration rooms and counters. In the demonstration rooms the Ogden Sectional Cabinet Co. uses the sectional feature, providing standardized sections simply and accurately made in three-foot widths. It is claimed that one of these rooms may be erected within an hour by a person without any experience. It is further claimed by the company that they are so constructed that they cannot be put up wrong and are subject to any arrangement and rearrangement which may be desired at a later date. Clamps are already set and only need to be tightened. The same system applies to the sectional record rack, and each complete roll or section is finished with a detachable panel end.

The record counter is six feet in width and is supplied with gliders or casters, as preferred, without variation in price. It is supplied with sectional compartment drawers for card files or accessories; also three upright compartments and two shelves.

J. B. Ogden, president of the company, has announced price reductions on the regular line of the company, effective September 15.

OPENS REPAIR DEPARTMENT

A repair department has been opened by the New England Talking Machine Co. at its factory, 16-18 Beach street, Boston, Mass., where repair work of all kinds is being solicited from the local phonograph trade.

EMPIRE PACKING CASES



3-Ply Veneer cross-banded and reinforced with clear pine cleats. Adopted as the standard case for the shipment of phonographs.

Quotations Made Upon Request.

Empire Manufacturing Co.
GOLDSBORO, N. C.



The Widdicomb Sheraton model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with albums for records, automatic stop and patented tone control. Widdicomb Phonographs play all records. Prices range from \$90 to \$260.

SHERATON
MODEL 8

Widdicomb phonographs reproduce recorded music—whether vocal or instrumental—with a surpassing faithfulness which is a revelation to music lovers. The artistic period designs of the Widdicomb are modern interpretations of the best work of the old masters of the art of wood fashioning. Naturally the merchant with the Widdicomb franchise gains and holds the esteem and patronage of the best class of buyers. Write today for complete catalog and full particulars regarding the Widdicomb franchise. Learn for yourself the unusual advantage it offers you.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

PORTLAND, ORE.

Value of Advertising and Display of Merchandise Demonstrated in Concrete Manner—W. Hodecker in New Post—Review of Trade

PORTLAND, ORE., September 6.—That it pays to advertise and put your goods on display whenever the opportunity affords has been demonstrated to a marked degree by the phonograph department of the Reed, French Piano Co. This department had a most attractive booth at the Multnomah County Fair, held at Gresham, Ore., in August, and many good results were obtained by the demonstrations given of its Edison and Victor machines, according to M. C. Collins and Allen E. McLean, who were in charge of the exhibit.

The big Edison Chippendale proved the big seller for the week and one sale that especially pleased the firm was made to Mrs. Y. Smith, wife of the Superintendent of Agriculture at the Multnomah County fair and who was in charge of the art booth, right next to the phonographs.

E. B. Hyatt, president of the Oregon Music Trades Association, announces that activities will soon be resumed in full force, as the Association members, after a rest during the Summer months, are now ready for good Fall sessions of the Association. A "get-together" meeting has been called for September 8, when the campaign for the coming season will be the big question of the day. Some interesting announcements will soon be made by the various committees and a busy season is anticipated.

W. H. Beach, treasurer and general manager of the Bush & Lane Piano Co., was a Portland visitor from Holland, Mich., and spent a week looking over the situation with J. C. Gallagher, local manager. Charles T. Corbin, general manager of the Pacific Northwest, with headquarters in Seattle, was also here during the week. Mr. Gallagher reports business for August excellent in Bush & Lane machines and Victrolas.

Wm. Hodecker, for many years manager of the Victrola department of the Seiberling-Lucas Music Co., resigned his position to accept the management of the Meier & Frank phonograph department, where extensive improvements are under way. Mr. Hodecker succeeds Harry Andrews, who resigned on September 1. No successor has been appointed in Mr. Hodecker's place.

W. Graham, of San Francisco, representative of the Sonora Phonograph Co., was a visitor at the Sonora department of Lipman, Wolfe & Co. and paid his respects to Roy Feldenheimer, owner and manager of the department.

Jack Carney has been appointed district manager for the Columbia Graphophone Co., to fill the vacancy made by the resignation of Wm. Smith. Wm. Lawton, manager for the Pacific Northwest, with headquarters in Seattle, was a recent Portland visitor and acquainted Mr. Carney with his duties and introduced him to the various dealers.

L. D. Heater has returned to Portland after spending a month in California, visiting San Francisco, Los Angeles, Sacramento, Santa Monica and various cities in the interest of his lines. Mr. Heater, who is a jobber in phonograph accessories and agent for the Portophone, reports excellent business all through California. Mr. Heater put his brother, A. A. Heater, in charge of his San Francisco business.

J. D. Fleming, formerly with the phonograph department of the Bush & Lane Piano Co., has been made assistant manager of the Remick Song & Gift Shop and will have charge of the Columbia Grafonola department. Paula Kuhl, who was with Remick's, has affiliated with the Bush & Lane Co. in the piano department.

Miss Lois Wesson has been appointed cashier of the Sherman, Clay & Co. store, in place of Margie Tucker, who severed her connection with the company to become Mrs. Elrod Malory. In appreciation of her faithful service the firm presented Miss Tucker with a handsome silver electric percolator, silver tray, sugar and creamer, and her friends in the Victrola department presented her with a set of beautifully etched drinking and sherbet glasses.

Mrs. "Billy" Watts has returned from her operation for appendicitis and is being welcomed back by her many friends to her post in the record department of the Wiley B. Allen Co.

August was an exceptionally good record month and the Red Seal list contained many things that were welcomed by the real musicians. Most popular among the dance records, according to Leita Hayes, of the G. F. Johnson Piano Co.; Erma Ewart, of Wiley B. Allen's, and Emma Reynolds, of the Hyatt Talking Machine Co., were, first, "The Sneak," which all say is the most popular number since "Whispering"; "Three o'Clock in the Morning," "Stumbling," "Nobody Lied," "Indiana Home."

TOM GRIFFITH PLAYS GOOD GOLF

Sales Manager of Udell Works Comes Close to Winning Amateur Golf Championship

Tom Griffith, sales manager of the Udell Works, Indianapolis, Ind., was an important contender at the Indiana State Golf Amateur Championship Tournament held at French Lick Springs last month. Mr. Griffith was runner-up to the high man and has since challenged him to a special match, which will be played off somewhere in the East. This tournament naturally brings out each year the cream of golf talent in the State of Indiana, and Mr. Griffith's performance was therefore of an exceptional character.

Edward Barr has succeeded to the talking machine record business of Ira J. Knight, Ely, Nev.

**Tone Tells
Sound Sells**



PATENTS PENDING

Reg. U. S. Pat. Office

THE Oranola

PATENTS-PENDING

NO AERIAL USED

LOOP ANTENNA self-contained in artistic piano-finished cabinet eliminates any wiring by purchaser.

COMBINATION RADIO AND PHONOGRAPH

RADIO ENGINEERS universally agree that radio and audio frequency transformation of energy received is best for receiving broadcasting.

That is why we use the radio and audio frequency amplification.

NO EXPENSE has been spared to make our product the best in every detail. Having passed through the experimental stage, we are prepared to stand behind each instrument with our unqualified guarantee.

OUR TALKING MACHINE (well known as THE PERFECT TALKING MACHINE), combined with our radio instrument, provides a universal means of sound reproduction without equal. Purity of tone in ample volume without distortion makes the ORANOLA almost human.

OUR KEYNOTE is simplicity of operation. No knowledge of electricity or wireless is required.

SEVERAL MODELS listing from \$150 to \$450. Descriptive circulars and discounts on application. WIRE OR WRITE for exclusive territory proposition. DEMONSTRATIONS at our office during broadcasting periods.

ORANOLA RADIO CORPORATION

228 Seventh Avenue

New York City

Ogden's Sectional Phonograph Store Equipment

As Simple as A. B. C.—Construction and Finish the Best

THE MYSTERY AND HIGH PRICES for Sound-Proof Booths are all "Bunk." Booths were used for various purposes before the Phonograph or Talking Machine was invented. For the Talking Machine Dealer they are Service Items, very important for increasing sales and necessary to Up-to-Date Merchandising.

OGDEN'S SECTIONAL EQUIPMENT comes to you at the lowest possible cost, sold direct from the Factory to you at a manufacturer's profit only and without branch office or salesman's expense added.



The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,500 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., is made by assembling the Units or Parts illustrated below.

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 or 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.



Price of Ogden's Sectional Units

- Record rack, No. 1-S, each \$40.00
- Paneled ends, each 5.00
- Record sales counter, No. 1-S, each 80.00
- Record sales counter, No. 2, each 60.00

Sound-Proof Booths No. 1-S

- 6 x 6 room for corner of store, each . \$105.00
- 6 x 9 room for corner of store, each . 140.00
- 6 x 6 room for side wall of store 135.00
- 6 x 9 room for side wall of store 165.00
- 6 x 6 room for center of floor 165.00
- 6 x 9 room for center of floor 215.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Room Units made to fit sound tight.

1. CEILING SECTION, 3 x 6 ft., with prism glass.
2. CORNER PILASTER, Clamps Wall Section.
3. WALL SECTION and Pilaster, make a 3-ft. Unit or Section.
4. SIDE WALL PILASTER.
5. DOOR UNIT OR SECTION.

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden's Patented

MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS
A FILING SYSTEM WHICH DELIVERS THE GOODS
PRIVATE SALESROOMS WHICH "SELL"

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."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

IN PITTSBURGH

End of Long Mine War Brightens Outlook—Optimism Permeates Trade—Unusual Sales in August—Radio Booms Record Sales

PITTSBURGH, Pa., September 11.—Keen satisfaction is expressed by the talking machine trade here over the ending of the bituminous coal miners' strike, which lasted over five months. As a result of the signing of the wage scale agreement more than 50,000 miners have returned to the mines, and the general outlook for improved industrial conditions is excellent.

Talking machine dealers here, as a rule, are quite optimistic concerning the coming Fall season and are confident that there will be some extra good business handled. One of the outstanding features of the trade here the past month have been the unusual sales for August. As a rule the talking machine trade is "off" during the Summer months, especially August, and little or no effort is made to attract business until after Labor Day.

At the offices of the Columbia Graphophone Co. Assistant Manager J. J. McGeehan stated that August sales showed a marked improvement over the same month a year ago. Mr. McGeehan stated that all indications pointed to a satisfactory Fall season. He declared that the demand for Columbia records was brisk.

At the Buchn Phonograph Co. Assistant General Manager H. M. Swartz vouchsafed the information that "our Edison business is good and we have no complaint to make as far as business is concerned." Mr. Swartz is of the opinion that there will be a busy season ahead for the Edison dealers in the Pittsburgh zone.

At the Standard Talking Machine Co., Victor distributor, Wallace Russell stated that the demand for popular Victrola models was good and he was of the opinion that there would be a shortage of these models if the demand is

maintained for any time at the present-day rate. Mr. Russell was rather optimistic relative to trade conditions for the talking machine trade as a whole.

Broadcasting the New Records

One of the features of the KDKA radio broadcasting station of the Westinghouse Co., at East Pittsburgh, was the broadcasting of the September Victor records. The records broadcasted were: "My Rambling Rose," Whiteman's Orchestra; "Dancing Fool," Club Royal Orchestra; "Hot Lips," Whiteman's Orchestra; "Send Back My Honey Man," The Virginians; "Oogie Oogie Wa Wa," Benson Orchestra; "Deedle Deedle Dum," Benson Orchestra. These records were loaned through the courtesy of the S. Hamilton Co.'s Wilksburg store and were reproduced on a Brunswick phonograph loaned by Gray & Martin, of Pittsburgh. The latter firm also has arranged for a Brunswick record concert to be given with the release of new Brunswick records. Edison records and an Edison phonograph were furnished through the courtesy of J. E. Bumbera, Edison dealer, of Swissvale, Pa.

An interesting fact is the large number of sales of records that are made just after some new records have been "sent out over the wireless." Frequently the dealers who loan the records are given mail orders that come from localities as far as 200 to 300 miles distant. These letters are from live-wire "radio lovers," who express in their letters keen appreciation of the records played and ask that they be sent them.

Favor National Record Week

The suggestion made in the editorial in The Talking Machine World for August relative to

a National Record Week has met with a cordial reception among the trade in Pittsburgh. The World representative, when querying some of the downtown dealers concerning the proposition, was told that the plan was "a good one." John Henk, the well-known manager of the Columbia Music Co., Columbia and Edison dealer, in referring to the National Record Week, said: "It is a very excellent idea and one that the talking machine dealers should boost to the limit. A National Record Week will be a stimulus to the trade as a whole that will bring about very pleasing results to the dealers. It is a plan that should be started soon—that is, plans made for the week—so that ample time can be given to dealers to prepare for such advertising and other publicity methods they may wish to utilize to bring about the principal goal—selling more records. I believe the week can be put over with but little expense or trouble and I am more than convinced that it will prove a paying proposition to those who engage in it in a whole-hearted and public-spirited manner."

Plan Big Fall and Winter Campaign

Thomas T. Evans, the well-known manager of the wholesale Victor department of the C. C. Mellor Co., is preparing for what he terms is a "big Fall and Winter business ahead." Mr. Evans is reviewing the field that the firm covers and, after meeting with some of the principal Victor dealers that he serves, is of the opinion that a very satisfactory season for the Victor line is approaching.

Some Columbia News

J. G. Heckman's Music Shop, Meadville, Pa., Columbia dealer, recently completed a new Columbia record sales plan, in which prizes were offered to youthful contestants for the sale of Columbia records, and reports sales to date at 800. Excellent publicity was also received as the result of this plan and the dealer is enthusiastic regarding the results of the campaign.

Chauncey Parsons, manager of the music department of the Rosenbaum Store, Columbia dealer, returned recently from his vacation, a

RADIO HORNS Fit All Makes of Receivers

Rubberoid black enamel finish will take all makes of receivers. No air pocket. Designed for proper amplification and heavy material to avoid blast.

Horn Manufacturers for 20 Years.

For over 20 years the Standard Metal Manufacturing Co. has manufactured horns of all descriptions for leading talking machine manufacturers.

Special Horns

Amplifying horns of every description. Send your specifications and ask for prices. Particularly for all types and sizes of cabinets.

Gem Standard Radio Horn

11" Bell, 16" high, 14" wide, price \$7.50. Made in rubberoid black enamel finish; also in grained mahogany.

We also furnish additional (on specification) a loud speaking high grade phone with cord which can be attached to any of these horns. List price \$7.50.



"GEM"

STYLE 114

No. 114—14" Bell, 23" High
Price, \$12.00

The Above Style in Other Sizes
No. 17—7" Bell, 19" High; Price, \$7.50
No. 15—5" Bell, 14" High; Price, \$5.00
Rubberoid black enamel finish only.
Will take all makes of receivers. No air pocket. Designed to give proper amplification. Heavy material to avoid blast.



Standard Metal Mfg. Co.

Newark, N. J., U. S. A.

Faultlessly, flawlessly, Florence Macbeth sings the *Mignon Polonaise (I am Titania)*, the brilliant coloratura aria that is the despair of all but the elect among sopranos.

Her singing of the Shadow Song from *Dinorah* is a vocal accomplishment of the first magnitude. These two remarkable exhibitions of her art on one record make one of Columbia's choicest offerings. A-6219.

**Columbia Graphophone Co.
NEW YORK**



portion of which he spent in New York. Mr. Parsons visited the Columbia recording laboratory and it is possible that he will make some records, provided the excellent quality of his voice is of a recording character.

Enthusiasm among Columbia dealers in Youngstown, O., is running high, due to the announcement of the appearance of Al Jolson in "Bombo" in that city on September 15 and 16. Among the dealers who are planning to use effective tie-ups during Mr. Jolson's appearance are: the L. H. Cahn Co., L. M. Ress Co., Oster Bros. and the Ress Music Store.

The Rothert Co., Johnstown, Pa., one of Pennsylvania's leading musical houses, is featuring a line of Columbia period design Grafonolas in the Johnstown Furniture Store. Mr. Rothert has attained considerable success with the Columbia line, and the period model display cannot fail to add to his prestige as a leading Columbia dealer.

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., reports an increase in business for August and is of the opinion that, with industrial conditions improved here, there is bound to be a reflection in better sales of the Victor line.

News of the Vacationists

A. A. Buehn, treasurer of the Buehn Phonograph Co., spent several days at the Edison factory the past week.

Wm. C. Hamilton, president of S. Hamilton Co., Victor dealer, has left for a vacation trip to the East.

S. H. Nichols, the well-known manager of the Pittsburgh offices of the Columbia Graphophone Co., is spending his vacation at Battle Creek, Mich.

J. C. Roush, president of the Standard Talking Machine Co., was a business visitor to the East and also paid a visit to the Victor Talking Machine Co. plant at Camden, N. J., the past week.

Wallace Russell, of the Standard Talking Machine Co., spent his Summer week ends with his family at Lake Chautauqua.

EUGENE A. WIDMANN IN EUROPE

Eugene A. Widmann, of the Pathé Frères Phonograph Co., Brooklyn, N. Y., is now in Paris, where he will spend several weeks at the headquarters of Pathé Frères, which is termed the parent house of the American concern. Mr. Widmann sailed during the latter part of August on the "Aquitania" and while in Europe will make a thorough study of conditions in that country and will make arrangements for new Pathé offerings in this country. He will also give much attention to radio interests which the Brooklyn organization is developing.

The Wonder Talking Machine Co., a New York corporation, which was succeeded by the Wonder Phonograph Corp., a Delaware corporation, early this year, has been dissolved. The Wonder Phonograph Corp. is continuing the manufacture of talking machines at its South Norwalk, Conn., plant, and in addition is manufacturing radio parts.

KIDDIE REKORD CO. ORGANIZED

New Company, With Capital of \$30,000, to Make Records Especially for Children

BRIDGEPORT, CONN., September 6.—Announcement was recently made of the incorporation of the Kiddie Rekord Co., of New York and this city, with a capitalization of \$30,000. It is stated that the new company will take over the business already commenced in the manufacture and sale of Kiddie Rekords, which are seven-inch, single-faced discs, with attractive pictures on the reverse side, and contain children's songs and verses. Much attention has been given to the selection of the matter and the recording artists. The discs themselves are well recorded and are said to have excellent wearing properties. The officers of the company are: Victor H. Emerson, president; J. F. Lounsbury, secretary, and James W. Ogden, treasurer. Both Mr. Emerson and Mr. Ogden are well known in the talking machine record industry. Mr.

Ogden is also president of the Bridgeport Die & Machine Co., manufacturer of the product, with headquarters at Bridgeport. The following distributors of Kiddie Rekords have been announced: Musical Products Distributing Co., New York, and the Fox Philadelphia Co., Philadelphia, Pa.

C. L. PRICE ENJOYS REST

Clarence L. Price, vice-president and general manager of Ormes, Inc., Victor wholesaler, returned to his desk last Friday, after a well-deserved ten days' rest. Mr. Price, accompanied by his family, motored to Mt. Holly, N. J., where relatives reside, and, realizing that the 1922 Fall season would be exceptionally active, he decided to take a "real" vacation. For a period of ten days Mr. Price forgot all about Victrolas, Victor records and possible shortages, devoting all of his time to the thorough enjoyment of his vacation. His appearance indicates that he was benefited by his rest.

To Dealers

Phonograph owners are buying Violin Spruce Reproducers.

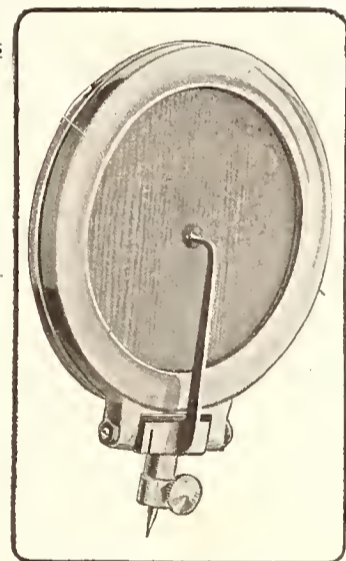
Dealers' sales of Violin Spruce Reproducers are increasing daily.

Dealers are beginning to appreciate that the Violin Spruce Reproducer commands the serious interest of every phonograph owner; that every phonograph owner is a prospective purchaser.

Many dealers have sent us their orders and are already making profits from the sales of Violin Spruce Reproducers. Each day is adding new dealers to our ranks.

Are you acquainted with the Violin Spruce Reproducer? If not, write us to-day for detailed information and discounts.

Violin Spruce Reproducers are retailed only through dealers in phonographs and records.



VIOLIN SPRUCE REPRODUCER

Eliminates all metallic sounds. Clarifies reproduction of the voice. Individualizes every instrument. Improves with use—like a violin. Not affected by atmospheric conditions.

Retails for \$7.50

**THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO**



Violin Spruce Diaphragm

COLUMBIA NEWS ITEMS OF MONTH

O. F. Benz Visits Chicago and Toronto—L. L. Leverich Takes Brief Vacation—R. F. Bolton Again at Helm—Other Timely News

Lester L. Leverich, advertising manager of the Columbia Graphophone Co., accompanied by Mrs. Leverich, spent the Labor Day week-end at Atlantic City. Mr. Leverich did not indulge in a Summer vacation this year, so that his Labor Day vacation was in the nature of a well-deserved rest.

O. F. Benz, record sales manager, visited the Columbia Co.'s Chicago branch recently and while there represented the recording department in connection with several new numbers made by Frank Westphal and His Rainbo Orchestra. Immediately upon his return to New York Mr. Benz visited the Canadian branch at Toronto, accompanied by Robert F. Porter, field sales manager of the company.

Among the recent visitors at the Columbia executive offices were: W. L. Sprague, man-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

<p>MOTORS 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>
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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

ager of the Minneapolis branch, and A. B. Creal, manager of the New Orleans branch. Both of these visitors brought with them splendid reports of the business outlook in their respective territories.

Another welcome caller at the Columbia offices recently was Frank K. Pennington, formerly assistant general sales manager of the company and now general sales manager of the

A. B. Dick Co., of Chicago. Mr. Pennington was in splendid health and spirits and was keenly interested in the optimistic business reports that he received from all of the Columbia executives.

R. W. Reilly, "Loop" salesman for the Chicago branch of the Columbia Co., was a caller at the executive offices in New York a few weeks ago. Mr. Reilly was accompanied by his bride of a few weeks, and both he and Mrs. Reilly were given a royal reception by the members of the various departments in New York.

R. F. Bolton, general manager of the recording laboratories, returned to his desk last week, after taking a two weeks' rest. Mr. Bolton has a number of important plans in process of completion, and full details regarding the proposed activities of his department during the Fall will be announced in the near future.

H. L. Pratt, branch service manager of the company, is back at his desk after a fortnight's vacation and C. H. Woodbridge, sales manager of the Dictaphone division, is again at the helm, after a much-needed two weeks' rest.

NEW MODEL DETECTOR AND TUNER

Atlantic Instrument Co., Whose Receiving Sets Are So Popular, Announces Further Contributions That Appeal to the Radio Amateur

The Atlantic Instrument Co., New York, N. Y., manufacturer of the Atlantic Junior Radio Receiving Set, reports that the demand for this set has been far beyond expectations and that dealers throughout the country are now sending in repeat orders. These "repeats" are very gratifying, as officials of the company feel that the test of the genuine performance of the product is reflected by these orders, which, they state, has given satisfaction to hundreds of users.

The company this month is announcing to the trade a new model detector and tuner set, designed by its engineers, which contains several new and interesting features in radio units which, it is expected, will make a strong appeal to the amateur. Simplicity in design and operation is the keynote of this set. It is designed in such a way that, although simple and compact, it will not lose any of its efficiency, but will receive radio messages in a highly satisfactory manner. All necessary adjustments to this instrument are confined to two dials, one control being used for tuning and the other for the audion filament. All connections except that for the telephone are made through the rear of the instrument, eliminating annoying, unsightly connections in front of the cabinet. Another feature of this small instrument is a mounted colored jewel sunk into the panel directly in front of the audion which serves as a signal light and allows the operator to immediately assure himself that the audion lamps are lighted.

Officials of the company have been hard at work all Summer planning the Fall and Winter campaign, which consists of advertising and the distribution of attractive literature. It has already shown results, and it is expected that Fall and Winter business will be larger than last year.

The Dallas (Tex.) Music Industries Association held its first meeting of the Fall season at the Oriental Hotel, Dallas, on September 4.



GOLD SEAL IS A MONEY MAKER

Wherever the Gold Seal Record Repeater is shown in a window—crowds congregate, and, in New York and Chicago, block the thoroughfare.

Wherever People Dance, Gold Seal Sells on Sight

Whenever the Gold Seal Record Repeater is demonstrated in a store there is an immediate jump in record sales, in sales of needles and accessories, and good salesmanship frequently steers this buying interest into consideration of new phonographs.

Gold Seal is the Great "Feeder" for General Sales

Get the public to stand in front of your window—show stock and sell the Gold Seal Record Repeater.

If they watch your demonstration they will come in and buy. With your store crowded with buyers of Gold Seal Repeaters you need have no worry over strikes, bad times, tight money or commercial depression.

Your salesmanship, the power of music, the novel appeal and the great utility of the Gold Seal Repeater, all will turn a sluggish business into a bright, active money-making institution.

Why Wait?—Your Jobber Can Deliver Gold Seals NOW

Get the jump on the Fall trade. Phonographs are beginning to sell fast. They can never be superseded in the home by any other instrument—their market is fixed, permanent and growing.

Gold Seal Will Give You Your Share

The crowds tell you what to sell. Gold Seal attracts a crowd. The crowds tell the public where to buy. Attract the crowds to your store with the Gold Seal Record Repeater—the fastest-moving, most useful accessory ever devised for a phonograph.

Sells for a Dollar—And Gives You a GOOD Profit

Gold Seal Needles are best for good phonographs—last longer, playing perfectly fifteen times. Gold-plated and non-corrosive.

THE GOLD SEAL CO., 105 West 40th Street, NEW YORK



We Are Featuring for October the Following Dance Records

Released September 15th
 No. 18933—"Why Should I Cry Over You"
 No. 18938 { "I'm Just Wild About Harry"
 "Say It While Dancing"

Released September 22d
 No. 18940—"Oriental Fox Trot"

Released September 30th
 No. 18939—"Coal Black Mammy"

The "Da-Lite" Electric Display Service

Was started one year ago advertising VICTOR RECORDS Exclusively

IN THE PAST YEAR OVER THREE HUNDRED VICTOR DEALERS HAVE PROFITED BY ITS USE

If you want to cash in on the NEW VICTOR RECORD HITS, "while they are hot," why not subscribe for this service? We furnish you four artistic display panels each month at a cost of only \$6.00. The Display Sign costs you \$15.00. Your Jobber has a sample for your inspection. Ask him what he thinks of it or write us direct for descriptive folder and a sample display panel; also list of fifty panels we carry in stock for selling your old records.

"DA-LITE" ELECTRIC DISPLAY CO., 116 North Erie Street TOLEDO, OHIO

TALKING MACHINE MEN MEET

Many Interesting Features Mark the First Fall Meeting of the Local Organization

The first Fall meeting of The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, was held at the Café Boulevard on Wednesday, September 13, in connection with the usual luncheon, and proved a decided success. Dealers, for the most part, were in an optimistic frame of mind and full of the energy that makes for business.

There were a number of interesting features scheduled for the meeting, including a talk by Otto Heineman, head of the General Phonograph Co., on the future of the phonograph industry and another talk by Edward Strauss, of the Brunswick Co., along the same lines.

Goodman & Rose, Inc., had several representatives present who demonstrated the latest songs put on the market by this company, and the Fairway Co. staged a demonstration of the new Victor Exercise Records.

A special committee reported on the radio situation and it was evident that the interest in this new development on the part of the dealers was very keen.

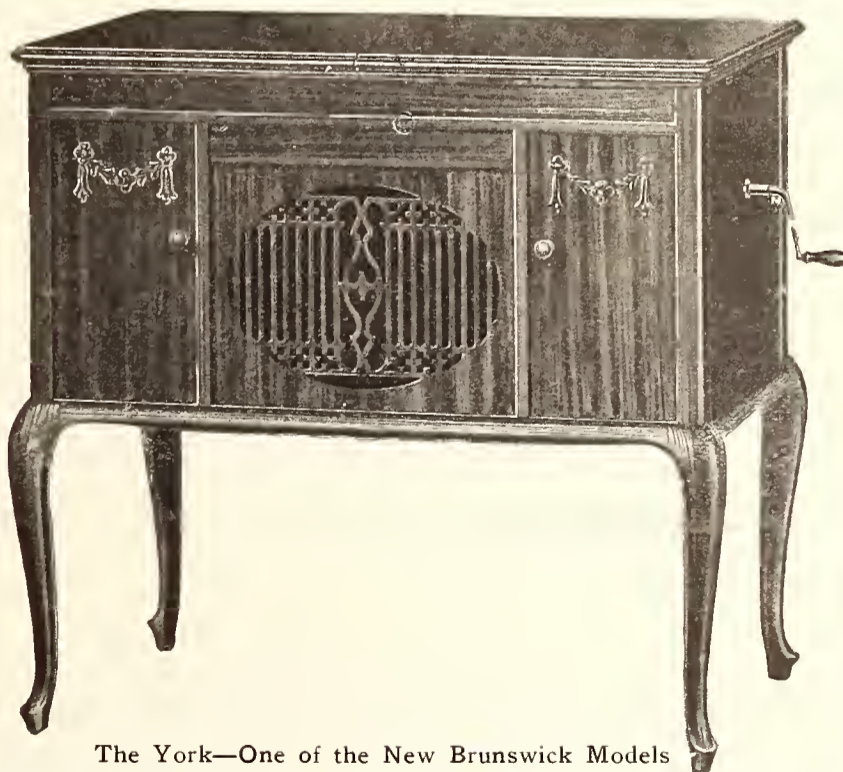
The entertainment committee reported that plans were being completed rapidly for the dance to be held on October 30 under the auspices of the Association.

ANNOUNCE THE TRIANGLE RECORD

BRIDGEPORT, CONN., September 6.—The Bridgeport Die & Machine Co., of this city, widely experienced and favorably known in the 50-cent record field, has announced the production of a new 50-cent record, to be known as the "Triangle" record. The Bridgeport Die & Machine Co. has always paid much attention to quality production and the early release of the popular record hits.

FILLING AN ARTISTIC WANT

The Mohawk Works of Art, New York City, reports that its initial announcement of the establishment of a study for the artistic redecoration of talking machines has evidently filled a long-felt want, judging from the number of inquiries that have been received. Department



The York—One of the New Brunswick Models

and wareroom managers report that there is a decided demand on the part of the buying public for specially finished talking machines and the Mohawk Works of Art has been very busy on this class of work.

Making promises is a harmful practice unless the intention is to live up to them. Many a customer has been lost because a dealer or salesman promised to secure an article or make a delivery on a certain date and did not do so.

NEW BRUNSWICK MODEL—THE YORK

Attractive New Instrument Designed for Use Where the Space Is Limited

The Brunswick-Balke-Collender Co., Chicago, has just introduced to the trade and public the latest style of Brunswick phonograph, an attractive flat-top console known as The York.

The new model is thirty-five inches wide, twenty-one and a half inches deep and thirty-three and a half inches high, and is obtainable in mahogany, Adam brown mahogany or American walnut. The list price is \$150. This latest style is equipped with all the standard Brunswick features, including the Ultona reproducer, the new all-wood oval tone amplifier, the tone modifier and other special equipment.

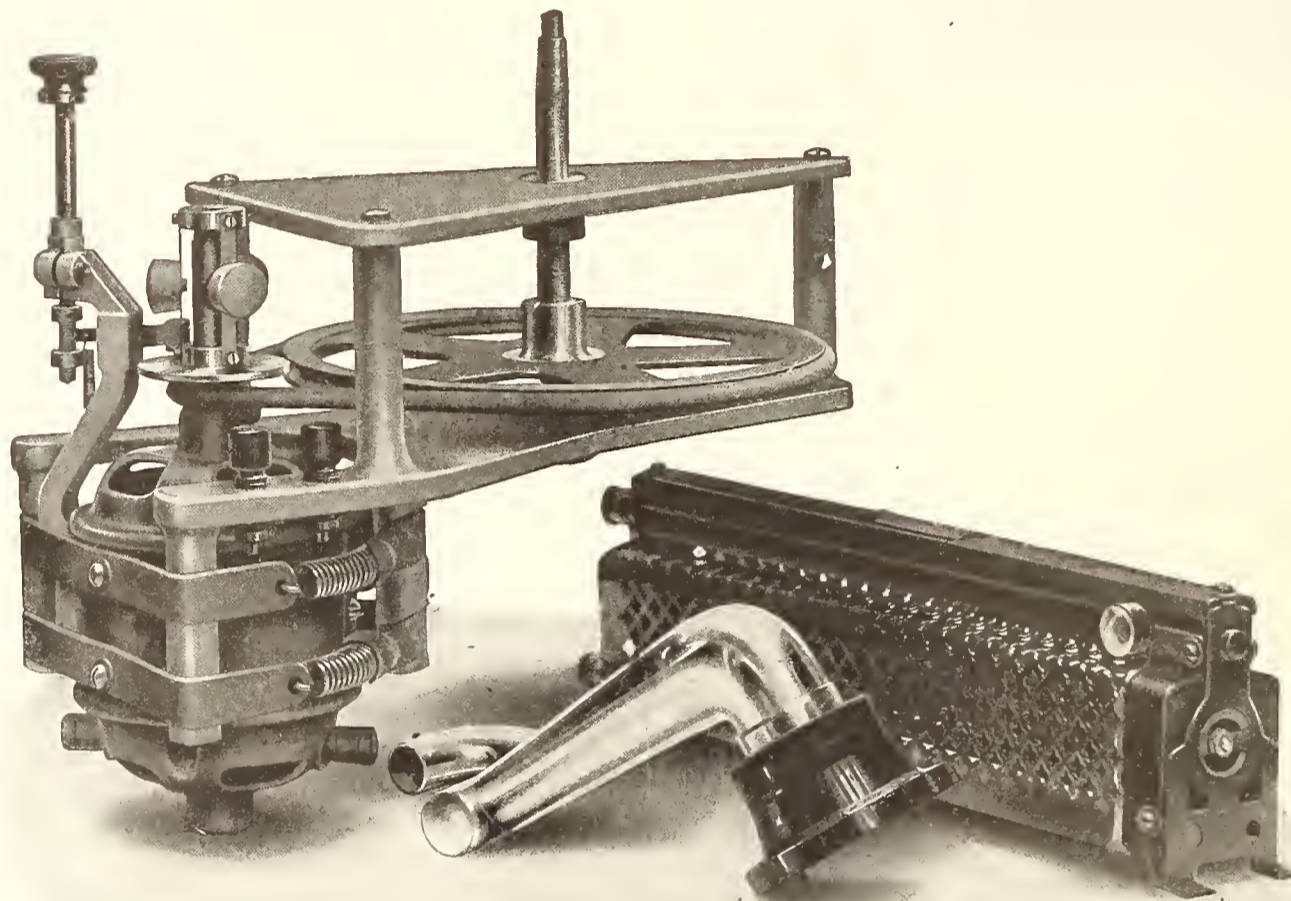
In announcing the new model the company states that it is specially designed to meet the popular demand for an instrument of that type which occupies but a limited floor space. The first of the new styles has already been placed in the hands of dealers.

FAMILIARITY BREEDS CONTEMPT

Courtesy is one of the basic principles of successful selling. Reserve is another. Many salesmen make the mistake of too much familiarity with customers. People enter a store to make a purchase, not to listen to levity and "breezy" remarks. These things breed contempt.

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

ADDING TO STORE ATTRACTIVENESS

Zimmerman-Bitter Construction Co. Has Several Important Contracts Under Way Which Indicate Business Activity

The Zimmerman-Bitter Construction Co., New York, N. Y., manufacturer of all types of talking machine store equipment, reports that business in its line has been on the increase since the company started a few months ago. Several stores have been completely equipped with its product and many others are now in the process of construction. The company has just finished two very attractive jobs, one in Newark, N. J., at Broad and Market streets, and the Grenler Bros. store, at Ninety-sixth street and Broadway, New York, N. Y. Plans have been completed and some of the construction has already been started for the complete installation in the new store recently opened by Bucci Bros., at 163rd street and Third avenue, of seven private sound-proof hearing rooms, record racks and counters and a modern show window. When completed it will represent one of the finest and most attractive equipments manufactured by this company. Officials of the company stated that one of the largest contracts yet secured by them has just recently been signed, which will be announced at a later date. This contract is for one of the leading retail establishments in New York City and was secured after a thorough investigation and inspection of the creditable work already done by the company.

The Zimmerman-Bitter Construction Co. has also just secured a contract for the complete installation of store equipment for Szivos Bros., who recently purchased the entire block at Third street and First avenue, New York, which will be renovated throughout, the first floor of 120 East Third street being devoted to their talking machine business. This company will not only install show windows along the entire front of the building and record booths, racks and counters in the talking machine store, but it will install interior equipment throughout the entire building. This is one of the largest contracts yet secured by this company, the officials of which are much gratified because it was closed after a thorough inspection by Szivos Bros. of the work done by this company in other sections of the city.

LEO LANDAU SUCCUMBS TO CUPID

WILKES-BARRE, PA., September 11.—Leo Landau, of Landau's Music Store, this city, was married yesterday to Miss Anna Weisberger, of Nanticoke, Pa. The rites took place at 6 o'clock in the Y. M. H. A. auditorium here and a host of friends of both the bride and groom were present. Among the guests of the groom who were present was a large representation from Victor wholesale houses in New York and Philadelphia.

SPANIARD DESIRES AGENCY

WASHINGTON, D. C., September 9.—The owner of a retail establishment in Spain desires to secure an agency for talking machines, typewriters, etc., according to a request received by the Bureau of Foreign and Domestic Commerce. Complete information can be secured by communicating with the Department of Commerce and referring to File No. 3342.

THOS. F. GREEN BACK AT DESK

Popular Victor Executive Recovers From Recent Illness—Pearsall Sales for Month Very Satisfactory—Outlook Most Encouraging

The many friends in the trade of Thos. F. Green, president of the Silas E. Pearsall Co., New York, Victor wholesaler, will be sorry to learn that this popular Victor man was confined to his home for over two weeks recently through illness. Mr. and Mrs. Green had planned to spend some time at the home of W. T. Haddon, president of the Ohio Talking Machine Co., Haddonfield, N. J., but shortly after reaching Haddonfield Mr. Green became ill and was obliged to return to his home at Great Neck. He returned to his desk a few days ago, although not entirely recovered.

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., in a recent chat with *The World*, commented upon the fact that August sales had been very satisfactory; in fact, well beyond expectations. September business for

the first two weeks was splendid and Mr. Spencer believes that Victor dealers as a whole will experience one of the most active Fall seasons of recent years.

LaRoe Bros., Victor dealers at Woonsocket, R. I., were recent visitors at the Pearsall offices, stopping in New York for a day or two, en route to their home, after spending several weeks at Atlantic City.

LAURENCE WALSH A BENEDICT

Laurence Walsh, of the sales staff of the New York Talking Machine Co., Victor wholesaler, was married a few weeks ago to Mrs. Grace Weir, a daughter of Mrs. Leila L. Weir, of Hartford, Conn., and well known in musical and theatrical circles. Mr. Walsh, who is covering New England territory for the New York Talking Machine Co., has attained pleasing success and has won the esteem of Victor dealers throughout his territory.

Have you noted that the diligent says "To-day," the sluggard says "To-morrow"?

**Complete Service
for the
Phonograph Trade**

You will now be able to rely on perfect service for **OKeh Records and Strand Phonographs**, for which we are now the recognized distributors in the territory embracing Pennsylvania, Southern New Jersey, Delaware, Maryland, the District of Columbia, Virginia and West Virginia.

At all seasons you can count on our warehouse having ready for instant shipment complete stock of these excellent records and all models of Strand phonographs.

Experts, and only men who deserve that title, constitute the service staff of the General Radio Corporation; and they will look after your needs as only experts can.

Your request will bring fullest information and latest price-lists and discount-sheets.

Let us answer your Radio Problems. We guarantee our merchandise and service.

The General Radio Corporation

Walter L. Eckhardt, President

Manufacturers and Distributors of High-Grade Radio Apparatus—The Geraco Line. Distributors for OKeh Records, Strand Phonographs and Gold Seal Record Repeaters.

624-626-628 Market Street, PHILADELPHIA

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO



The arrogance, pride and splendor of a barbaric Eastern court, its voluptuous raw colors, mysticism and magnetic sense appeal is the picture that frames itself for you as you listen to "Prince Igor" by the Metropolitan Opera House Orchestra. The Columbia recording of this selection is a masterpiece of phonetics. The Zampa Overture on the reverse is an equally brilliant recording of one of this orchestra's greatest presentations. A-6218.

Columbia Graphophone Co.
NEW YORK

EXHIBIT NEW ORANOLA MODELS

Three New and Interesting Types of Oranola Receiving Instruments Shown and Demonstrated at Recent Merchandise Fair

One of the exhibits that attracted unusual attention at the National Merchandise Fair, held in the Grand Central Palace, New York City, during the early part of August was that of the Oranola Radio Corp., whose executive offices are at 228 Seventh avenue, New York City. This company displayed three new models of the Oranola radio receiving instruments, which have just been perfected and are now being introduced to the trade.

Radio sets of the upright cabinet and console style seem to be finding particular favor with the public and of the three models manufactured by the Oranola Co. two are uprights and one is of the console table type. This instrument is the invention of men who have been long connected with the talking machine industry and who have had wide experience in sound-reproducing machines.

They are Edward B. Jordan, Jr., president, and Edward B. Jordan, treasurer. The latter is well and favorably known to the people of Philadelphia, where he founded the Lulu Temple. At the demonstration Edward B. Jordan, Jr., said: "The Oranola sets include radio and audio frequency transformation of the energy received from the transmitting station, so proportioned that the volume of sound is

obtained without any annoying distortions which so frequently occur.

"Despite the fact that in the warm months there is plenty of static in the air, the pure tones of song and speech are heard and all the enunciation of words is clear and natural when received through our machines.

"The current supplied to the vacuum tubes is controlled by a single push-button switch and the tuning is accomplished by a single adjustment. The signal strength is regulated by a potentiometer gradually to a maximum with detector and filament current controlled by rheostats. The wave length adjustment is from 200 to 500 meters. In the console type and in one of the uprights the instrument is equipped to operate without outdoor or indoor aerial. The antenna is placed within the cabinet in such a manner that directional effects in receiving are avoided as far as possible. However, there are binding posts and connections provided for outdoor aerial and the latter can be used where the receiving set is made to function over a long range. In design, workmanship and from any engineering standpoint the product is of the best."

ROYAL T. M. CORP. BANKRUPT

A petition in bankruptcy has been filed by creditors against the Royal Talking Machine Corp., of 3945 North Western avenue. The concern is the manufacturer of the De Luxe and the Superb talking machines.

SONORA EXECUTIVES VERY ACTIVE

S. O. Martin and Jos. Wolff Visit Saginaw Factory—Frank J. Coupe Calls on Sonora Jobbers—H. C. Valeur Visits the Trade in Canada

S. O. Martin, vice-president and general manager of the Sonora Phonograph Co., New York, spent a few days last week visiting the Sonora factories at Saginaw. At the present time the Sonora factories are working to capacity in order to keep pace with the requirements of the jobbers and dealers.

Frank J. Coupe, vice-president and general sales manager of the company, made a trip recently to several of the leading trade centers en route to Chicago, spending a few days at Buffalo and Cleveland and visiting Sonora jobbers and dealers in those cities.

Joseph Wolff, vice-president and manager of production, returned recently from a visit to the factories at Saginaw and was delighted to find that, during his brief absence from New York, the business situation had shown a decided improvement all along the line.

H. C. Valeur, secretary and treasurer of the Sonora Phonograph Co., spent a few days at Toronto last week, conferring with the Sonora jobbers in that city and visiting some of the dealers.

CAROLA CO. MAKING PROGRESS

Cleveland Manufacturer Making Plans for Active Fall—New Equipment Added to Factory Facilities to Meet Growing Demand

CLEVELAND, OHIO, September 7.—The Carola Co., of this city, is now swinging into full production upon its talking machines, and recent installations of equipment are making it possible to take care of all comers this year. Such was the statement of N. I. Schwartz, general manager of the company, when interviewed today. "We expect to do an excellent business this Fall," continued Mr. Schwartz, "not only because of the general upward trend of business but because we have made certain refinements and improvements in our products which our friends say remove the last criticism. The trade is beginning to realize that our product is not a toy, but a real machine, capable of good music in volume. Of course, it is true that our machine is wonderfully suited to the younger generation and some of the department stores are doing an immense business on that basis, but our machine is a real machine and must be regarded as such."

D. K. M. SALES CO. CHARTERED

The D. K. M. Sales Co., 108 South La Salle street, Chicago, Ill., was recently incorporated by A. N. Dutton, P. B. Kuykendall, D. W. Martin and Charles Madden, with a capital of \$50,000. The concern has a factory at Vincennes, Ind., and will market a device for starting and stopping talking machines.



For A QUICK SALE

We Recommend



14117	{ JAZZIN' BABIES BLUES KIND LOVING BLUES	}	By ETHEL WATERS
14118	{ EARLY EVERY MORN LONESOME MONDAY MORNING BLUES	}	By ETTA MOONEY
14120	{ THAT DA DA STRAIN GEORGIA BLUES	}	By ETHEL WATERS
14122	{ THAT COOTIE CRAWL JA DA BLUES	}	By JULIA MOODY

EVERYBODY LIKES THEM — YOU CAN SELL THEM

PACE PHONOGRAPH CORP.

2289 Seventh Avenue
New York, N. Y.

Southern Trade Taken Care of by

SOUTHERN SONORA CO., 310 Marietta Street, ATLANTA, GA.

SELVIN'S ORCHESTRA TO RECORD ONLY FOR VOCALION

Prominent and Successful Organization Put Under Exclusive Contract by the Aeolian Co.—Enjoys a Wide Reputation for Producing Dance Music

The Aeolian Co. has just announced that a contract has been signed with Selvin's Orchestra, one of the most popular dance orchestras in New York, to record exclusively for Vocalion records. The organization has already made a number of Vocalion records which have proven very popu-

sons and is at present playing at the Boardwalk Restaurant which was opened for the new season on September 11 and promises to be among the popular rendezvous during the Fall and Winter.

Vocalion dance records have won a wide repu-



Selvin's Popular Dance Orchestra, Which Will Make Vocalion Records

lar. Under the new exclusive arrangement the Selvin Orchestra will be featured frequently in future Vocalion record lists.

Selvin's Orchestra has played in prominent Broadway resorts in New York for several sea-

sons and is at present playing at the Boardwalk Restaurant which was opened for the new season on September 11 and promises to be among the popular rendezvous during the Fall and Winter. Vocalion dance records have won a wide reputation and the addition of Selvin's Orchestra to the list of exclusive Vocalion recording organizations will have the effect of increasing this reputation to a very material degree throughout the country.

NEW RCA DEALER DISCOUNT

Radio Corp. of America Announces New Discount Schedule—Increased Dealer Discount Enthusiastically Received by Trade.

The Radio Corporation of America, New York, manufacturer of RCA radio products, sent out recently an important announcement to its wholesale distributors advising them of new distributors' and dealers' discounts. This new schedule calls for increased discounts for the dealers, and the talking machine trade will undoubtedly welcome this new list.

For several months the sales department of the Radio Corporation of America had been working on a new discount schedule, especially in view of the fact that the company had appointed five

well-known distributors in the talking machine field. These distributors were advised by talking machine dealers that if it were possible to secure discounts approximating the average talking machine discount, radio business would be more profitable and more productive of results. The new discount schedule reflects the intention of the Radio Corporation of America to co-operate with its jobbers and dealers in every possible way and the company has been congratulated upon its move in this direction.

In its announcement to the trade the Radio Corporation of America suggests that distributors request their dealers to place orders for the Fall trade as quickly as possible, as the increased demand which has already materialized may find the dealers unable to make prompt deliveries.

TEXAS-SERVICE

Okéh Records

The Records of Quality

The Records your customer wants. Our stock is complete and the haul from DALLAS to your store is short, hence less expensive. We have the new hits while they are new and the old favorites and classics all the time.

Write us about the agency for this record in your town

MARTIN WEISS CO.
903 Elm Street DALLAS, TEXAS

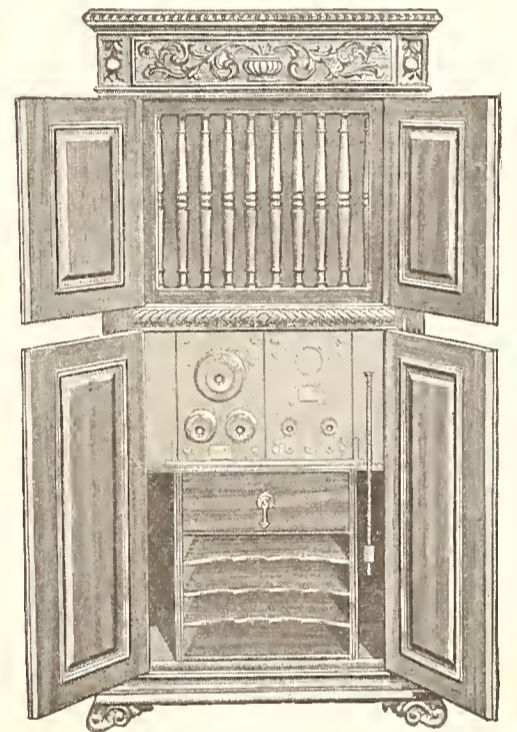
J. H. TROUP MUSIC HOUSE EXPANDS

Adds Two Floors to Quarters—Large Space for Talking Machine Department—Victor and Edison Machines Featured by This House

HARRISBURG, PA., September 11.—The J. H. Troup Music House, 15 South Market Square, this city, is planning to enlarge its business to include two additional floors of the building which it occupies, making four floors in all, according to an announcement by J. H. Troup, head of the concern. Extensive plans for the remodeling of the quarters are under consideration. These include the construction of booths on the first floor, which will be devoted to the sale of records. The second floor will be turned over to the display of the Victor and Edison lines and the remaining space will be used for the display of pianos and musical instruments.

The Hancock Music Co., Brunswick dealer, of Pasadena, Cal., is greatly enlarging its floor space.

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Sales & Engineering Company

Mishawaka, Indiana KENYON W. MIX, Director

HAPPENINGS IN THE DOMINION OF CANADA

MANY FINE DISPLAYS AT CANADIAN NATIONAL EXHIBITION

Interest of Trade and Public Turned Toward Music Building of Exhibition Housing Exceptionally Fine Displays Showing Development of Talking Machine Industry—Other News

TORONTO, ONT., September 8.—The rapid growth and importance of the talking machine industry is being forcibly demonstrated here in the splendid display in the new Music Building at the Canadian National Exhibition. One of the largest exhibitors at the fair has as many as twenty-two or twenty-three different models. Averaged among the makers, it is estimated that fifteen models of each make are being manufactured. They comprise a complete list of types designed to harmonize with furniture of all periods. In the display, which has been prepared by a dozen or more manufacturers, in the Music Building an infinite variety of sizes and shapes are shown.

A music building is something new to the exhibition, although musical exhibits have been there as long as the fair has been held. This year there is a real music building in what was, a year ago, the Dairy Building. The interior of this structure has been remodeled. Phonograph booths abound on every side and its walls have been paneled and decorated. The granting of this space to the music trades is one of the many indications of the growing importance of the industry in Canada. Many thousands of visitors throng the aisles of the new building.

The fair runs from August 26 to September 9. One million, two hundred and forty-two thousand was the total attendance at the Canadian National Exhibition in 1921, which means that over one million people viewed the talking machine exhibits in the east wing of the Horticultural Building. To date the attendance is 119,000. The new music building is devoted entirely to phonograph displays, with the exception of the amphitheatre in the center of the building, which has a seating capacity of 88,800 persons. Nearly ten thousand square feet of floor space are actually devoted to the displays. Individual exhibits were maintained by the Columbia Graphophone Co., this city; Gerhard Heintzman, Ltd.; McLagan Phonograph Corp., I. Montagnes & Co., Sonora phonographs and needles; Musical Merchandise Sales Co., Brunswick phonographs and Brunswick records; Scythes Vocalion Co., Ltd., Aeolian-Vocalion and Vocalion records; Sun Co. of Canada, Ltd.; Starr Co. of Canada, Ltd., Starr phonographs and Starr records; the Sun record, Apex phonographs and Apex records; the R. S. Williams & Sons Co., Ltd., Edison phonographs and Edison Re-creations; Simplex Electric Phonograph Motor Co., Ltd., Montreal.

Selections by Canadian artists who have attained fame in the musical field through recordings of their specialties on records form a feature of the exhibits.

At the request of the Canadian Phonograph Manufacturers' Association, which has fathered the musical competitions for the past three years, and also at the request of the Exhibition management, the competitions this year are being conducted by the Canadian Bureau for the Advancement of Music. The following constituted the trade committee, which was known as Music Day Committee: F. A. Trestrail (convenor), John A. Fullerton, G. B. Heintzman, E. C. Scythes, W. B. Puckett, convenor of the Canadian Phonograph Manufacturers' Association's Exhibition Committee, and J. S. Atkinson, secretary of the Bureau. G. B. Heintzman was appointed to secure the co-operation of the piano exhibitors. Gordon Thompson, representing the sheet music men, in charge of publicity; E. C. Scythes in charge of open-air music, and W. B. Puckett in charge of attractions in the amphitheatre of the Music Building.

T. Nash, manager of the Sun Record Co., distributor of Apex records, recently visited the principal points between Toronto and Kingston in connection with Apex records and machines.

G. M. Browning, of the Gold Seal Co., Inc., New York, was a recent trade visitor here, the purpose of his mission being to arrange for the promotion of the sale of the Gold Seal record repeater in Canada. This repeater has won mer-

itorious approval throughout the United States market, over half a million, it is said, having been sold since its appearance only a few months ago. It can be made to retail in Canada at \$1.35. Mr. Browning intimated that it was the intention of his firm to open a Canadian branch for the manufacture of Gold Seal repeaters, Gold Seal needles and other Gold Seal products as soon as arrangements can be effected.

New local incorporations include the Purdy Radio Phonograph Co., Ltd., Toronto, and the Sonora Phonograph Co., Ltd. The latter concern is capitalized at \$40,000, according to an announcement just made.

BERLINER GRAMOPHONE EMPLOYEES HOLD ANNUAL PICNIC

River Sail and Numerous Athletic Events Mark Day of Jollity at Picnic of Employes of Berliner Gramophone Co., Ltd.—Continued Improvement in Sales Indicates Busy Fall

MONTREAL, CAN., September 8.—Employes of the Berliner Gramophone Co., Ltd., together with friends, held their annual picnic at Lavaltrie recently. Luncheon was served on board the steamer "Three Rivers" and various games and contests were held during the day at the picnic ground. On the return trip a dance was held on board. E. Berliner, vice-president of the company, with J. S. Shield, a director, officiated at the baseball game.

At a recent radio concert, broadcasted from Station C. FCF Montreal, Miss Joan Zafaro, the celebrated soprano, entertained the radio fans with a medley of classical airs. Leo Feist's popular Montreal representative, Gus Hill, also rendered the following numbers: "Why Should I Cry Over You?" "Stumbling" and "Georgia."

The Starr Co., of Quebec (Montreal), L. R. Beaudry, manager, is elated over the popularity of the Starr records in French. It is only two years ago that a few of these recordings were introduced. To-day they total over 125 listings with new numbers coming through every month.

The first prominent concert of the season will be given in the St. Denis Theatre on October 2 by Madame Galli-Curci, the great coloratura soprano and His Master's Voice artist.

In the big parade of St. Jean Baptiste, held in St. Hyacinthe, Que., lately, J. Bouchard, the well-known dealer of 19-21 Laframboise street, won second prize for his "float," which was twenty-three feet long, fifteen feet high and seven feet wide. The inside of the float, where an orchestra was placed, measured eighty-four square feet. In the front appeared two Victrolas—one a No. 50 portable and the other a No. 240 Console model. A big forty-two-inch reproduction of "Nipper," the famous His Master's Voice trade-mark, appeared on the top. On each side was a cut-out of a record thirty-four inches in diameter. The orchestra was composed of six players—three violins, piano, cornet and drums. All the selections played were directly advertising the recent issues of His Master's Voice records.

During the past month Creatore and his famous band attracted huge crowds to Dominion Park. Needless to say, Columbia dealers took advantage of his appearance and ran large-sized newspaper copy featuring this artist's extensive repertoire.

"The splendid classical and operatic selections being rendered weekly by the orchestras of the Capitol and Allen Motion Picture Theatres are creating quite an inroad on our stock of Victor Red Seal records," said Mr. Brown, of Brown's Talking Machine Shop.

Brunswick record sales with J. W. Shaw & Co. and Layton Bros., Ltd., continue to climb steadily every month and particularly in the call for Isham Jones Orchestra hits, which are becoming steadily more popular.

A noticeable improvement in sales of Edison phonographs and records is cited by Layton Bros., Ltd. This house is now busy formulating extensive sales plans for Fall and Winter business.

"While it is between Summer and Fall our sales of Sonora and Columbia Grafonolas have kept up wonderfully well," said C. W. Lindsay, Ltd., "and Columbia records are also in good demand."

Goodwin's, Ltd., Norman F. Rowell, manager, is most optimistic as to Fall business and has in sight the closing of a number of deals for Brunswick phonographs and is stocking up heavily in His Master's Voice records in anticipation of a good Winter and holiday selling season.

THOS. A. EDISON'S CONTRIBUTION

A despatch from Alexandropol, Armenia, states that sixty carloads of foodstuffs which the school children of New Jersey contributed to the American Orphan City, where the Near East Relief is maintaining 20,000 Armenian children, have arrived there. Among the interesting items were seventy-seven cases of phonographs, the personal gift of Thos. A. Edison.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



MORRIS MUSIC SHOP, 130 Fordham Road, N. Y. City

BIGGER
BETTER
CHEAPER



GRINLER CO., 2554 Broadway, N. Y. City

WHAT WE ARE DOING FOR OTHERS WE CAN DO FOR YOU

Particulars on Request

HEARING ROOMS

RECORD RACKS

SERVICE COUNTERS

ZIMMERMAN-BITTER CONSTRUCTION CO.

325-27 East 94th Street, N. Y. City

DISPLAY CASES

MUSICAL INSTRUMENT

CASES, Etc.

SALES SCHOOL HELD IN PITTSBURGH

Splendid Representation at Salesmanship School Held by Mr. Delano Under the Auspices of Pittsburgh Victor Distributors

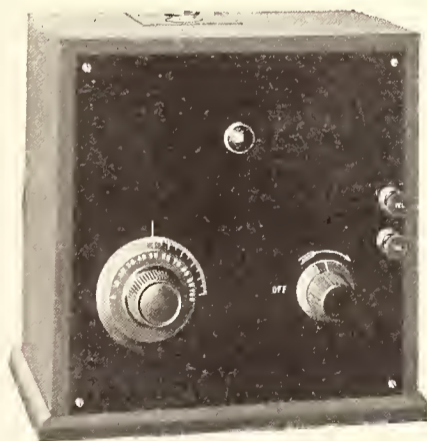
PITTSBURGH, PA., September 11.—The Victor School of Salesmanship conducted by the Victor Talking Machine Co., under the auspices of the Pittsburgh distributors, W. F. Frederick Piano Co.; C. C. Mellor Co. and the Standard Talking Machine Co., opened today in the Moose Temple, with F. A. Delano of the Victor Co. in charge. The school will continue until September 14 and will close with an informal dinner and theatre party tendered by the three Pittsburgh distributors to the students.

The list of students enrolled is as follows: Miss Irene Curtis, Aaron Furniture Co., Greensburg, Pa.; Jos. S. Amster and Agnes M. Bradley, Jos. S. Amster, Clairton, Pa.; F. M. Carpenter, Acme Book Store, Buckhannon, W. Va.; Mrs. W. G. Anderson and Miss Helen Perrier, W. G. Anderson, Midland, Pa.; Mr. and Mrs. G. B. Bennett, Wilkinsburg, Pa.; W. J. Benjamin, W. J. Benjamin, Vandergrift, Pa.; C. Russell Cooper and Miss Alda G. Anderson, Cooper Bros., New Kensington, Pa.; John E. Dinsmore, Cameron Drug Store, Cameron, W. Va.; W. N. Templeton, Clymer Furniture Co., Inc., Clymer, Pa.; Miss Katherine M. Slawik, Cassaday Drug Co., Alliance, O.; Miss Mae Belle Hall and L. W. Bell, Davis, Burkham & Tyler Co., Wheeling, W. Va.; Harry Diamond, Diamond Drug Co., Natrona, Pa.; O. T. Lytle, Dils Brothers Co., Parkersburg, W. Va.; H. I. Ellis, A. I. Ellis & Sons, Uniontown, Pa.; C. L. Ohle, The W. W. Espy Drug Co., Ben Avon, Pa.; Miss Olive Fawcett, L. J. Koster and James Larkin, "The Famous"—Katz & Goldsmith, Braddock, Pa.; Miss Anna Simpson, W. F. Frederick Piano Co., Pittsburgh; Miss Maude Collier, W. L. Frederick Piano Co., Cannonsburg, Pa.; Miss Margaret C. Cortea, W. F. Frederick Piano Co., Connellsville, Pa.; Miss Gladys Parker, W. F. Frederick Piano Co., Duquesne, Pa.; Arthur R. Prettyman, W. F. Frederick Piano Co., Morgantown, W. Va.; Guy Hammond, Jr., W. F. Frederick Piano Co., Grafton, W. Va.; Miss Sophie Easer, Half Brothers, Homestead, Pa.; H. R. McHendry, Mrs. Edna Reich, H. S. Schohe, T. E. Shortell, Miss Helen Ritchey and Miss Martha Maeder, S. Hamilton Co., Pittsburgh; Frank L. Hill, Jr., Frank L. Hill, Jr., Cannonsburg, Pa.; W. Roy James, James' Pharmacy, Aspinwall, Pa.; Miss Esther Fielding and Miss Alice Brown, Kaufmann & Baer Co., Pittsburgh; Miss Mabel Spahn, Kaufmann's Dept.

Store, Pittsburgh; Dave Krasik, D. Krasik, Monessen, Pa.; Samuel Sandomire, W. A. Kulp, Braddock, Pa.; John C. Haggerty, Lechner & Schoenberger Co., Pittsburgh; Walter H. Leedom, Leedom's Drug Store, Hollidaysburg, Pa.; Miss Grace Smith, Lewis Bros. Co., East Liverpool, O.; Miss Dora Curtis, J. K. Lovett, Ambridge, Pa.; C. L. Repman, C. C. Mellor Co., Pittsburgh; C. E. Melleman and W. F. Lante, The Milleman Co., Zelienople, Pa.; W. J. Mullan, W. J. Mullan, Sewickley, Pa.; J. H. Colflesh, Mrs. O. F. McKee, Confluence, Pa.; Mrs. F. A. Johnson, Johnson Music Co., Pittsburgh; Mrs. W. F. McLay, W. F. McLay, Carnegie, Pa.; K. R. McMahon and Miss Mildred Miles, The McMahon Co., Youngstown, O.; Daniel G. Jones, W. L. Noble, Martins Ferry, O.; Miss Betty Kennedy, F. A. North & Co., Johnstown, Pa.; Leo E. Egan and Miss Sadie Mahon, J. H. Phillips, Pittsburgh; Ray Posner, Myer Posner, Mt. Pleasant, Pa.; Miss Simpson and Miss Edna M. Walker, Pioneer Music House, Inc., Indiana, Pa.; John F. Pentland, John F. Pentland, Toronto, O.; Joseph Asiano and J. Howard Riley, Robinson Music Co., Steubenville, O.; Miss M. Mervis, Rosen-

baum Co., Pittsburgh; Robt. Rainsberger, C. B. Rainsberger, East Palestine, O.; Miss Marie Schellhase, E. E. Schellhase, Waynesburg, Pa.; Miss Pearl Allen, P. W. Simon, Uniontown, Pa.; Miss Stell Meyers, Miss Minnie Kusterman and Miss Mae Harnett, Spear & Co., Pittsburgh.; W. A. Steadman, W. A. Steadman, Butler, Pa.; Miss Eleanor Rouczka, Steele Furniture Co., Pittsburgh; Mr. and Mrs. J. E. Slingluff, Cambridge, O.; J. W. Schell and Miss E. Mulvaney, South Hills Music Shop, Pittsburgh; Clark Wright and Isaac Skelton, Valley Furniture Co., East Pittsburgh, Pa.; T. I. Veiock, Veiock Music Co., New Brighton, Pa.; W. P. Wampler and Miss Jane Harris, F. C. Wampler & Son, Inc., McKeesport, Pa.; Miss Lenora Eitel and Miss Elma Westerman, Windsor Music Co., Tarentum, Pa.; Mrs. Leonore E. Tobin, F. A. Winter & Son, Altoona, Pa.; C. M. Wilson, C. M. Wilson Co., Salem, O.; Miss Eva M. Kays and Mrs. L. L. Moats, I. B. Wilson, Moundsville, W. Va.; Robt. Winter and Miss May Winter, Robt. Winter Music Co., Irwin, Pa.; G. B. Hellman, Miss Dorothy Hellman and Miss Laverne Evans, Yahrling-Rayner Music Co., Youngstown, O.

Atlantic Jewel



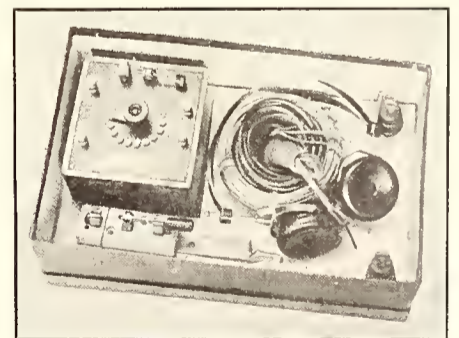
Without Accessories

LIST PRICE \$20.00

A single tube detector and tuner of handsome appearance and unrivaled excellence.

It is an achievement in simplicity without sacrifice of efficiency.

Atlantic, Jr.



Complete

LIST PRICE \$18.00

An efficient and good-looking crystal set equipped with high-grade accessories. It comes in an attractive display case, ready to carry home and install.

RIGHT merchandise prices profits

Write for Catalogue

ATLANTIC INSTRUMENT COMPANY, Inc.

13-21 Park Row

Radio Mfrs.

New York City



SUPREME CONSOLE MODEL No. 200

This beautiful instrument is not only the best and most durable piece of merchandise offered the trade today, but it also carries the fairest and lowest price of any other instrument manufactured in America.

Every live jobber and wholesaler who has definite requirements for the coming season will surely benefit himself by getting in touch with us immediately. Your needs will be taken care of in a most satisfactory manner. And last, but not least, we are able to assure you of prompt deliveries.

We also manufacture three beautiful upright models, which, together with our SUPREME Console Model No. 200, make up the most remarkable offer ever made to the talking machine trade.

Quantity and Quality guaranteed with all orders. Write at once.

SUPERIOR PHONOGRAPH CO.
2331 Ogden Avenue Chicago, Ill.

OUR EXPORTS OF TALKING MACHINES

Exports and Imports of Talking Machines and Records Show a Decreasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., September 10.—In the summary of exports and imports of the commerce of the United States for the month of June, 1922 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during June, 1922, amounted in value to \$35,901, as compared with \$37,636 worth which were imported during the same month of 1921. The twelve months' total ending June, 1922, showed importations valued at \$528,203, as compared with \$771,156 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 5,460 valued at \$168,503, were exported in June, 1922, as compared with 2,567 talking machines, valued at \$120,474, sent abroad in the same period of 1921. The twelve months' total showed that we exported 39,147 talking machines, valued at \$1,561,064, as against 67,897 talking machines, valued at \$3,071,757 in 1921.

The total exports of records and supplies for June, 1922, were valued at \$86,374, as compared with \$148,480 in May, 1921. The twelve months ending June, 1922, show records and accessories exported valued at \$1,471,853, in 1921, \$2,965,614.

The countries to which exports were made in June and the values thereof are as follows: United Kingdom, \$5,320; Canada, \$73,020; Central America, \$2,777; Mexico, \$15,155; Cuba, \$2,063; Argentina, \$2,798; Chile, \$837; Other South America, \$10,777; China, \$1,628; Japan, \$20,473; Philippine Islands, \$966; Australia, \$7,948; Other Countries, \$24,741.

K. C. Sexton, well-known Victor dealer of Washington, D. C., with headquarters at 631 Pennsylvania avenue, S. E., has opened a branch store at Seventh and C streets, S. E.

ELECTS TWO VICE-PRESIDENTS

David Sarnoff and William Brown Honored by Radio Corp. of America—Promotions Well Deserved—Both Well Known to Trade

Edward J. Nally, president of the Radio Corporation of America, New York, manufacturer of RCA products, announced a few days ago that the directors of the company had voted the rank of vice-president to two officials of the company. David Sarnoff, who is general manager of the company, was also elected vice-president. William Brown was elected vice-president and general attorney in recognition of his services in the legal department.

Mr. Sarnoff, who is only thirty-two years old, has been identified with the Radio Corporation of America and its predecessors for nearly sixteen years. He is recognized as one of the foremost radio authorities in the country, and at the recent music conventions in New York was one of the speakers at the noonday luncheons. His address was enthusiastically received by the music merchants in attendance, as it gave them a practical idea of the plans of the Radio Corporation of America in so far as they related to the music industries.

OTTO HEINEMAN VISITS CANADA

Otto Heineman, president of the General Phonograph Corp., spent a few days recently visiting the company's factory at Kitchener, Ont., Can., and the Canadian branch of the General Phonograph Corp. at Toronto. Mr. Heineman found business conditions in Canada very satisfactory, with every indication that the 1922 Fall season will be one of the most active periods of recent years.

A. Frangipane, secretary of the Mutual Talking Machine Co., reports a noticeable increase in business. Orders received during the first ten days of September were already in excess of the total amount for August. The volume of export business this month has exceeded any month in the history of the organization.

POST-VACATION TIME IN CAMDEN

Victor Co. Executives Now Actively Engaged in Carrying Out Large Production Schedule

CAMDEN, N. J., September 11.—The various executives and department heads of the Victor Talking Machine Co. have now returned to their desks in the executive offices after the vacation period and all forces are working hard in the carrying out of the ambitious production laid out for the factory from now until the first of the year.

Ralph L. Freeman, director of distribution, returned to-day from a three weeks' vacation with his family, most of which was spent in Canada, where some good fishing served to take Mr. Freeman's mind off of business matters.

OPENS FINE VICTOR DEPARTMENT

Boston House, of Washington, D. C., Makes Feature of New Department

WASHINGTON, D. C., September 9.—The Boston House, one of the leading local department stores here, has opened what is considered one of the finest Victor departments in this vicinity. The talking machine department is located on the fourth floor of the building and covers part of the floor space, extending an entire block. Twenty handsomely appointed record demonstration rooms in the architecture of various countries are a feature. R. H. Keller, one of the best known of successful talking machine men in the capital, is in charge.

NEW INVENTION

An inventor and engineer of long experience and established reputation in the phonograph industry has perfected an indestructible record and apparatus for producing same at a low cost, and seeks a high class business man or firm with sufficient capital to start manufacturing. The inventions are revolutionary in their character. Address "Box 1206," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING

FOR SALE

Recording machine, recording wax, shaving machine and recording tools, for professional use. No amateur. Address "Box 1204," care of The Talking Machine World, 373 Fourth 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.

MUSIC STORE FOR SALE

Columbia agency, pianos and small goods. Located in Detroit, Mich., and catering principally to foreign trade. Business profitable, owner wishes to go East. Will stand close investigation. Address "Box 1197," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Genuine Pathé sapphire needles. 12 cents each for cash. The Pathé Shop, 228 West Grand River Ave., Detroit, Mich.

FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

FOR SALE

Victor agency in town in Pennsylvania. Population 26,000, also six nearby towns to draw from. Store is well equipped and centrally located. Must sell on account of ill health. Answer "Box 1205," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON.

W. LIONEL STURDY, MANAGER

Economic Conditions Show a Continuous Betterment Toward the Goal of Trade Prosperity—Review of Radio Conditions in Great Britain—Freight Decision on Records—Wireless Club to Organize—Billings Long-playing Record—"His Master's Voice" Salesmanship Course—Interesting Patent News—Origin of Goods Must Hereafter Be Certified—New Gramophone Needle—News of Month

LONDON, ENGLAND, September 7.—Economic conditions continue to show a slight improvement and each month is registered an advance towards that goal of trade prosperity which is the inspiration of human endeavor. Recovery to something like normalcy may be a slow process and it is possible the much-predicted golden boom in trade will this season pass us by. That trade will buck up considerably, however, is a foregone conclusion. Far-seeing men are not looking to be rushed off their feet, so to speak, but their expectations rightly incline to the belief in a steady progress that will react favorably on the semi-luxury industries, of which the gramophone is a typical example. Around the trade, it is true, opinions vary somewhat. Certain members' views, I think, are to an extent colored by the present quietness. But this is generic to all industries, more or less, and is appropriate to this period when so much business is held up owing to holiday making. That passing phase begets inactivity. It is about over now and we shall see a big leap forward within the next few weeks. As a fact I know that manufacturers have placed substantial orders with supply houses whose present

output capacity is being pushed to its utmost. The record trade, too, shows good signs of a forward movement. Dealers, perhaps, are ordering a little slowly as yet, but though not overlarge in bulk calls are more frequent—a sign that the public has commenced to buy. That is the foundation movement upon which rests the satisfaction of dealer, factor and manufacturer. Let us all do our best by every means possible to keep it going.

The Gramophone Dealer "Listens In"

Without a doubt the retailer of gramophones means to handle a fair share of the new radio business. And in this he is encouraged by the wireless manufacturers, who, I think, fully realize the importance of utilizing the well-established distributing channel represented by the great army of music dealers throughout the country. Gramophone factors and manufacturers in increasing numbers are planning to feature wireless receiving sets; already about a dozen such firms have actually marketed either crystal or valve, or both types. The whole business, however, is in a state of suspended animation pending the equipment of broadcasting stations (there are only two or three private ones in occasional use at present) and completion of arrangements for the issue of licenses to manufacture. Foreign instruments are barred for two years. A license to manufacture will only be issued after inquiry as to the bona fides of applicants who must guarantee their goods as of British manufacture throughout. Taking a leaf out of the American book of experience, our government means to control service and output through the medium of a so-called com-

mittee of the chief manufacturers. Herein, of course, is scope for abuse of privileges and already there is an outcry suggestive of the establishment of monopoly. As to that, we shall see when the control plans are published. Nobody knows how things stand at the moment except that the whole development of radio is in the air. I write this at a time when there is every anticipation of an early official statement upon the subject. The postmaster-general is ready to approve and authorize plans upon receipt of the memoranda and articles of association of the new Broadcasting Co. And it is almost certain that by the time these lines are published the firms included or interested in the Broadcasting Co. will have agreed on a complete scheme and probably started their service. The Marconi people have already fixed up with some of the leading artists.

Freighting of Gramophone Records

The judgment given by the Railway Rates Tribunal applicable to the carriage of gramophone discs restores the conditions prevalent in 1916. The evidence showed that parcels of records average about twenty-five pounds and travel up to 200 miles for 3s. 10d. under the full parcels scale rate. On owner's risk conditions the rate would be 2s. 1d. The 1916 conditions which now apply provide that when "properly" packed records will be carried at the full parcels scale, company's risk; when not properly packed, they will be carried at owner's risk. Packing to be proper must conform to certain reasonable regulations laid down.

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In the permanent Fair Building at Vreden-



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—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-haghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 182, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 154)

burg square, Utrecht, the seventh annual exhibition of goods of all descriptions and nationality will open September 4. There is to be a musical instrument section and, though a good attempt has been made to interest British manufacturers, the response so far has proved very disappointing to the London agents of the Fair promoters.

Wireless Clubs for Amateurs

With the completion of broadcasting arrangements near at hand a great speeding up of interest in wireless science is bound to follow. Amateurs all over the country will want to get together and discuss problems and initiate schemes for local experiments. Already about a hundred clubs or societies are at work in different parts of the country and by all reports an amazing development of this movement is under way.

When the private gramophone societies began to get busy people were astounded that there could be found so many enthusiasts willing to devote an evening per week listening to or criticizing records. As the movement spread a development of the original idea naturally followed, until to-day we find these societies are of real technical value in the advancement of the science of sound and its reproduction. At first regarded as of no importance, gramophone manufacturers are now only too glad to demonstrate their instruments or records before such critical audiences as the societies and to invite judgment.

Broadcasting opens up another useful avenue of self-seeking enlightenment and pleasure for gramophone societies. Existing clubs are therefore making arrangements to devote part time at present for discussion and interchange of opinions anent radiophony in general and its application to the gramophone. In one case brought to my notice the question has been raised for consideration that the title of the society be revised to incorporate the word wireless or broadcasting. This practical interest is all to the good of the new science of wireless.

Pemberton Billing's Long-playing Record

World Record, Ltd., is the name of the company formed to exploit the remarkable invention of Pemberton Billing, who is managing director of the new concern. Those who have seen and heard this wonderful long-playing record, with the device for speed control, are enthusiastic as to the prospects of the company's undertaking. I am informed that a factory at Mortlake has been equipped and a start made in the recording of a first batch of records comprising about 150 titles covering all phases of vocal and instrumental music. All the records will be of twelve-inch size, single-sided. If occasion necessitates the company is prepared to issue double-sided disks, but it is not anticipated that the need will arise as up to twenty minutes of music can be recorded on one side of these records.

Queried as to price, Mr. Hughes, sales man-

ager, informed me that three grades of records will be marketed. Prices will figure at 5s., 7s. 6d. and 10s. 6d. each retail, being determined according to class and reputation of the artist or instrumental organization. Plans are under way for a big sales campaign early in October.

The controller device by means of which the turntable is regulated to run at an even but sufficiently slow speed to play these records will retail at £1 19s. 6d. This controller operates on any kind of gramophone.

Brief Trade Paragraphs of Interest

The "Oranola" gramophone, which is now before the American public, has been revived here by the Musical Instruments Development Co. Capt. Bailey, the inventor, tells me that he has evolved several new models of unique design ranging in price from 10 to 75 guineas. Within the near future, I understand, Capt. Bailey will revisit New York.

The popular advertising manager of "His Master's Voice," V. S. Homewood, has entered the realm of matrimony. He first met his charming bride, Miss Lilian Bowers, at the Hayes office of the company. The marriage took place on July 22 and a big reception was afterwards held at the Hayes Council school. Hearty congratulations!

Tungs-tone needles eliminate a deal of trouble. Judging by the big demand for "His Master's Voice" brand the public appreciates this. The recently introduced loud-tone needle has met with a wonderfully good reception.

The Federation of British Music Industries draws attention to Iceland as a likely market for British musical goods. The present demand is mainly for gramophones and small musical instruments. British manufacturers may be expected to revise their guarantees "to withstand hot climates" to "hot, medium or cold."

The Board of Trade Journal contains particulars of a ruling of the Fiji Commissioners of Customs that the rates of duty on gramophone records are 15 per cent ad valorem British Preferential tariff and 27½ per cent general tariff.

On July 24 the registered unemployed numbered 1,362,300, nearly 7,000 less than the preceding week and over 461,000 less than at January last. All good for trade!

Australia now takes German goods. A consignment of musical instruments was unloaded at Sydney in July.

The "His Master's Voice" Salesmanship Course

In connection with the above, it is stated that classes are filling up well ahead. There is an opportunity now for dealers to take a course before the busy season commences. It is part of the company's free service to their agents and those who have attended the school—the number runs well into three figures—speak appreciatively of the knowledge gained and its sales value. These dealers can actually trace results. One big London dealer whom I always

thought of as a highly successful salesman told me that he attended "His Master's Voice" class somewhat out of curiosity. He quickly realized that he had a lot to learn and having completed the course can now speak in terms of unqualified praise of its sales value. The Gramophone Co. stands alone as a pioneer of this unique scheme and the more who take advantage of it the more will its sales influence be felt during the coming season.

Origin of Goods Now to Be Certified

In exercise of the powers conferred by the Safeguarding of Industries Act, the Board of Trade now directs that certificates of origin be required, so far as concerns the classes of goods covered by the act, in the case of goods consigned from all foreign countries in Europe. The necessary instructions have been issued to H. M. consular officers abroad and the form of certificate of origin prescribed by the Board of Trade can be seen on application to any customs and excise office.

Important Report Anent Empire Patents

Of considerable interest to gramophone traders and inventors is the report of a conference of representatives of the Patent Offices of the British Dominions. It was held to consider the practicability of instituting a system of granting patents which should be valid throughout the British Empire. The conference agreed as desirable the granting of patents which would be operative throughout the Empire, provided that it in no way affected the autonomy of the Dominions and India, or the rights and facilities which an inventor at present enjoys in those countries. With this object they decided on a scheme for the establishment of a central office for the reception and examination of applications for, and the granting of, patents. Until it should be possible to introduce the full scheme decided upon, a simply worked provisional scheme was adopted. Copies of the full report may be obtained from H. M. Stationery Office, London, at the price of one shilling and a penny.

Record Reviews by Post

In connection with the Federation's newspaper propaganda "the committee adopted the organizing director's proposal to offer regular reviews of new gramophone records to newspapers not already publishing such reviews." This very important statement is conveyed through the medium of the Federation Journal, August issue. The value of the idea lies in the fact that quite a large number of provincial newspapers are run by hard-worked men who could find little or no time adequately to review records, given that they had the opportunity so to do. As a matter of fact it is obviously out of the question to supply sets of records to every paper, unless done by enterprising local dealers. All things considered, therefore, it is highly probable that editors of the smaller class of newspapers, of which there

(Continued on page 156)

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

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Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 154)

Horn, Hornless and Table-Grand GRAMOPHONES

FOR
EXPORT

Please State Your Requirements

**REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England**
Cable Address "Lyreodisc, London"

are about one thousand, would welcome the offer as representing a popular musical news service, just as they do the cut-and-dried political and other news services (for which a charge is made) from the various news associations. While the proposed record review service will doubtless interest a number of newspapers, it is as well to face the probability that the more influential journals, who employ their own musical critics, would scarcely accept reviews representing an outside opinion. They must be approached in another way. Some of these newspapers already give occasional space to the review of records, and in these instances the reviews are the work of the journal's musical

IMPORTANT RADIO INSTALLATIONS

Radio Corp. of America Equips Central America Station—Also Secures Important Order From the Government of Sweden

The Radio Corp. of America announced recently that it has received orders from the United Fruit Co. and the Tropical Radio Telegraph Co. for five radio sets; three for Central America and two for the United States, each one having a sending radius of more than 2,000 miles. The three Central America stations will be located on the corners of the triangle embracing Honduras, Nicaragua and Panama. The United States terminals of this communicating system will be at New Orleans, La., where the present station of the Tropical Radio Telegraph Co. will be enlarged, and at a new station which this company will erect near Miami, Fla.

Competing with English, French and Germans, the Americans were successful, according to a message received recently from E. F. W. Alexanderson, chief engineer of the Radio Corp. of America, in securing a contract with the Swedish Government for furnishing apparatus for a nine-power radio station to handle two wireless communications between the United States and Sweden. The total cost of the station erected will probably be over \$2,000,000.

The Sampaio Correia seaplane, which hopped off from New York August 16 on its attempted flight to Brazil, was equipped with a radio receiving set by the Radio Corp. of America. This set was capable of picking up stations within a radius of 500 miles and Lieut. Walter Hinton, pilot, who understands the radio code, used the receiving set to splendid advantage during the course of the trip.

critic, who receives the records direct from the manufacturing firm. Dealers will doubtless know how to profit by the scheme when it is in full swing.

Trade Treaty Between Britain and Spain

It is officially stated that arrangements are under sanction whereby all goods of United Kingdom origin will be entitled to the preferential rates of the Spanish customs tariff which might be granted by Spain to the goods of any other country.

A Wooden Gramophone Needle

From a Liverpool firm comes news of the manufacture and marketing of a new shape wooden or fiber needle which is said to give excellent results. I have tried the natural thorn and found it highly successful as a means of reproduction. The Puratone needle, as it is called, reminds one somewhat of a thorn and, though shorter, it is similar in its fine taper. Each needle is good for about twenty times, given careful handling. A special holder is necessary and this with two dozen needles retails at thirty pence. Fiber or wooden needles find an increasing appreciation with the British public.

HAS HAD AN INTERESTING CAREER

Simon H. Galperin, Music Dealer, of Charleston, W. Va., an Energetic Business Man

A recent issue of the Weekly Roar, the official organ of the Lions Club, of Charleston, W. Va., contained a very interesting story regarding the career of Simon H. Galperin, head of the Galperin Music Shop, 21 Capital street, Charleston.

Mr. Galperin was born in Russia in 1894 and came to Charleston in 1907, where he received his public school education, later going to a commercial college and finally to a technical school. Up to the time of the war he was engaged in the jewelry business with his brother. He enlisted in the army for service during the World War and, upon his discharge, opened his music shop, carrying pianos, Columbia Grafonolas, musical merchandise and practically all musical goods.

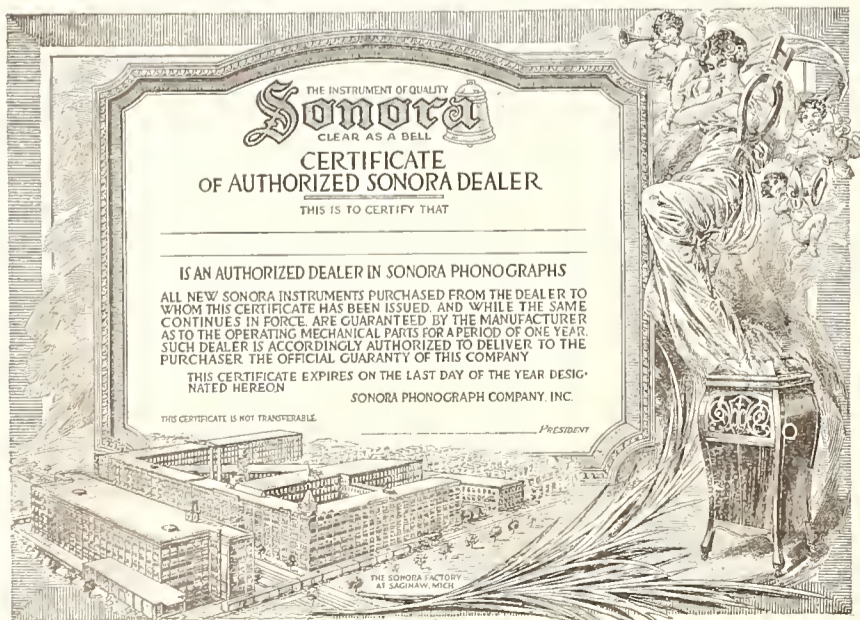
Mr. Galperin has met with much success in his business interests and also takes an active interest in the social and civic happenings of the growing city in which he resides.

G. D. SHEWELL AS A COMPOSER

PHILADELPHIA, Pa., September 6.—G. D. Shewell, president of the Cheney Sales Corp., of this city, has, in addition to his powers as executive and salesman, an accomplishment as a musician. Among recent releases of the Ampico music roll, produced by the American Piano Co., is a selection entitled "The Dance of the Popinjays," a classical piano solo composed by G. D. Shewell. It is a masterly composition which will win favor.

NEW CERTIFICATE

The accompanying illustration shows the new certificate which is now furnished to all authorized Sonora dealers. The size of this certificate, 11 inches by 15 inches, is suitable for framing, and Sonora dealers throughout the country will undoubtedly display this certificate prominently, as it is handsomely engraved. A new certificate is issued each year, and Sonora dealers have found that these certificates are important factors in building up customer confidence.



MANY ORDERS FOR UNITED MOTORS

CHICAGO, Ill., September 9.—The demand for talking machine motors manufactured by the United Mfg. & Distributing Co., Lake Shore Building, this city, has increased to such an extent that the company's factory is running to capacity. The demand for these motors is nation-wide and many large orders are being received, including a carload order from a concern in Saginaw, Mich.

JUST CAUSE FOR OPTIMISM

Thomas Kirkman, president of the Kirkman Engineering Corp., reports that orders received during the past month give just cause for optimism regarding Fall business. Increased orders are being received for both the K-E stop and record cleaners in substantial quantities.



Where Dealers May Secure

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Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers
all over the United States.

Distributors

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 - Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
 - Boston, Columbia Graphophone Co., 1000 Washington St.
 - Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
 - Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
 - Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
 - Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
 - Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
 - Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
 - Detroit, Mich., Columbia Graphophone Co., 115 State St.
 - Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
 - Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
 - Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
 - New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
 - New York City, Columbia Graphophone Co., 121 West 20th St.
 - Omaha, Neb., Columbia Graphophone Co., Elghth and Jackson Sts.
 - Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
 - Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
 - Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
 - San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
 - Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
 - Spokane, Wash., Columbia Stores Co., 161 South Post St.
 - St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
 - Tampa, Fla., Tampa Hardware Co.
- Headquarters for Canada:
- Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.
 - Montreal, Que., Columbia Graphophone Co., 824 St. Denis St.

Executive Office

COLUMBIA GRAPHOPHONE CO.

Gotham National Bank Building

New York

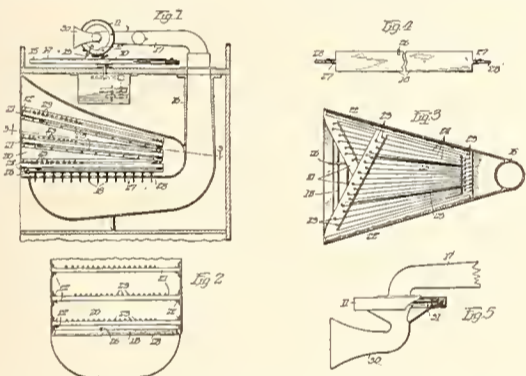
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 8.—**Phonograph.** Carl J. Pearson and Sigrid L. M. Pearson, Chicago, Ill. Patent No. 1,419,514.

This invention relates to sound-producing instruments, particularly to those which are used for musical purposes, and it has for its object the improvement of the tones produced by the talking machine. One of the methods by which the tone is improved, provided by the invention, is by the use of means for cleaning the groove of the record as the instrument is in use, and at the same time for lubricating the groove in a suitable manner, so as to reduce to a minimum the roughness of the groove and the friction of the needle therein.

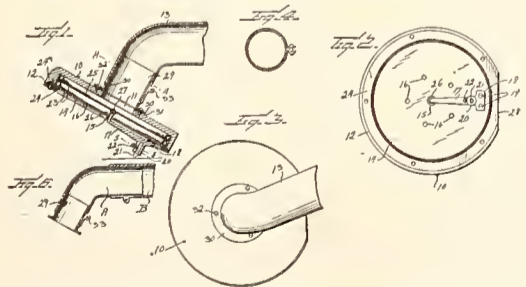
Another object of the invention is to provide a horn or trumpet on each side of the sound box, so that the sound may not only be passed downwardly into the casing of the phonograph in an ordinary manner, but may also be passed directly cut from the sound box. A further object of the invention is to improve the horn by means of its shape, by suitable shutters and otherwise, and particularly by the introduction in an improved manner of suitable framework supporting properly tuned strings or wires. Other objects of the invention will be apparent from a consideration of the accompanying drawings and the following description thereof.

Of the drawings Figure 1 is a vertical sectional view of a phonograph embodying the features of the invention. Fig. 2 is a fragmental elevation of



the front portion of the horn. Fig. 3 is a sectional view along the line 3—3 of Fig. 1. Fig. 4 is an elevation of a shutter used in connection with the horn, and Fig. 5 is a plan view of an additional trumpet which we provide.

Phonographic Sound Box. Wesley E. C. Lau, Klemme, Iowa. Patent No. 1,419,505. The general object of the invention is to provide a sound box wherein the stylus arm is not pivotally mounted upon the sound box, but is itself mounted upon a somewhat flexible support, which has a central opening, through which one end of the stylus-carrying arm projects, this end or extremity of the stylus-carrying arm being attached to the diaphragm to thus provide a mount for a stylus-carrying arm in which there are no bearings to wear, thus transmitting the record



groove impulse directly to the diaphragm without its being transmitted through a bearing.

And a further object of the invention is to so mount the stylus-carrying arm or member that it is fully insulated from the body of the sound box, so as not to transmit vibrations thereto.

Figure 1 is a diametrical section through a sound box constructed in accordance with the invention, and through the tone arm connected therewith; Fig. 2 is a face view of the sound

box; Fig. 3 is a rear elevation thereof; Fig. 4 is a section on the line 4—4 of Fig. 1; Fig. 5 is a section on the line 5—5 of Fig. 1; Fig. 6 is a longitudinal sectional view through the joint between the tone arm proper and the neck of the sound box.

Sound Box for Talking Machines. James C. Drake, Rochester, Minn., assignor to Sears, Roebuck & Co., New York. Patent No. 1,419,238.

This invention relates to sound boxes for talking machines. It has for its objects to enable the parts to be assembled from the back instead of from the front, as in present practice, thus gaining certain advantages in manufacture without sacrificing tone quality; to enable the outside rim to be made of a metal that will take plating better than the die-cast material heretofore employed in practice.

These objects are attained by making the back of the box of solid metal carrying the coupling member to attach it to the tone arm, with a groove on its inner face to receive the rubber tubular gasket usually employed, and the front of the box of a ring having a similar groove on its inner face to receive a second rubber gasket, the diaphragm lying between these gaskets when the back and face are placed together. Both the back and the front around the grooves referred to have internal projections which alternate around the peripherics, so that they intermesh and interlock when the parts are assembled, and during assembling retain the rubber gaskets in position, thus curing a trouble now existent of falling out of a percentage of gaskets. By this device alone the number of boxes assembled by one person is increased approximately 25 per cent, or from 100 to 125 per day.

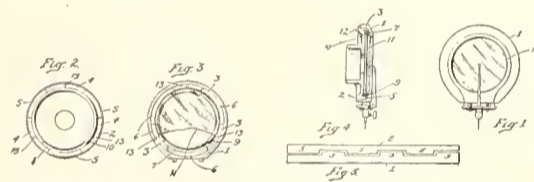
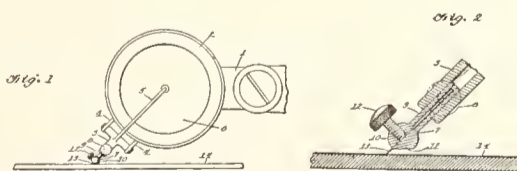


Figure 1 is a front view of the box assembled; Fig. 2 is an inside view of the back ready for assembling; Fig. 3 is a similar view of the front, and Fig. 4 is a sectional view on a vertical line approximately diametral. Fig. 5 is a diagram showing the development in a plane surface of the ring of intermeshing segments 3—3—3, 5—5—5.

Phonograph Needle and Holder Structure. Malvern W. Severance, Cleveland, O. Patent No. 1,418,478.

This invention relates to the needle and needle holder for phonographs. More specifically, the invention relates to those types or makes of phonographs the sound box mechanism of which includes a sound box secured to the tone arm, a needle receiving member or socket connected to said sound box, and a lever arm connecting said needle socket with the diaphragm of the sound box.

In the drawings Figure 1 is a side elevation showing the sound reproducer of an ordinary



phonograph, with the needle and holder secured thereto, the needle being in playing position upon a record, and Fig. 2 is an enlarged longitudinal section of the needle and holder.

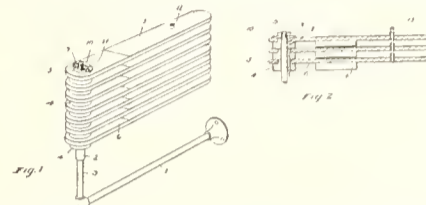
Phonograph Record Holder. Philip Morgan, Lindsay, Ontario, Canada. Patent No. 1,409,392.

The principal objects of this invention are: to facilitate the handling of phonograph records

and to provide a form of holder which will keep the records in good condition and enable their being handled with ease and without danger of marring same.

A still further object is to devise a holder which will have an extraordinary storage capacity for records.

The principal feature of the invention consists in the arrangement of a plurality of arms upon a



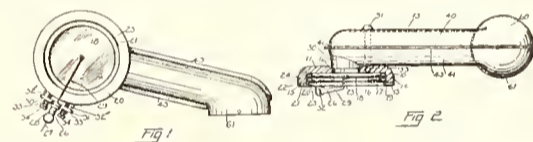
pivotal support, said arms being adapted to carry the records and to be swung upon the support independently the one of the other.

In the drawings, Figure 1 is a perspective view of the improved record holder; Fig. 2 is an enlarged vertical elevational sectional view through a portion of the device.

Phonograph.—Ray H. Manson, Elyria, O., assignor to the General Phonograph Mfg. Co., same place. Patent No. 1,419,938.

This invention relates to phonographs and more particularly to sound boxes and sound-conducting arms, the objects of the invention being to increase the efficiency of such devices and to provide devices which can be more conveniently and cheaply made than those at present in use.

Other objects of the invention and the invention itself will probably be better under-



stood from a description of an embodiment of the invention.

Figure 1 is a front elevation of an embodiment of the invention; Fig. 2 is a plan view showing the sound box in section.

Sound Recording Process.—Aloysius J. Cawley, Pittston, Pa. Patent No. 1,420,304.

This invention relates generally to sound recording; more particularly it involves a process whereby sound is recorded upon a celluloid or similar film mechanically. A sound record groove may be impressed in a moving picture film as it passes through the camera, thus rendering it possible to record motion and sound, including articulate speech, simultaneously on the same medium.

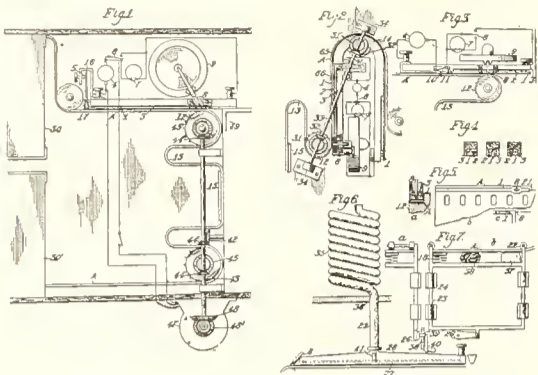
By this process the film is for all intents and purposes a wax-like substance only during the actual time of recording and only at the precise place on the film where the sound is to be recorded. Just as soon as the record is impressed in the medium the latter immediately becomes hard and tough, precluding any possibility of damage to it. A master record can thus be produced directly on the margin of a motion picture film, from which a metallic or other matrix may be made.

Figure 1 is a view of the heating device in contact with a celluloid film, together with the sound recorder; Fig. 2 is an elevational view of a plurality of such devices, each independently heated; Fig. 3 is an elevational view of a heating device combined with an auxiliary temperature controller; Fig. 4 is a sectional view of three different types of heating device; Fig. 5a is a sectional view of a heating device in contact with the film on its sprocket wheel; Fig. 5b is a plan view of the heating strip in contact with the margin of the film; Fig. 5c is a plan view of a modified form of the heating

(Continued on page 158)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 157)

strip; Fig. 6 is an elevation view of a liquid heating device; Fig. 7a is an elevational view of a device intended to remove the film from con-



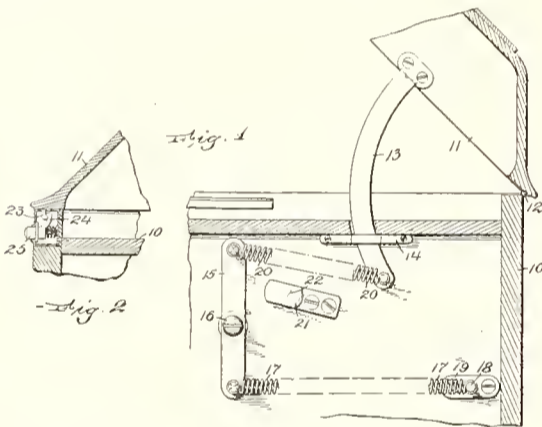
tact with heat strip; Fig. 7b is a side elevational view of the same device.

Device for Raising and Supporting Covers.—Frank A. Spencer, West Orange, N. J. Patent No. 1,420,347.

This invention relates to an improved device for lifting and supporting in lifted position a cover on receptacles, and is particularly adapted for the covers of phonographs.

The invention is designed to provide a device of this kind in which the cover, when released in its closed position, will be raised without shock, the lifting mechanism being so arranged that the initial movement of the cover, which is the hardest to perform, gives way to a less pressure as the cover rises, so that it stops gently and without shock.

The invention is illustrated in the accompanying drawing, in which Figure 1 is a section of a portion of a phonograph case with



the raising and supporting device shown in elevation, and Fig. 2 is a sectional view showing a means for holding the cover down.

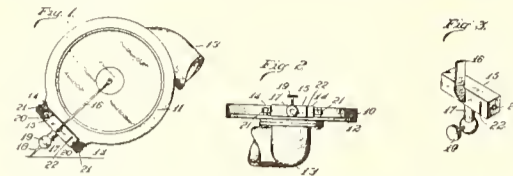
Phonograph Reproducer.—Burr B. Blood, Chicago, Ill., assignor to the Jewel Phonoparts Co., same place. Patent No. 1,419,913.

This invention relates to sound reproducers for phonographs and has for its object the provision of a construction wherein the stylus-bar is provided with a cross-head so formed that a proper pivotal mounting of the stylus-bar on the shell or casing may be provided, which enables all vibrations encountered by the stylus or needle to be thoroughly imparted to the flexible or mica diaphragm of the reproducer, without, however, permitting undue or improper vibration of the stylus-bar, the construction enabling a reproduction of sounds in greater volume and without loss in the tone quality.

The object of the invention, as well as its advantages, will be more fully comprehended

from the following detailed description of the drawing, wherein:

Figure 1 is a front elevation of the improved reproducer with a portion of the tone arm to which it is secured; Fig. 2 is a side elevation of



the reproducer, looking at the stylus receiving socket of the stylus-bar; Fig. 3 is a detail perspective view of the cross-head of the improved stylus-bar.

Process for Recording Sound Records.—Henry L. Wadsworth, Lexington, Mass., assignor to the Metal Recording Disc Co., Inc., New York. Patent No. 1,421,045.

This invention relates to talking machine records or tablets, and its object is to provide a novel and improved tablet and process of making the same. The invention has particular reference to a record having the laterally cut groove, so called, but is not confined to that type.

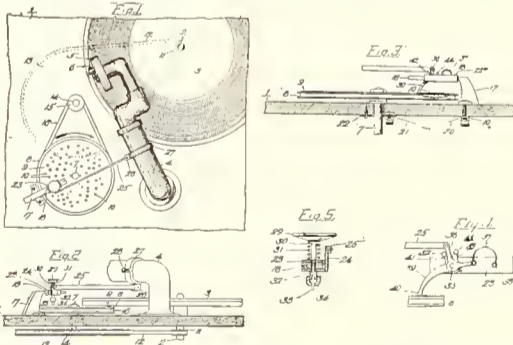
Picture - display Attachment for Phonographs.—Thomas D. Jones and John H. Barr, Kansas City, Mo. Patent No. 1,420,928.

This invention relates to electrical time mechanism for picture-display attachment for phonographs, and has for its object to produce mechanisms for infallibly synchronizing the display of pictures illustrative of particular words of a phonograph record, with the reproduction of such words by the phonograph. A further object is to produce attachments of the character referred to, which can be applied to any of the approved types of phonographs at small expense, so as to be within the means of private users as well as exhibitors catering to the public in theatres and the like.

A still further object is to provide mechanism for enabling the owner of a phonograph and electrically operated picture-projecting mechanism or apparatus to produce an electric switch for any record, which will make and break the electric circuit controlling the operation of the picture-projecting apparatus at the exact moment desired for flashing a picture on a screen illustrative of particular words reproduced from the record.

In order that this invention may be fully understood reference is to be had to the accompanying drawings in which:

Figure 1 is a fragmentary plan view of a phonograph provided with electric time mechanism embodying the invention; Fig. 2 is a sec-



tion taken through the tone arm support to disclose the tone arm, the phonograph record and the timing mechanism in elevation; Fig. 3 is a section taken through the support for the tone arm, in the vertical plane of the axis of the rotary element of the timing mechanism; Fig. 4 is an enlarged detail illustrating certain features of construction of the timing mechanism, and Fig. 5 is an enlarged vertical section of part of the timing mechanism.

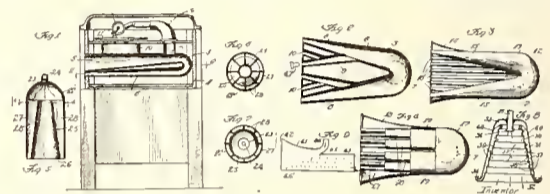
Sound Amplifier.—Walter F. Luhnnow, Oak Park, Ill. Patent No. 1,420,719.

This invention relates to means for modulating and amplifying sound, as, for instance, in sound-recording devices and especially in phonographs. It follows in a large measure the lines of co-pending applications, Serial No. 349,-

444, filed January 5, 1920, and Serial No. 357,300, filed February 9, 1920, but is distinct therefrom, particularly respecting the structure of the amplifying chamber or horn.

The main objects of the invention are to provide for enriching the tones to be recorded or reproduced; to provide amplifying means of improved form in connection with sound recorders and reproducers to selectively pick up and amplify the tones and qualities desired, and to provide such a device adapted for use in various forms in combination with a recorder or reproducer, either in a cabinet or, if so desired, apart therefrom.

In the accompanying drawings Figure 1 is a view of a complete phonograph partly in side elevation with the upper part in vertical section through the center from front to back. Fig. 2 is substantially a horizontal section through the branched end of the amplifying chamber on the line 2—2 of Fig. 1. Fig. 3 is an underside view of a modified form of branched amplifying chamber. Fig. 4 is similar to Fig. 3, except as to the form and arrangement of the branches. Fig. 5 is an axial section through a modified

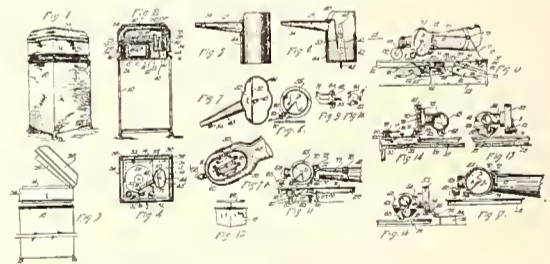


form of amplifying chamber or circular cross-section, with branches distributed about the main axis, and the sound admission tube being connected directly opposite the end of the inner part of the chamber. Fig. 6 is a section on the line 6—6 of Fig. 5. Fig. 7 is a front elevation of the sound discharge end of the amplifying chamber. Fig. 8 is an axial section of a bell-shaped chamber having a stepped inner wall. Fig. 9 is a side elevation of a horn with a medial sound inlet and with open-ended amplifying branches shown in dotted lines.

Phonograph. Peter J. Landin, Denver, Colo. Patent No. 1,422,453.

The object of this invention is to provide a phonograph which has superior means for transmitting the sound vibrations and which is so constructed as to almost entirely eliminate scratching and vibrations from the motor.

In the drawings: Figure 1 is a perspective view showing the complete instrument; Fig. 2 is a vertical section from front to rear through the instrument; Fig. 3 is a side elevation showing the hood and cover lifted. Fig. 4 is a plan with the hood and cover removed; Fig. 5 is an elevation of the amplifier and its tone arm; Fig. 6 is a vertical section through the amplifier and tone arm; Fig. 7 is a plan thereof; Fig. 7a shows



a modified form of tone arm and sound box; Fig. 8 is an elevation of the usual sound box provided with a specific needle holder of the present invention; Fig. 9 is an elevation of said needle holder; Fig. 10 is an end view thereof; Fig. 11 is a fragmentary elevation showing the releasing means for the sound box and the stopping means for the turntable; Fig. 12 is a detail of the motor unit; Fig. 13 is a perspective showing the tone arm, sound box, stopping means and resetting means; Fig. 14 is a view looking in the direction of the arrow 14 of Fig. 13; Fig. 15 is a view looking in the direction of arrow 15 of Fig. 13; Fig. 16 is a view similar to that of Fig. 15, showing said sound box as it is about to engage the resetting means; Fig. 17 is a detail elevation of the releasing means for the sound box.

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18934 Only a Smile... John Steel 10
18935 The Dixie Highway... Aileen Stanley 10
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18931 Don't Bring Me Posies... Benson Orchestra of Chicago 10
18932 Struttin' at the Strutters' Ball... Zee Confrey and His Orchestra 10
18933 Why Should I Cry Over You?... The Virginians 10
18936 Can You Forget?... Club Royal Orchestra 10
18937 Truly... Paul Whiteman and His Orchestra 10
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2306 Hurry Along... Al Bernard-Ernest Hare 10
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2301 Nobody Lied... Isham Jones' Orch. 10
2309 My Cradle Melody... Comedienne with Orch. 10

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- 9359 Just Because You're You—Tenor Solo—Orch. Bert Trevor
- Accomp. Bert Trevor
- In Rosetime (When We Said Goodbye)—Tenor Solo—Orch. Sam Ash
- Accomp. Sam Ash
- STANDARD RECORDS
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- Accomp. Walter Scanlan
- Little Grey Home in the West—Tenor Solo, Orch. Walter Scanlan
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- 9361 Operatic Potpourri (Carmen-Lucia-Gioconda), Bolognese Band
- Waltz of the Waves—With Cornet Obligato, Bolognese Band
- 9362 Repasz Band—March Regal Military Band
- Gee-Whiz—March Regal Military Band
- 9363 Monastery Garden—Incidental Singing by the New Stellar Quartet, Metropolitan Symphony Orch.
- Garden of Love—Caprice, Metropolitan Symphony Orch.

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- My Cradle Melody—Fox-trot Eddie Davis' Orch.
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- J'en Ai Marre (It's Up to You)—Fox-trot, Frisco Syncopators
- Majestic Dance Orch.
- 11145 Hot Lips—Fox-trot Specht's Society Syncopators
- You Can Have Him, I Don't Want Him—Fox-trot Specht's Society Syncopators
- 11146 Listening on the Radio (Intro.: "Rambler Rose," From the "Ziegfeld Follies, 1922")—Fox-trot, Frisco Syncopators
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NEW PLANT FOR LOS ANGELES

LOS ANGELES, CAL., September 8.—Plans for the location in this city of the National Phonograph & Motor Co. have just been announced. Options on several industrial sites have been obtained and a definite selection will be made within the next two weeks. The first unit of the factory will be finished and in operation by the first of the year.

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The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.
Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.
Style 3 All parts of Tonearm and Reproducer are Plated.

No. 1 New Scotford Tonearm and Superior Reproducer . Nickel \$7.00 Gold \$ 9.00
No. 2 New Scotford Tonearm and Superior Reproducer . Nickel 7.75 Gold 10.00
No. 3 New Scotford Tonearm and Superior Reproducer . Nickel 8.50 Gold 11.00

Samples Prepaid at the Above Prices

*Write for Our
Specification Sheet and Quantity Price List*

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

*The latest addition to the
Edison line of consoles*

The Baby Console



See Pages 36, 37 inside

**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.	MASSACHUSETTS Boston—Pardee-Ellenberger Co. Iver Johnson Sporting Goods Co. (Amberola only).	NEW JERSEY Orange—The Phonograph Corp. of Manhattan.	TEXAS Dallas—Texas-Oklahoma Phonograph Co.
COLORADO Denver—Denver Dry Goods Co.	MICHIGAN Detroit—Phonograph Co. of Detroit.	NEW YORK Albany—American Phonograph Co. Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).	UTAH Ogden—Proudfit Sporting Goods Co.
GEORGIA Atlanta—Phonographs, Inc.	MINNESOTA Minneapolis—Laurence H. Lucker.	OHIO Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.	VIRGINIA Richmond—The C. B. Haynes Co., Inc.
ILLINOIS Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).	MISSOURI Kansas City—The Phonograph Co. of Kansas City. St. Louis—Silverstone Music Co.	OREGON Portland—Edison Phonographs, Ltd.	WISCONSIN Milwaukee—The Phonograph Co. of Milwaukee.
INDIANA Indianapolis—Kipp Phonograph Co.	MONTANA Helena—Montana Phonograph Co.	PENNSYLVANIA Philadelphia—Girard Phonograph Co. Pittsburgh—Buehn Phonograph Co. Williamsport—W. A. Myers.	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).
IOWA Des Moines—Harger & Blish.	NEBRASKA Omaha—Shultz Bros.	RHODE ISLAND Providence—J. A. Foster Co. (Amberola only).	
LOUISIANA New Orleans—Diamond Music Co., Inc.			

The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, October 15, 1922



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

Is New Quality Smashing the Old One-line Idea?

Why is it that more old-established one-line stores are taking the Sonora agency than ever before?

Why is it that more and more music lovers throughout the country are demanding comparison with the Sonora before they buy any instrument?

Because time and again Sonora has proved the magnificent beauty and truth of its tone, when fairly tested.

Because it is coming to be realized that Sonora, being the result of profound concentration on the part of a great company upon making a phonograph *only*, MUST have striking points of superiority over all other phonographs. "The Best Record is Better on a Sonora."

These facts mean a harvest of sales to every dealer who has the gumption to act, and act quickly, so as to get the benefit of this season's Sonora business.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

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 Talking Machine World

Vol. 18. No. 10

New York, October 15, 1922

Price Twenty-five Cents

EFFECTIVE PROSPECT-GETTING PLAN

Services of Teachers and Mail Carriers Used to Secure Prospects by the Talking Machine Department of the Campbell Furniture Co.

After disastrous experience with canvassers, who would make unauthorized promises, misrepresentations as to price and all that, the talking machine department of the Campbell Furniture Co., of Piqua, O., discontinued the employment of strictly outside men and has developed a system of getting rural prospects through mail carriers and school teachers. Arrangements have been made with teachers in charge of rural schools to furnish the store with the names of live prospects in their respective districts. Of course the teacher not only knows the children under her tutelage, but often the parents and sometimes the actual home conditions. The teacher furnishing names of those who are open for, or could use, a talking machine is given a small commission on each prospect.

The rural mail carriers are used in a different manner. The teacher cannot actually talk machines or give time after school hours to selling. The carriers, on the other hand, at least those around Piqua, finish their routes at noon and have their afternoons free. They have their own automobiles, know the people living on their mail routes and are not only in a position to furnish names of prospects, but, where they develop possibilities as salesmen, the store uses them in the actual placing and selling of talking machines and records.

VICTOR SCHOOL TO OPEN IN PEORIA

Classes Under Direction of F. A. Delano to Be Held in Headquarters of Putnam-Page Co., Victor Distributor, November 6 to 9

PEORIA, ILL., October 5.—A Victor Salesmanship School, under the direction of F. A. Delano, who has had charge of the Red Seal School classes at the Victor factory in Camden, N. J., and who has been conducting salesmanship classes in New York, Buffalo, Washington and other cities, will be held at the headquarters of the Putnam-Page Co., Victor distributor, of this city, November 6 to 9, inclusive. The different phases of retailing, such as record selling, machine selling, stock keeping, etc., will be thoroughly gone into and Victor dealers and salesmen are eagerly looking forward to the opening of the school.

EDWIN G. EVANS HONORED

An honor of no small magnitude has been bestowed upon Edwin G. Evans, sales representative of C. Bruno & Son, Inc., Victor wholesalers, New York. Mr. Evans has received the nomination for treasurership of Darien, Conn., in which he lives. Mr. Evans' universal popularity with his neighbors and the fact that he has been nominated on the ticket that always wins in Darien make his election next November a certainty. It is stated that Darien's budget amounts to \$160,000 a year and, therefore, Mr. Evans will undoubtedly be a very busy man as he will assume these duties in addition to his usual occupation.

OPEN TALKER STORE IN WASHINGTON

WASHINGTON, D. C., October 1.—Charles Schwartz & Son, 708 Seventh street, N. W., are among the latest additions to the talking machine business here. The new concern has opened what is considered one of the largest as well as one of the most attractive talking machine stores in the city. The lines featured are the Vocalion, Edison and Brunswick.

UNUSUAL PUBLICITY FOR VICTROLA

New York Hippodrome Uses Giant Victrola in "The Grand Opera Ball"—Liberty Theatre Uses This Instrument in "Molly Darling"

The products of the Victor Talking Machine Co. are receiving some excellent publicity through the medium of New York theatrical productions. The famous New York Hippodrome and the Liberty Theatre are both using Victrolas in their current productions. At the Hippodrome the widely known Victor advertisement showing characters from the various operas issuing from an immense Victrola is reproduced on the stage as a feature of the act entitled "The Grand Opera Ball." Thousands of persons have already witnessed this spectacle, which is indelibly stamped on their minds, and undoubtedly many more will witness it. The instrument used in this production is a giant in size and the world-renowned Victor dog trade-mark of huge dimensions also plays an important part in the production.

"Molly Darling," the musical comedy which recently opened at the Liberty Theatre, which to a large extent is based on operatic characters, also uses a large Victrola as part of the stage property of the production, and here, too, thousands of people are having the Victrola brought to their attention.

TAKES OVER SWINEHURST MUSIC CO.

MANHATTAN, KANS., October 3.—R. H. Brown, formerly connected with the public schools of Kansas City, Mo., as a teacher of music, has purchased the business of the Swinehurst Music Co., this city. The name of the business has been changed to the R. H. Brown Music Co. Columbia Grafonolas and a complete line of musical instruments are handled.

High School Students Make Good Prospects

Written for The World by FRANK V. FAULHABER

The talking machine dealer who has been mailing letters as a means of attracting business may find, as did one dealer in Brooklyn, N. Y., that his appeals will not pull as effectively as when they are directed to a certain class of people. As the dealer explained: "Making your sales letters specific certainly will contribute toward their effectiveness, but I have found that a sales-letter campaign brings more returns when one's efforts are confined to attracting certain classes of people and telling those people why they should buy talking machines."

This talking machine dealer then went on to relate how he had overcome a problem that had been bothering him. He believes in mailing clever little letters to prospects, yet he realized the trade was not coming in response to his letters as it should. What did he do? Simply this: He felt that he should direct his appeals to other people, and he had a good reason, for in his case many of the letters went unanswered; therefore he decided to tackle his problem from another point—he would send letters to high-school students instead, addressing his appeals, of course, to them, and pointing out why and how talking machines could easily be bought on the instalment plan.

This enterprising talking machine dealer was fully aware that such a sales-letter stunt would be out of the ordinary, and for that reason alone should be particularly effective. Many talking machine dealers will, perhaps, send out letters to prospects including all classes of people, all of the letters being along the same lines. But the dealer in Brooklyn concentrated his efforts on high-school students, emphasizing

OUR EXPORTS OF TALKING MACHINES

Exports and Imports of Talking Machines and Records Show Improving Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., October 10.—In the summary of exports and imports of the commerce of the United States for the month of July, 1922 (the latest period for which it has been compiled), which has just been issued, the following are the figures on talking machines and records:

The dutiable imports of talking machines and parts during July, 1922, amounted in value to \$49,081, as compared with \$35,180 worth which were imported during the same month of 1921. The seven months' total ending July, 1922, showed importations valued at \$311,032, as compared with \$382,071 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 4,839, valued at \$181,193, were exported in July, 1922, as compared with 2,133 talking machines, valued at \$100,279, sent abroad in the same period of 1921. The seven months' total showed that we exported 28,042 talking machines, valued at \$1,001,020, as against 22,757 talking machines, valued at \$1,084,195, in 1921.

The total exports of records and supplies for July, 1922, were valued at \$74,440, as compared with \$128,761 in July, 1921. The seven months ending July, 1922, show records and accessories exported valued at \$611,250, in 1921, \$1,397,384.

The countries to which exports were made in July and the values thereof are as follows: France, \$99; United Kingdom, \$5,333; Canada, \$80,412; Central America, \$1,847; Mexico, \$23,029; Cuba, \$1,099; Argentina, \$9,574; Chile, \$2,299; other South America, \$7,179; China, \$5,313; Japan, \$13,827; Philippine Islands, \$4,256; Australia, \$7,593; Peru, \$3,756; other countries, \$15,577.

the advisability of purchasing talking machines for their parents.

He suggested that a talking machine be purchased as a birthday present, thus surprising a parent. Apart from the selling arguments that were stressed the dealer also pointed out how the young people could go about earning the necessary money to pay for the machines. In one letter he discussed the foolishness of spending money carelessly, money that often went for various useless odds and ends. In this wise he was implanting the art of thrift in the young people.

The results that accrued from the dealer's efforts assuredly satisfied him. Many of the high-school students visited his establishment to talk over the matter with him, having been invited to do this in the letters that were sent. It was said here alone the returns were more satisfactory than in the case where sales letters were mailed indiscriminately, with no definite object in view. As the dealer wisely observed: "Pick out your prospect, then confine your attention to that prospect."

High-school students often earn money outside of school hours, and those who do not can readily enough be encouraged to place themselves in the way of a few added dollars. Naturally, the talking machine dealer will find in them many prospects that can easily be turned into customers if but the proper effort is exerted. In many cases where parents cannot be induced to buy a talking machine their children assuredly represent logical prospects. Anyway, the experience of the Brooklyn dealer in the high-school field is worthy of emulation

Helping Customers to Get Greater Variety Into Their Record Collections :: By Frank H. Williams

One big reason why talking machines remain unused for long periods of time, collecting dust and acquiring an aged, neglected appearance, is that the owners haven't sufficient variety in their collections of records. Where the only records in a collection are jazz, or, perhaps, vocal or band, it is no wonder that the talking machine owner acquires that tired feeling which makes him inclined to feel that a machine is an unnecessary piece of furniture.

There is, therefore, a splendid chance for the live-wire talking machine dealer to get more business by helping the owners of lop-sided record collections inject more variety into their collections and, by getting this greater variety in records, to find more pleasure and profit in playing their instruments.

Most people, it should be remembered, are still somewhat shy in the matter of musical education. They know, perhaps, one musical instrument and so, when they come to buy talking machine records, the majority of their purchases are of selections of that one particular instrument, and this leads to insufferable monotony in music.

The alert dealer, realizing all this, could make a powerful appeal to the owners of lop-sided record collections by advertising or by sending out a personal letter which might read somewhat as follows:

"LET US HELP YOU GET VARIETY IN YOUR RECORD COLLECTION.

"We have found that many of the talking machine record collections of our customers are somewhat lacking in variety. Some collections, for instance, are heavy with violin selections, but have no harp records. Others are strong with piano pieces but neglect mandolin, vocal and band records, etc.

"Here's the idea: Make up a list of the records you have in your collection. Bring the list to us. We'll go over it carefully and suggest some new records which will give variety and tone to your collection and which will harmonize with your musical tastes. By getting more variety into your record collection you will find that you will get more enjoyment out of your phonograph.

"The greatest beauty of the talking machine is its versatility. You are not cashing in on your instrument as strongly as you might if you aren't getting the biggest possible variety of music out of it. Time and again we've found that people have experienced a greatly revived interest in music by the simple expedient of securing new records which give them greater variety.

"Of course we are glad to render this suggestion to you as a part of our regular service. We'll make

the suggestions of the records you might get in order to secure the desired variety in your collection, but our doing this entails no obligation on your part. You don't have to buy all of the records or any of them. It's entirely free service on our part. Come into our store and learn what sort of records you ought to add to your collection NOW!"

This sort of an advertisement or letter would be sure to attract attention and create a great deal of comment. It would, undoubtedly, bring some people into the store with lists of their records. And it would, then, be merely a matter of good salesmanship to sell some additional records to these people.

In addition to using this sort of copy in newspapers it would be a splendid idea to use a placard in the display window carrying the same sort of copy. And, as suggested, it would be advisable to use similar copy in direct mail advertising matter sent out to all of the store's regular customers and prospective customers.

This stunt, after the initial effort, could then be used effectively in other ways for attracting attention to the store and in boosting the store's business. The store could, for instance, very easily frame some exceedingly interesting window displays on this theme.

One such display could show a well-balanced collection of fifty records, including a good variety of all kinds of instruments and of all classes of music. Such a display would appeal to the average talking machine owner because the collection wouldn't be so big as to be beyond the reach of the average individual. The records in this display should be spread over the floor of the window so that people could read the titles for themselves. Then an accompanying placard might read as follows:

"IS THIS THE PERFECT RECORD COLLECTION?"

"There are fifty records in this collection, representing a splendid variety of instruments and various classes of music. It has been prepared with great care by music lovers who are experts in getting the greatest possible enjoyment out of their instruments. The collection is displayed for the purpose of suggesting new kinds of records to YOU which will make you get greater enjoyment out of your talking machine. Study this collection carefully. Then come into the store and let us tell you just how many jazz records there are in this collection, how many vocal selections, how many band records, etc.

"Get greater variety into YOUR record collection and get more enjoyment out of your talking machine."

This sort of a display would, undoubtedly, make a very deep impression on many people. It would set them thinking about the need of getting more variety into their record collections if they want to get greater enjoyment out of their phonographs and all this would lead to the store making more sales of records.

Also, by not listing the numbers of records in each classification included in the collection of fifty records the store would be arousing the curiosity of many people and this curiosity would bring them into the store, with the result that it would simply be a matter of salesmanship to make sales of records to the inquirers.

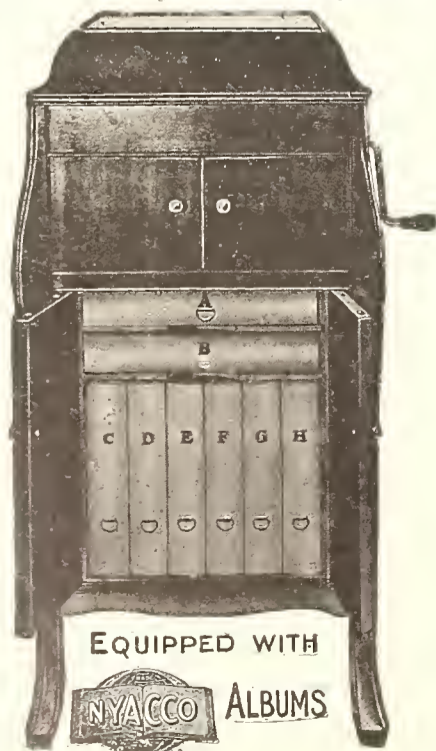
Another interesting window display which could be quickly and easily framed on this theme would be that of illustrating the sort of uneven record collections which some talking machine owners have. This could be done by means of diagrams.

For instance, a diagram might be arranged to show a typical lop-sided record collection. A long, vertical, heavy line might visualize the number of jazz records in the collection. Then very small, thin lines might be used to represent the number of high-class vocal selections and high-class instrumental selections in the collection. Another diagram might show a tremendous preponderance of high-class vocal pieces. Still another might show a collection top-heavy with violin or band selections.

People always like to look at diagrams in show windows. So such a stunt as this would attract a lot of attention. And this vivid way of visualizing the lack of variety in many record collections would, undoubtedly, have the effect of making many of the people who stop to look at the window enter the store and purchase records which would give greater variety to their collections.

Of course, with these displays and with similar displays the store should use window cards on which would appear strong copy emphasizing the fact that the greatest enjoyment of the talking machine comes when the record collection is completely and carefully balanced with a wide variety of all available forms of music representing the great vocalists both in operatic and popular fields and the celebrated instrumentalists popular the world over.

THE TALKING MACHINE'S HELPMATE



EQUIPPED WITH
NYACCO ALBUMS

NYACCO Albums Aid Fall Business

Right Price, Service, Increased Sales, Quality, Strength and Durability—all are found in NYACCO albums.

These qualities mean dollars and cents to you. Plan now for your fall business. Plan to sell NYACCO albums this fall. NYACCO albums make satisfied customers and develop reorders.

Write us for quotations and prices — To-day.

Dealers, a beautiful colored display card, 11 in. by 14 in., mailed upon request.

JOBBERs and DISTRIBUTORS—How many do you want?

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
174 Tremont St., Boston, Mass.



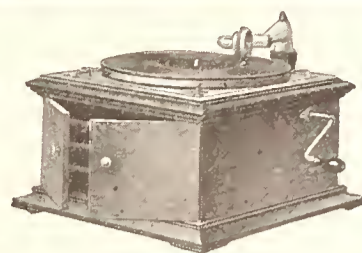
The Only Loose-Leaf Record Album on the Market

CHICAGO
415-417 S. Jefferson St.

Western Coast Factory Representative, E. R. DARVILL—Munson Raynor Corp., 315 S. Broadway, Los Angeles, Cal.

Victor supremacy is the supremacy of performance

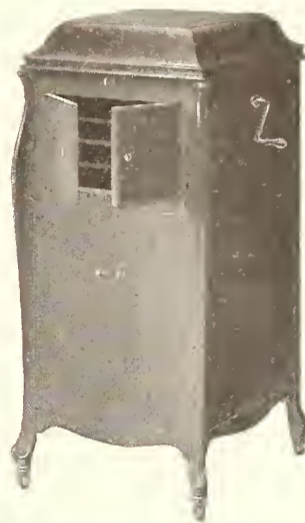
The universal recognition of Victor supremacy makes the Victor the safest, most reliable and so most profitable line for music dealers to handle.



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 100
\$150
Mahogany, oak or walnut



Victrola No. 120
\$275
Victrola No. 120 electric \$315.00
Mahogany or oak

Victor Wholesalers

- | | |
|--|---|
| Atlanta, Ga.....Elyea Talking Machine Co.
Phillips & Crew Piano Co. | Mobile, Ala.....Wm. H. Reynolds |
| Baltimore, Md.....Cohen & Hughes
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc. | Newark, N. J.....Collings & Co. |
| Birmingham, Ala...Talking Machine Co. | New Haven, Conn..The Horton-Gallo-Creamer
Co. |
| Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine
Co. | New Orleans, La...Philip Werlein, Ltd. |
| Brooklyn, N. Y....American Talking Mach. Co.
G. T. Williams Co., Inc. | New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Ma-
chine Co., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co. |
| Buffalo, N. Y.....Curtis N. Andrews
Buffalo Talking Machine Co.,
Inc. | Oklahoma City,
Okla.Oklahoma Talking Machine
Co. |
| Burlington, Vt....American Phonograph Co.
Lyon & Healy | Omaha, Nebr.....Ross P. Curtice Co.
Mickel Bros. Co. |
| Chicago, Ill.....The Rudolph Wurlitzer Co.
Chicago Talking Machine Co. | Peoria, Ill.....Putnam-Page Co., Inc. |
| Cincinnati, O.....Ohio Talking Machine Co.
The Rudolph Wurlitzer Co. | Philadelphia, Pa...Louis Buehn Co., Inc.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Cleveland, O.....Cleveland Talking Machine
Co.
The Eclipse Musical Co. | Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co. |
| Columbus, O.....The Perry B. Whitsit Co. | Portland, Me.....Cressey & Allen, Inc. |
| Dallas, Tex.....Sanger Bros. | Portland, Ore.....Sherman, Clay & Co. |
| Denver, Colo.....The Knight-Campbell Music
Co. | Richmond, Va.....The Corley Co., Inc. |
| Des Moines, Ia....Mickel Bros. Co. | Rochester, N. Y....E. J. Chapman Co. |
| Detroit, Mich.....Grinnell Bros. | Salt Lake City, U. The John Elliott Clark Co. |
| Elmira, N. Y.....Elmira Arms Co. | San Francisco, Cal.Sherman, Clay & Co. |
| El Paso, Tex.....W. G. Walz Co. | Seattle, Wash.Sherman, Clay & Co. |
| Honolulu, T. H....Bergstrom Music Co., Ltd. | Spokane, Wash....Sherman, Clay & Co. |
| Houston, Tex.....The Talking Machine Co. of
Texas | St. Louis, Mo.....Koerber-Brenner Music Co. |
| Jacksonville, Fla..The French Nestor Co. | St. Paul, Minn....W. J. Dyer & Bro. |
| Kansas City, Mo...J. W. Jenkins Sons Music
Co.
The Schmelzer Co. | Syracuse, N. Y....W. D. Andrews Co. |
| Los Angeles, Cal...Sherman, Clay & Co. | Toledo, O.....The Toledo Talking Machine
Co. |
| Memphis, Tenn....O. K. Houck Piano Co. | Washington, D. C..Cohen & Hughes
E. F. Droop & Sons Co.
Rogers & Fischer |
| Milwaukee, Wis....Badger Talking Machine Co. | |
| Minneapolis, Minn..Beckwith, O'Neill Co. | |



"HIS MASTER'S VOICE"

Victrola

REG. U S PAT. OFF

Important: Look for these trade-marks. Under the lid. On the label.
Victor Talking Machine Company
Camden, New Jersey

How the Collection Department Can Co-operate With Sales Organization :: By Alonzo K. Foster

The instalment plan has grown to be an important part of the talking machine business and many establishments make a greater percentage of their sales in this way than on the cash basis. Now it would seem that where so much trouble is taken to gain the patronage of this class of customers an equal effort should be made by the management to retain their friendship with an eye to future business, but in many instances such is not the case.

Following the opening of an account and the purchase of a machine the customer comes in contact with the collector or the cashier of the firm more than with any other member of the business; therefore it would seem that these two employes should be selected with particular care, mainly because they possess those qualities of personality and courtesy which naturally appeal to the average customer and enhance the prestige of the firm. A man or woman acting in the capacity of cashier who handles the payments of customers has a wonderful opportunity of making friends and increasing the business of the firm. On the other hand, if the cashier or collector acts in a condescending manner when coming in contact with these people incalculable harm is being done to the business and the friendship of a customer with all that means in the way of future sales has in all probability been irretrievably lost.

The post of the person coming in contact with these customers is equally as important, if not more so, than that of the salesman, and the person selected for the position should not only possess a courteous and amiable disposition and a pleasing personality, but should also have some real sales ability.

In order to make the necessity for the above

qualifications clear, let us analyze by a concrete example their value to the firm. John Jones buys a talking machine on the instalment plan and each week or month, according to the arrangements made at the time of the purchase, he comes to the store to make a payment. He walks up to the desk where the payment is to be made and he is greeted by name, cheerfully and with a smile, and he is asked to sit down.

Cashier Handling Instalment Payments Should Be a Person of Tact and Possess Real Sales Ability

While the payment is being made the cashier, who should be familiar with the record stock, suggests new numbers which are proving popular and requests that he listen to several of them. If the customer is interested the cashier turns him over to the care of a salesman, who conducts him to a booth where the selections mentioned will be played. This plan not only results in sales but it implants in the mind of the customer the conviction that he is looked upon as a friend by the company, and if he does not make a purchase at the moment he will

surely do so when he does decide to buy records.

When the contract has been signed and the machine delivered it is up to the management to see that the customer stays sold and the cashier can be of material assistance in this direction. Many people purchase a new machine and find after using it a short time that minor troubles develop. When such is the case the customer often asks himself whether he received his money's worth and he develops an attitude of suspicion towards the store where the purchase was made. This can be overcome by the cashier by simply asking the customer when he makes his payment if the machine is rendering good service, and if some trouble has developed either instruct the purchaser how to overcome the difficulty or send someone to make the necessary adjustments.

In most establishments where there are instalment accounts the cashier is either behind a screen or looks out at a customer through a small window, takes the payment in a silent, impersonal and sometimes grouchy manner, passes out a receipt and the customer goes away feeling that he has intruded in entering the store. Sometimes, also, under this arrangement patrons are forced to wait in line before they receive attention, and the business is transacted in a semi-public manner which is distasteful to the average man or woman.

A small private office for the cashier will overcome these difficulties and at the same time furnish the means of closer personal contact. A bench or several comfortable chairs may be placed along the outside of the office for the comfort of patrons while they await their turn. The expense of making these arrangements will be amply repaid by the increased 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

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, oak or walnut



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or oak



Victrola No. 240
\$115
Mahogany or walnut



Victrola No. 260
\$160
Mahogany or walnut



Victrola No. 280
\$200
Mahogany or walnut



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company

Camden, New Jersey



(Registered in the U. S. Patent Office)

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NEW YORK, OCTOBER 15, 1922

CLEAR ROAD AHEAD FOR BUSINESS ADVANCE

THE end of the coal and railroad strikes and the enactment of the new tariff law, which have served to disturb business throughout the country to a greater or less extent for several months, are to be welcomed as opening the way for the resumption of business on a national and normal scale. While certain sections of the country, or rather definite localities, have suffered more than others from the effects of the two strikes, the threat of a Winter without adequate fuel for factories and homes and the abandonment or at least disarrangement of transportation facilities naturally had a bad effect upon the business of the country as a whole. Happily these disturbing influences are now removed.

In view of the confidence with which the talking machine trade has entered into the Fall season—a confidence that has proved itself through the medium of substantial orders—the settlement of the disturbing factors in question should bring about a volume of sales in excess of even the most optimistic forecasts. Calculations of Fall requirements were for the most part made when the strike shadows still hung over us and, with that danger removed, there is nothing on the horizon that should tend in any way to interfere with the development of a business that, while it may not break records, will at least bring in substantial profits.

"TALKER" ENLARGES SPHERE OF USEFULNESS

THOSE who have kept in touch with the development of the talking machine record during the past decade will naturally hesitate to make any prophecy regarding the status of that sound-recording medium ten years from to-day, from the fact that almost every month there is discovered some new field of usefulness for it.

Originally intended by the inventors simply for the recording and reproducing of business correspondence, the talking machine record found its first great field as a musical entertainer, coming back into the business and commercial world on a large scale later. Then came the conquering of the field of education with the resultant placing of talking machines and record libraries in practically every school throughout the country. We find also the talking machine used for the teaching of languages, and for the circulation of speeches of noted men. Then, too, have come talking machine records to make the taking of physical exercise pleasant

and easy, as well as records for the training of the voice and for other purposes, including the advertising of real estate auctions.

In fact, there seem to be few fields that have not been invaded by the talking machine record in one way or another. Each new field thus uncovered is calculated to do its share in insuring the permanence of the talking machine and, consequently, of those engaged in the producing and marketing of machines and records.

Some day perhaps some historian will take it upon himself to write a real history of the industry and embody therein the romance so closely interwoven with it.

A MOST SIGNIFICANT TRADE DEVELOPMENT

ONE of the best indications of the confidence in the future felt by the majority of members of the retail talking machine trade is the amount of new equipment that is being installed in talking machine stores and departments throughout the country. During the past few months there have been scores of establishments either entirely remodeled or partially remodeled with a view to giving more needed space to the demonstration and sale of talking machines and records, and one of the largest manufacturers of booths and other store equipment for talking machine dealers has reported a record-breaking number of installations of such equipment, in many instances running into thousands of dollars for a single store.

A retailer may talk optimistically because he feels that is the proper thing to do, and because it is calculated to dispel any feeling of distrust he may hold regarding the future of his business, but the man who backs up his optimism by spending real money to improve and enlarge his establishment certainly has some basis for his calculations regarding coming business demands. Incidentally, the character of talking machine stores is being improved steadily until there is hardly one without a sizable battery of soundproof demonstration booths and record-selling facilities that make for speed, accuracy and, most important, more sales. It is a most encouraging development and a condition complimentary to the good sense and ambitious efforts of the dealers as well as a recognition of the sales-creating value of artistic store installations. Broadly considered it is a trend indicative of the health and permanency of the industry.

BETTER HOMES AND BETTER MUSIC

THERE has just been celebrated throughout the country what is known as "Better Homes in America Week," with various individuals and organizations joining together to support the propaganda of better homes and better home equipment, on the theory that improvement in homes and living conditions means improvement in the character of our citizenry.

At the instance of the Music Industries Chamber of Commerce music trade interests in a number of sections co-operated more or less actively with local committees with a view to emphasizing the rightful position of music in the modern home of culture and refinement, and it is to be hoped that numerous talking machine dealers took advantage of the opportunity to hook up with this new propaganda.

It is unfortunate there are so many movements constantly under way that the public has become rather indifferent and does not respond readily to special celebrations or events. There is hardly a week during the fifty-two when there is not being featured some propaganda or another, but when a movement such as that for better homes is under way it is well deserving of the support of those who are merchandising the products that go into the rapidly increasing number of better homes in America.

Any movement that makes for better home equipment makes directly for sales of musical instruments, particularly of talking machines as they possess the advantage, through the medium of records, of providing both entertainment and the means for a musical education.

IMPORTANCE OF CONTINUOUS ADVERTISING

FOR the next few months at least there will likely be a considerable volume of talking machine advertising in local newspapers as well as in magazines of national circulation with the idea of arousing public interest to the buying point during the holiday season. Such advertising naturally has a very stimulating effect upon retail business, but it is unfortunate that so many members of the trade, manufacturers as well as retailers, are inclined to use

the bulk of their advertising appropriation within a certain season such as during the Fall or Winter months, and then cut down or eliminate it for the remaining six months of the year.

Perhaps it is well to increase advertising appropriations at certain seasons, say just prior to the holidays, but that does not get away from the fact that to be effective advertising should be continuous and conducted on a year-round basis. It is well enough to declare that there is a natural dropping off in business in the Summer, and that liberal advertising during the Spring and Summer months is not calculated to bring in enough business to make it a paying proposition. This is very true so far as it applies to the man who spends \$100 for advertising one day and expects to get it back in increased business the next, but for the individual who understands the theory of advertising and has some general appreciation of its cumulative value the thought is not so much what business will be brought in the next day, but what business can be developed in the future through means of publicity.

There have been a number of concerns in all lines of trade that owe the continuance of their business on a substantial basis throughout the war and post-war period to the fact that they believed in continuous advertising and adhered to that policy despite the upward and downward trend of business. By keeping at it they developed and maintained an advertising momentum that proved their salvation.

The manufacturer or retailer should no more discontinue his advertising during any given period than he would discontinue his selling effort. If a man only went after his sales prospects three months at a time and then left off for two or three months some competitor would land the sale. He knows this and "keeps on the job" until the deal is either closed or definitely lost. Yet, advertising is simply selling through the printed word and the same danger of deferred interest applies.

MONEY TO BUY MUSICAL INSTRUMENTS

THOSE who are of the opinion that a large proportion of the population is not at the present time in a financial position to purchase musical instruments of the better sort have a surprise

coming to them in the report of the American Bankers' Association to the effect that there are nearly 27,000,000 savings bank depositors on record, or an average of more than one depositor for every family in the United States.

It is significant that during the past couple of years, while the country has been going through what has been termed a period of depression, the number of savings bank accounts and the amount of deposits in such accounts have been increasing at a rate that has surprised even bankers in close touch with the situation.

The record may be taken to indicate that the spirit of thrift has gained ground in the United States and that the great majority of our people are putting aside a very sizable portion of their incomes for the coming "rainy day." With the money actually available, even in savings accounts, and with the public trained to save, the musical instrument salesman has an opportunity before him that should in no wise be neglected.

If there is anything at all in the slogan "Music As an Aid to Thrift," which has been put forward by the music industry for the past couple of years, then it should be capitalized right now. It may not be that the 27,000,000 savings bank depositors represent that many prospective talking machine or piano buyers, but certainly a very substantial proportion of them are in a position to be convinced of the desirability or rather necessity of owning a musical instrument of some sort.

INTEREST IN MUSIC IS STEADILY EXPANDING

FROM various sections of the country during the month have come reports of a more general attention given to music in the public schools in various cities. In certain localities general music instruction is being attempted for the first time and in others definite school credits for music study are to be allowed. Then, too, plans are announced for the holding of music weeks and particularly music memory contests during the Fall months. With all these musical activities under way, and with the time for spending evenings indoors approaching, there is real reason to look forward to the selling at retail of a very substantial volume of talking machines, records and all kinds of musical instruments.

SIGNALS

Vanderbilt 3584-5-6-7



Call these signals and Pearsall's team work will put you through for a big gain.

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

Methods of Modern Business Management-- How Best to Figure Percentage :: By G. W. Hafner

Manager of G. W. Hafner, Inc., Chicago.

Tradition says figures don't lie. Yet the wrong interpretation of figures may throw the head of the business completely off the track. Mercantile agencies report that a large number of commercial failures are directly due to the proprietor's or manager's belief that the business is making a profit, when, as a matter of fact, it is running at a loss. And the reason for this is that, in at least the majority of cases, the business man has been deceived by the use of percentages in allowing for profits.

What Is Percentage

In using percentages as a tool to work with we should have a clear understanding of what percentage is. Percentage is a standard of comparison for amounts, just as a thermometer is a standard of comparison for temperature, or an inch, foot or yard is a standard of comparison for lengths. The word "percentum" means 100 parts or 100ths. Therefore, amounts are compared by per cent or hundredths, as lengths are compared by inches and feet and temperature by degrees.

Accordingly one amount compares with another amount as each contains a less or a greater number of 100ths in the same manner that one temperature compares with another temperature according as it contains a greater or less number of degrees, or that one length compares with another length as it contains a greater or less number of inches. It is seen from this that percentage is simply a means for measuring figures.

How to Find Percentages

In finding percentages we always have a clearer view of the matter if we put the figures in the shape of a fraction. Percentage, from the viewpoint of mathematics, is fundamentally nothing else but decimal fractions. You say that 50 is one-half of 100. That means that 50 is fifty one-hundredths or 50 per cent of 100. Likewise 20 is twenty one-hundredths or 20 per cent of 100, and 10 is ten per cent, and 5 is five per cent. The principle here is the same as that governing the change of common fractions into decimals, which is: "Divide the numerator by the denominator" or "divide the upper figure of a fraction by the lower."

To illustrate let us assume that the annual sales of a certain business amount to \$100,000.00 and that the annual expenses aggregate \$25,000.00. What we want to determine, first, is what percentage of \$100,000.00 is \$25,000.00. To do this we put the figures in the shape of a fraction and divide the upper figure by the lower, thus:

$$\begin{array}{r} 25000 \\ 100000/25000.00/.25 \\ \hline 20000.00 \\ 500000 \\ 500000 \end{array}$$

We find, then, that the total yearly expenses of \$25,000.00 represents 25 per cent of the total

Percentage Is a Standard of Comparison for Amounts as the Thermometer Is the Standard for Temperature

yearly sales of \$100,000.00. And we know from this that, in making up our selling prices, we must add 25 per cent for expenses, plus whatever margin of profit we desire to make.

Why Anticipated Profits Are Not Realized

This is all apparently simple enough. And yet it does not always work out just right, it seems. Let us see, then, what it is that tangles up so many of us in attempting to handle percentage.

For purposes of illustration, let us take, first, the method of the business man who knows nothing about what his expenses are. He has perhaps heard some other man in the same trade or industry say that he figures to make 10 per cent profit, and because that is what he

thinks others are asking he will figure something like this on a sale, which costs him, say, \$20.00:

Cost of goods	\$20.00
Add 10% of \$20 for profit.....	2.00
Total.....	\$22.00

He will probably mark the goods to sell for \$25.00, thinking that the extra \$3.00 will cover his overhead expense and that he will make his 10 per cent profit and perhaps a little over. Let us see, now, what has really happened:

Cost of goods	\$20.00
Expense 25% (not of \$20, but of \$25, which will be explained later)	6.25
Total cost	\$26.25
Sales price	25.00

Net loss \$1.25
or 5 per cent of the selling price.

Next let us illustrate the method of the business man who knows, from last year's figures, that his expenses amount to 25 per cent of his sales, but does not know how to apply that knowledge correctly. Probably his estimate will show up like this:

Cost of goods	\$20.00
Expenses 25% of \$20	5.00
Profit 10% of \$20	2.00
Total.....	\$27.00

Let us see what has happened in his case:

Cost of goods	\$20.00
Expenses 25% of \$27 (instead of \$20)....	6.75
Total.....	\$26.75
Sale price	27.00

Net profit \$0.25
which is .926 per cent (less than one per cent) of the sale and not ten per cent.

The differences between actual and anticipated profit, developed in the above illustrations, are due entirely to the fact that two different bases have been used in arriving at the results. In the first instance the percentage of expense of 25 per cent was arrived at by using the sales at selling prices. In the second instance this percentage was applied to the sales at cost prices. This is the error too often made by business men.

Suppose the cost of a given article or commodity is \$1.00 and a merchant wishes to add a margin of 33 1/3 per cent to the selling price, how would he figure it? Adding 33 1/3 per cent to the cost will not give the desired result, because:

33 1/3 per cent of \$1.00 equals 33 1/3 cents.
\$1.00 plus 33 1/3 cents equals \$1.33 1/3, or the selling price.

33 1/3 cents divided by \$1.33 1/3 equals 25 per cent.

Hence, instead of earning 33 1/3 per cent on the selling price, as he had planned, the business man would actually earn 25 per cent only, because different bases were used in the calculation.

The following table gives the equivalent percentage to be applied to cost prices in order to secure a given margin of profit on selling prices:

Desired Per Cent on Selling Prices	Corresponding Per Cent on Cost Prices	Desired Per Cent on Selling Prices	Corresponding Per Cent on Cost Prices
25	.333	38	.613
26	.351	39	.639
27	.370	40	.666
28	.390	41	.695
29	.410	42	.724
30	.430	43	.754
31	.450	44	.786
32	.471	45	.818
33	.493	46	.852
34	.515	47	.887
35	.538	48	.923
36	.563	49	.961
37	.587	50	1000

Rule for Figuring Percentages

In this matter of figuring percentages the very first thing we must get a firm hold on is this: The sale price represents 100 per cent.

To figure by per cent intelligently we must have somewhere something that represents 100 per cent, which in this case is the sale price.

When we attempt to figure any part of the
(Continued on page 12)

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Greater City Phonograph Co., INC.
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked
as the ease with which it sells.

"Sonora & Sales are Synonymous"

INCREASED SALES

MORE AND MORE EVERY DAY FROM NOW ON!

Promising

The season is better than promising! Already, instrument sales have livened up and other marked increases, particularly in record sales, must inevitably follow. The great opportunity is here!

Albums both support and promote your record sales, first by filling an absolute requirement, second, by extending an invitation to owners to systematically collect more records.

Best of all, Peerless albums augment your immediate profits by enabling you and your clerks to increase each unit of sale, because they are irresistible to all who seek quality at a reasonable price.

Peerless carrying case, announced here, is another popular merchandise item which will put an additional figure on most of your cash sale tickets if you will stock it and begin to push it now.

Phil Ravis



Now! On the threshold of your biggest season—with three months of constantly growing demand ahead of you—is the time to lay in your stock of

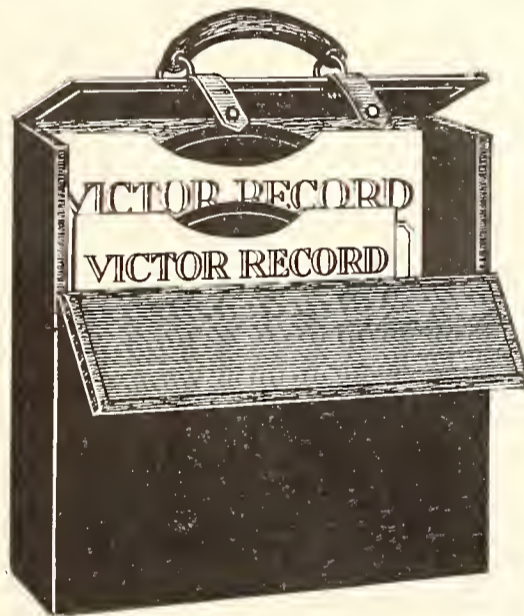
PEERLESS —the Album



Display This Sign—It Will Sell Peerless Albums for You—Send for Yours at Once.

Regrets in merchandising follow lost sales opportunities. A full shelf of Peerless albums, a window display of Peerless albums, in fact, any showing of Peerless albums about your store means dozens, often hundreds, of additional cash sales.

A NEW ACCESSORY PEERLESS RECORD CARRYING CASE



Here is a new salesman, a strong, durable, waterproof record carrying case with big dealer profits and a lower retail price.

Accommodating 25 ten or twelve-inch records, this case, substantially built, with brass trimmings, suit-case handle and double strap fasteners, will find favor with a large majority of your customers.

Manufacturers of:—

- | | |
|--|--|
| Peerless All Grades of Record Albums | Peerless "Classification Systems" |
| Peerless "Big Ten" Albums | Peerless Record Album Sets for All Make Machines |
| Peerless Record-Carrying Cases | Peerless Record Stock Envelopes |
| Peerless Interiors for Victrolas and Phonographs | Peerless Delivery Bags |
| | Peerless Photo Albums |

It Does Make A Difference What Albums You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

HOW BEST TO FIGURE PERCENTAGE

(Continued from page 10)

whole as 100 per cent we immediately get into difficulty. All component parts are measured as 100ths of this 100 per cent. Hence,

If expenses represent	25%
And profit represents	10%
We have accounted for.....	35%
And the cost of the goods must, therefore, represent	65%
Making the sale price.....	100%

In other words, the \$20 cost of goods is 65 per cent of the sale price, which sale price is represented by the total of 100 per cent.

In figuring percentages of this kind the following rule must always be observed:

Divide the amount of the cost by the percentage it represents—the answer will be the sale price.

\$20 divided by 65 per cent equals \$30.77, which should be the selling price of the merchandise, provided the price paid for the goods is \$20, expenses are 25 per cent of the sales, and the dealer wishes to make a profit of 10 per cent net.

How do we know this is correct? A method to be of any value must be susceptible to mathematical proof. Let us therefore prove the proposition thus:

Cost of goods.....	65%	of 30.77 equals	\$20.00
Expenses	25%	of 30.77 equals	7.69
Profit	10%	of 30.77 equals	3.08
Total.....	100%		\$30.77

This method is absolutely correct, whether it is applied to a 50c sale or to a \$500 sale.

The selling price is 100 per cent, or the whole. All component parts are represented by 100ths, or percentages of the whole. There is nothing in the entire equation that represents 100 per cent except the selling price. Hence, all percentage computations should be based on the selling price.

Good advertising is 85 per cent brains and 15 per cent goods to back it up. Brains include knowing what to say and how, when and where to say it.

MR. AND MRS. PILGRIM ENTERTAIN

Many Guests at Dinner Given in Connection With the Celebration of Twenty-fifth Wedding Anniversary at the San Remo Hotel

W. G. Pilgrim, treasurer and assistant general manager of the General Phonograph Corp., and Mrs. Pilgrim were hosts at an enjoyable dinner given at their apartment in the San Remo Hotel, New York, a few weeks ago. The occasion for this party was Mr. and Mrs. Pilgrim's twenty-fifth wedding anniversary, and congratulatory telegrams and letters were received



Notable Guests at Mr. and Mrs. Pilgrim's Twenty-fifth Anniversary Dinner

from Mr. Pilgrim's friends throughout the country.

Mr. Pilgrim has been associated with the General Phonograph Corp. for the past six years, and through his exceptional executive acumen has won the admiration and respect of every member of the organization. He has been "right-hand man" to Otto Heineman, president of the company, ever since he entered

the organization, and his knowledge of administration and finance has been an important factor in the success of the General Phonograph Corp. Among the guests at the dinner were Mr. and Mrs. Otto Heineman, Mr. and Mrs. Adolph Heineman, Mr. and Mrs. M. Sampter and P. G. Vogel. It was a most enjoyable evening.

GROWING BUSINESS AT PANDORF'S

Builds Up Substantial Business With Victor and Brunswick Lines in One Year

CINCINNATI, O., October 3.—One of the most successful and progressive talking machine es-

tablishments in this city is Pandorf's Music Shop, 3949 Spring Grove avenue. The Victor and Brunswick lines are handled exclusively, and K. W. Pandorf, proprietor of the concern, through energetic merchandising policies, has succeeded in building up a substantial trade, although in business only one year. Mr. Pandorf states that the outlook for the future is exceedingly bright.

DAUGHTER OF F. E. EDGAR A BRIDE

Miss Enid Horton Edgar, Eldest Daughter of Well-known Piano Man, Becomes the Bride of Leon Soderston, the Prominent Artist

Miss Enid Horton Edgar, eldest daughter of Frank E. Edgar, the well-known and popular member of the wholesale staff of the Aeolian Co., was married at noon on Saturday, September 16, to Leon Soderston, prominent young artist of New York. The ceremony was performed at the Edgar home in New Haven, Conn. Mr. and Mrs. Soderston left at once on a fortnight's honeymoon in the White Mountains and upon their return will make their home in Pelham, N. Y.

GRANBY EXHIBIT AT OHIO FAIR

TOLEDO, O., October 3.—Among the exhibitors at the Ohio State Music Exposition, held in this city September 26 and 27, was the Granby Phonograph Corp., of Newport News, Va. This exhibit was under the auspices of Charles Kennedy, Cleveland jobber of the Granby line, and Thomas McCreedy, sales manager of the company.

Mr. McCreedy has rapidly assumed charge of the sales end of the business and, following a conference held at the New York offices of the company between Mr. McCreedy, O. P. Graffen, New York district manager, and J. F. Stapleton, general manager of production, an extensive Fall campaign was entered into which is already bringing results.

SON OF ENRICO CARUSO WEDS

Enrico Caruso, son of the world-famous tenor and Victor artist, was married recently to Miss Eleanor Canessa in Naples, Italy, according to advices from that city. The bride's father was a close friend of the late singer and is well known in Naples' social circles.

SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building Record Brush. *YOUR ad inserted without extra charge.*

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers

138 West 124th St.

New York City



The Radio Dealer and the R C A Sales Policy

The dealer who handles RCA apparatus, who displays the RCA symbol, is more than a customer of ours, more than a trade-outlet. He is an integral part of the RCA organization, as much so as our laboratories, factories, and sales force.

Hence, the sales policy of the Radio Corporation of America considers not only prices, but merchandising helpfulness. It includes the building of public confidence in RCA dealers. It protects the RCA dealer by enabling him to offer only apparatus which has been developed by the foremost research organization in the world and which has been thoroughly tested before it is announced. It is concerned not only with the present, but with the future.

The dealer who is interested in future as well as in present profits cannot afford to associate his good name with apparatus manufactured by mere speculators.

Of These Things the R C A Dealer Can be Sure:

1. The Radio Corporation of America by protecting its own good-will and name protects his.
2. The Radio Corporation of America is an organization that systematically conducts research to improve the art of radio broadcasting and communication. Its Radiolas, Radiotrons and other apparatus always embody the latest approved discoveries. The RCA dealer is always sure of carrying in stock the best apparatus that can be produced at the time.
3. No other radio manufacturing company conducts systematic, nation-wide advertising on such a scale as the Radio Corporation of America for the benefit of the dealer.

Among R C A distributors are the following famous music houses:

ALBANY RADIO CORPORATION, Albany, N. Y.
LANDAY BROS., Inc., New York City

LYON & HEALY, Chicago, Ill.
W. F. FREDERICK PIANO CO., Uniontown, Pa.



Sales Department, Suite 2076
233 Broadway, New York, N. Y.

District Office
10 South La Salle St., Chicago, Ill.

Making the Telephone a Most Profitable Sales Medium for the Dealer :: :: By J. S. Bell

The telephone can be made not only an effective but a profitable sales medium if it is intelligently used by the bright salesman who is after the elusive record customers. The live talking machine store keeps a list of its customers and when they fail to show up for any reason a call is probably made upon them, or letters sent, informing them of the latest records by eminent instrumentalists or singers. When this doesn't succeed in arousing interest or enthusiasm it has been found very effective to play over the phone some of the newest and best records to the elusive record customer. All that is necessary is to hold the transmitter of the phone close to the amplifier of the talking machine and an excellent reproduction of the record is conveyed to the ear of the listener.

A talking machine salesman, who has had quite some success along this line, told the writer the other day that he had awakened the interest of a great many old customers for records through this medium. It is a well-known fact that a great many users of talking machines tire of the instrument once in a while, and this is largely due to the absence of new records. The playing of the same old pieces time and time again—no matter whether they are classical or jazz—creates a feeling of weariness that results in indifference to the merits of the instrument. This is the class of people the salesman arouses by means of playing records over the phone. He creates a "desire" for records and thus demonstrates his skill as a psychologist and as a salesman.

This little happening illustrates the necessity for constant action, continued attention, even to the minutest phases of merchandising. No

salesman can be certain that he has a 100 per cent of satisfied adherents in his list of customers. Human nature is not built that way. There is always a continued flux in the domain of buying as in everything else, but the dealer or the salesman who, by persistent, intelligent efforts, perfects and puts into operation plans that will keep his house and his product well

Interest of Slow Customers Can be Awakened by Using the Telephone Intelligently as Sales Stimulator

before the attention of his customers is unquestionably bound to reap a larger percentage of sales than those who are content to drift along without making any effort to hold or expand their trade.

The dealer or salesman has an important mission these days. New interest in the talking machine and records must be developed and every effort must be made along these lines. By meeting discouragements with a spirit of optimism and alert persistence there is no question that the salesman on the battle front will

succeed in bringing about the much-desired business activity. This Fall and Winter should be distinguished by the absence of sluggards in the sales fields. Men of action are needed who will inaugurate and develop a campaign that should mean high scores in the talking machine sales field.

W. H. NOLAN BUYS VICTOR SHOP

APPLETON, Wis., October 2.—William H. Nolan, formerly connected with the Louis Buehn Co., of Philadelphia, Pa., has purchased the Carroll Music Shop, this city, from Mr. and Mrs. E. F. Carroll. The new proprietor is in the East making arrangements to secure the Eight Victor Artists for a local concert. The Victor line will be handled exclusively.

NEED OF CONSTRUCTIVE PUBLICITY

The need for real constructive advertising—advertising with an idea in it—was never so necessary as to-day, particularly in the retail field. Manufacturers or distributors have really a duty in this respect to their dealers. They must get close to them and lead them into safe and correct paths in the retailing of their products. Where this has been done dealers are manifesting a new spirit in the domains of publicity and salesmanship.

Salesmanship should rarely, if ever, use destructive criticism. Value each piece of merchandise, each musical composition, for its own points and never condemn it for lacking what it does not embody.

BE PREPARED!

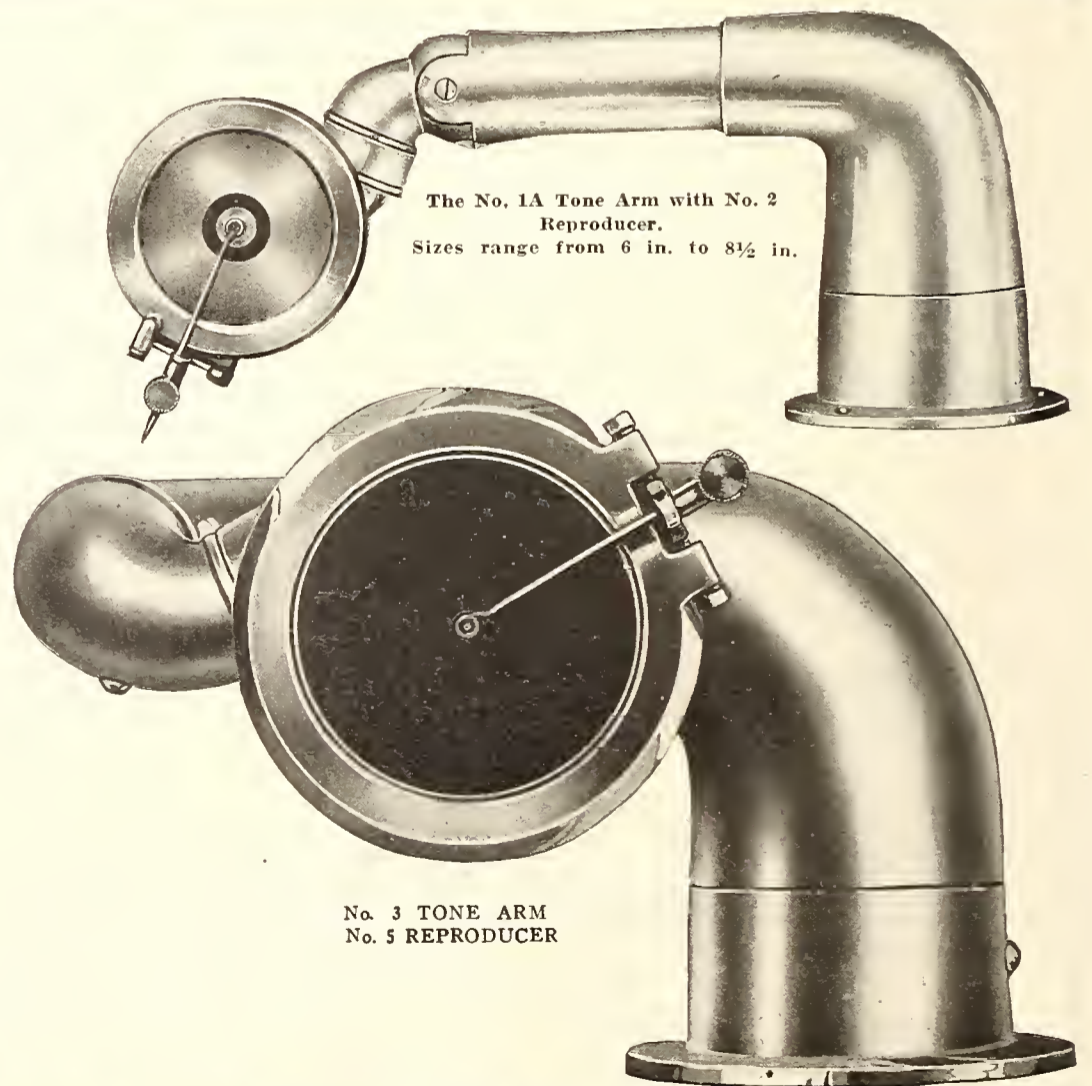
AN old slogan—but one that fits the occasion. FALL is here, bringing renewed business—a rush of orders. Are YOU prepared?

WE can fill your requirements for tone arms and reproducers. Quality? The best. Prices? Very reasonable. And above all, Service. Our plant is working at top speed, and we are in a position to guarantee prompt shipments.

LET US HEAR FROM YOU

Mutual Phono Parts Manufacturing 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



Classification of Recordings Lends Force to Sales and Advertising Drives :: By Frank L. Parsons

Unlimited opportunities for bringing his record stock before the public in a forcible manner are open to the merchant who takes advantage of the large variety of recordings which compose his library and turns them to good use in his advertising and window displays. The operas, foreign language records and several types of popular recordings offer unsurpassed material for effective window displays and may also be used as the basis of an advertising campaign in the interests of this branch of the business. The merchant should strive for one result, and one result only—quick stock turnover at a profit, and this can only be brought about by intelligent merchandising, i. e., an appeal to the music-loving public which is different from the average run and which not only sticks in the minds of prospective customers, but which also tends to suggest his store in connection with the goods advertised when a purchase is contemplated. There are three methods of making an appeal of this nature which have been found most productive of results: Advertising, direct-by-mail literature and window displays.

First, let us consider advertising. In comparatively few cases does the dealer use special space in the newspapers to advertise his record stock. In most cases he either combines machines and records in his ads or neglects the latter almost entirely. Of course, most people take it for granted that where talking machines are sold records may also be obtained. While this is true the fact remains that no special effort is made in the advertising to create a desire on the part of owners of machines to buy certain records and, consequently, the dealer sells only those records information of which may have been obtained by the customer from another source and then he may be assured that only people who have been his steady customers will come to him for these selections. This in itself is very well, but the dealer is the loser because his stock turnover depends too much on outside influences and there is nothing to attract new customers who may be purchasing their records from one or more other local establishments.

The following suggestions for an advertising campaign in the interest of the record end of

the business should prove of value in stimulating the demand for records of all classes: For the purposes of the campaign list your records according to composers, artists, operas, languages, various musical mediums, such as vocal, orchestra, violin, etc. Now, if it is your desire to push records of a certain composer list these records in an attractive manner in the advertisement. The theme may be carried still further by a very brief sketch of the composer. This adds the human interest touch

Effective Method of Bringing the Record Stock Forcibly Before Public in Windows and Advertising

which is often hard to secure and which is one of the secrets of effective advertising.

There are many people who particularly favor the work of a certain artist and this liking may be taken advantage of by advertising the recordings of the various artists in a manner similar to the above. Of course, one complete advertisement should be devoted to the recordings of a single artist.

The operas, foreign language records and other types of recording could be treated in generally the same manner with excellent results. The foreign language records offer an especially attractive field for advertising of this character. In every community people of a certain nationality predominate and in the larger cities there are Slovak, Italian and German sections, the people of which the dealer can reach in this manner. Special care should be exercised to display the ads in such a manner that they will attract the attention of these people. If there are any foreign language pa-

pers in your community make it a point to advertise recordings of the nationality represented by the newspaper through that medium. For example, if there is an Italian newspaper in your city reach the readers through that paper and advertise only records made in the Italian language. The operas are especially popular with these people. The same plan should be followed if there is a local Jewish newspaper, etc.

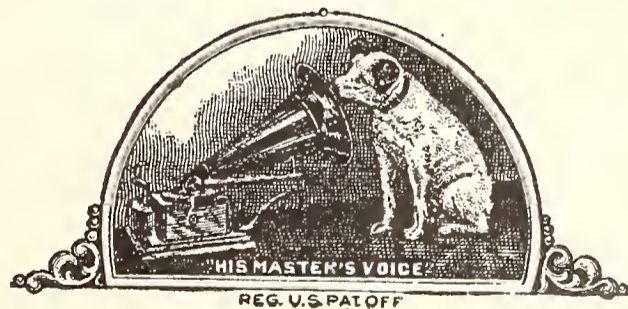
The dealer should strive to break the monotony by giving to each advertisement an individual touch, so that the interest of the public will not wane and that, on the contrary, they will begin to look for the ads. Each advertisement should also tell a story designed to, first, attract attention; second, arouse interest, and last, but not least, stimulate action. The latter is really the reason for all advertising. If there were no possibility of action—that is, the desire for ownership carried out by making a purchase—there would be no use in spending good money for advertising.

Another form of advertising is direct-by-mail literature. In this case many dealers have departed from the old method of merely sending the record supplements to the list of customers each month and are employing various new and more or less effective means of increasing their sales. Most of the departures from the old methods consist merely of a letter to the prospect containing a list of the records which the dealer thinks will please the particular prospect to whom it is sent. Sometimes, also, a postcard containing the same message is sent. Now, this plan has proved extremely profitable to those dealers who have employed it, but there is little doubt that, if it were enlarged the returns would increase in an equal measure. The advertising campaign carried on in the newspapers could be supplemented by sending direct-by-mail literature to customers. This literature should carry out the ideas suggested in the newspaper advertising. Probably the most effective stunt would be to alternate; that is, while the advertising centers around the works of a certain composer the direct-by-mail literature should con-

(Continued on page 18)

**Ormes
Really
Means
Exceptional
Service**

'PHONE FITZROY 3271-2-3



Forewarned is Forearmed

We believe there is going to be a shortage of Victor products this Fall, and the "wise" Victor retailer should bring his stock up to the highest possible standard of efficiency. Ormes service to the retailer is based on a thorough knowledge of present-day problems and requirements.

Who's your Victor jobber?

ORMES, Inc.

15 West 37th Street

New York

It is easy to sell what you believe in!

THE great success of the phonograph business rests on the fact that in practically every human being is a lively hunger for *good* music. In the exact degree to which you can satisfy that hunger your sales will increase—no more, no less.

As a phonograph and record merchant are you fully aware of the musical beauty of Columbia Records?

In selling Columbia Records do you know you can truthfully say, "In all the realm of music there is nothing finer than the selections which bear the Columbia mark."

If you can say this with solid conviction and prove it, can't you see how Columbia Records will sell themselves? You can easily prove this fact to yourself so completely that nothing can unsell you. You can prove it to your customers in the same way.

For instance—"A Dream," by Bartlett, Columbia Record A-79287, is one of the most beautiful lyric ballads ever written. As sung by Charles Hackett, it is one of the most beautiful records ever made. Other artists

have sung this song for other record makers, giving their interpretations. They are excellent. But Hackett has given it a touch of tender sweetness and sympathy beyond compare. His voice, his way of

singing it are exquisitely perfect. When the song is ended and the listener rouses from his reverie he wants that little chunk of rapture for his own.

Do you know this Columbia Record? Have you ever compared it closely with the same selection in any other make? Do it and you'll be absolutely convinced that "A Dream" as Columbia has made it has never been equaled. Make the same comparison for any customer and he will prefer the Columbia rendition to any other. Don't take our word for this. Test it out on yourself or your customers.

Another example—Columbia Record 49666 is a tenor and baritone selection by Hackett and Stracciari of the "Solenne in quest ora" duet from Verdi's opera, "La Forza del Destino." If one is familiar with this song, as made by other record manufacturers, one knows the song to expect. But when one listens to these two magnificent voices as they blend and burst into the enchanting harmonies of this operatic gem he listens fascinated. It is a thrill of complete musical satisfaction that is as rare as it is wonderful.

If you haven't heard this Columbia Record you have a treat ahead. Get it! Let its beauty sink into you. Then get records of the same selection as made by others. They are great, too, but any one with or without a trained ear will say the Columbia recording and the beautiful balance of the voices in the Columbia Record are infinitely better. Play these competing records, one after the other, to any customer, don't tell him which is which, and he will tell you to wrap up the Columbia.



Columbia



Are you aware of the veritable gold mine of fine music which Columbia Records offer you as customer winners and profit makers?

Are you able right now to play for your customers a programme that will give them a fair idea of the excellence of Columbia music?

If you want to stamp Columbia quality into the minds of your customers so they will never forget it, we suggest you order the following Columbia Records, then get their competitors and make a demonstration. Play them incognito and you'll be more than surprised at the result.

"A Dream." Tenor Solo. "Souvenir." Violin Solo.
Charles Hackett. 79287. Kerekjarto. 79708.

"La Forza del Destino" "Fiddle and I." Soprano
(Solenne in quest ora). Solo. Hulda Lashanska.
Hackett and Stracciari. 78391.
49666.

"Pirate Dreams." Soprano

"One Fine Day." Soprano Solo. Hulda Lashanska.
Solo. Rosa Ponselle. 49571. 77878.

After all, you and Columbia are not selling records. We are in the wonderful business of selling happiness, pleasure, amusement. The name Columbia on the record, the name of the selection, the name of the artist are, so many handles by which the buyer grasps identification.



Records

Columbia Graphophone Co.
New York



The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

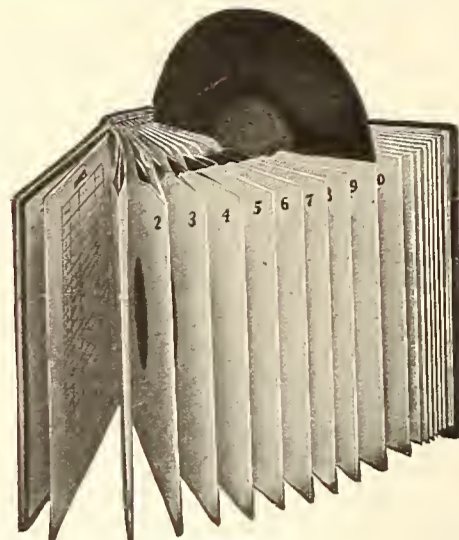
To the Trade:

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

CLASSIFICATION OF RECORDINGS

(Continued from page 15)

centrate on the recordings of a certain artist or opera. When the "composer" campaign is concluded the direct-by-mail literature should bring these recordings forcibly to the attention of the public, thus the repetition will have its full effect and the dealer is practically certain that his campaign has reached the attention of those who for some reason have failed to notice it in the newspapers and, furthermore, those people who have made up their minds to purchase certain records and have let the matter slip their minds will be reminded and more sales will result. The completeness of an advertising campaign determines its effectiveness and no opportunity should be neglected to round out the drive in such a way that the greatest possible force will be given to it. The money spent will be found a sound investment and once the dealer realizes what he can accomplish by well-directed advertising he will never return to haphazard methods.

Undoubtedly one of the most important means of bringing talking machines and records before the public is through the medium of attractive window displays. A wise plan is to tie up the window display with the advertising campaign and the plan suggested for moving records through publicity can be visualized and amplified through the window display. Take, for example, the records made by McCormack. A number of these placed in an attractively arranged window are bound to be more effective than a conglomerate mass of discs of various kinds. A neatly printed card in the window should explain the nature of the display and contain a list of McCormack's recordings and, if possible, a large picture of this artist should be placed in a conspicuous position. A window display of this character is not only sales producing in its effect, but it

is inexpensive. These displays also have the advantage of being quickly made and, therefore, the dealer can change them more frequently than would be the case where an elaborate layout is used.

ANENT COAL SUPPLY FOR TRADE

Music Industries Chamber of Commerce Addresses Letter to Federal Fuel Distributor Setting Forth Requirements of Industry

In addition to its recent appeal to the governors of fourteen States for consideration of the needs of the music industry in the matter of coal, the Music Industries Chamber of Commerce has addressed letters to the Interstate Commerce Commission and the Federal Fuel Distributor at Washington, D. C., calling attention to the requirements of the industry and the set-back to its recovery from two years of dull business which a coal shortage would cause between now and the first of the year.

The letter points out that a recent survey made by the Chamber shows that retailers' stocks of musical instruments are now at a minimum and they are depending upon heavy shipments of merchandise from the factories during October, November and December to provide stocks for the anticipated Fall and holiday business.

Replies received from the fourteen governors to whom letters on this subject had previously been written indicate that the interests of the music industry will receive consideration either from them or from the fuel administrators who have already been appointed in many States.

The Greensboro Music Co., Victor dealer, of Greensboro, N. C., is featuring the Victor line in a series of excellent window displays, which are deservedly attracting considerable attention in that city and locality.

USING BILLBOARDS TO ADVANTAGE

Stewart-Jones Co., Memphis, Tenn., Advertising Starr Co. Products on the Highways

MEMPHIS, TENN., September 30.—The Stewart-Jones Co., the Starr Piano Co.'s agent for Starr pianos, Starr phonographs and Gennett records in Memphis, has placed on the main roads leading into the city ten signboards, as shown. These are in several colors and make a most



Stewart-Jones Co.'s Striking Sign

attractive appearance, standing out in a very prominent manner. The boards are approximately 10 by 15 feet.

The placing of these attractive signs by the Stewart-Jones Co. is only another step in its progressive campaign in advertising the Starr Piano Co.'s products in its locality and the company predicts a great deal of good from them.

Life is not so short but that there is always time for courtesy.—Emerson.

Patented 1914



Patented 1914

Quality and Price = Satisfaction

The Reputation of Boston albums has been built upon Quality and Price. The quality is of the highest possible kind and the price is the fairest.

When two factors such as these stated above are combined there is only one result—Absolute Satisfaction.

Absolute Satisfaction to one's self and his customers means a steady influx of good business.

Boston albums are conducive to good business. Do you handle them?

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

Okeh Factories Are Working Day and Night



Three years ago Okeh Lateral Records made their first bow to the public. A few dance numbers and a popular song or two comprised the list.

Today—Okeh factories are working day and night to supply the demand. Today—the Okeh line has expanded to include every musical classification, and beyond—Okeh releases each month the greatest number of dance recordings. Okeh originally discovered and made commercially possible the negro record business. Okeh brought from Europe and established in this country the finest repertoires of foreign language records in existence.

Okeh Has Grown!

Okeh dance records have gained a national reputation for their clearness, pep and novelty. Organizations like Lopez, Markels, Samuels, Raderman and others, famous as dance music exponents, have made them supreme where there is dancing.

Okeh discovered Mamie Smith and developed the negro record business to its present proportions. Okeh has the most complete repertoires of foreign language records, actually recorded in the homeland by native artists. Through special arrangements with Europe's leading record companies Okeh dealers can offer records recorded in Europe, the home of Opera, by world-famous operatic and concert artists.

This list of classifications opposite, will give you an idea of the extensiveness of the Okeh line.

We are proud to announce that Okeh Records are manufactured 100% in our own factories. Every record issued must measure up to the high standard of quality we have set for our product.

In the past three years Okeh Records have made such rapid strides that additional factory equipment has been necessary. The new equipment just added will enable us to speed up production and give Okeh dealers a larger and better service.

Likewise, our policy of steady growth extends to our laboratory. We have endeavored to give Okeh dealers records by artists of reputation. Sophie Tucker, Vincent Lopez and His Hotel Pennsylvania Orchestra, Markels Orchestra, Gerald Griffin, Mamie Smith, Rega Dance Orchestra, and other well-known artists and organizations have signed contracts to record only for Okeh Records. This policy is sales insurance for our dealers, reserving for them alone the sales value accruing when these artists can be heard only on Okeh Records.

Okeh Records

The Records of Quality

Are Manufactured 100% in

Okeh Factories

Okeh Dealers have available a complete catalog, including recordings of every musical classification. The following artists record only for Okeh Records:—

- Sophie Tucker
- Mamie Smith
- Markels' Orchestra
- Gerald Griffin
- Rega Dance Orchestra
- Okeh Trio
- Vincent Lopez and His Hotel Pennsylvania Orchestra

Foreign Language Records

in:—

- | | |
|--------------|-----------|
| Bohemian | Greek |
| Hebrew- | Arabic- |
| Jewish | Syrian |
| Slovenian- | Russian |
| Krainer | German |
| Serbo- | Polish |
| Croatian | French |
| Italian | Hungarian |
| Scandinavian | Spanish- |
| Turkish | Mexican |

Our Celebrity Records are recorded by:—

- | | |
|-----------|------------|
| Hempel | Jeritza |
| Slezak | Stracciari |
| McCormack | Ivogun |
| Jadlowker | Von Vecsey |
| Bonci | Kubelik |
| Zenatello | Didur |
| | Amato |

Celebrity and Foreign Recordings are offered under the Odeon and Fonotipia trade-marks.

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street
NEW YORK CITY

"THAT BOOB" GOES SHOPPING

By EDWARD FRASER CARSON



Edward Fraser Carson

"That boob dunno what he wants."

I had been in a phonograph store on upper Broadway looking for a particular record. I had not found it. And I was leaving empty-handed when the "salesman," who had been annoyed by my efforts, turned to a friend who was loitering in the store and I heard him say:

"That boob dunno what he wants."

But the "salesman" was dead wrong. "That boob" DID know just what he wanted. He also knew what he

didn't want and that included some of the jazz stuff that the salesman had tried to unload. "That boob" went to another store a block further on and there found what he wanted. He found more. He found a polite salesman who took an interest in his problem. And one result was that he bought three records instead of the one he had gone in to purchase.

That remark of the first "salesman" is likely to prove a costly one for his employer. It is true that there was no loss of immediate business for, presumably, he did not have the record I wanted, although even on that point I am still in doubt. But it is obvious that when I am next in search of a record I shall give a wide berth to that particular store. Also my friends have heard of my experience and it is likely that they, too, will not be likely to put themselves in the way of an insolent clerk.

That particular salesman is typical of a class of young men in the business world who are always at odds with their job. It is no doubt annoying to them to have to wait on "boobs" who come in to look and not to buy. Doubtless there are many such people in the world. But it is the task of the real salesman to turn a looker into a buyer. That is what he is paid for. He is the young man who realizes that if there were no lookers there would be fewer buyers. And fewer buyers would mean fewer salesmen and less money for those who were left—for they would only need to be order-takers—and order-takers may be had cheap at any time.

The remark of that young salesman showed his attitude of mind and that in turn is the cause of the continual shifting about of a large, a too large number of youths who are always looking for "a better job." Also it is the reason that the remark is heard so frequently nowadays that it is "almost impossible to get a good man."

Just put yourself in the position of the shopper. That ought to be easy, for every salesman is a buyer—has frequent needs and has to fill them. You know—or think you know—what you want. But whether you do know or not you do not feel that just because you went into a store you necessarily must buy something. You don't feel that you have got to spend some money just to satisfy and salve the feelings of the salesman.

Time was in this country when to go into a store meant a sort of moral obligation to make a purchase. That is the shopkeeper's idea in the big cities of Europe today. So definite is this feeling that unless one has a real intention to buy he will not—if he is wise—go into the small store of London, Paris or any other large city. If he does go in and leave without buying he is sure to hear just such comments as I have quoted.

Progressive American merchants realize that everyone who enters their store is not necessarily a buyer just at that time. But they know that he—or she—is a potential buyer to-morrow and that it is the part of good business to make the shopper so welcome to-day that he will be a buyer to-morrow.

The salesman of to-day is the merchant of to-morrow. Somewhere in this land, working as a clerk or salesman, is the big successful merchandiser of to-morrow. And that young man is laying the foundation for his future success by giving as careful attention to the "boob" who doesn't know what he wants as he gives to the buyer with money in his hand.

Are you laying such a foundation?

ENJOYS VACATION IN BERMUDA

Harold J. Lamor, manager of the sales and order departments of Collings & Co., the well-known Victor distributors of Newark, N. J., spent the early part of September in Bermuda. Mr. Lamor was accompanied by his wife. The young couple had a most enjoyable vacation in that Southern island.

YOUNG PEOPLE BUY MOST RECORDS

Advertising Campaign Directed Toward Young People of Community Is Bound to Bring Results in Sales of Popular Records

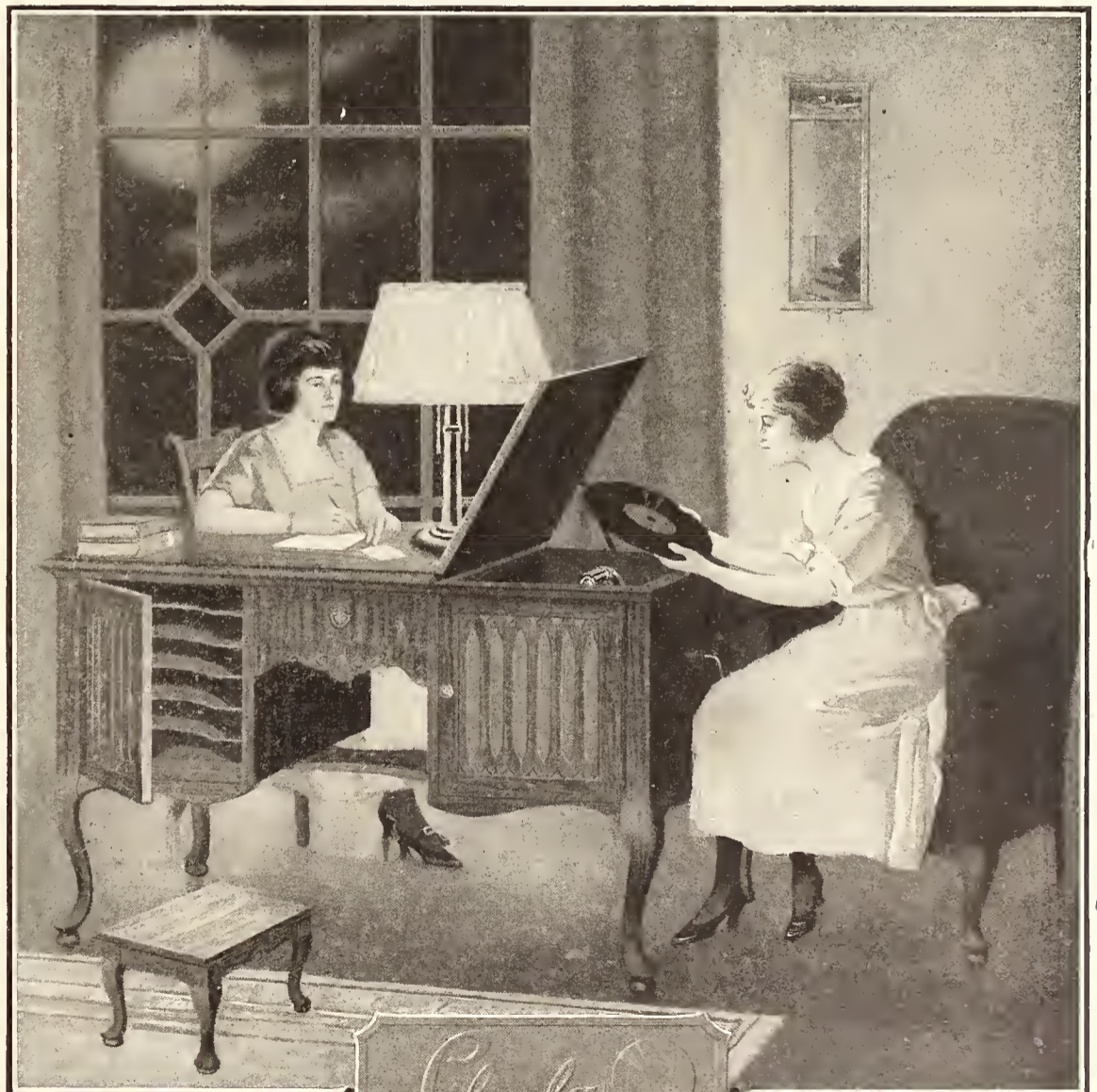
Music and youth go hand in hand, and it is to the young people of the community that the dealer should address much of his advertising and other sales plans at least in equal proportion to the efforts made to secure the attention of the older folks. The parents purchase a machine for their own pleasure and also for a greater and, to them, more important reason—the entertainment of their children. The great bulk of the records sold to-day are purchased by the younger generation. They want music with a great deal of snap and vim; the kind of melodies that induce the pedal extremities to glide into a dreamy waltz or a fast fox-trot.

Unlimited possibilities for publicity and, consequently, more sales of talking machines and records are offered dealers through the appeal to the young and in behalf of the young folks. Bring forcibly to the mind of young men and women of the community the possibilities of entertainment through the talking machine and point out to them the value of the latest records in this connection and the chances are that record business will make rapid gains.

The older people, the parents, can be appealed to on behalf of their children. Any father and mother will invest in a talking machine or, if one is already owned, in the latest records of the kind preferred by their children if they can be convinced that it is wise to buy.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.
Jamestown, N. Y.

The Biggest Value on the Market. A Trial Order Will Convince

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around

Genuine Mahogany, Walnut or Oak

FIVE REASONS WHY THE "DAILY DOZEN" IS SUPREME

There will be a tremendous demand for the "Daily Dozen" this Fall—so it is to your advantage to know the facts.

1. **Best Exercises . . .** The "Daily Dozen" is nationally and internationally acknowledged to be the BEST System of HEALTH Exercises.
2. **Best Voice** The voice on the records has real command. It inspires one to do as instructed.
3. **Best Music** The music is carefully selected to "fit" each exercise and is full of inspiration.
4. **Best Illustrations** No make-shift drawings—but over sixty real photographic poses, illustrating the movements.
5. **Best Appearance** The whole course, enclosed in a black leatherette album with gilt lettering. Looks like the best, and *is* the best.

This Means—

***Biggest Demand—Biggest Seller—Biggest Profit
Biggest Volume of Satisfied Customers***

List Price Now \$10.00 — Usual Discounts

You Make \$4.00 Profit on Each Sale

Dealers:—DO IT NOW!

Dept. W-10,
Health Builders, Inc.,
334 Fifth Ave., New York City.

Gentlemen:—Kindly send me, for my inspection, a set of Walter Camp's "Daily Dozen" records. It is understood that this places me under no obligation and should I desire to return this set I may do so at your expense. Otherwise you may bill it to me at the regular trade discount.

.....
.....

This spells opportunity for you. Fill out this coupon while the Fall season is still on and mail today. It places you under no obligation.



The "Daily Dozen" is sold and used for "keeping fit" purposes. The Health Builders' weight reducing course is now available for those who wish a special weight reducing system.

SEE OPPOSITE PAGE 

HEALTH BUILDERS, Inc.

DEPARTMENT W10

334 FIFTH AVENUE, NEW YORK, N. Y.

SOMETHING NEW

The Most Comprehensive System of Its Kind Ever Produced

"Health Builder"

Musical

WEIGHT REDUCING

Exercises

for

Men and Women

\$7.50

Complete



INCLUDING
5 double faced 10 inch records.
Booklet of instructions.
82 photographic poses.
Specific reducing chart.
Beautiful album.

List Price \$7.50—40% Discount to Dealers

You Make \$3.00 Profit on Each Sale

Examine a Set at Our Expense 

Produced by the Manufacturers of
Walter Camp's "Daily Dozen" System

HEALTH BUILDERS, Inc.

Department W10

334 Fifth Avenue

NEW YORK

Dept. W-10
Health Builders, Inc.
334 5th Ave. N. Y. C.

Gentlemen:—

Please send me for my inspection Health Builders Musical Weight Reducing Exercise records. It is understood that this places me under no obligation and should I desire to return this set I may do so at your expense. Otherwise you may bill it to me at the regular trade discount.

.....1922

RECORD ADS FOR DEALER'S USE

Writer in Printers' Ink Suggests Record Sales Talk on Records to Be Played by Dealers.

"Yesterday I went to lunch with Bill," says C. L. Funnell, in Printers' Ink. "He's an agency man; an inveterate agency man. He's interested in everything, Bill is. And his mind is more interrogative than that of the gentleman who celebrated the income tax blanks.

"Right after lunch Bill steered me into a music store while he bought his wife some new records for her birthday. He got halfway in and stopped.

"Why the deuce doesn't some phonograph company do it?" he inquired in astonishment.

"Maybe it costs money," I suggested. "What is it, by the way?"

"Make a bunch of records with a sales talk on them like this:

"Yes, this is the place. This is the store where they sell Crystal Records. Clear as a drop of dew. The new October records have

just been received from the factory and they include the latest song hits from 'I Can if You Can,' 'Blooie-Blooie' and 'Winter's Came.' Listen to these six bars from the chorus of 'Your Eyes Were So Blue That I Thought You Were Sad': Plink-a-plink-a-plink, deedle-de-dum-de-doo. Complete record on sale inside for 79 cents. Come right in."

"Bill paused for breath. I started to answer his question, but he was off again.

"The phonograph people could make those records up fresh every month and send 'em out to all the dealers. Dealers play 'em in front of the store. Loud needle. Pull business right in. Why don't they do it?"

OAKLAND PHONOGRAPH CO. ENLARGES

OAKLAND, CAL., October 4.—Extensive plans for the enlargement and remodeling of the Oakland Phonograph Co. are under way. The big demand for console type talking machines has made necessary the new addition and a special display room will be constructed.

EXHIBIT AT MINNESOTA STATE FAIR

W. J. Dyer & Bro. Occupy Four Booths With Elaborate Display at Annual Affair

ST. PAUL, MINN., October 3.—One of the most elaborate exhibits of musical instruments at the recent Minnesota State Fair was that of W. J. Dyer & Bro., who occupied four booths which attracted much attention from the half million exposition visitors. Two of the booths were devoted exclusively to an elaborate Victor talking ma-



Dyer & Bro.'s Exhibit of Talking Machines machine display, Dyer & Bro. being Victor wholesalers, while the other two booths were divided between the piano and small instrument departments.

The pianos exhibited included the Steinway grand, a Duo-Art, a Ludwig and one or two other models, and there were frequent demonstrations given. Among the small instruments the saxophone attracted particular attention



Dyer & Bro.'s Handsome Musical Display from some hundreds of young men, many of them non-residents, who expressed their desire of soon owning one of those instruments.

W. J. Dyer & Bro. have exhibited at the Minnesota State Fair for a number of years and have always found the venture a profitable one.

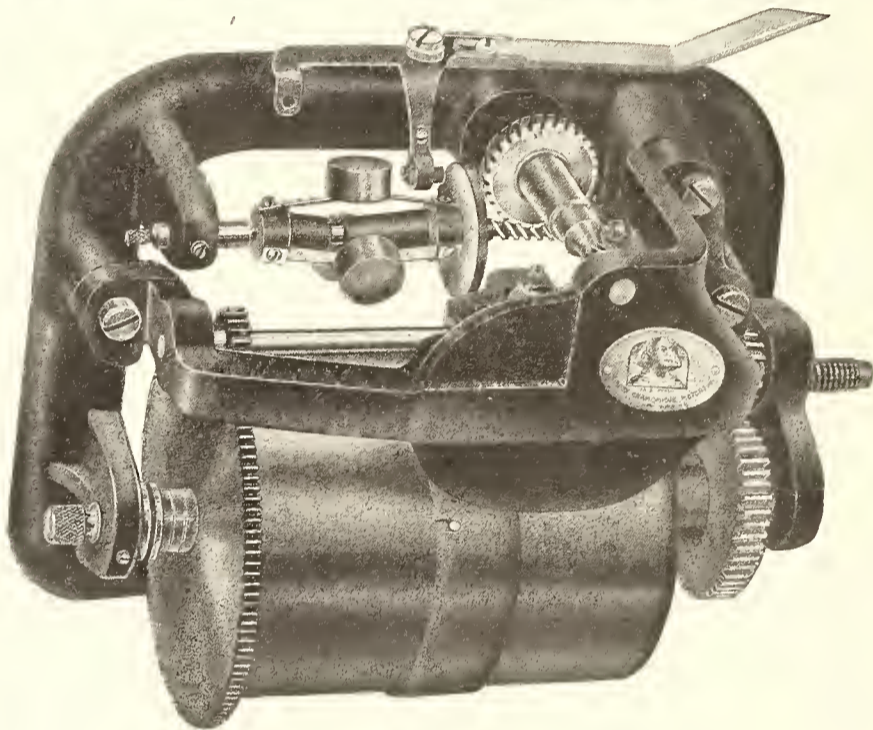
OCCUPYING NEW ENCORE PLANT

New Factory at 290 Chestnut Street, Newark, Gives Encore Repeater Co. Splendid Facilities for Large Output—Reports Growing Demand

NEWARK, N. J., October 4.—The Encore Repeater Co., manufacturer of Encore record replays, has taken possession of its new factory at 290 Chestnut street, this city. It is stated that the new factory has capacity for an estimated output of from 1,500 to 2,000 Encore record replays. M. S. Davis, president of the Encore Sales Co., New York City, factory distributor for the company, reports that the sales of Encore replays are increasing substantially and that the new plant was an absolute necessity to take care of the demand. Mr. Davis expects that this demand will continue strongly, at least through the balance of the year.

An attractive new music store was recently opened in Elkhart, Ind., by Robert Stewart and Louis F. Schultz. The establishment handles talking machines and musical instruments of all kinds.

REGAL
PREDOMINATES
 IN THE
50¢ RECORD FIELD



*A motor designed to stand
 the strain of hard usage*

CONSTRUCTED by Engineers with
 the highest Engineering Skill.

Operated with uniformity, constant in
 speed and built to run smoothly and
 noiselessly under varying conditions.

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
 NEW YORK CITY



TRADE-MARK



HONEST QUAKER

(Reg. U. S. Pat. Office)

MAIN SPRINGS



—built up to a standard of quality—not made to sell at a price.

—If you prefer to enjoy your price-saving in the Service—kindly write for a copy of our **HONEST QUAKER Main Spring Chart!**

Everybody's
TALKING MACHINE CO. INC.

Makers of

HONEST QUAKER

Products

Philadelphia, U. S. A.

Canadian Distributors:

H. A. BEMISTER, Montreal

GEO. L. LAING & CO., Toronto

Application for Reg. filed at Ottawa



Necessity of Definite Standard by Which to Measure Results Accomplished :: By A. M. Burroughs

Burroughs Adding Machine Co.

To operate a business successfully it is necessary that you have some definite standards by which to measure results accomplished. You must have a mark to shoot at. After an analysis of your territory and its prospects you may find, for example, that you can reasonably anticipate an annual sales volume of \$36,000.00. Then divide it like this:

\$36,000.00—Annually
3,000.00—Monthly
693.00—Weekly
116.00—Daily (six-day week)

Your daily sales quota is \$116.00, but right now is the time to see if that will yield an adequate profit after your daily expense has been deducted.

Make a chart of the daily expense that is involved when you open your doors every morning. The business month will consist of twenty-six days, and each week of six days in applying rent, light, heat, etc. The figures given below are used simply as an illustration of the principle only. In practice these accounts must be carefully based on actual conditions.

Rent	\$5.75
Light, heat and power	2.00
Postage, telephone and telegraph	1.00
Interest paid and cash discount given	1.00
Salaries	9.00
Taxes and insurance	2.00
Shop expenses	3.25
Advertising	2.50
Depreciation	1.20
General expenses50

\$28.20

In these expenses a salary is included for the proprietor. This is a part of the expense. You should draw your salary as any other employe of the business. It must be included in the salary amount if you are to have a true basis for figuring profit.

Cash discount given is rent paid for money just as truly as interest, so that item is included in the expenses. Depreciation is actually figured annually. It should, however, be estimated and charged monthly. At the end of the year an adjustment can be made.

From our daily charts we find that our an-

ticipated sales are \$116.00 daily, and our fixed expense at least \$28.20 daily.

\$116.00
28.20
\$ 87.80

This leaves \$87.80 for the cost of goods sold. For purposes of illustration we will say that you mark up your merchandise 30 per cent on sales (and all mark-up should be figured on selling price). Perhaps your mark-up is larger or smaller. Conditions vary in different locali-

Talking Machine Dealers Who Desire to Win in Business Must Shoot at a Definite Mark So as to Score

ties. Using 30 per cent, then your gross profit will be:

Thirty per cent of \$116.00	\$34.80
Expense	28.20

Net profit

Per cent net profit

This is not an adequate return for the time, effort and capital invested. It would give you only about \$2,000.00 net return on annual sales of \$36,000.00. To increase net profit you must do one or more of three things—

1. Increase selling prices.
2. Increase sales volume.
3. Decrease expenses.

Competition and established sales policies have fixed the selling prices and for this reason you cannot increase the mark-up.

But the last two factors are within your con-

trol. You can possibly increase your net profit by both increasing sales and lessening expense. Better service, a more intelligent cultivation of territory and greater sales effort will increase the sales volume. You can add at least \$9.00 per day to your sales by these means.

By careful use of light and by adopting other economies you should save 25 cents per day. You can probably save 25 cents a day in the store by eliminating wastes and lost time. Possibly a salary saving of 50 cents per day may be made in the salary account.

On this basis refigure the daily quota of sales and expense and profit.

SALES
\$39,000.00—Annually
3,250.00—Monthly
750.00—Weekly
125.00—Daily

EXPENSES	
Rent	\$ 5.75
Light, heat and power	1.75
Postage, telephone and telegraph	1.00
Interest paid and cash discount given	1.00
Salaries	8.50
Taxes and insurance	2.00
Shop expense	3.00
Advertising	2.50
Depreciation	1.20
General expense50

\$27.20

PROFIT	
Thirty per cent of \$125.00	\$ 37.50
Expense	27.20

Net profit

Per cent of net profit

Net profit on \$39,000.00 annual sales

If 30 per cent is your gross profit and your fixed daily expense is \$27.20, then you must sell each day \$90.70 worth of goods before you have made a cent of profit.

For 30 per cent of \$90.70—\$27.20 daily expense.

Then 30 per cent of every additional dollar sold is net profit.

Set up this daily quota. Keep a record of it. Compare your actual sales with your quota daily. Quota should be your minimum performance. When you fail to make your daily quota, add the deficit to the following day.

MANY NEW PATHE DEALERS BOOKED

Greatly increased business is reported by H. T. Leeming, of the Pathé Frères Phonograph Co., Brooklyn, N. Y. "Not only have we received largely increased orders from the dealers now on our books," stated Mr. Leeming, "but many new dealers have been added. I can state without exaggeration that we are now adding new retailers at the rate of one a day. Both Pathé and Actuelle records are in heavy demand and the outlook for the future is bright."

E. J. NALLY SAILS FOR CONTINENT

Edward J. Nally, president of the Radio Corp. of America, left recently for Europe on the "Homer." He will visit England, France, Germany, Holland, Italy, Norway and Poland.

To deal harmoniously with others it is always advisable to try and see through their eyes. It's a mighty wise procedure.

TEXAS OKLAHOMA SERVICE

OKeh Records

The Records of Quality

The Records your customer wants. Our stock is complete and the haul from DALLAS to your store is short, hence less expensive. We have the new hits while they are new and the old favorites and classics all the time.

Write us about the agency for this record in your town

MARTIN WEISS CO.
903 Elm Street DALLAS, TEXAS

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

BRUNO

"Better Safe Than Sorry!"

When the end of this year has come, every Victor dealer will be either safe or sorry. It has not been an easy year to reckon with. Until very recently no one could know for certain whether 1922 would mark the come-back of business or would be just another year of waiting.

But the die has been cast. Every bit of available proof shows that 1922 is destined to go down in history as the time of economic restoration in America.

What have you done to assure your participation in the prevailing prosperity as a Victor dealer? If you have not been lulled entirely to sleep by the indifferent business of a year ago, you realize that now there is not a moment to be lost in safeguarding a continuous supply of goods for fall and winter—yes, and spring's—requirements.

The Victor Company looked far ahead, as did many of the Victor jobbers. Copious stocks of Victor Talking Machines and Victor Records were accumulated by the far-sighted ones. But the torrent of demand that is breaking loose is shooting the supply full of holes. Retail stocks are proving to be shorter than any of us bargained for.

The outlook is that within a very few weeks every particle of goods that can be obtained from the Victor Company will have its retail destination waiting before it reaches the wholesaler's stockroom.

Get your needs into the hands of your wholesaler today, Mr. Victor Dealer, before your competitor's needs have secured priority with him! For certainly he cannot sell you goods he does not know you want to buy!

The Talking Machine World in its September editorial warns, "There is evidence of increased industrial activity and agricultural prosperity, based on bumper crops in most sections, that promises a volume of demand that will tax retailing facilities. The period of liquidation in the retail talking machine trade is practically at an end, and there should be nothing to interfere with a very substantial Fall business that will measure up fully to the most optimistic expectations. In fact, the question promises to be *not that of getting business but rather that of getting sufficient stock to handle it promptly and to the best advantage.*"

FAR BETTER IS IT TO BE SAFE THAN SORRY!

C. BRUNO & SON, Inc.
351-353 Fourth Ave., New York
Victor Wholesalers to the Dealer Only

FREDERICK & NELSON ADD SONORA

Well-known Seattle Firm Becomes Sonora Agency—Deal Closed by Magnavox Co.

SEATTLE, WASH., October 3.—E. E. Graham, Northwestern representative of the Magnavox Co., Sonora distributor on the Pacific Coast, reports that he has just granted a Sonora agency to Frederick & Nelson, of this city. The addition of this distinguished establishment will undoubtedly lend a greater dignity to the fine array of high-class general merchandise stores throughout the United States that are adding the Sonora in ever increasing numbers. Mr. Graham reports that conditions in the Northwest are fast improving and this means a great stimulus to the talking machine business in general.

GETTING THE FOOTBALL ATMOSPHERE

The baseball season is nearly at an end; football is now the vogue, and dealers would do well, particularly in centers of football activity, to give a coloring or atmosphere to their window displays during the football season. This may be done by including in their exhibits of talking machines and records the paraphernalia used by the football enthusiasts, embodying if desired the colors of the colleges or universities of national celebrity.

SCHWARTZ BROS. OPEN FINE STORE

NORWICH, CONN., October 1.—One of the most recent additions to the talking machine stores in this city is that of Schwartz Bros., who held their formal opening last month. The store is advantageously located in attractive quarters at 76-82 Main street. A host of friends and prospective customers attended the formal opening, which was featured by music and dancing. Souvenirs were distributed to those present.

DEMAND FOR "DAILY DOZEN" GROWS

Immense Orders Being Received for Walter Camp's Health Builders' Course—New Publication Will Bear Title of "The Health Builder"—Many New Dealers Add Line

Health Builders, Inc., New York City, producer of the Health Builders' course of Walter Camp's "Daily Dozen" set to music on talking machine records, is experiencing greatly increased business—orders are coming from all parts of the country.

Robert B. Wheelan, president of the company, reports business at the present time as far ahead of the good months of last Spring. The mail order end of the business is almost double and talking machine dealers are sending in greatly increased orders. A large number of new dealers have also been added. The Fall advertising campaign has already started with appreciable results and good business is looked forward to for the balance of the year.

Doubleday, Page & Co., publishers of "World's Work," "Country Life," "Garden Magazine" and other well-known publications, and who are interested in Health Builders, Inc., have announced the issuance of a new publication on October 15. It will bear the name of "The Health Builder." Its editorial contents will be concerned with the development and conservation of the health of the individual and it will cover subjects such as exercises, hygiene and diet. It is expected that this new publication will have a decidedly favorable effect upon the sale of Health Builders' records, as it is widely acknowledged that Walter Camp's "Daily Dozen" set to music has aroused national interest in health, considered individually and collectively.

The Eclipse Talking Machine Co., of Paterson, N. J., has purchased a three-story brick building, at 169 Main street, for \$85,000.

STEWART CO. FILES SCHEDULES

Meeting of Creditors Held in Office of Referee George Crowe to Prove Claims

BINGHAMTON, N. Y., October 3.—The liabilities of the Stewart Phonograph Co. are \$294,570.27 and its assets are \$1,050,881.81, according to the schedule filed recently with George J. H. Crowe, United States Referee in Bankruptcy. And \$950,000 of the assets claimed by the company represent the value that the company places on its copyrights and patents from the United States Government.

Included in the assets of the company, as filed in the schedule, are the value of the property they own minus mortgages and other encumbrances to the value of \$32,299.49; machinery and tools, \$21,722.39, and other property and assets to the value of about \$40,000. The largest item of the assets, however, is the amount claimed by the company to represent the value of its patents, as registered in the United States Patent Office relative to phonographs and improvements thereon. Another item on the list of assets is \$8,696.30 on outstanding bills owed the company.

There are 1,617 creditors to whom the company owes \$294,570.27. About 1,500 of these represent persons who paid a dollar down for a phonograph which the company accepted on order but failed to execute.

The largest single creditor is A. W. Lueke, of Cleveland, who has claims of \$4,911.91 on the company in secured claims and \$106,658.16 in unsecured claims, representing loans. The company owes the United States \$6,591.21 in internal revenue taxes, the tax commission of New York State \$1,555.70 and the city of Binghamton for taxes, \$439.20.

The first meeting of the creditors was held at Referee Crowe's office here on October 3 to elect a receiver and prove their claims.



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 Vertical Cut Records on Edison Phonograph



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."

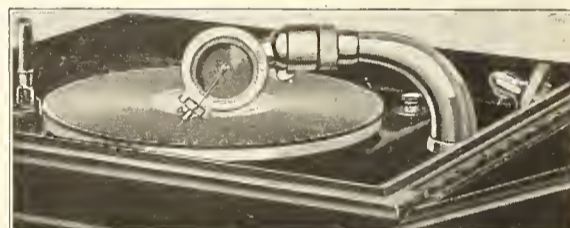
If your jobber does not handle, write us.

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

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 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

154 W. Whiting St., Chicago



Pathe
Actuelle
 REG. U.S. PAT. OFF.

2 for \$1.00 - 55c each

(59c in Rocky Mountain States)

Just compare any record with the needle cut Pathe Actuelle and then you will know why the Pathe Actuelle is—

The Best Record in the World

Play on any phonograph with steel needles

For Example, try

- I Wish I Could Shimmy Like My Sister Kate No. 020825
- I'm Always Stuttering..... No. 020824
- Coal Black Mammy..... No. 020820
- Chicago..... No. 020812
- Three O'Clock In The Morning..... No. 020791
- Stumbling..... No. 020746
- Parade Of The Wooden Soldiers..... No. 020780
- My Yiddisha Mammy..... No. 020782
- Romany Love..... No. 020777
- Dancing Fool..... No. 020802
- Hot Lips..... No. 020770
- Nobody Lied..... No. 020776
- Georgette..... No. 020804
- The Owl and The Pussy Cat..... No. 020793

DEALERS—

If you don't act quick
 your neighbor will be
 selling Actuelle Records.
 Write to us at once for
 information regarding
 the Blue Ribbon Order.

PATHÉ FRÈRES PHONOGRAPH CO.

20 GRAND AVE.

BROOKLYN, N. Y.



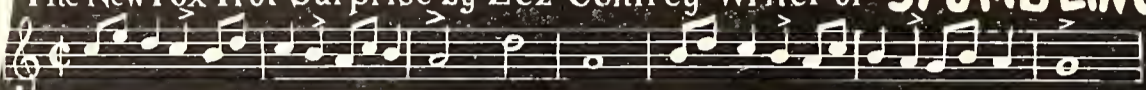
WORLD FAMOUS RECORDS BY WORLD FAMOUS ARTISTS



The Tune That Sticks

TRICKS

The New Fox Trot Surprise by "Zez" Confrey Writer of **STUMBLING**



Very cute tricks, very cute tricks, very cute tricks they played, Wonderful tricks, quite a lot of wonderful tricks,

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

MESSAGE OF CHEER TO CREDIT MEN

Says Industry Is Prepared for a Slow but Sure Improvement—Deplores Strikes—Credit Conditions Show Decided Improvement.

ATLANTIC CITY, N. J., October 6.—"The commercial wreckage has been cleared away and we are ready for a slow but sure improvement in business," declared J. H. Tregoe, of New York, executive head of the National Association of Credit Men, at the annual meeting here.

"We are all set for a complete recovery, but, as the National Association of Credit Men has been pointing out during the past few months, there is no boom in sight," Secretary Tregoe continued.

"The strikes are settled for the time being, but I cannot feel that the strike problem in this country has been settled at all. The strike is a clumsy, costly and ineffective method of adjusting trade disputes. Like every other archaic piece of mechanism it will disappear. Meanwhile the credit man's gospel of co-operation and hard, intelligent work can perhaps help to get things right.

"Credit conditions have improved partly because of the liquidation of hundreds of businesses founded on false theories and suffering from reckless management. The extravagance of the past few years has been wiped out and business and agriculture have paid a heavy bill for their improvidences. By the exercise of economy and by the good crops of the present year the farmer is coming back into the market. This can but have the most healthy effect upon general business.

"The National Association of Credit Men feels extremely confident of the future of the nation's business, but we are under no delusion. We know that prosperity, when it comes, will be the result of continuous and thoughtful labors on the part of all elements of business."

PHONOGRAPH SHOP PLANS NEW STORE

Victrola and Sonora Dealer, of San Francisco, Making Extensive Changes in Equipment to Permit of More Efficient Service

SAN FRANCISCO, CAL., September 28.—The Phonograph Shop, 109 Stockton street, Sonora and Victrola dealer, this city, is completely remodeling and will be ready for the opening of the new store about October 1. Very decided changes will be made in the present equipment and furnishings and the entrance and show windows are being decidedly changed to give them a more refined and roomy appearance. An entire new scheme of decorating will be adopted and the method of lighting the individual record rooms will be with pedestal lamps instead of the customary ceiling lights.

The system of handling the Victor and Vocalion Red records has also been changed very materially, which will also aid the service given the patrons.

A very material increase in business should result on account of these substantial changes.

DESIRES TALKING MACHINE PARTS

WASHINGTON, D. C., October 3.—A mercantile concern in England is in the market for phonographs and accessories, such as spring motors, tonearms, sound boxes and needles, according to advices received by the Bureau of Foreign and Domestic Commerce here. Quotations are desired on the different grades from the cheapest to the best, c. i. f. Liverpool. Terms cash against documents. Further information can be obtained by communicating with the Bureau or any other of its district offices and referring to File No. 3693.

What love is to the heart, that music is to the other arts and to man, for music is love itself.—Weber.

SHOW TALKING MOVIES IN BERLIN

Public Presentation of German Invention in German Capital Arouses Wide Interest—Same Principle as DeForest's Invention

Talking moving pictures, presented for the first time in the Alhambra Theatre, Berlin, Germany, are arousing wide interest in that country among scientists. Among those who watched the initial performance was Professor Albert Einstein. The invention, the work of Hans Vogt and Joseph Masolle, is similar in principle to that recently announced by Lee DeForest, who is planning to present his invention in New York in the near future.

Although the German invention leaves much room for improvement, the synchronization between the picture and various sounds, such as music and the human voice, was perfect. During the demonstration it was found that violin music was reproduced more efficiently than other sounds. The human voice was far from perfectly reproduced and much improvement must necessarily be made before the invention will be feasible for use in theatres.

As in Mr. DeForest's invention the sound is literally photographed on the same film which is used to record the action. The microphone vibrations of sounds cause violet rays to record on a selenium tube, and thus when the film is projected the sounds issue from the film in perfect synchronization with the action.

EXCELLENT VICTOR PUBLICITY

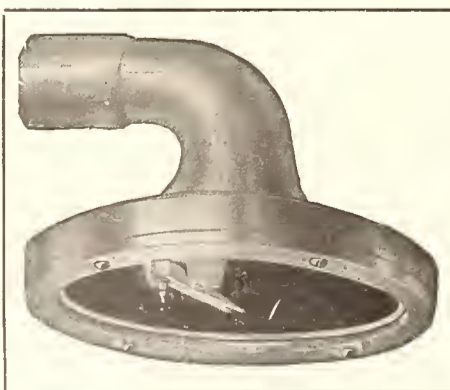
WILMINGTON, DEL., October 3.—Considerable publicity was obtained by the Gewehr Piano Co., Victor dealer of this city, at the State Fair through the medium of questionnaires which were distributed to the large number of people present. The company also distributed prizes consisting of a Victrola and many records.

Beautiful in Design

No Loose Parts

Perfect in Tone

Flexible Stylus



THE "VICSONIA" REPRODUCER

A recognized medium for the PERFECT playing of EDISON DIAMOND DISC records on VICTROLAS or GRAFONOLAS. Made in Nickel and Gold Plate

Sample Reproducer in Nickel Finish Sent on Receipt of \$4.50

VICSONIA MFG. CO., Inc., - 313 E. 134th Street, New York, N. Y.

IMPROVING VOCAL MUSIC BY RADIO

Frank La Forge, Pianist and Musical Coach, Advances Interesting Theory of Value of Radio in Improving Articulation

A novel yet convincing theory of broadcasting's direct benefit to vocal music is offered by Frank La Forge, pianist and well-known musical coach, in the current issue of *Wireless Age*.

Mr. La Forge calls attention to the fact that so much of a concert is lost to the audience at present due to careless diction on the part of the singer. Having the music and his personality to rely on, he or she is content to let the lyric go by default, thus frequently losing the best and most beautiful part of the song. Mr. La Forge believes that broadcasting will develop a school of more careful elocutionists, since by radio it is altogether necessary that the words be clearly articulated in order to obtain the maximum of pleasure from the concert. He says in part:

"When we have a concert or an opera or a musical comedy, or any entertainment where the one who entertains is visible to the audience, proper voice cultivation is not by any means the only point of importance. The audience can see the singer, it can see the action, but in a large measure the American audience has not placed a great amount of importance on the words of the song. In the case of the radio-telephone, however, everything except the actual voice is eliminated and for that reason it is highly necessary, in order to give the audience the pleasure it expects, for the singer to have proper diction, in order that every syllable, and I might say every letter of every word, may be made audible. Too many singers cannot do this.

"In fact, faulty diction is general not only among entertainers, but is common throughout our country in every walk of life. The next time some one telephones listen a little more sharply than usual and discover for yourself how clumsily the speaker on the other end slides over important consonants. Vowels invariably are easy to be understood, but when it comes to pronouncing consonants clearly American people fail.

"Unless the artists who sing over the radio-telephone are experts in the art of proper diction, radio audiences will soon tire of hearing them. And there is nothing that the audience can do about it."

Let not a day pass, if possible, without having heard some fine music, read a noble poem, or seen a beautiful picture.—Goethe.

FACTS FOR DISCOURAGED SALESMEN

Insurance Salesman Gives His Viewpoint on Action When He Fails to Make a Sale—Law of Averages Obtains as a General Rule

Talking machine salesmen who are easily discouraged when they fail to close expected sales should take a lesson from the experience of a successful live insurance salesman, who, in a talk with one of the executives of the Putnam-Page Co., Peoria, Ill., remarked: "I do not get discouraged if I go some time without making a sale. Immediate earnings per call over monthly and quarterly periods remain practically constant. I first discovered this in book selling. My earnings then averaged one dollar to a call. If I made 150 calls a month, I made \$150; if 175 calls, \$175, and so on. It was really surprising how steadily the average was maintained.

"In insurance my average remains equally constant, around \$17 a call. It hardly varies over quarterly periods, except for a slight gradual gain due to increasing experience.

"So when I make a dozen calls without a sale I feel as if I had earned the money just the same. I have gone for as long as three weeks without a sale; but so often had I seen the rule of averages work out that I did not feel downhearted. And sure enough, I made my average for the quarter."

This plan would help any salesman and be particularly encouraging to the talking machine salesman who becomes despondent once in a while when he can't close that sure-fire sale.

BUYS OAKLAND VICTOR BUSINESS

The Oakland branch of the California Phonograph Co. was purchased recently by Harry N. Chesebrough. The new proprietor has remodeled the store, adding new record demonstration rooms and enlarging the record stock. Victrolas and Victor records will be featured.

D. A. CREED VISITS VICTOR CO.

A recent visitor to the Victor Talking Machine Co. headquarters in Camden, N. J., was Daniel A. Creed, vice-president of the Chicago Talking Machine Co., Chicago, Ill. He also stopped at the headquarters of the New York Talking Machine Co. for a conference with Arthur D. Geissler, president.

The John Breuner Co., of Oakland, Cal., has inaugurated a special display and selling campaign on the Walter Camp Daily Dozen records, which are very popular in that territory.

MUSIC APPRECIATION FOR CHILDREN

Victor Shop, of Lebanon, Ill., Starts Classes in Music Appreciation for Children

LEBANON, ILL., October 4.—The Victor Shop here has started a class in music appreciation and exercises for children ranging in age from six to fourteen years, under the supervision of Miss Estella Heumann.

The Board of Education of the Lebanon public school has given the privilege of using the school hall, where Miss Heumann will meet with the boys and girls every Wednesday morning at the hour of nine o'clock.

The purpose of this work is to interest little children in good music. This is accomplished by the use of Victor records and by telling a story pertaining to the selection in question.

Exercising to music is another feature of the program, using the Victor exercise records. Marching and singing is also introduced.

REVIVAL OF BUSINESS EVIDENT

Phil Ravis, Head of the Peerless Album Co., Tells of Conditions in the West—Everything Points to a Big Fall and Winter Trade

Phil Ravis, head of the Peerless Album Co., 636 Broadway, New York City, recently returned from a trade trip through the Middle West. He stated that business is taking on renewed activity in all of the territory which he visited and there seemed to be very little doubt that the Fall months would see a revival of business such as we have not had for two or three years.

Among other places Mr. Ravis spent some time in Chicago making his annual call on his friends in that city. Here he found dealers particularly enterprising and most optimistic as regards the Fall outlook. He urged dealers everywhere to stock goods well in advance. Those who do not plan ahead will find a shortage of products in some lines.

Mr. Ravis took particular pleasure in introducing the new Peerless record-carrying case. The sales of this new product are already quite active and many dealers, he said, are finding it an additional money-maker. The record-carrying case can also be used for sheet music and player rolls and many dealers are making sales for such use by purchasers. It will accommodate twenty-five ten or twelve-inch records, is substantially built with brass trimmings, with double strap fasteners and a suit case handle.

The arrival of cooler weather should stimulate salesmen to renewed efforts in selling records.



JUST OUT POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records at 75c. Each

- | | |
|--|--|
| 1065—'O Viaggio 'E Nozze—Song,
R. Ciaramella
Rafela Rafe'—Song, R. Ciaramella | 1075—L' America—Song,
Cav. Uff. G. Godono
Addio Monella—Song,
Cav. Uff. G. Godono |
| 1071—'A Santanotte—Song, R. Ciaramella
Serenata S margiassa—
R. Ciaramella | |
| 1073—Dichiaramento—Song,
R. Ciaramella
'A Felicità' D' 'O Matrimonio,
R. Ciaramella | 12 INCH RECORD AT \$1.25
10005—Napule E. Maria—Song,
Cav. Uff. G. Godono |



New Hits Released the 15th of Each Month

- | | | |
|--|--|---|
| 198—Canti Nuovi—A. Gill—Word Roll.....\$1.25 | 236—E' Piccerella — Bovio-Valente — Word | 232—T'amo Ancora—F. P. Tosti—Word Roll 1.00 |
| 043—Napule Me Chiamma—F. Pennino..... 1.25 | Roll 1.25 | 233—Amor Ti Chiedo—Se Tu M'anassi— |
| 197—Ddoie Serenate—E. A. Mario—Word | 196—Stringimi Forte—Becucci—Polka..... .90 | Word Roll 1.25 |
| Roll 1.25 | 205—Su Le Rive Di Trieste—Waltz..... .90 | 235—Addio—F. P. Tosti—Word Roll..... 1.00 |

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

ITALIAN BOOK CO., Music Dept., 145 Mulberry St., NEW YORK, N. Y.

VOCALION

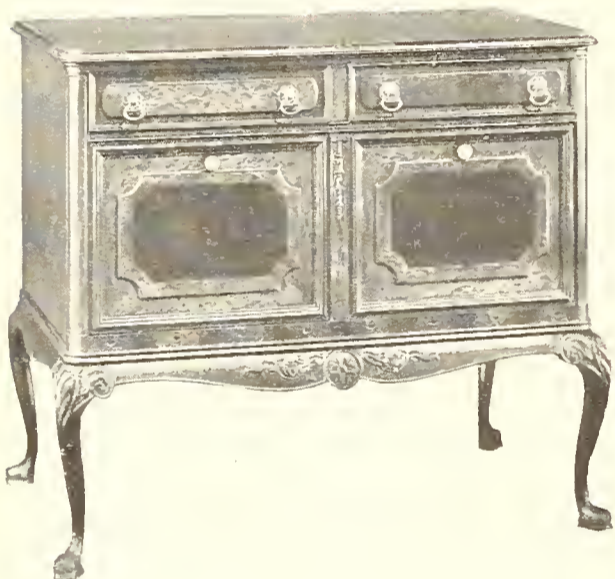
PHONOGRAPHS

TEN distinctive new Vocalions, of console period design, have been released for the Fall trade—corresponding to the upright models of the same type. Three styles are here illustrated, conforming in every detail to the characteristics of the period.



Style 1630

ALL Period Vocalions are equipped with the wonderful Graduola tone-control exclusively Vocalion. To offer customers this artistic means of giving their own expression to the selection played, is to offer them a phonograph that is a *true musical instrument*.



Style 1632



Style 1628

THE complete Vocalion line of phonographs and records has more to interest the average buyer than any other on the market. Made by the greatest manufacturers of musical instruments in the world, Aeolian ambitions for its products are constantly devising new and advanced mediums for developing the Vocalion and Vocalion Red Records to the highest degree of modern phonographic achievement.

WRITE FOR DETAILS REGARDING THE VOCALION PROPOSITION

THE AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS

VOCALION

RED RECORD ARTISTS



MAY PETERSON



VLADIMIR ROSING



GRACE KERNS



MAURICE DAMBOIS



ROSA RAISA



GIULO CRIMI



NELLIE KOUNS



COLIN O'MORE



SARA KOUNS



GIACOMO RIMINI



EVELYN SCOTNEY



JOSEPH SHLISKY



VIRGILIO LAZZARI



JOHN CHARLES THOMAS



MARIE SUNDELIUS

DISTRIBUTORS

Vocalion

- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- PENN VOCALION CO.,
16 W. King St., Lancaster, Pa.
- CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th & G Sts., N. W., Wash-
ington, D. C.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland,
Ohio.
- VOCALION CO. OF OHIO,
420 W. 4th St., Cincinnati, Ohio.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.
- LOUISVILLE MUSIC CO.,
529 S. 4th St., Louisville, Ky.
- THE AEOLIAN CO.,
1004 Olive St., St. Louis, Mo.
- GUEST PIANO CO.,
Burlington, Iowa.



FRANK BACON



SASHA CULBERTSON

DISTRIBUTORS

- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.

Vocalion Records

- MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse,
N. Y.
- SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh, Pa.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- STREVELL-PATERSON
HARDWARE CO.,
Salt Lake City, Utah.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- THE MAGNAVOX CO.,
616 Mission St., San Francisco,
Cal.

MUSIC MASTERS OF THE WORLD

*Supreme in Their
Chosen Fields*



Have you seen the Columbia Black Board Sign? It adds a touch of "Special" to your window.

Your sales message in chalk on this "News Bulletin" attracts attention and sales. 75c. from your Columbia Branch.

**Columbia Graphophone Co.
NEW YORK**

GREATEST ECONOMIC REVIVAL NATION HAS EVER KNOWN

Reasons Why Retailers of Talking Machines and Records Should Be Alive to the Opportunities Confronting Them—Spirited and Timely Message From Unit Construction Co.

A spirited message of optimism is to be found in a recent communication from the Unit Construction Co., Philadelphia, Pa., manufacturer of Unico equipment for talking machine warehouses, which was sent to the talking machine trade. The practical settlement of the various strikes is summed up in the following expression: "American industry has overcome the last obstacle in the way of the greatest economic revival the nation has ever known." It is pointed out that this economic revival is getting under momentum just sixty days in advance of the greatest annual harvest period for retail musical merchandise, embracing the three months starting November 15 and extending to February 15. It is claimed that 50 per cent of the total annual retail business of the music trades is normally accomplished during this period. For the merchant who is properly prepared it is predicted it will be a reaping of profits in all probability exceeding those of any previous years of experience; for the "I'll wait and see" merchant it will be a season of regrets and lost opportunities.

Preparedness is described as consisting, first, of a sales organization that is sold on the fact that business revival has actually arrived; second, a sufficient stock of merchandise to supply the increased demand; and, third, sales facilities,

modern and efficient, and ample enough to back up the sales organization and properly house and display the merchandise, thus rendering satisfactory service to the customer.

It is reported that during the past sixty days far-seeing merchants have been putting their houses in order. This activity has not been confined to any one section of the country, nor to any particular class of dealer. Over 100 orders for Unico equipment were received at the headquarters of the company in a period extending from August 1 to September 15. These orders were received from fifty-eight cities in twenty-five States and ranged in value from \$100 or less to \$40,000 each. The Unit Construction Co. has now eleven branches situated at strategic points throughout the country, thus making possible a maximum of service to every dealer, no matter where located. All these branches are going energetically after business with excellent results. It is stated that a large stock of Unico equipment in a wide variety of designs is on hand, completely finished and ready for immediate shipment, allowing instant improvement of talking machine warehouses of a given dealer in advance of Fall and holiday activity. This is ample evidence that forward-looking dealers are preparing for a busy Fall season.

SALES TALK ON RECORDS EFFECTIVE

Stove Company Supplies Dealers With Sales Talk on Talking Machine Records—Dealers Pay for Privilege—New Field of Operation

From time to time the use of talking machines and records by large concerns to stimulate sales of their products have been brought to light, especially more recently, indicating that the talking machine is becoming constantly stronger in the field of commerce along other lines than the sale of these instruments as reproducers of music. One of the most recent concerns to realize the value of talking machines and records in sales promotion work is the Estate Stove Co., of Hamilton, O., manufacturer of the Estate Heatrola, a heater for the home which is very much similar in appearance to the talking machine.

The product of this concern is handled by many furniture and hardware stores, a majority of which also handle a line of talking machines. Accordingly, the Estate Stove Co. boiled down its principal selling points to a concise selling talk, which was recorded on an ordinary talking machine record. These records were distributed to a number of dealers, who found them a valuable aid in making sales of the company's product. The plan became so popular and the demand for records so great that the company had no difficulty in obtaining 75 cents for each record. The company, which makes a specialty of demonstrations at country fairs, is planning to use the talking machine in this connection. Each one of the demonstrators is to be supplied with the record and a talking machine, which, the company is confident, will make the demonstrations much more effective.

BRUNSWICK TEACHES BIRDS TO SING

There is a man in St. Louis who is using a Brunswick talking machine to teach canaries how to sing. He bought it the other day at the store of the Lehman Piano Co. He told Mark Mayer, who made the sale, that the canaries were so encouraged by the talking machine that they started to sing three months sooner than they otherwise would.

It is obvious that an airship will fail if its propelling power ceases. It is just as obvious that the salesman or dealer who is not continually thinking out new ideas and moving forward in a business way cannot fail to cease functioning successfully. There is no room in modern business for dead wood.

**REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD**

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

Four-Minute Conference on Business Topics

No. 6—Your Job—And What It Means

[This is the sixth of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

Every person who is at all worth while has a job of some kind which is his to do. It doesn't make any difference whether we are rich or poor, or located in a small community or a large one. There is some task—some big life task—which Fate designs we shall perform, and if we do not do it then the balance of the whole universe is thrown out of kilter. Either our work is left undone or someone else has to do it and neglect his own part of the world's work. It is a mighty responsible thing to be alive, and no individual who is self-respecting wants to be a shirk.

Sometimes we feel that we could do better at somebody else's task, but we should remember this—*everyone gets dissatisfied sometimes, but the right sort of a man will succeed anyway.* So it is up to you and to me to make good where we are, or to get out of this position and into another where we can justify our own belief in ourselves.

Your job is you. It expresses your ideals, your business integrity, your vision, your ambition, your initiative, your stick-to-it-iveness, and your ability actually to do things. When you find fault with your job you find fault with yourself, for big men make big things of little jobs.

Let me repeat—your job is YOU! It doesn't make any difference whether you are manufacturing a jack-knife or a pair of shoes, or selling automobiles, or drugs, or furs, or houses, or talking machines. Your job will never be bigger than you are!

A job is big or little according to the man who is behind it and according to his ideas of service. The individual who is selfish, ready to call what he has done in a half-hearted manner "Good enough," or willing to satisfy himself with the argument that he has done as well as the people around him, will never claim a very big job for his own.

This is a wonderful time in which to live! It is a time when men can make their efforts count, and the harder the task the less the competition in doing it.

Some people fail because they have not a clear-cut idea of just what their job is. They have drifted along from day to day and year to year. They do not see their way out of the blind alley in which they are situated, and so they do not see the glory of the opportunity which is theirs. They do the work of the day because they must eat and be clothed and housed—and that is about all it amounts to.

But someone else says to himself, "I will make every home in this community happier and its outlook wider because I will put that which is worth while within the reach of all"—that man gets rich. He is rich in happiness as well as cash. He has a vision of service and he carries it out. People know about him because he is doing a big job and doing it in a man's way. But some of the very ones who envy him would not be willing to put the same effort, the same sacrifice and the same sincerity into their own tasks.

YOUR JOB IS YOU! ARE YOU DOING YOURSELF JUSTICE?

ISSUES "RUB-IN" POST CARDS

Richardson Illustrating Co. Introduces Interesting Novelty for Victor Dealers

The Richardson Illustrating Co., New York, has just produced a series of unique "rub-in" postcards for the use of Victor dealers in local advertising. There are six cards in the set, each of attractive design and each with return card attached. On the cards is a stippled field which, when rubbed with a coin, develops a picture of an artist, a Victrola or a record. The cards are particularly desirable for reaching and interesting not only the children, but the grown-ups as well. They are most artistically conceived and should make a strong appeal.

WM. BRAND ON VISIT TO EUROPE

William Brand, head of Wm. Brand & Co., well-known importers of mica and novelties, sailed from New York on Saturday, September 23, on the SS. Olympic and will make a six weeks' tour of England, France and Germany. While in Germany he will visit the plant of the Carl Lindstrom Co., for which concern his company is the American agent.

WILMINGTON FIRM CHARTERED

The National Distributing & Sales Corp., of Wilmington, Del., has been granted a charter of incorporation in Delaware with a capital of \$500,000 to manufacture talking machines.

WM. P. BERRY GOES TO SALT LAKE

Well-known Talking Machine Manager of New Orleans Takes Charge of Glen Bros.-Roberts Piano Co. Department in Salt Lake City

NEW ORLEANS, LA., October 2.—New Orleans has lost one of its leading Victor sales managers in William P. Berry, of the Dwyer Piano Co., who left on September 25 to take charge of the talking machine department of the Glen Bros.-Roberts Piano Co. in Salt Lake City.

After two years in service, eleven months of which were spent overseas in command of the 1105 Aero Squadron, Mr. Berry entered the employ of the Victor Co. as factory representative in the Southern territory. In 1920 he changed to Philip Werlein, Ltd., as traveling representative. Later, when Dwyer secured the Victor agency, Mr. Berry took charge of the department.

Not only has he built up the Victrola department to its present standing, but he also took over the player rolls and has made a live and going department there.

His club plan to stimulate sales of records among the older customers is his latest success. Mr. Berry has made many friends here and it is with regret that they see him go.

He leaves to take charge of a much larger department, which handles Victor, Columbia and Edison machines. He will be succeeded at Dwyer's by Frank Allen, present assistant sales manager of Maison Blanche music department.

BANNER 50c RECORDS

The Story of a Dealer who "Sidestepped" the 50c Record!

Brown was deaf to the great demand for a good 50c record. His partner was blind to the fact that people insisted on getting it.

But the people who bought the records would not be denied. They speedily shifted their preference to Smith, who did handle a good 50c record.

And Smith profited handsomely! More people came to his store. People bought more records there—not only of the 50c popular numbers, but the high-priced "blue ribbon" classics.

So much for that. Smith did the business and Brown the grumbling.

But there are many "SMITHS." They are taking advantage of the great national demand that exists for the good 50c record—a demand purely the result of offering an equally good quality at a lower price—made possible by a wide elimination of jobbers' profits and excess overhead—manufacturer direct to dealer.

Of course we refer to BANNER 50c RECORDS. They are helping many dealers to a bigger and more profitable business. They will help you be the "MR. SMITH" of your town.

Send for BANNER RECORDS. (you will find a November list in the last pages of this publication). Test their quality. Test the demand for them.

Write Today!

PLAZA MUSIC CO.

18 West 20th Street New York

BANNER 50c RECORDS



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.

DAN JONES NOW A PROUD DADDY

Local Paper Takes Due Cognizance of Arrival of Boy at Home of Talking Machine Man

Judging from the following item, which appeared in the Martins Ferry, O., Daily News on September 8, the arrival of a son in the family of a talking machine man in that town means something:

"His Master's Voice"

"Did'ja notice the broad, all-inclusive smile that enveloped the Victrola Department in Noble's store this morning? Like many other events of importance, there was a reason. Dan Jones, who warbles with no mean ability, was uncertain whether the 'event' would be a second Caruso or a Galli-Curci. The first lusty trill of the boy last evening convinces the family the new son was a chip o' the o'd block and that Dan was, at last, listening to 'his master's voice.' 'Twas a baritone and not a soprano. Mother and son are doing nicely."

RECORD OF HAND SAW MUSIC

An Interesting Novelty Found in the Vocalion Record List for October

A distinct and interesting novelty in the Vocalion record list for October is the successful recording of the music produced by "playing" a hand saw with a violin bow. The feat of playing a saw has been observed in vaudeville on numerous occasions, the saw being bent back and forth to produce the various tones, but this is believed to be the first instance where such music has been successfully recorded. The saw is played by Sam Moore, with guitar accompaniment by Horace Davis, the selections being "Mother Machree" on one side and "Mighty Lak a Rose" on the other.

A sad spectacle is the man who gets into a rut. He does the same things in the same way with monotonous regularity and ultimately the sheriff puts the lock on the door of another failure.

BRILLIANTONE NEEDLE SALES GROW

H. W. Acton, of Brilliantone Steel Needle Co., Points to Favor of American-made Needles Over Those of Foreign Manufacture

Harry W. Acton, secretary of the Brilliantone Steel Needle Co., reports that the tremendous demand existing for Brilliantone steel needles which has been evidenced within the last few months is steadily increasing. In a conversation with a representative of The World Mr. Acton remarked: "The popularity of the American-made needle over needles imported from other countries with the buying public is not only evidence of loyalty to American-made products, but is, moreover, a tribute to the superiority of the American-made needle. The needle industry is one of the many in which this country excels. Many attempted inroads by foreign manufacturers have been made, but both the trade and the public seem to insist upon domestic needles. The made-in-America stamp on the needle package has become a guarantee of the uniformity of both length and quality. It is only when foreign merchandise is received in this country in bulk and packed in this country that the public is confused. The law governing the marking of foreign-made merchandise unfortunately does not extend this far. If the imported needles are received in separate packages the law provides that they must be marked, 'Made in ———,' supplying the name of the country of manufacture. But where both shipments are received and the contents packed in this country this marking is not mandatory, and thus many purchasers, believing they are buying American needles, are receiving foreign-made merchandise. We are realizing more and more the importance of a well and favorably known trade name. The entire talking machine trade and the public in general are well aware that Brilliantone needles are made in America. This, undoubtedly, accounts for the tremendous demand for our product. Brilliantone needles are not only made in America, but are made by what is claimed to be the oldest established firm in the world manufacturing talking machine needles. They are made at the plant of the W. H. Bagshaw Co., of Lowell, Mass., who have a half-century of needle making behind them. We are experiencing exceptionally good business at the present time and every indication points toward the steady continuance of this demand."



A photograph showing the heart of the Manhattan Radio Headset—the coils and the magnet.

It's What's Inside the Receiver Case that Counts

REMOVE the cover of a Manhattan Radio Headset. Note the large horse-shoe magnet. It is made of Tungsten Steel—the most expensive material for permanent magnets, and the best because of its "hardness and property of retaining magnetism indefinitely."

In the center of the case is the electro-magnet with its pole-pieces made of Silicon Steel. Energy received from a wireless message is exerted on the diaphragm through the pole-pieces. If the pole-pieces absorb any of this energy, the pull on the diaphragm is less and the performance of the Headset weakened. Silicon Steel pole-pieces cut down energy loss, and give strong signals.

These are two points in the interior construction of Manhattan Headsets which make for superiority.

The country-wide Red Seal Battery "Finish-the-Sentence" Contest is on now, right at the peak of the radio season—Nov. 1—Nov. 15. Radio sets and Manhattan Headsets are the prizes. Carry Manhattan Radio Headsets on your shelves and display them in your windows with the Contest Window Display. Use the Contest to sell Manhattan Headsets as well as Red Seal Batteries. If your stock is low, wire your jobber TODAY for an additional supply before it's too late.

MANHATTAN
ELECTRICAL SUPPLY CO., INC.
Makers of the famous Red Seal Dry Batteries

NEW YORK
17 Park Place

CHICAGO, ILL.
114 So. Wells St.

ST. LOUIS, MO.
1106 Pine St.

SAN FRANCISCO
604 Mission St.

Next month we will tell you more about the "heart of the Manhattan Headset."

No. 2501—3000 Ohms
\$7.00



No. 2500—2000 Ohms
\$6.00

DENNIS CO. FEATURES BRUNSWICK

HILLSBORO, TEX., October 3.—Brunswick phonographs and records will be featured in a handsome new phonograph department recently installed by the Dennis Furniture Co. here. Modern equipment, including soundproof record demonstration booths and display space for the machines, has been installed. The entire department is finished in old ivory and presents an inviting appearance to customers.

"TALKER" MARKET IN MEXICO

WASHINGTON, D. C., October 3.—A mercantile concern in Mexico is in the market for talking machines, typewriters, etc., according to advices received by the Bureau of Foreign and Domestic Commerce here. Purchase of goods and agency desired. Quotations f. o. b. New York or Laredo. Terms, cash against documents in Mexico. Further information can be secured by communicating with the Bureau or any of its district offices and mentioning File No. 3556.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD



Sacred Harp Singers

Now Record for Brunswick Exclusively

The Officially Selected Chorus of the United Sacred Harp Musical Association, commonly known as the "Sacred Harp Singers," has become an exclusive Brunswick organization.

The formation of this society, which is non-denominational, dates back to the Pilgrim Fathers.

Its choirs retain the original close harmony of the Pilgrims, rendering their songs without musical instruments of any kind, the singers getting the proper key and pitch by running the scale.

The Sacred Harp Singers' Records will be of interest not only to the 5,000,000 members of the society, but to all lovers of good music. For in their own particular field the Sacred Harp Singers are acknowledged supreme. Many of the songs in their official hymn book were first sung in the New World by the passengers of the Mayflower. The first recordings, listed below, are typical examples.

The sweeping melodies of this Chorus, the most famous of its kind in the world, amazed opera singers and musical critics on its recent visit to New York.

For a long time the Sacred Harpists were opposed to the phonograph as a musical instrument, but finally consented to record their truly marvelous choral singing in Brunswick Studios.

*Brunswick Records can be played on any phonograph
Brunswick Phonographs play all records*

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI

New England Distributors:
Kraft, Bates & Spencer, Inc.
1265 Boylston Street, Boston, Mass.

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

- 5150—New Britain, C. M.
Canaan's Land, C. M.D.
- 5151—Soft Music
Pleyel's Hymn, C. M.
- 5146—Penick, C. M.
The Christian Warfare
- 5147—Easter Anthem
Antioch, L. M.

BRUNSWICK

PHONOGRAPHS AND RECORDS

Is Leona Williams in collusion with her Dixie Band or in collision with them? Talk about gorgeous jazz—rip-roaring, rollicking, syncopated racket—"Sugar Blues" and "The Meanest Man in the World" are a pair of aces. Both selections on one record. A-3696. The line forms on the right and don't crowd.

**Columbia Graphophone Co.
NEW YORK**



DR. DE FOREST EXPLAINS DETAILS OF TALKING MOVIES

Inventor of "Phonofilm" Busy in New York Studio Perfecting Talking Film for Exhibition in New York Soon—Details of Process Used to Synchronize Film and Sounds

Dr. Lee de Forest, inventor of the audion tube, who recently announced that he had developed the talking film to a state suitable for public exhibition, arrived from Germany recently and is now busy preparing his first talking films.

These will consist of monologues, dialogues, violin solos and other musical pieces, which will be worked out in co-operation with Hugo Riesenfeld and other theatrical and motion-picture men. Films will talk in public for the first time in about two months, probably at the Rialto Theatre, according to Dr. De Forest.

In regard to the German invention, an account of which appears in another section of The World, Dr. De Forest said: "Their process differs from mine in several respects. They use a mouthpiece to catch the sound, for instance, while I use a vibrating disk of parchment. They also render the sound differently. They follow my device closely, however, in photographing sound waves on the film and translating them into electrical waves, then photographing them and translating them back into sound waves."

In Dr. De Forest's invention the sound waves first hit the parchment disk, which vibrates at the faintest sound. At each fluctuation of sound this disk modifies a high-frequency electrical current. This current passes through a tube about the size of the little finger. This tube is full of a gas which gives an intense, bright light as it is ionized by the electrical current. The light varies with every variation of the current. Thus, in its turn, the light reproduces the pattern of the sound waves.

This tube emits light by a tiny slit, which is about a tenth of an inch long and an imperceptible fraction of an inch in width. This light falls on the right side of the film between the scene photographed and the perforation. Constantly fluctuating with the sound waves, this light registers every fluctuation of sound on the film. It registers the high-pitched notes on the film at the rate of about 3,000 a second. That means that, in one second, each of the vibrations of the parchment disk is transferred to the current and that the light brightens and wanes 3,000 times in a second and that the film records them at the same rate. These appear like lines, one-tenth of an inch long. So fine that they might have been drawn with a needle or a diamond. They seem to be horizontal lines, one on top of the other, each bright line separated by a dark one. The dark line is only

dark when, speaking comparatively, it registers the lesser light of the lamp at the period of its decline, which period may be one-three-thousandth part of an inch.

On the film beside these lines is photographed the motion-picture part of the film. Each picture records scores of vibrations of the actor's voice. They must be developed and printed together. Great care is needed in obtaining uniformity in developing and printing, as the voice lines are blurred if they are overdeveloped and rendered feeble if they are underdeveloped.

The reconstruction of the voice or the notes of music from the strip of celluloid is another interesting process. An intense light is passed through the moving strip on which appears the track of the voice or the horizontal lines which represent the sound waves. The dark and light lines modify the light passing through it, as it was originally modified in the gas tube. This light, with its infinitely fine fluctuations, falls on photo-electric cells. These are cells with chemicals which have the strange property of being non-conductors of electricity in darkness, but good conductors in light. The electrical current passing through them is constantly modified by the fluctuation of light. It again reproduces the sound wave.

The audion amplifier, invented by Dr. De Forest, is used to give power to the vibrations which originally appear in the sound disk. Earlier in the process the vibrations are exaggerated several thousand times in order to give the sharp changes necessary to produce the sharp fluctuations in the light in the gas tube.

The audion amplifier is required again in the latter part of the process. After the photo-electric cells have transformed the lines on the film into vibrations in the electric current, the vibrations are again exaggerated a thousand times more. This raises them to a strength which enables them to operate the loud-speaking telephone devices, exactly as is done in long-distance telephoning. In the early and the latter part of the process the amplifiers are used to multiply the original strength of the

vibrations by about 10,000,000 times. This amount of multiplication, however, only reconstructs the human voice or musical note to its original power.

Selenium cells are not used. These used to be considered miraculous, because of their power of resisting electricity in darkness and conducting it in light—a property used in wireless torpedoes. The selenium, however, is coarse and unsatisfactory in comparison with the new photo-electric cell, whose composition has not been made public.

"So far the work has all been on the technical side," said Dr. De Forest. "From now on I will work in my studio here with motion-picture men, actors, speakers and others, working out the technique of acting for the talking film. The talking films which I have now are rough-and-ready affairs of our laboratory which would prejudice the invention if I put it before the public."

"The development of technique will take much time and thought. The question how far the actor or actress should stand from the vibrating disk is one thing. Conditions providing absolute silence are necessary. The slightest sound is registered and becomes a disturbance. During a song by my wife on the film I said 'Louder!' once or twice in a small voice, but it sounds like a shout on the films."

"For a while I had great difficulty because the camera registered its own clicking and all the other sounds of its internal mechanism. I managed to hood it and keep this out. Absolute silence, not even a whisper, will have to be the rule in studios where talking-films are taken."

"One roll of film will record a whole opera or symphony. Such a film would be about fourteen inches in diameter."

"Until very recently I have found phonograph manufacturers cold on the matter. Recently I have been receiving inquiries. The motion-picture men have been prejudiced against the idea because efforts to hitch up phonographs with films have been unsatisfactory. The photographing of the voice on the film, however, produces a different effect."

The A. I. Ross Music Store, Victor dealer of Queens, N. Y., has added a stock of musical instruments.

**REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD**

Okéh Records



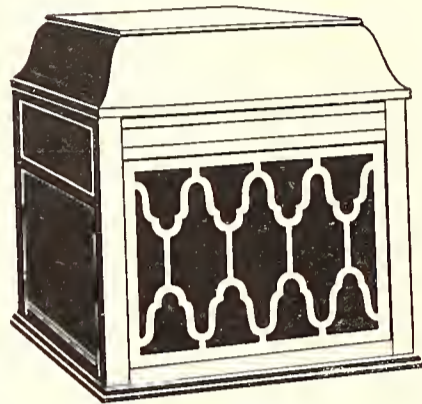
**OUTING PORTABLES
GRANBY
PHONOGRAPHS
MASTER TONE
TALKING MACHINES
NEEDLES**

Okéh — Truetone — Wall-Kane
Tonofone — Gilt Edge
Delivery Bags, Accessories, etc.
Complete Stocks—Prompt Service

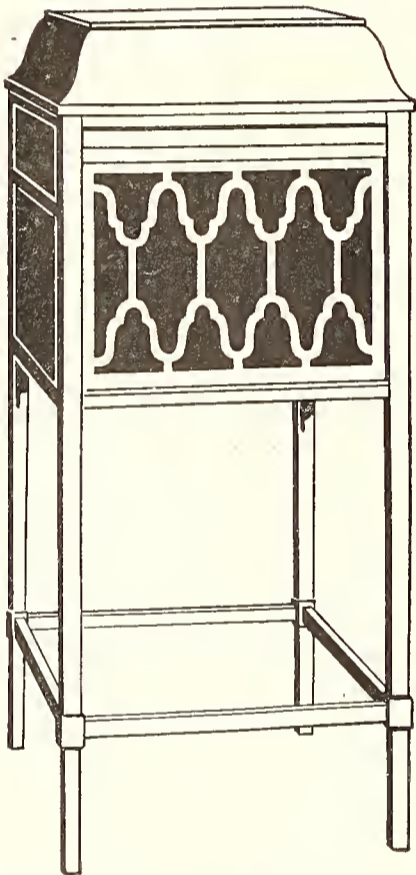


IROQUOIS SALES CORPORATION
Wholesale Distributors
210 Franklin St. BUFFALO, N. Y.

The Same Remarkable Phonograph In New Models of Moderate Price



London No. 1



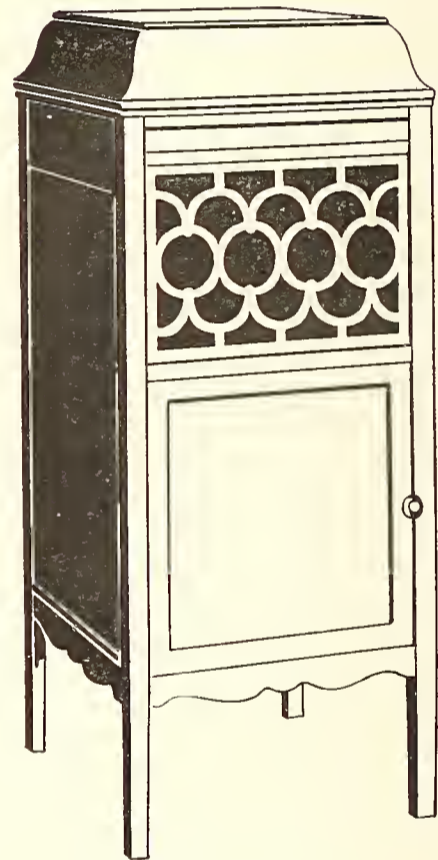
London No. 2

London No. 1 **List Price \$60.00**
 Width 17½ inches
 Depth 18½ "
 Height 19½ "

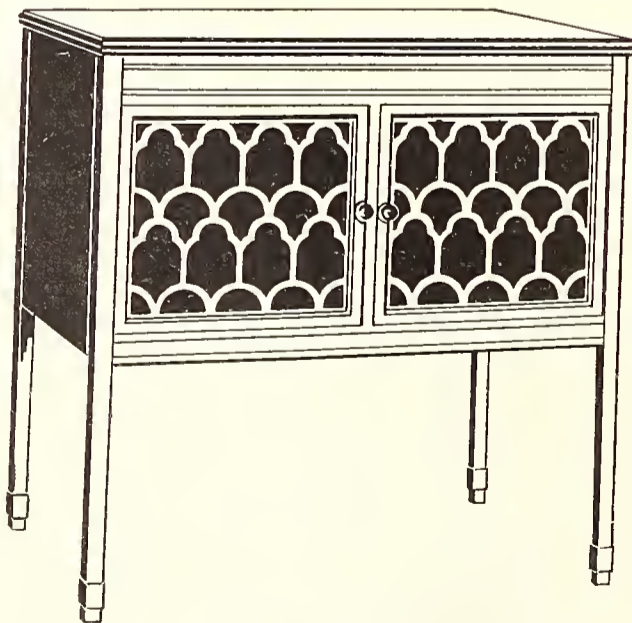
London No. 2 **List Price \$75.00**
 Width 17½ inches
 Depth 18½ "
 Height 40 "

London Upright **List Price \$100.00**
 Width 17½ inches
 Depth 18½ "
 Height 42½ "

London Console **List Price \$135.00**
 Length 35 inches
 Depth 20½ "
 Height 35 "



London Upright



London Console

The NEW EDISON London Group

HERE is the New London Group, recently added to the Edison line.

With the addition of these models, the New Edison supplies the needs of every class of phonograph business, from the moderately priced table instrument, London No. 1, to the more expensive consoles in period design.

Every home on the nation's Main Street is now a prospect for a New Edison sale. The London Group removes the price barrier, and offers a field practically unlimited in sales possibilities.

And, as the musical perfection of the New Edison is maintained throughout every model which bears the Edison name, you may recommend the London Group to music-lovers with assurance of unmatched phonograph value.

THOMAS A. EDISON, INC.

ORANGE, NEW JERSEY

WARNING! This Melody is Contagious!
Once you get it you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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

Cause I'm goin', yes, I'm goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

NEW WANAMAKER MUSIC DEPARTMENT

Talking Machine Section of the John Wanamaker Store in New York in Spacious Quarters on Mezzanine Floor—Large Record and Machine Stock Is Admirably Displayed

The talking machine department of the John Wanamaker store, New York City, is now comfortably located in spacious quarters on the mezzanine floor in space formerly occupied by part of the piano department. Through this move the entire music department of the Wanamaker store is now concentrated on one floor. The talking machine department about a year ago was moved to the eighth floor, but the separation of the units of the music department was not found to be helpful to business.

The talking machine department is not only attractive, but admirably arranged. There are five large rooms, handsomely furnished, in which the various machines, including the Victor, Brunswick, Sonora and Cheney, are demonstrated. These rooms have been constructed along the walls of a larger room in which the different types of instruments are on display. A feature of the department is the record racks, which were designed by H. L. Bertine, manager. A stock of more than 30,000 Victor and Brunswick records is handled and instead of the usual service counter small tables have been placed outside the racks. On these tables

are the latest lists of records and customers, after making the selection from these lists, have their wants quickly supplied. On both sides of the record racks are sound-proof hearing rooms for record demonstration purposes. The move has already been amply justified by increased business.

STREAMERS FOR DISPLAY PURPOSES

The Banner record division of the Plaza Music Co., New York City, is issuing each month five window streamers which feature the biggest popular hits of the season. This publicity material is most attractive and is in several colors. The illustrations are of the same peculiar and striking character that has marked this company's advertising matter for some time.

It is planned to induce the dealer to use this set of streamers each month and, as they will be issued along the general style as the initial shipment, it is expected the public will look forward to these announcements as a guide for its record purchases.

In addition to the above there are to be supplementary streamers of a smaller size and the usual catalogs, cards, etc. This is a new service which has been planned with great care and the sales organization of the Plaza Music Co. is under the impression that it will be most valuable to the trade.

CULP BROS. HEAD GROWING FIRM

Established Only Six Years and Enjoy \$200,000 Annual Business in Musical Instruments

FT. SMITH, ARK., October 7.—The Culp Bros. Piano Co., Inc., was organized here in July, 1914, and since that time the business has steadily grown to a volume of approximately \$200,000 annually.

When the company was formed the main retail house was established at 1104 Garrison avenue, and since that time branch houses have been located at Russellville, Ark., Hartshorne and McAlester, Okla. Each of the stores does a splendid business, which is steadily increasing.

W. M. Culp is in charge of the store at Russellville, H. C. Hullender at Hartshorne and C. K. Culp at McAlester. J. H. Culp and B. D. Culp, Jr., are in charge of the Fort Smith house.

The Culp Co. handles exclusively the Hallet & Davis, Packard, Chase Bros., Hobart M. Cable, Story & Clark and Cable pianos. The following line of talking machines is handled also by the Culp Co.: Hallet & Davis, Brunswick and the Columbia Grafonola.

In connection with the retail music house a complete repair shop for pianos and talking machines is operated in Fort Smith, under the direction of B. D. Culp, Jr., and J. E. Dotson.

"TALKER" MADE FROM CIDER BARREL

Instead of the Liquid That Cheers Music Flows From This Unique Instrument

Something strictly new in musical instruments has been evolved by William T. Weinschank, of Chicago, who converted a cider barrel into an attractive talking machine at a cost of only \$11.75, according to the Popular Science Monthly.

After thoroughly cleaning the barrel Mr. Weinschank cut double doors in the top side with a keyhole saw and swung the doors on hinges. A second-hand spring motor and tone arm suspended from the inside of the barrel completed the works. The crank protruded from one end.

To give the talking machine a finish the barrel was placed on a special support into which the circular heads fitted, and, as a final realistic touch, a spigot was added.

R. W. PORTER BACK FROM CANADA

R. W. Porter, field sales manager for the Columbia Graphophone Co., New York, is again back at his desk at Columbia headquarters after an extended trip throughout Canada. He reports that general conditions in Canada look very bright and all indications point to one of the best Fall and Winter businesses Canada has enjoyed for some time. Business, he states, has taken a decided boost in the Dominion and Columbia dealers are bound to reap a harvest in sales if they carry out the campaigns which they have planned for Fall and Winter.

BRUNS MADERITE

Cover, Straps Attached

QUALITY PLUS At Moderate Prices

Prices on BRUNS MADERITE Phonograph Moving Covers have been lowered but the quality is of the same high standard. . . .

BRUNS MADERITE Moving Covers are made of excellent materials throughout—strongly constructed to give maximum service and satisfaction.

Quality considered, BRUNS Moving Covers are now more reasonably priced than others. We maintain, though, that nothing really good can be had cheap. Cheapness is the antithesis of quality. We aim to give the best possible value consistent with highest grade material and workmanship—less we can't do—more you can't ask.

Literature and prices furnished on request. Order direct or through your jobber.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas
50 Ralph Ave., Brooklyn, N. Y.

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

Interesting Analysis of Reasons Prompting Customers to Patronize a Store :: By F. H. Williams

"Of course we are constantly getting new customers at our store," said a successful talking machine dealer, in the course of conversation with the writer. "But what brings these customers to our store? Is it our advertising? Is it our location? Or what is it?"

"Recently I have been doing some thinking along this line and I felt that if I could determine just what was most instrumental in bringing new customers to the establishment I would be able to better conduct my store promotion work so as to increase my business.

"With this idea in mind I recently questioned 100 new customers, as they came to my store over a considerable length of time, as to what had brought them to the store. I was very much interested in the answers they gave me and they were very valuable. I'm going to tell just what this investigation showed because, I am sure, it will also help other dealers in talking machines and records throughout the country who are looking for merchandising helps.

"Fifty-one of the 100 new customers said that they came to my store because it had been recommended to them by friends or relatives. This shows pretty conclusively that care and courtesy and service in handling present customers is not only worth while because it assures you of more trade from these customers in the future, but it is also worth while, because the better impression the store makes on its present customers the stronger boosters these customers will be for the store and the more recommendations for the store they will give to friends and relatives with the result that more of these friends and relatives will come to the store.

"Some of the 100 new customers stated that they were attracted to my store by the advertising we've been doing. This was a very gratifying discovery because it showed me that my advertising is not only effective in selling machines and records to people who are already in the habit of patronizing my store, but is a real aid in selling to new customers. I had for a time been rather dubious as to the wisdom of continuing my advertising, but this convinced me that it was worth while to keep on with this form of publicity.

"Nine of the 100 new customers stated that they came to my store in response to a direct

mail advertising campaign which I had conducted among the club women of the city. I had secured the names of local club women from the annual programs which the local clubs publish and had then circularized these women with advertising telling about machines and new records and emphasizing the value of the talking machine in the home in helping to entertain club meetings. Of course, many of the women circularized were already patrons of my store, so this evidence that many new customers had been made by this publicity was gratifying.

"Eight of the 100 new customers stated that they came to the store because my location

Investigation Discloses Drawing Power of Satisfied Patrons, Ads, Window Displays, Good Location, Etc.

was most handy when they were downtown on regular shopping trips. Which indicates that the store's location is highly important.

"Eight of the 100 new customers declared that they had been attracted to my store by my window displays.

"Five of the 100 new customers declared that the reason they had started patronizing my store was because they had been attracted by a special musical program I had recently staged.

"The others among the new customers were unable to assign any definite reason why they had started patronizing my store. But they had started and that was sufficient.

"All of which was exceedingly interesting to me and very valuable in showing me just what forms of promotion and publicity to which I should pay the most attention.

"I am passing the result of this little investi-

gation along to other talking machine dealers with the recommendation that they conduct a similar investigation in their own stores."

OPENS BRANCH STORE IN READING

Reifsnnyder's Music House Holds Formal Opening of Fine New Store

READING, PA., September 30.—Among the new business concerns to enter the local field is Reifsnnyder's Music House, 951 Penn street. Perry B. Reifsnnyder, proprietor. Besides the Reading store he conducts a large establishment on Market Square, Lebanon.

A formal opening of the new store was held and in celebration of the event souvenirs were presented. The spacious display room presents a beautiful scene with rows of exhibits of various models of three of the leading piano makers of the country. A big display of talking machines is also made. Mr. Reifsnnyder has gone to considerable expense in making necessary renovations to his new establishment, including changes to the front, private talking machine booths, illumination, etc.

VICTOR DEALER PUBLICITY HELPS

Victor Talking Machine Co. Sends Varied Dealer Publicity to Dealers Each Month

Some excellent posters and other advertising material have been sent out by the Victor Talking Machine Co. to dealers for use in pushing October records. The advertising matter includes two domestic hangers, one foreign hanger, window streamers and proofs of the Victor magazine, foreign paper and educational advertisements.

During October the Victor Talking Machine Co. will use back covers of a number of popular magazines with national circulation. In addition special copy has been prepared for educational magazines in which the value of the Victrola as an educational medium is emphasized.

A talking machine and piano store has been opened in Shelbyville, Ind., at 38 East Broadway, by Omar Bausback, who was formerly connected with the Pearson Piano Co.

ORIGINAL ARTISTIC DECORATIONS

ON

TALKING MACHINES



Japanese and Chinese Lacquer Works

Louis XIV, Colonial, Old English, Chinese, New and Antique Reproductions.

Period Designs in New and Antique Finishing

Polychrome Works

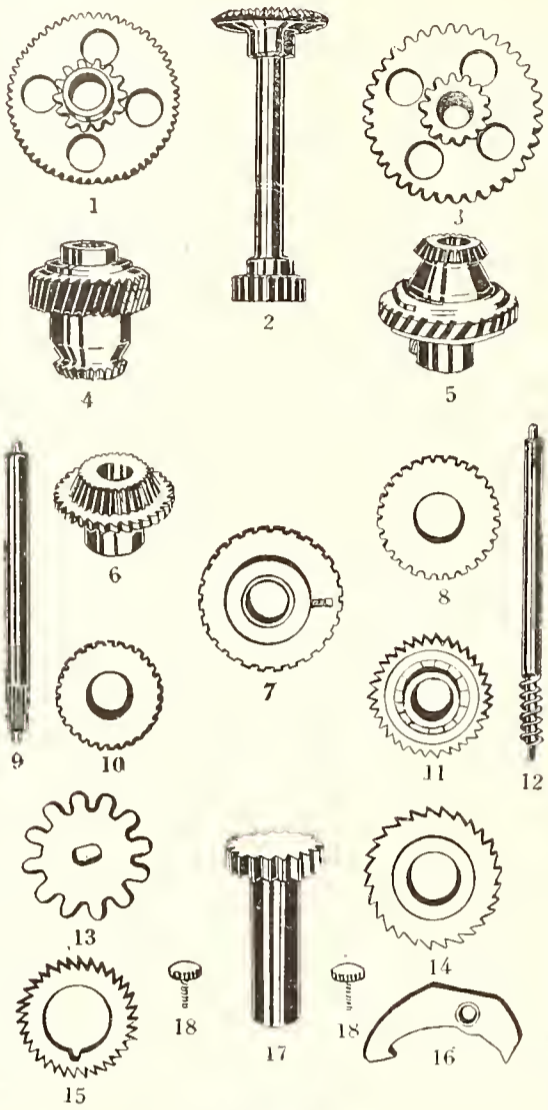
Expert Gilding

All work hand-painted and fully guaranteed

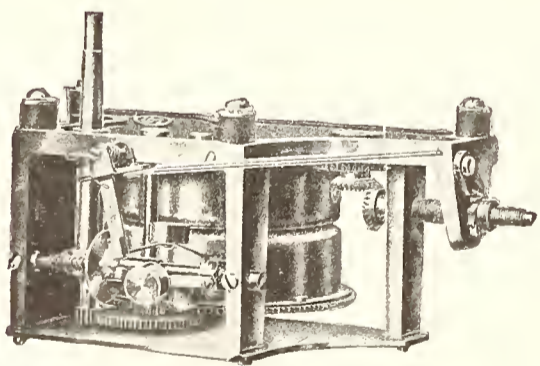
Write for prices and particulars

Rudolph Sobichek
Works of Art
 123 Fifth Ave.
 Telephone, Lexington 2643.

Repair Parts



Liberty Motors
Price \$6.00
Complete



Write for Catalog
and
Full Particulars

PLEASING SOUND
PHONOGRAPH CO.

204 East 113th Street, New York City

"TALKER" AIDS BUSINESS STUDENTS

Schools in Milwaukee Adopt Talking Machines to Speed Up Typewriter Students

Several schools in Milwaukee, Wis., have adopted the "Remington Blues" as part of their regular business course, and, according to teachers in these schools, the system is a decided success.

The plan is to have a talking machine near the desk at which the stenography student is at work. At the start of an exercise the machine is started, and, according to the tempo of the music, the exercise is completed. Thus, on sedate business letters, which require extra accurate work, some selection like "Down by the Old Mill Stream" is played. If the letter is a peppy sales creation the latest jazz selections are chosen. And students and teachers find that the work of learning the various exercises is simplified.

The head of one business college where the music method is used was emphatic in her praise of the system.

"We find that with the rhythm of the music as a guide the students sooner get the swing of the exercises, and the work is done more accurately with less attendant fatigue. As the student advances in the work the music is played faster. We have used the musical accompaniment method for several years and the results are most gratifying."

Another instructor believed that the otherwise tedious process of teaching the typewriting lessons was shortened by the addition of music. "As the work progresses we play faster selections, until our pupils are able to keep pace with the normal tempo of the most rapidly played selections."

UNESSENTIAL DETAILS IN SELLING

Salesman Who Enlarges on Minutest Details of Talking Machine in Trying to Make a Sale Bores Patrons and Drives Them Away

Insulting the intelligence of customers is unconsciously done by many salesmen in their zeal to make a sale. When a prospect enters a talking machine establishment for the purpose of looking over the line of machines it should be assumed on the part of the salesman that the person is at least familiar with certain details concerning the instruments. There are few people to-day who do not roughly understand the operation of a talking machine, and when the salesman presumes to go into too many minute details he not only makes a bad impression on the customer, but there is also danger that too much talking, instead of intensifying the interest of the prospect, will bring about a contrary condition and the sale could easily be lost. Concise, intelligent presentation of the facts is what the average busy man or woman desires above all else.

COLUMBIA BRANCH IN NEW HOME

The Columbia Graphophone Co., New York City, has made the announcement that the New Orleans branch of the company is moving into larger and more commodious quarters on Peter street. This new move was made to enable this branch more adequately to take care of its steadily increasing business and to give the dealers in the South a more thorough and efficient service. Up-to-date equipment has been installed, a feature of which will be a much enlarged Dealer Service department that will be of considerable help to dealers in this territory. With these increased facilities to take care of dealer business, a prosperous Fall and Winter business is expected.

John McCleary, Sr., formerly with Goggan Bros., of Houston, Tex., is preparing to open a piano business in Brownsville, Tex., in connection with the business of John McCleary, Jr., a Victor talking machine dealer in that city.

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

ACTIVITIES OF COLUMBIA ARTISTS

Al Jolson on Tour With "Bombo" Company—Eddie Cantor Moves to Chicago—Ray Miller and Ted Lewis Make Hit in Gotham Theatres

Considerable news of interest has been emanating from the Columbia Graphophone Co. headquarters recently pertinent to the activities of exclusive Columbia artists, well known through their recordings in the past year.

Al Jolson has left New York on a tour with his company of "Bombo," appearing in Youngstown, O., after which he moved to Chicago for an extended stay there.

Eddie Cantor with his show, "Make It Snappy," has left New York for Chicago, where he opened with this successful production at the Majestic Theatre. He is booked for a long period in Chicago, probably for the entire Winter and, no doubt, will receive a hearty reception from the Chicago public, which is now familiar with several numbers of this show, which he has recorded on Columbia records and which have been on sale for some time.

Ray Miller and His Black and White Melody Boys have made a decided hit in their appearance at the Fox Fourteenth Street Theatre, New York. After fulfilling this engagement they have been booked to appear at the Fox Audubon Theatre, Washington Heights.

Ted Lewis and His Jazz Band, who have been appearing at Keith's Palace Theatre, New York, have scored big as a record seller.

MASTER RECORD CORP. CHARTERED

The Master Record Corp., of New York City, has been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. The incorporators are W. Newton, J. Palkovics and I. Sherman.

Victor Wholesalers



The House
 of
Mellor
 in
Pittsburgh
 since
1831



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

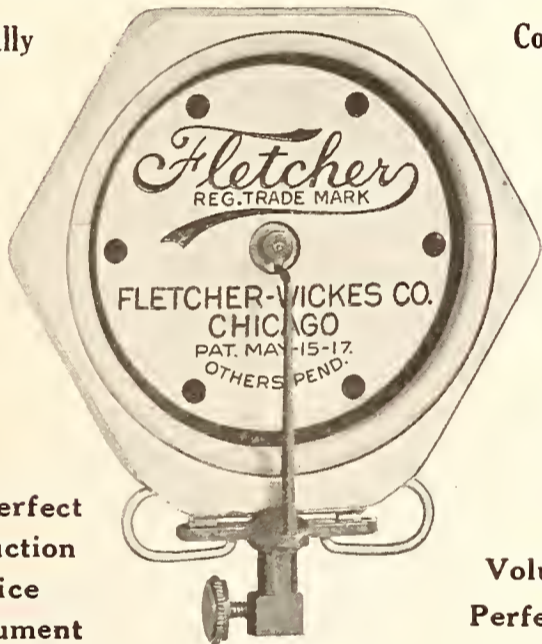
FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

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

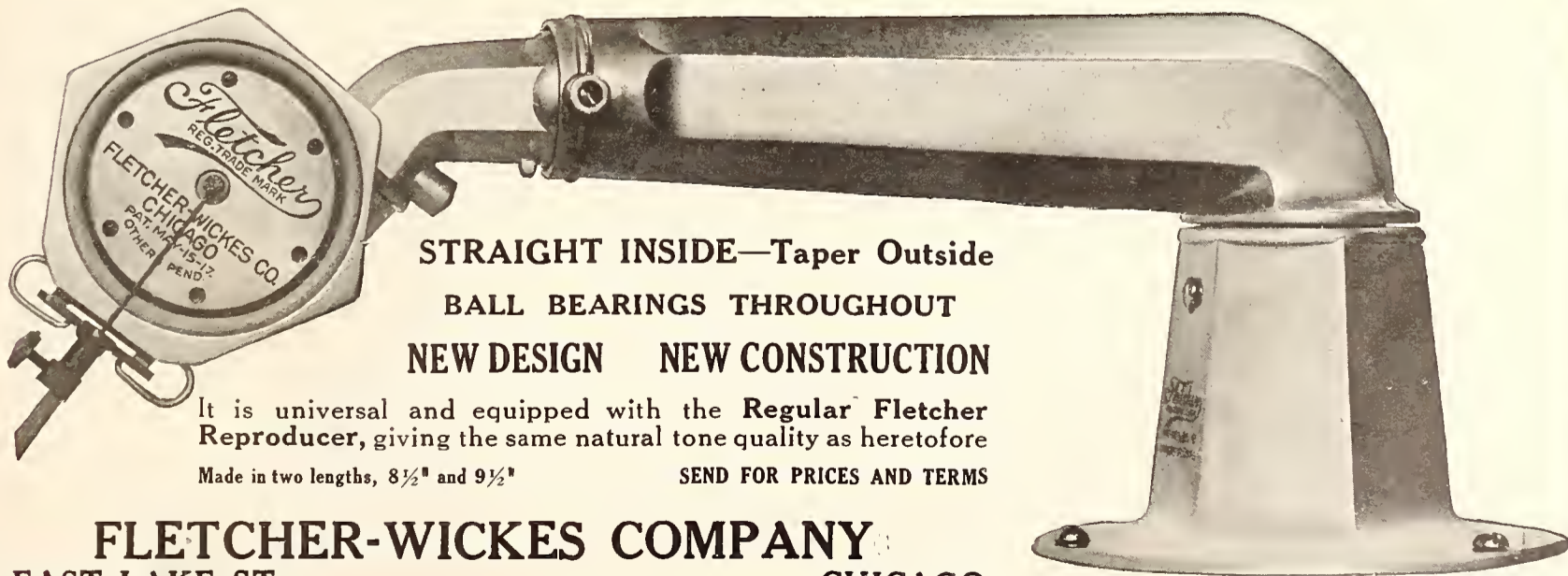
Plays all Records

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
 6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

QUALITIES WHICH SALES MANAGERS SHOULD POSSESS

Quiet, Unassuming Manners, Plus the Ability to Direct the Work of the Salesmen, Are Characteristics Which Are Much More Valuable Than the Ability to Domineer and Bluster

"If I were looking for a new sales manager," declared a prominent executive in another line of business, "I would select the fellow who is apparently quiet and unassuming, and who tells the salesmen under him how to get more business rather than simply ball them out for not producing greater results.

"If there is anything that is disgusting to the executive who has had to do with the handling of men it is the domineering, loud-mouthed type of so-called sales manager who believes that he is scaring his men into getting better results when as a matter of fact he is simply building up a wall of enmity or making himself a laughing-stock. This type of sales manager rarely has a constructive selling idea to offer his men, and it is most likely that his bulldog attitude is simply a cloak for inefficiency.

"It is a recognized fact that the greatest selling effort is developed where the salesman is working either on salary with commission or on straight commission, under which condition he can see his income grow with every sale. The sales manager who believes that he can drive that type of salesman to greater effort by sarcasm and loud talk is simply fooling himself. Such a sales manager cannot under any condition hold the respect of his staff. They are working not for him, but for the commission, and when the pinch comes are going to make that attitude plain.

"The most successful sales manager I ever knew was the fellow who never raised his voice and forgot there was such a thing as sarcasm, which is always repugnant to any man of intelligence. This man knew his line and the territory in which it was sold, and best of all he knew his salesmen.

"At the regular meetings and in the regular house correspondence to the salesmen on the road there was evident no domineering attitude.

If the sales seemed to fall off in a certain locality the man in that territory was not simply balled out and told to do better. Instead he was asked frankly for any reason that he might assign for the drop in business and then was given real constructive suggestions as to how to proceed in an effort to recover the ground. It was felt that the salesman did not need any more stimulus to increased effort than a glance at his dwindling commission sheet. What he needed was good advice, and that was what the sales manager gave.

"The efficient management of salesmen just now is a problem of great importance. In many lines of business orders are not so easy to get as they were in the past. Conditions have changed, and changed radically both in the wholesale and retail fields, as well as in the attitude of the public. The sales manager, therefore, who keeps his men irritated and 'sore' by his loud talk and sarcasm, instead of giving them instructive suggestions, which probably is beyond his ability, is simply tearing down rather than building up. What is needed is a man who has an understanding of the situation, has a certain streak of sympathy for the individual salesman who is really trying, and can draw upon his own experience and study for practical helps and suggestions that will enable the salesman to get his share of business."

The foregoing sermon on the sales manager applies quite as much to the talking machine trade as it does to other lines of business. The selling organization that is getting results and making itself felt almost without exception has as its head a sales manager who is not content to sit at his desk and tell his men what they ought to do, but goes out with them if necessary and shows them how to do it.

The average salesman working on commission, whether or not he draws a salary with it, should not need any argument as to the necessity

for going out and working energetically to close sales. His desire for a larger income should provide that incentive, and if the lure of having some more money to spend does not move the salesman to real effort then he should be replaced by a live man. Such a condition cannot be remedied by the sales manager's conversation, but requires more drastic action.

SOME PLEASING FALL POINTERS

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, reports increasing business throughout the West and Middle West, from which territory he is now returning. He experienced everywhere a general optimistic outlook regarding Fall business.

V. C. Kent, who covers the New England territory for the Brilliantone Co., reports that the cessation of strikes has greatly improved business in that territory and dealers are placing good orders for the Fall and holiday trade.

Stanley Risser, metropolitan representative of the company, is proving that there is enough good business within fifty miles of City Hall to keep a good man busy. Dealers in this territory are placing heavy orders for Fall business. The volume of business of the Brilliantone Steel Needle Co. during the past month has set a new record and the outlook for the future is equally bright.

EDISON SHOP OPENED IN TOPEKA

TOPEKA, KAN., October 5.—The Topeka Music Co. is the name of a new music store which has established quarters at 633 Kansas avenue, this city. Edison phonographs and records and a line of pianos are handled. Fred G. Mortiboy, formerly manager of the phonograph department at the Crosby Bros. Co., here, is manager of the new concern.

A talking machine concern, to be known as the Continuous Phonograph Player, Inc., has leased quarters at 1302 Filbert St., Philadelphia.

What Is the Speed Limit Around Here?

Collings & Company's high-powered motor trucks make all of our Northern New Jersey and Northeastern Pennsylvania territory practically "next door" to Newark.

What the trucks don't cover, the railroads do—so efficiently that our orders are commonly delivered "same day" and at least "next morning."

A good deal of our steadily increasing business (which means the increasing business of our patrons) comes from the rapid transit that says "Here it is" instead of "We expect to ship."

"BUY Where You SELL—COLLINGS Covers Your Wants"

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



An announcement of new and improved records

HERE is *real* money for every progressive record dealer.

This record is practically free from surface sound. It can be played at least twice as many times as *any* other standard record. It retails for ten cents less than any other popular standard-make record.

Immediate delivery on *any* quantity of old and new popular hits and hundreds of standard selections—wonderfully rendered. Complete your stock with fast selling Globe records. Satisfy your fastidious customers.

No other record sells so easily, is so good looking, *sounds* so well, and gives the dealer so large a flow of continuous profits.

Live, profit-seeking dealers will write immediately for the most revolutionary selling proposition in the record business.

Five Exclusive Features

1. *New, improved type of record*
2. *Back to pre-war prices—65 cents*
3. *Practically free from surface noise*
4. *Greater durability*
5. *Special system of quick service*

Globe Distributing Corp.
30 Church Street New York

better than
STANDARD
-65¢

GLOBE RECORDS



MEETING WITH FAVORABLE RESPONSE

Revival of 75-cent Popular Record Catalog by Emerson Phonograph Co. Liked by Dealers

A. Abrams, president of the Emerson Phonograph Corp., states that the revival of the Emerson 75-cent popular record catalog has met with a most favorable response from the trade. The Emerson Co., which has a most comprehensive catalog of standard, operatic and foreign records, was induced to again issue popular songs and dance selections upon the earnest solicitation of many Emerson dealers. Since that time other dealers have shown interest and new accounts in varying quantities are being opened from day to day.

The popular records issued are all carefully selected as to merit and sales possibilities. It is the object of the company to give the trade who carry its standard catalog a popular record which will have a quick turnover and make the need for return of unsold records almost an impossibility.

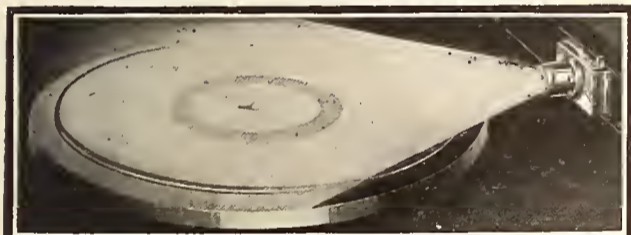
The dealer is supplied each month with much advertising material and particular attention has been given to the use of hangers which incorporate the monthly list. These are invariably used in the window and about the store—particularly in the record booths where sales are made.

TERMINAL PHONO. SHOP CHARTERED

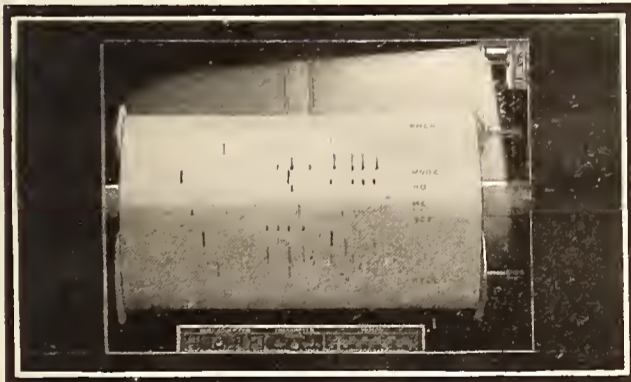
The Terminal Phonograph Shop, Inc., of Boston, Mass., has been chartered in that State with a capital of \$10,000. The incorporators of the concern, which will deal in talking machines and musical instruments, are Marion Dunn, Louis Rosenthal and Bernard K. Cohen.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices { Nickel Plated with Battery - - \$3.00
Gold " " " - - 3.75

Special Discounts to Dealers and Manufacturers
Write for descriptive circular

Standard Accessory Corporation

Sole Manufacturers and Patentees
1015 Third St. Milwaukee, Wis.

SOME SALES STIMULATORS

Now is the time to make preparations for Fall and Winter concerts. Any dealer with sufficient space in his establishment should seat his customers comfortably so that they can get the most enjoyment from these concerts. During an operatic concert only those people with an inclination toward this music should be invited and the same applies to music of other kinds. The invitations should be made as personal as possible. A good plan is to have some one connected with the staff write them and they should be signed by the head of the firm. Special concerts might be arranged to which only persons who have not purchased machines but who are on the prospect list should be invited. This is an effective means of bringing the talking machine, and particularly the line handled by you, to their attention.

A plan which has produced excellent results in the stimulation of talking machine record sales was recently put into effect by the Tri-State Talking Machine Co., 103 South El Paso street, El Paso, Tex. Post cards are sent to all customers containing the list of special records released by the Victor Talking Machine Co. monthly. The list is neatly printed on the card, with the names of the selections in bold type so that they stand out. The plan is producing excellent results not only in sales but in bringing the company and its line to the attention of those receiving the cards.

A sales-producing plan recently put in effect by a talking machine dealer in a medium-sized town in connection with the building up of his prospect list consisted of making personal visits to those prospects who had failed to answer his inquiry as to whether they were interested in a talking machine. In this manner he secured certain information as to their worth as prospects and as a result many of the names on his list were dropped as worthless. Those who signified their interest in his line were approached by a salesman and a number of sales were made.

In every city where there is a large foreign colony the talking machine dealer can well afford to send out salesmen or canvassers who understand the language of these people to boost foreign records. It is a well-established fact that foreigners are more receptive to the approach of persons who understand their language and sales are more quickly closed.

The spirit of competition is keen with most men, and they will strive energetically for a small prize when more substantial inducements in which there is no element of competition would leave them cold. Prize contests among the salesmen are well worth the expenditure. Small cash prizes for the three salesmen doing the greatest volume of business during a monthly period are certain to result in stimulation of effort and more business.

Stop! Look! Buy! That is what the talking machine dealer tries to have passers-by do by means of his window. Remember the least expensive and most effective publicity, when properly carried out, is the window display. A moving object is bound to attract people and this plan has resulted profitably for many dealers. One merchant even put a number of live fish in a bowl in his window. Many people stopped to look and most certainly they saw not only the fish, but the machines and records which were displayed.

TO CONSIDER EXPRESS RATES

Interstate Commerce Commission to Hold Hearings Next Month to Consider Appeals of Shippers for a General Reduction

WASHINGTON, D. C., October 7.—Whether the present level of express rates is too high, as claimed by shippers, will be determined by the Interstate Commerce Commission as a result of hearings which will be started on October 30. The inquiry will go deeply into the question of express charges on all commodities in all sections of the country and will proceed along the line of the investigation of freight rates made last Winter which resulted in a decided reduction in those rates in July.

It has been complained by shippers using express service that express charges are still at their high level, although freight rates have been reduced approximately 10 per cent, and the same arguments which resulted in the freight reduction can be applied to express rates.

Mr. Edison Man:—

Don't Say

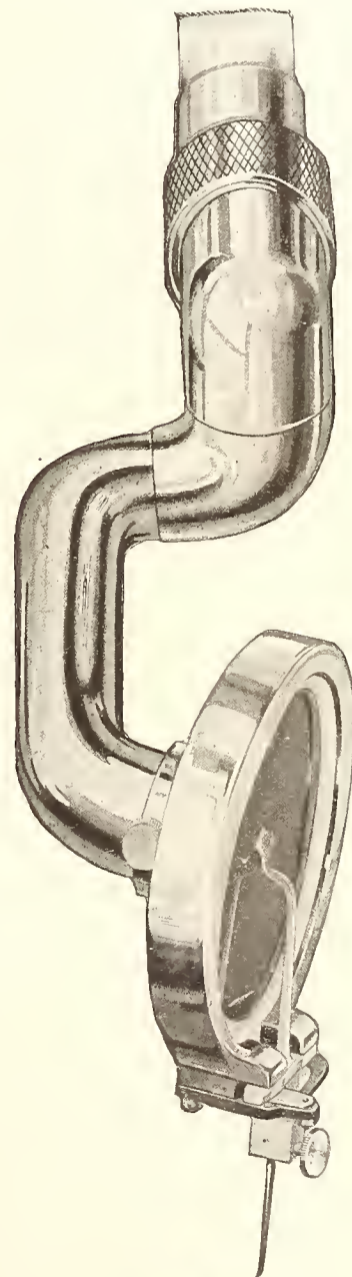
"KAN'T," say "KENT"

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.



Unlimited resources of entertainment with the Magnavox Radio

AS long as radio is identified with the telephone headset, the public will prefer to secure wireless equipment at the electrical or radio specialty store.

The music dealer can build a successful radio business only by featuring *tone clearness and volume*—qualities found at their best in Magnavox Radio, the Reproducer Supreme.

Magnavox Radio is as important to radio as the phonograph is to music.



R-2 Magnavox Radio with 18-inch horn; this instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, etc.....\$85.00

R-3 Magnavox Radio with 14-inch horn; the ideal instrument for use in homes, offices, amateur stations, etc.....\$45.00

Model C Magnavox Power Amplifier insures getting the largest possible power input for your Magnavox Radio.

2 stage AC-2-C..... \$80.00

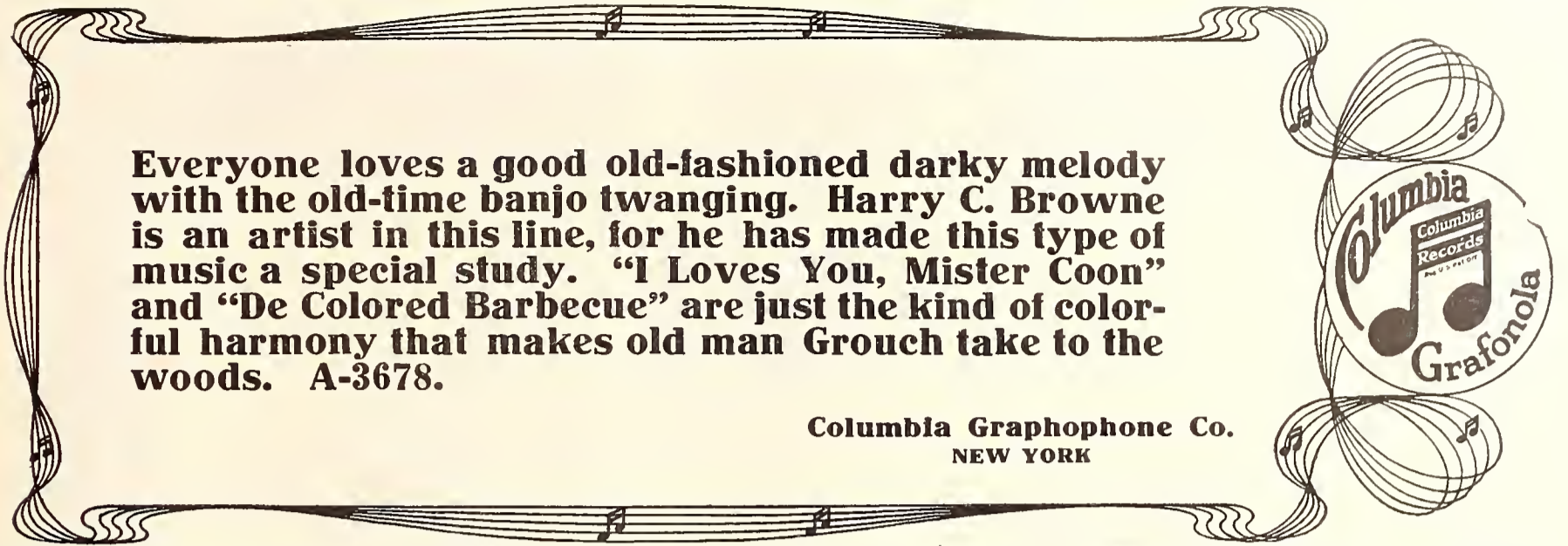
3 stage AC-3-C..... 110.00

Write for full information about Magnavox Radio—Nationally advertised in Saturday Evening Post, Literary Digest, American Magazine, etc.—and let us tell you how we help you sell it.

THE MAGNAVOX CO., Oakland, California; N. Y. Office, 370 Seventh Avenue

MAGNAVOX RADIO

The Reproducer Supreme



Everyone loves a good old-fashioned darky melody with the old-time banjo twanging. Harry C. Browne is an artist in this line, for he has made this type of music a special study. "I Loves You, Mister Coon" and "De Colored Barbecue" are just the kind of colorful harmony that makes old man Grouch take to the woods. A-3678.

Columbia Graphophone Co.
NEW YORK

START BIG BUBBLE BOOK CAMPAIGN

National and Local Advertising Include Broad-sides and Dealers' Helps in the Way of Hangers and Display Stands.

Harper & Bros., manufacturers and distributors of Bubble Book records for children, have inaugurated a campaign this Fall designed to help the dealer increase his sales during the coming Winter months. Intensive advertising is to be resorted to in the leading national magazines of the country, and local newspapers throughout the country will be used. Attractive literature has been prepared by the advertising department for the use of the dealer that is bound to create sales. Some of this literature is in the form of a four-page broadside featuring the fourteen Bubble Books now available for the dealer, executed in an attractive manner, showing the pictures of Bubble Book characters with a word of explanation underneath the picture of each book. This broadside also features Bubble Book selling helps that Harper & Bros. furnish their dealers. These selling helps include attractive display stands which hold six and twelve Bubble Books and can be placed on the counter of the dealer's store or in record-hearing booths.

Another feature of the intensive campaign which they have inaugurated is a very attractive hanger, just sent out to the dealers, showing a list of the entire Bubble Book catalog. A very attractive drawing by Rhoda Chace graces the top of this hanger, which shows a home scene with a talking machine and four children listening to Bubble Book records. This hanger is so designed that it will fit the regular rack which the dealer has in his store for announcing the new records by different talking machine companies.

Bruce McClure, in charge of the Bubble Book activities for Harper & Bros., reports that Bubble Book sales during the entire Summer have been very satisfactory, and that all indications point to a very active Fall and Winter. With this intensive campaign in full force and a co-operative service which the company is offering to its dealers this coming season will, no doubt, find Bubble Book sales materially increased.

SUFFERS HEAVY LOSS IN FIRE

Eberhardt-Hays Music Co. Sustains \$40,000 Damage in Disastrous Blaze

WICHITA, KAN., September 30.—The Eberhardt-Hays Music Co., located in the Odd Fellows Temple Building, 128-130 North Main street, this city, suffered damage estimated at \$40,000 by fire on Sunday of last week. For a time the total destruction of the store and building was threatened, but quick work on the part of the firemen subdued the flames.

The Eberhardt-Hays Music Co. is one of the best-known music houses in this part of the State. The policies of the firm have been instrumental in building up a large clientele.

McCOLEMAN MUSIC CO. IN NEW HOME

RAYMOND, WASH., October 5.—The McColeman Music Co., of this city, which was seriously damaged by fire recently, has reopened in the new Stenzel Building, at 229 Third street. The new quarters are unusually attractive and are ideal for the music business. A complete line of well-known pianos and talking machines, including Burnham Supertone phonographs, are featured. In addition a complete line of small goods and sheet music will be handled.

RECORDS OF MENDELSSOHN MUSIC

In his "Songs Without Words" Mendelssohn gives us his innermost ideas, and these are full of moral purity and poetic charm. For these reasons the songs have made their way into every musical household, and, as musical pictures, possess melody and delicious harmonies. These melodic gems are to be found in the regular lists of our leading record manufacturers and no library can be called complete without a goodly assortment of Mendelssohnia.

O. H. WILLIAMS MOVES TO BUFFALO

Rejoins Staff of Buffalo Talking Machine Co., the Prominent Victor Distributor

BUFFALO, N. Y., October 3.—The latest addition to the staff of the Buffalo Talking Machine Co., Victor jobber of this city, is O. H. Williams, who until quite recently was in the retail business in Brooklyn, N. Y., and who was also connected with the Victor jobbing firm of E. J. Chapman, of Rochester, N. Y. A number of years ago Mr. Williams was with the Buffalo Talking Machine Co. and he is, therefore, familiar with the territory served by it.

OPENS VICTOR DEPARTMENT

EDWARDSVILLE, ILL., October 2.—An attractive Victrola department has been opened by Ike Schwartz, proprietor of a large furniture house here. Mr. Schwartz has planned an extensive advertising campaign in the local newspapers in behalf of Victor talking machines and records.

Newest Model

Latest Improvements



The Modernola

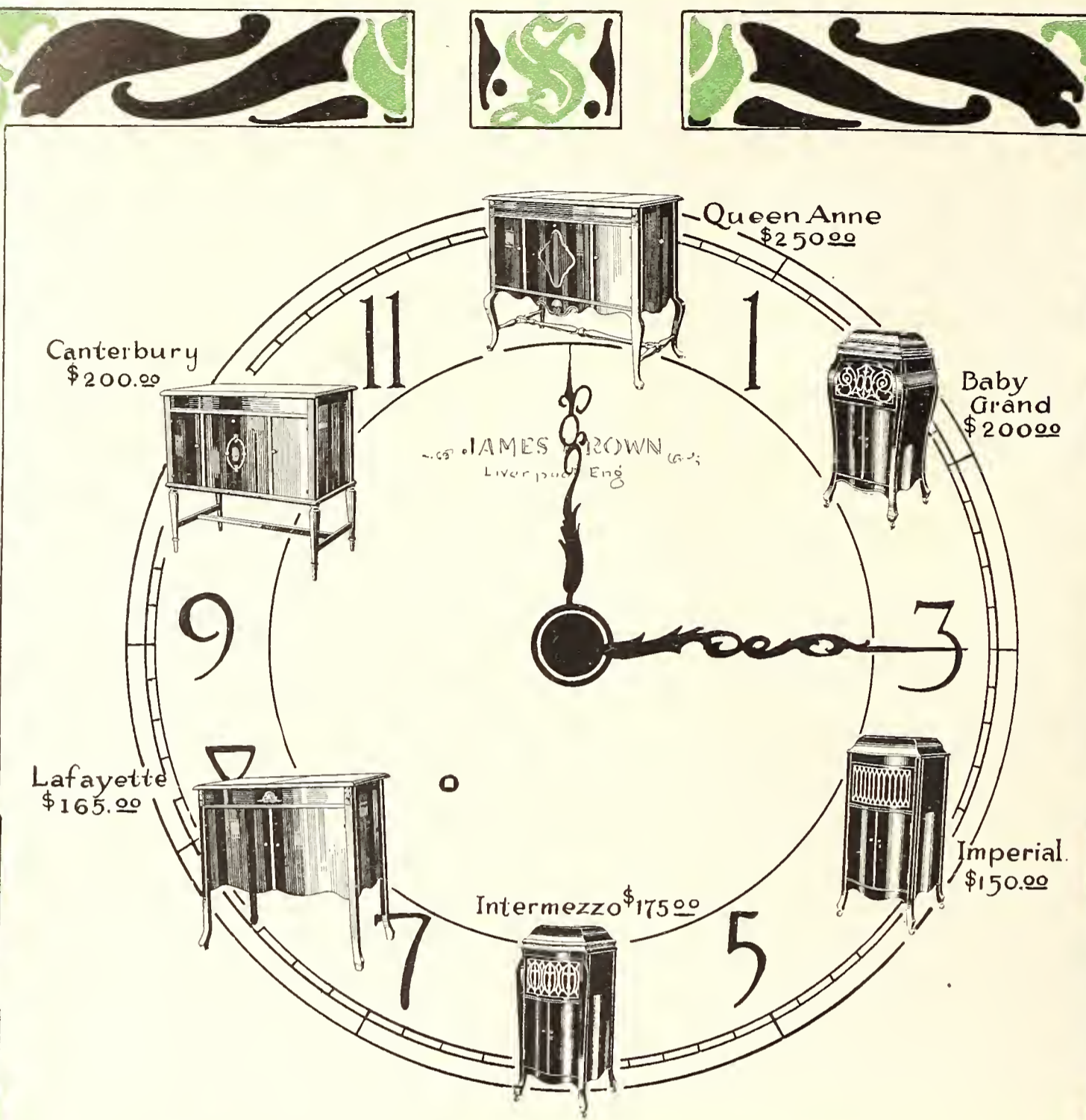
Most Modern of Phonographs

Something Different.
A Special Feature Machine.
Solid Woods—No Veneers.
As Good as the Best.
Better Than Many.

WANTED. A few more live dealers.
 Exclusive territory given.

Write Department H.

MODERNOLA CO., JOHNSTOWN, PA.
The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.



The Right Time

to take out a Sonora agency is NOW, when the demand for Sonora—tremendously stimulated by our big advertising campaign—is reaching its peak.

How many phonograph buyers are passing you by because they don't see the Sonora sign on your shop and Sonora models in your window? Put them there and watch the tide turn. There is no time to lose if you want to make sure of having an adequate stock.

Wire or write to-day for particulars

Sonora Phonograph Company, Inc.


GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

"The Highest Class Talking Machine in the World"

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Get in touch with the Sonora Distributor named below, who has charge of your territory, and learn particulars of the liberal Sonora proposition.

Gibson-Snow Co.,

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

Sonora Sales Co. of New Jersey,

605 Broad St., Newark, N. J.
 State of New Jersey.

Hessig-Ellis Drug Co.,

Memphis, Tenn.
 Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,

Indianapolis, Ind.
 State of Indiana.

Lee-Coit-Andreesen Hardware Co.,

Omaha, Nebr.
 State of Nebraska.

M. S. & E.,

221 Columbus Ave., Boston, Mass.
 Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
 Michigan, Ohio and Kentucky.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.
 Washington, California, Oregon, Arizona, Nevada, northern Idaho, Hawaiian Islands.

Southern Drug Company,

Houston, Texas.
 Southeastern part of Texas.

Southern Sonora Company,

310-314 Marietta St., Atlanta, Ga.
 Alabama, Georgia, Florida and North and South Carolina.

The Fox-Vliet Drug Company,

Wichita, Kans.
 Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

Doerr-Andrews-Doerr,

Minneapolis, Minn.
 States of Montana, North Dakota, South Dakota, Minnesota.

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo.
 Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

Moore-Bird & Co.,

1751 California St., Denver, Colo.
 States of Colorado, New Mexico and Wyoming east of Rock Springs.

Strevell-Patterson Hardware Co.,

Salt Lake City, Utah.
 Utah, western Wyoming and southern Idaho.

C. J. Van Houten & Zoon,

720 S. Michigan Ave., Chicago, Ill.
 Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
 Wisconsin, Upper Michigan.

Sonora Co. of Phila., Inc.,

1214 Arch St., Philadelphia, Pa.
 Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Dist. Co. of Pittsburgh,

505 Liberty Ave., Pittsburgh, Pa.
 Western Pennsylvania and West Virginia.

Long Island Phonograph Co.,

150 Montague St., Brooklyn, N. Y.
 All of Brooklyn and Long Island.

Greater City Phonograph Co., Inc.

311 Sixth Avenue, New York.
 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, including Greater New York, with the exception of Brooklyn and Long Island.

Interesting to Know What the Federal Trade Commission Says Business Men Must Not Do

George W. Harrington, of New York, writes to Printers' Ink under recent date in this wise:

"I haven't done nothin' that I know of—but every time I see a reference to the activities of the Federal Trade Commission I begin to wonder if maybe I am not next. It (the Commission, that is) appears to be breaking out in a new place all the time, and if this keeps up the American manufacturer will soon feel like a man on a tight rope over Niagara Falls.

"Seriously, however, I am very much in the dark as to the actual functions of the Commission, and most business men of my acquaintance are equally uncertain on the subject. I think you would do a service to many of your readers by publishing some authoritative information on this point. The lawyers know, of course—but a business man as a rule doesn't care to hire an attorney every time he wants to blow his nose."

The editor of Printers' Ink in the issue of September 7 prints the above with the following illuminative response which conveys much information of interest to members of this and other industries:

"Mr. Harrington's uneasiness with respect to the Trade Commission's activities arises from the fact that the commission is mainly operating in the field of business morals instead of dealing with specific offenses. Moral precepts cannot, as a rule, be expressed in absolutely definite terms and the limits within which they are operative cannot be staked out precisely in advance. No one can imagine in advance all of the possible methods of unfair competition which human ingenuity may devise, and any attempt to establish a precise definition of unfair competition would merely constitute an invitation to discover methods which would be outside of the definition. The Federal Trade Commission, therefore, is charged with the general duty of preventing 'unfair methods of competition,' and it is left to the conscience of the individual business man to determine whether the methods he is pursuing are unfair or not.

"The commission was created by an Act of Congress, approved September 26, 1914, and designed to supplement the existing anti-trust laws. The act declares in general terms that 'unfair methods of competition in commerce are hereby declared unlawful,' and goes on to prescribe minutely the powers and duties of the

commission, the privileges of appeal to the Federal courts, and so on. The Clayton Act, passed in October of the same year, also gave to the commission specific power to enforce certain sections of that law, and it also was granted certain powers under the Trading With the Enemy Act and the Webb-Pomerene Law, authorizing manufacturers to combine in seeking export trade. There are five commissioners, appointed by the President for a term of seven years.

"It should be noted that the commission is not empowered to restrain 'unfair competition,' but to prevent unfair methods of competition. It has no authority to punish, nor to impose

The Trade Commission's Functions and Great Activities Interestingly Defined for the Average Business Man

damages; thus its orders can only be enforced by an appeal to the courts. The limit of its power is the issuance of a formal order to cease and desist from certain specific practices, which, if not obeyed, must be appealed by the commission to a Federal court in order to secure enforcement. Any person against whom an order is issued also has the right to appeal to the Circuit Court, which is empowered to enforce, set aside or modify orders of the commission.

"Any individual can start the machinery in motion merely by writing a letter in which specific charges are made against some other

individual or corporation. If this letter appears to constitute a clear case of unfair methods of competition in interstate commerce it is docketed as an application for complaint and turned over to an examiner for investigation. Following this, it goes before a board of review, consisting of two lawyers and one economist, which makes a recommendation as to whether or not a formal complaint should be issued. The case is then studied by one of the commissioners to whom it has been assigned and who makes his recommendations to the full commission. After a discussion a vote is taken to determine whether or not a formal complaint will be issued. In order to result in a formal complaint it must be clear: (1), that the case involves interstate commerce; (2), that the methods reported are actually unfair; (3), that there is actual competition between the parties, and (4), that the case is of sufficient importance as to concern the public interest.

"When a formal complaint is issued, the proceeding becomes a public record, the respondent is given an opportunity to file an answer in writing, after which the case comes up for trial. If the respondent does not believe that the findings of the commission are justified, he has the right to appeal to the United States Circuit Court of Appeals.

"The practices which have already been condemned by the Federal Trade Commission as representing unfair methods of competition are listed in the 'Congressional Directory' as follows:

Misbranding of fabrics or other commodities respecting the materials or ingredients of which they are composed, their quality, origin or source.

Adulteration of commodities, misrepresenting them as pure, or selling them under such names and circumstances that the purchaser would be misled into believing them pure.

Bribery of buyers or other employees of customers and prospective customers to secure new customers or induce continuation of patronage.

The payment of bonuses by manufacturers to salesmen of jobbers and retailers to secure their special services in selling their goods, and making unduly large contributions of money to associations of customers.

Procuring breach of competitors' contracts for the sale of products by misrepresentation or other means.

Procuring the business or trade secrets of competitors by espionage, by bribing their employees, or by similar means.

Inducing employees of competitors to violate their contracts or enticing away employees of competitors in such numbers or under such circumstances as to hamper or embarrass them in business.

Making false or disparaging statements concerning competitors' products, their business, financial credit, etc.

The use of false or misleading advertisements.

Making vague and indefinite threats of patent infringement suits against the trade generally, the threats being couched in such general language as not to convey a clear idea of the rights alleged to be infringed, but nevertheless causing uneasiness and fear in the trade.

Widespread threats to the trade of suits for patent infringement arising from the sale of alleged infringing products of competitors, such threats not being made in good faith but for the purpose of intimidating the trade.

False claims to patents, or misrepresenting the scope of patents.

Intimidation for the purpose of accomplishing enforced dealing by falsely charging disloyalty to the Government.

Tampering with and misadjusting the machines sold by competitors for the purpose of discrediting them with purchasers.

Trade boycotts or combinations of traders to prevent certain wholesale or retail dealers or certain classes of such dealers from procuring goods.

Passing off products or business of one manufacturer for those of another by imitation of products, dress of goods, or by simulation of advertising or of corporate or trade names.

Unauthorized appropriation of the results of a competitor's ingenuity, labor and expense, thereby avoiding costs otherwise necessarily involved in production.

Preventing competitors from procuring advertising space in newspapers or periodicals by misrepresenting their standing or other misrepresentation calculated to prejudice advertising mediums against them.

Misrepresentation in the sale of stock of corporations.

Selling rebuilt machines of various descriptions, rebuilt automobile tires, and old motion-picture films, slightly changed as and for new products.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

Distributors

BRISTOL & BARBER, INC.,
3 E. 14th St., New York City

C. L. MARSHALL CO., INC.,
Butler Bldg., Detroit, Mich.

W. D. & C. N. ANDREWS,
Buffalo, N. Y.

SHERMAN, CLAY & CO.,
741 Mission St., San Francisco, Cal.

Prices of Covers

For table or small machines, without straps	Net \$3.65
For cabinet or large machines, without straps:	
Grade D, medium size	5.35
Grade D, large size	5.65
Grade K, medium size	6.65
Grade K, large size	7.35

Grade K has double-weight padding and each upright corner is reinforced with a 9-inch strip of quilting of same materials as body. The medium cover for any make of machine corresponds in size to the Victrola Nos. 10 and 11, Edison Nos. 100 and 150, Columbia Nos. 75 and 100, Sonora, Baby Grand, Imperial and Troubadour. The large cover is for all larger cabinet machines of any make.

Ward's Detroit Cover With Straps Attached

The only cover on the market with this special feature. It eliminates all possibility of straps becoming misplaced or lost.

Medium size	\$6.65
Large size	7.00

Slip-on Dust Covers, for wareroom and home, medium size \$1.70. Large size \$2.00.

Also complete line of Covers for Console Model Machine. Prices on application.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Harassing competitors by fake requests for estimates on bills of goods, for catalogs, etc.

Giving away of goods in large quantities to hamper and embarrass small competitors, and selling goods at cost to accomplish the same purpose.

Sales of goods at cost, coupled with statements misleading the public into the belief that they are sold at a profit.

Bidding up the prices of raw materials to a point where the business is unprofitable for the purpose of driving out financially weaker competitors.

Loaning, selling at cost, or leasing for a nominal consideration pump and tank outfits to dealers on condition that they be used only for the distribution of the products of the particular manufacturer. Loans and leases of other equipment under similar conditions.

The use by monopolistic concerns of concealed subsidiaries for carrying on their business, such concerns being held out as not connected with the controlling company.

Intentional appropriation or converting to one's own use of raw materials of competitors by diverting shipments.

Giving or offering to give premiums of unequal value, the particular premiums received to be determined by lot or chance, thus in effect setting up a lottery.

Any and all schemes for compelling wholesalers and retailers to maintain resale prices on products fixed by the manufacturer.

Combinations of competitors to enhance prices, maintain prices, bring about substantial uniformity in prices, or to divide territory or business.

"The commission also has authority, under Section 6 of the Trade Commission Act, to make economic investigations; to gather and compile information concerning the organization, business, conduct, practices and management of any corporation engaged in interstate commerce except banks and common carriers. It has further investigatory powers in connection with violation of the anti-trust laws and the manner in which decrees of the courts are being carried out. The commission is also entrusted with jurisdiction over violations of those actions of the Clayton Act which refer to price discriminations, tying contracts, 'holding companies' and interlocking directorates. Its functions under the Trading With the Enemy Act and the Webb-Pomerene Law do not concern the present discussion."

Persistence in selling, as in every other endeavor, is a prime essential.

COMMUNITY SERVICE FEATURES "TALKER" IN PROGRAMS

Plans Musical Programs for Use of Community Service Organizations Throughout Country in Which the Talking Machine Plays Important Part—Programs Carry Lists of Records

The talking machine is made an integral part of the programs of Community Service, Inc., headquarters in New York of the various Community Service organizations in various cities, towns and villages throughout the country. The movement is one which should have the support of talking machine dealers everywhere and offers not only an opportunity for civic service, but in the music programs an opportunity for public musical education and increased sales of talking machines and records.

One of the plans outlined by the Community Service which already has been successfully used by various organizations, such as schools, churches, etc., consists of giving opera with the aid of the talking machine. The plan is as follows: The story of the opera is narrated and then the records of the various airs are played on the talking machine in their proper sequence. With the bulletin describing this plan the Community Service sends a list of the recordings of the various record manufacturing companies bearing on the opera. Some of the operas suggested are "Carmen," "Aida" and "Martha."

The Community Service has also prepared a program in honor of the late Stephen C. Foster, composer of many American folk songs, including "Old Folks at Home," "Old Black Joe," "My Old Kentucky Home," and many others, in which the talking machine plays a prominent part. Somewhat the same procedure is followed as in the presentation of the opera. Interesting facts concerning Foster's life are narrated by a speaker and the songs of the deceased composer are played on the talking machine and sung by those present. In this instance also the Community Service has listed the songs composed by Foster and suggests what records to buy. The list includes Victor, Edison, Columbia, Brunswick and Vocalion records.

One novel use of the talking machine was recently made by Community Service, of Texarkana, Ark.-Tex., under the direction of S. W. Papert. According to this plan several of the local instrumentalists and singers competed with famous artists in their respective fields as recorded on talking machine records.

This idea appealed to the local musicians, since it interested them to appear with famous artists, who performed by proxy through the talking machine. It also interested the public as the feature of a most unusual and delightful special concert.

The plan in brief is as follows: A record of a violin piece played by Jascha Heifetz was run on the talking machine. This was followed by the playing of the same piece by a local violinist according to a prearranged schedule. Next came a vocal record by Galli-Curci or Schumann-Heink, bracketed with the actual singing of the number by a local artist. In the sequence of numbers vocal and instrumental records alternated for the sake of variety. The stunt, needless to say, scored big.

FINE NUMBER OF "THE AEOLIAN"

Current Issue Devoted Largely to Paderewski and His Career

The current number of "The Aeolian," the house organ of the Aeolian Co., just issued, is a most impressive volume and indicates the success of the plan to broaden the scope of that publication. It is known as the Paderewski Number, and, in addition to several excellent portraits of the great pianist and Duo-Art artist, there appears a most interesting article on Paderewski from both the artistic and political angles, written by Pearl Spaulding, editor of "The Aeolian."

HALL FIBRE NEEDLES

A Necessary Accessory—Made in America

represent years of experience in tonal development. Personal inspection of each needle produced in our factory assures perfect reproduction and

GUARANTEES SATISFACTION

Every Talking Machine Owner a Customer

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

.....CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.

.....CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.

.....CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.

DEALER'S NAME

ADDRESS



That Rosa Ponselle was given a golden soprano voice should be exaltation enough for one family. That Carmela Ponselle, her sister, should be given a contralto of marvelous beauty is an unusual favor from the Fates.

The voices of Rosa and Carmela have in common the same wondrous kind of richness. "Where My Caravan Has Rested" is one of their glorious duets. 80392.

**Columbia Graphophone Co.
NEW YORK**

PLANS COMPLETED FOR RETAIL ADVERTISING CONTEST

Committee of Music Industries Chamber of Commerce Formulates Rules Under Which the Advertisements Will Be Judged—Twelve Awards Provided For

The final details of the Retail Advertising Contest proposed at the annual convention in June have just been completed by the Trade Service Bureau of the Music Industries Chamber of Commerce working with a special committee appointed by President R. W. Lawrence. The object of the contest is to stimulate better advertising in the music field and it is expected that as a result of the movement there will be available a collection of high-grade business-building advertisements, which will serve as a guide to advertising writers throughout the field.

The idea has been approved by the Associated Advertising Clubs of the World. It was announced at the conference of the Educational Department during the Advertising Clubs' convention in Milwaukee that such a contest had been undertaken by the Music Industries Chamber of Commerce and that a committee of advertising and merchandising experts would be appointed by the A. A. C. of W. to cooperate with a like committee from the Music Industries to judge this contest. All trade associations and Chambers of Commerce were urged to appoint Better Advertising Committees for the purpose of securing better adver-

tising in their industries or their communities.

Thus the music industries occupy the position of leading the way toward better advertising through trade association service. So far as can be learned no trade association has previously conducted such a contest.

Advertising Standards

The standards by which the advertising will be judged are announced as follows:

1. Sales Appeal—Creating interest, desire and action.
2. Prestige Value—Commanding confidence and good will.
3. Attractiveness—Attention value, illustrations, language and typography.
4. Truthfulness—Freedom from exaggerated price claims or quality comparisons; fairness to competitors.
5. Individuality—Evidence of originality and ingenuity in illustrations and copy; personality, persistence and continuity of character in expressing retail service.

Prize-winning Awards

The first prizes will be awarded to winners of the contest in the following divisions: Class A—Silver trophy to the winner in a city of more than 20,000 population. Class B—Silver

trophy to the winner in a city of less than 20,000 population, and ten honor award certificates in each class will be issued to those advertisers whose entries stand next highest in the opinion of the judges.

Rules and Regulations

1. The contest will be confined to newspaper advertising run during the year ending March 31, 1923.
2. All clippings must be submitted to the Trade Service Bureau, Music Industries Chamber of Commerce, 105 West Fortieth street, New York City, in time to be placed in the committee's hands not later than April 10, 1923.
3. Only the advertising of firms represented by membership in the National Association of Music Merchants at the time of the first announcement of the contest will be eligible.
4. Not less than twelve advertisements from a contestant will be considered. They may be a consecutive series or selections from the entire year's advertising. As many may be submitted as desired.
5. The judges reserve the right to include other advertising of the advertiser than that submitted.

Committees on Awards

The Chamber's special committee on the Retail Advertising Contest, working with the Trade Service Bureau, will pass on the merchandising merit of the advertising from the viewpoint of the music industry. The members of this committee are: Thomas H. Fletcher, Aeolian Co., New York City; C. E. Byrne, Steger & Sons Piano Mfg. Co., Chicago, Ill.; B. H. Jefferson, Lyon & Healy, Chicago, Ill.; H. E. Lawrence, Standard Pneumatic Action Co., New York City; A. L. Walsh, Thomas A. Edison, Inc., Orange, N. J.; Phillip Wyman, Baldwin Piano Co., Cincinnati, O.; Thomas F. Green, Silas E. Pearsall Co., New York City, and A. F. Price, Price & Teeple Piano Co., Chicago, Ill.

The special committee of the Associated Advertising Clubs of the World will pass on the advertising from the viewpoint of technique and merchandising appeal to the public. President Lou Holland, of Kansas City, has named: Jesse H. Neal, executive secretary of Associated Business Papers, Inc., treasurer of A. A. C. of W.; John Clyde Oswald, publisher of The American Printer, and Earle Pearson, Advertising Development Department, A. A. C. of W.

The judges' decision will be made in time for announcement of the winners at the 1923 convention in Chicago.

NEW SCRANTON FIRM CHARTERED

A charter of incorporation has been granted to the Jennings-Huenle-Donahoe Co., of Scranton, Pa., to deal in musical instruments and talking machines, with a capital of \$50,000. Incorporators are J. J. Donahoe, F. G. Huenle and R. Jennings.



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 1922-1923
Sample program and particulars upon request
P. W. SIMON, Manager
1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS

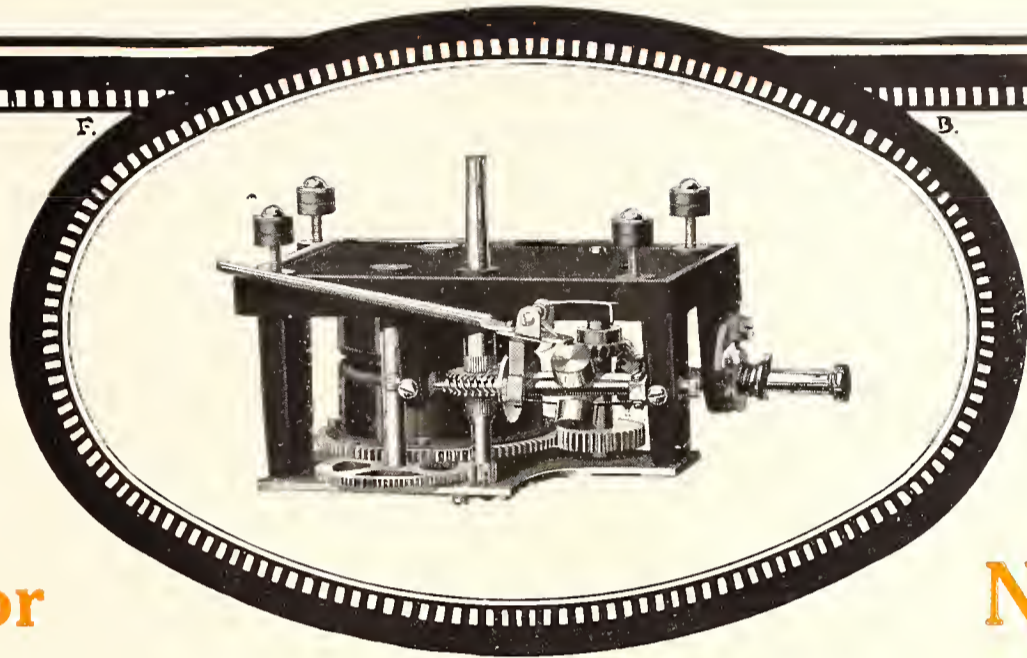


FRANK BANTA

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

QUALITY

Counts More Than Ever



Motor

No. 77

The Famous Motor of Quality

Noiseless, powerful, steady
and continuous

*In these times of keenest competition,
Machines equipped with*

HEINEMAN QUALITY MOTORS

will invariably be the winners

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street New York

HEINEMAN



MEISSELBACH

Featured by Paul Whiteman and His Orchestra in George White's "Scandals."

HOT LIPS

The New "Wang Wang Blues"
by the same Writer.

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

HEAR IT NOW!

He's got hot lips — When he plays Jazz, — He draws out steps, —

DRIVE ON RECORDS BRINGS RESULTS

Collings & Co., of Newark, Report Fine Business—Meeting Increasing Demand for Records From Dealers—Many Merchants "Hooking Up" With Concert Stars

September business with Collings & Co., the well-known Victor distributors, of Newark, N. J., showed a very heavy increase over any other month of the present year. This is true both in regards to sales of records and Victrolas. L. W. Collings, head of the company, is very much gratified at the continued growth of his firm as well as the increased volume of business during the present season.

Collings & Co. have given particular attention to the record end of their business for the past several months. The sudden increased demand for popular records was anticipated and quantity stocks were on hand, thus enabling the company to give unusual service to the dealer. This renewed activity in point of sales was well taken care of and the dealers' needs in Collings' territory were promptly met, thus bridging over the several weeks necessary to receive unlooked-for orders from the factory.

The sales organization of the company is imbued with a spirit of optimism which has been completely justified by the public's interest. It is now carrying on a campaign among dealers to give more attention to the various musical activities in their localities. It is Collings & Co.'s contention that "hooking up" and taking advantage of the appearance of concert stars, musical shows and other organizations of prominence will well repay the dealer. Many are responding to this campaign and this is particularly true with the coming personal appearance of Paul Whiteman, who is to bring his Dance of Rhythm Orchestra to Newark on October 31. The musical shows, "Rose of Stamboul" and "Spice of 1922," are also booked for Newark and other cities in this territory, and the United States Marine Band has also toured the State.

MOVE TO NEW QUARTERS

The Triangle Radio Supply Co., Inc., distributor of radio products, has moved from 122 Fifth avenue to 112 East Twenty-third street. The new location is on the ground floor of the building. This company was organized some time ago by Lambert Friedl, who is well known in the talking machine industry.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

FAIR TRADE AT SALT LAKE CITY

Music Week Plans Dropped — Radio Loses Ground—E. B. Jones Buys Lyric Music Co.

SALT LAKE CITY, UTAH, October 5.—The talking machine business in this city has been fairly brisk during the last month. The interest in radio has dropped, it seems, to a point near zero. One jewelry store that gave free radio concerts has dropped them because, as the president of the concern explained, there is no interest in them now.

A local optical company—the Young Co., located in the Judge Building—has put in a line of talking machines. This is the first optical concern here to sell musical instruments.

Music Week, which was to have been held the first week in October and which promised a short time ago to be something worth while, is to fall through, it seems. Fred Beesley, secretary of the Utah Association of Music Industries, tells your correspondent that nothing has been done toward putting on the final touches and he thought the affair would not come off.

Ezra B. Jones, who has been with the Glen Bros.-Roberts Piano Co., has purchased the talking machine business of the Lyric Music Co., Washington avenue, Ogden, and will conduct it from its present location. Sonora and Vocalion machines will be sold. C. L. Madsen, manager of the Lyric Co., will hereafter devote all his attention to the sale of pianos and will continue in the present store.

WILSON MUSIC CO. TO MOVE

STEVENS POINT, WIS., October 6.—The Wilson Music Co., G. M. Farrin, manager, which has been housed in the Boston Furniture Store, this city, has leased attractive new quarters in the Hotel Whiting. A full line of Victrolas, Victor records, pianos and player-pianos, etc., will be installed. Mr. Farrin expects to open about October 15.

ARTI-PHONE CO. OPENS BRANCH

New Kansas City Branch Will Distribute Arti-Phone and Strand Phonographs and Okeh Records—New Brunswick Consoles Displayed

KANSAS CITY, KAN., October 6.—The Arti-Phone Co., of St. Louis, Mo., has opened a jobbing branch in this city. The branch has secured the jobbing franchise of the Arti-Phone and the Strand phonograph and the Okeh records. The product of the Arti-Phone Co. is claimed to be a satisfactory product which is sold at a popular price. The company promises a vigorous selling campaign for its products.

One of the new attractions to be found in musical instruments in the shops this week was the new Chippendale consoles in walnut cases on sale at the Wunderlich Music Co.'s store and manufactured by the Brunswick Co. This model is exciting considerable interest.

INVENTORS BUSY ON TALKING FILM

Americans and Europeans Busy With Inventions to Synchronize Film and Sound

The zeal with which American and European inventors are turning toward the solving of the problem of synchronization of the moving picture film and sound has brought to light another system of talking pictures invented by Prof. A. L. Rankine, of England, who follows almost entirely the procedure of Prof. Tykociner, whose method was described in the last issue of The World.

Another Englishman, Grindell Matthews, has succeeded in working out a method of recording the voice of the moving picture actor by means of a small mirror which oscillates in harmony with the vibrations of the diaphragm of the microphone. Mr. Matthews uses separate recording devices for voice and picture. Other inventors in various parts of Europe are working on the same project.



TRUCKS

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

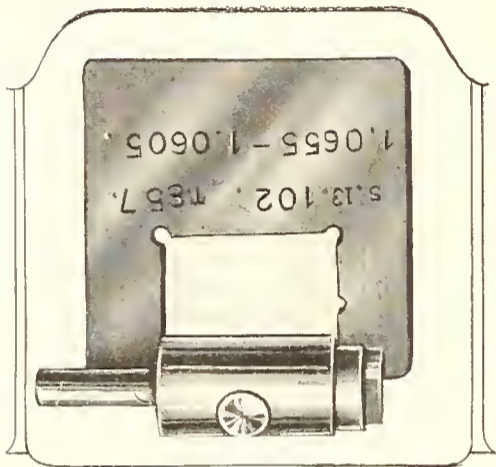
It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

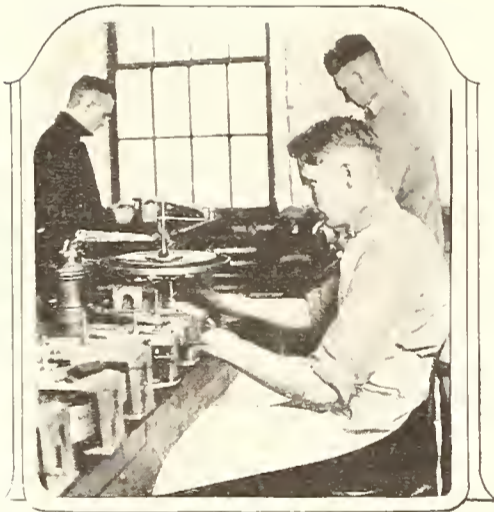
Self Lifting Piano Truck Co.
FINDLAY, OHIO

*"Genius is but the
infinite capacity
for taking pains"*



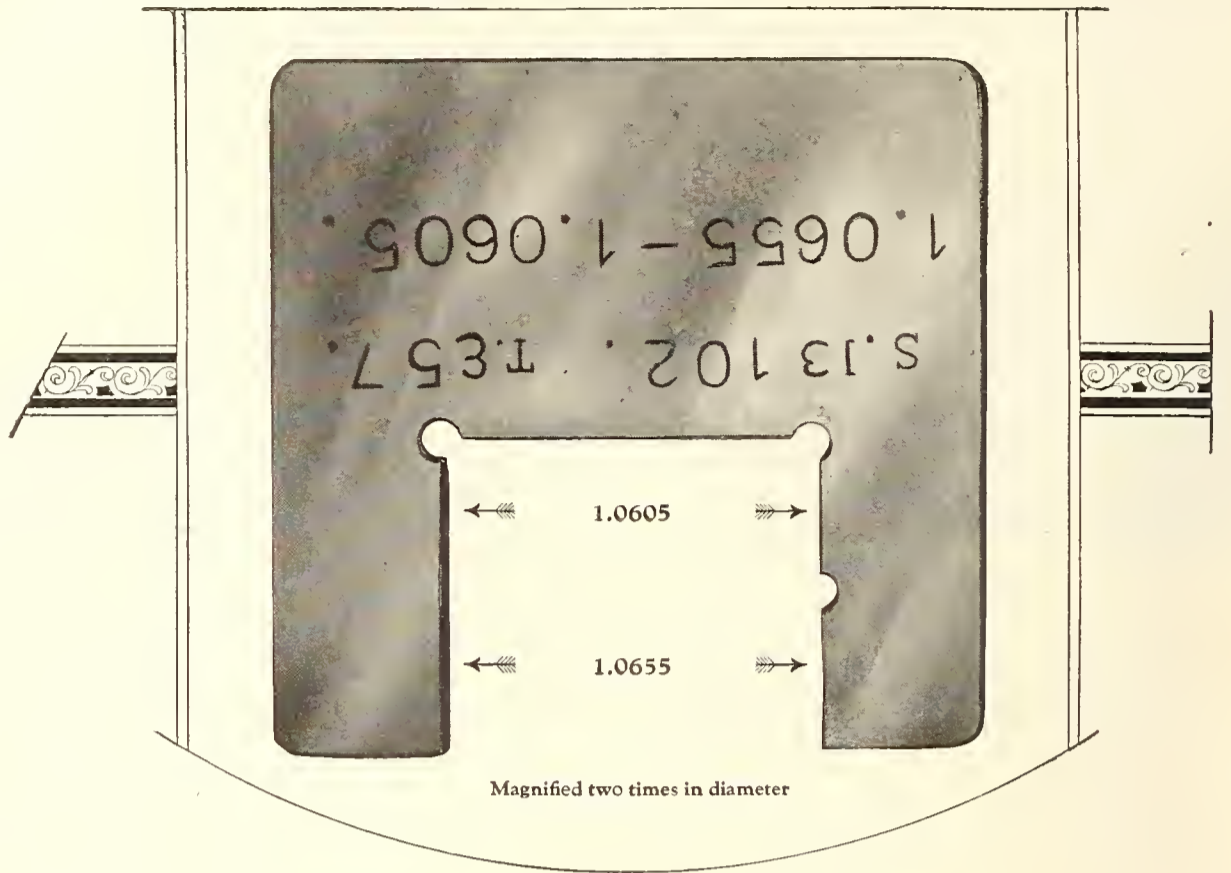
When accurately made, The Cheney drum shaft fits into the gauge as shown in the illustration. It must not be able to enter the opening above the notch, which is $5/1000$ ths of an inch smaller.

This is by no means the closest test in the Cheney factories. Some parts are held to a variation of not more than $3/4$ of $1/1000$ th of an inch.



The third test of The Cheney Motor

After passing the most rigid kind of tests for noise and duration of uniform pull, Cheney motors reach the third test for uniformity of speed and pull, under the hardest of *actual playing conditions*.



Magnified two times in diameter

A Vital Difference of $5/1000$ of an Inch. Can You See It?

*One of the Exacting Tests Which All
Parts of Cheney Mechanism Must Pass*

Above is a picture of one of the gauges used in the testing of Cheney motor parts. As is indicated by the illustration, there is a difference in the spread of the gauge above and below the notch of $5/1000$ ths of an inch.

The little picture at the left shows The Cheney drum shaft in the process of being tested on this gauge. The drum shaft must be so accurately made that it will fit into that part of the gauge which is 1.0655 inches in diameter, and will not fit into that part which is 1.0605 inches across.

Only $5/1000$ ths of an inch difference—about the diameter of a human hair—yet it is so vital a difference that unless the drum shaft measures to these specifications it is thrown out.

Such are the exacting standards used throughout in the manufacture of Cheney mechanism. They explain why The Cheney has achieved its reputation as the "Master Instrument."

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

The
CHENEY
THE MASTER INSTRUMENT



SPECIAL RECORD AIDS SALES DRIVE

Tidewater Oil Co. Secures Dealers to Handle New Oil by Unique Campaign

Large corporations throughout the country, in search of unique advertising mediums which will prove worth while, are turning more and more to the talking machine. One of the most recent concerns to use this medium is the Tidewater Oil Co., manufacturer of Veedol lubricating oil, Tydol gasoline and Fordol, which is placing its proposition before prospective dealers by means of specially recorded talking machine records. Each salesman of the company was requested to send in a list of the twenty-five best Fordol dealer prospects, and to these was mailed a talking machine record on which were recorded the various good qualities of Fordol, a special oil for Ford cars, for which the company is seeking a large distribution.

The reasons given by the Tidewater Oil Co. for selection of talking machine records as a means of bringing its product before the dealers were that there are more talking machines in the United States than there are automobiles, and it was estimated that almost every dealer to whom a record was sent would have a machine, and those who did not would be able to play the record on a friend's machine. The big idea was that few dealers would throw the record away. The company depended on the curiosity of the dealers to play the records and, of course, once they were on the machine they would listen to the sales talk.

On one side of the record, under the title of "Carry Me Under Your Bonnet," was a short sales talk on Fordol which ended up with the sentence serving to win an introduction for the salesman who called a few days later. On the other side was a parody on a well-known song in which Fordol was played up, entitled "The Song of the Road."

C. B. Larrabee, who described the entire campaign in *Printers' Ink*, pointed out the possibilities in this form of advertising and emphasized its success as used by this company.

SPECIAL VICTOR RECORD RELEASE

Victor Co. Announces Four Records Listed in November Supplement for Early Release

Announcement is made by the Victor Talking Machine Co., Camden, N. J., that jobbers will be supplied with a special shipment of four records which are part of the November supplement for early dealer distribution. These records, which were made available to the retail trade in time to be placed on sale on October 14, are as follows:

- 18943 All Over Nothing at All (From "Spice of 1922")Aileen Stanley-Billy Murray
I'll Stand Beneath Your Window To-night and Whistle (From "Spice of 1922"),
Aileen Stanley-Billy Murray
- 18946 Chicago—Fox-trot,
Whiteman and His Orchestra
Early in the Morning Blues—Fox-trot,
The Virginians
- 18947 Suez—Fox-trot ...Clyde Doerr and His Orchestra
I Wish I Knew—Fox-trot,
Clyde Doerr and His Orchestra
- 18949 I'll Build a Stairway to Paradise (Featured by Paul Whiteman and His Orchestra in George White's "Scandals")—Fox-trot,
Whiteman and His Orchestra
You Remind Me of My Mother (From George M. Cohan's New Production, "Little Nellie Kelly")Whiteman and His Orchestra

SALE OF EROOKS MFG. CO. ASSETS

SAGINAW, MICH., October 3.—The assets of the Brooks Mfg. Co., of this city, including realty holdings, machinery, lumber and all other properties of the company, which were scheduled for sale on September 19, will be disposed of at a public sale on Thursday, October 5, according to a notice emanating from George A. Marsten and Paul H. King, referees in bankruptcy. The Brooks Co. was the manufacturer of the Brooks Automatic Repeating Phonograph.

STAGES VICTOR PUZZLE CONTEST

Spengel Furniture Co. Adds Many Names to Prospect List Through Children

HIGHLAND, ILL., October 6.—The Spengel Furniture Co. here used the new Victor cut-out puzzles in a very effective manner recently. An advertisement was placed in the local paper stating that to every child calling at the store would be given a puzzle and information concerning a contest to occur later. To every child responding was given one of the puzzles, of the same kind, and a card to fill out, indicating the desire to enroll for a contest later and, incidentally, whether there was a musical instrument in the home.

Two hundred children asked for puzzles. These ads continued to appear for one month, at which time the children enrolling received a letter asking if they still intended to take part in the contest and a card to return if they desired to. Of the ninety-eight cards returned fifty-three girls and thirty-five boys were present on the day of the contest. The three prizes, consisting of a Victrola IV and two toy talking machines, were awarded the winners.

VICTOR EDUCATORS IN MID-WEST

Members of the educational department of the Victor Talking Machine Co. have been busy throughout Illinois during August and September and their activities will continue through October. Many county institutes and Summer schools have been covered and the result should be an immense impetus to school business if it is followed up by the dealer.

A YONKERS INCORPORATION

The Yonkers Talking Machine Co., Yonkers, N. Y., has been granted a charter of incorporation, with a capital of \$25,000. A. and D. Gordansky are the incorporators.

NEW VOCALION DISTRIBUTOR

Moore-Bird Co., of Denver, to Carry on Extensive Campaign for Vocalion Records

The Aeolian Co. announces the appointment of the Moore-Bird Co., of Denver, Col., as distributor of Vocalion Red records. The Moore-Bird Co. is one of the largest phonograph distributing organizations in the Central West and a complete stock of records has already been shipped to them. An extensive campaign of development work in this territory is being planned by this concern.

MANY ARTISTS HOME FROM EUROPE

Mme. Gadski, Frank Damrosch, Elly Ney and Other Notables Back for Fall Season

Mme. Johanna Gadski-Tauscher, Victor artist, returned last week on the "Reliance," from a trip to Berlin with her daughter, Lotte, who, her mother announced, has become engaged to a young Berliner, Ernst Busch.

Other musical notables on the liner were: Frank Damrosch, of the New York Symphony Orchestra; Mrs. Damrosch and Miss Helen Therese Damrosch, Mrs. Ada Bodansky and her family and Albert Spalding, the American violinist and Edison artist, who has been abroad eighteen months traveling through Europe, where he said playing at concerts and festivals had to be done for "art's" sake because the remuneration from the American viewpoint was a mere pittance.

Other noted artists who arrived from abroad recently included Elly Ney, Brunswick artist, in company with her four-year-old daughter, and Leopold Godowsky, pianist, who also makes records for the Brunswick.

The Strong Record Co., of New York City, has increased its capital from \$500,000 to \$1,000,000.



OPPORTUNITY

THE Victor retailer with vision and foresight is facing the greatest opportunity in the history of the Victor industry. The Victor line is complete today in every detail, and the sales possibilities are unlimited.

Our organization is exceptionally well equipped to assist Victor retailers in making the coming season a banner one. May we tell you more about the practical value of our service?

BUFFALO TALKING MACHINE CO., Inc.
BUFFALO, NEW YORK

Bagshaw Says:

Bagshaw factories, the largest and foremost talking machine needle factories in the world, are now engaged to full capacity filling orders for the holiday trade. There is real danger that as the season advances the demand will exceed the supply. Which means that the man who does not stock up now on Bagshaw products will be "out of luck."

Bagshaw Says:

This fall's business will be a record breaker—especially for the wise dealer who knows how to take advantage of a good line of merchandise. If you want to meet your customers twelfth-hour rush with ample stocks figure up your Bagshaw requirements and **ORDER NOW.**

W. H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

\$100 REWARD!

IMITATION may be the sincerest form of flattery. But it also is the means of deceiving the public and bringing a good product into disrepute. Brilliantone needles have not escaped this unscrupulous competition.

It has come to our attention that a few distributors of talking machine needles are packing nondescript foreign-made needles in Brilliantone boxes, offering them as apparently American-made needles. These inferior substitutes can be easily detected. They lack the playing qualities of Brilliantone needles. They vary in length and thickness. Many have turned or no points.

*When Buying Steel Needles
Be Sure That the Package
Reads "Made in America"*

We realize that our dealers have not the time to prosecute these dishonest concerns. Therefore, we will pay \$100 to anyone furnishing us with information that will result in the conviction of any person, firm or corporation for selling foreign made needlless and purporting they are American made.

The Brilliantone offer of imprinting your name on tin boxes on orders for 1750 or more tin boxes has not yet been withdrawn. Are your customers seeing your name every time they play their phonograph?

*Order Now for the
Holiday Rush*

Advance orders already indicate that we shall be unable to guarantee delivery on last-minute holiday orders. To insure a plentiful supply of Brilliantone needles for your holiday trade order now.

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.

347 FIFTH AVENUE, Suite 610, at 34th Street, 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:
Chipman Ltd.
8-10 Bridge St.
New York City

C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

BEST RECORDING

EXPERIENCED SPECIALISTS

LOUD AND CLEAR

LAST WORD IN QUALITY

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



INDIANAPOLIS

Phonograph Co. of Indiana Organized—Leading Companies Active in Promoting Sales—W. J. Baker a Live Wire—Herdman Active

INDIANAPOLIS, IND., October 7.—The Phonograph Corp. of Indiana, organized to take over the business of the Kipp Phonograph Co., Edison distributor in Indiana, is now in full operation. John H. Vandervoort, formerly employed in various executive capacities at the Edison factory, is in charge of the company's Indiana wholesale interests as assistant manager. William H. Meskill, former assistant to the general treasurer of Thos. A. Edison, Inc., is assistant secretary and credit manager of the Indiana branch. H. G. Anderson is retained as general sales manager. Announcement of Mr. Kipp's retirement and of the policy of the new company was made to the trade formally by A. H. Curry, vice-president of the Edison Co., last month.

Mr. Kipp is continuing with the new concern for some time in an advisory capacity, but it is understood his activities will be confined in a large degree to the retail end of the phonograph business through the Edison Shop, which for some time has been owned by him and W. O. Hopkins. In addition to Edison phonographs this company is also handling pianos.

R. R. Karch, assistant secretary of the Edison Co., was a visitor in Indianapolis a few days during September. He reported that in the course of extensive travels over the country he has found the phonograph business to be steadily improving.

Displaying New Cheney Models

H. A. Brown, manager of the talking machine department of the Pearson Piano Co., says he has just received twenty new Cheney

period models which are the finest he has ever had in stock. The purchase of these, he says, is in line with plans of the company to specialize this Winter in "big stuff." The sale of both machines and records has kept up during September as well as he expected it would, he reports. Purchasers of machines, he says, are displaying steadily increasing interest in the higher-priced period models.

Develop Plans for Fall Campaign

R. H. Woodford, Cincinnati branch manager of the Columbia Graphophone Co., and E. D. Follin, general manager of Widener's Grafonola Shops, were visitors at Widener's Indianapolis store the latter part of September. They conferred with W. G. Wilson, manager, in preparation for Winter business, which, in the opinion of all three, is to be exceptionally good. V. O'Banion, who has been sent to Indianapolis from Cincinnati to take charge of the Indiana territory for the Columbia Co., reports also that activity in both machines and records is brisk. How **C. P. Herdman Quickens Record Sales**

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., held another penny record sale in September for the purpose of stimulating his business, as he has found such sales have done in past months. During the three days of the sale in which he offered one record at the regular price and two records at the regular price plus one cent he disposed of about 1,200 special records. In addition, he says, he sold many Brunswick and Columbia records, at regular prices which he otherwise would not have sold.

"We have been very much gratified with the business that has developed in both records and machines this Summer," said Mr. Herdman. "Sales have not been as frequent as we should like to have them be, but the development of prospects has been particularly good. Our salesmen have made twice as many house-to-house calls this Summer as during any other Summer. Figuring on the regular percentage of returns there is every reason to think that business this Fall and Winter will more than make up for the slack weeks we have been through since the first of the year."

September proved to be an "ordinary month" for T. H. Bracken, of the Starr Piano Co. He did much to stimulate the sale of records by the use of a machine with amplifier attachment which was played daily at the entrance to the store. This proved to be a good drawing card and almost every day several records were sold directly from the machine in addition to others chosen from the catalog list.

To Handle Jewett Line in Lafayette

John A. Cartwright, manager of the sales promotion department of the Stewart Talking Machine Co., State distributor for the Jewett Radio & Phonograph Co., recently completed arrangements with O. L. Foster, of Lafayette, to handle the Jewett line in that city. Mr. Cartwright says that the interest in radio is directing attention to the Jewett machines in a surprising manner and that many new agencies will be opened in the State in the next few weeks.

Miss Springer Appointed Manager

Following the resignation of H. G. Power as general manager of the furniture and Victrola department of the Taylor Carpet Co. Miss Minnie Springer has been given exclusive control of the Victrola department, which has been separated from the furniture department. She has been with the store three years as assistant manager of the department and in 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**



has increased the sales of machines and records many times over.

Miss Springer during the last month has featured the Gold Seal phonograph repeater by having one in operation continually day after day in an individual show case in front of the entrance to the store.

Unico Equipment for Brunswick Shop

Walter J. Baker, manager of the Brunswick Shop, is preparing for bigger business by having extensive alterations made in the interior of the store. He is putting two large machine display rooms on the second floor so as to release the front of the store for display of records. Mr. Baker's office will be moved from the second floor to the rear of the first floor, where the records now are sold. The equipment is being made by the Unit Construction Co. with headquarters in Philadelphia.

Mr. Baker says that he hesitates to say how good business has been with him in both machines and records for the reason that no one who read about it would believe he told the truth. His record sales were stimulated considerably in September by the appearance of the Oriole Terrace Orchestra, an exclusive Brunswick recording organization, at Keith's Theatre. Mr. Baker had the orchestra at his store one afternoon. The organization did much to raise jazz music in the estimation of many phonograph owners, according to both Mr. Baker and Mr. Herdman, of the Baldwin Piano Co. The latter said that the sales of Brunswick records were unusually good during the appearance of the orchestra in the city.

How Mr. Baker Gets in Contact With Public

In connection with his efforts to keep the public thinking about Brunswicks Mr. Baker has evolved a series of eight letters and seven blotters which he is mailing alternately to prospects. The letters are illustrated with such line drawings as, for instance, may be conceived to fit the first letter, which reads as follows: "Ever draw pictures? When things are quiet we draw pictures. First we draw a man starting out to look at phonographs. Then we draw him listening to an ordinary machine. Then we draw him listening to a Brunswick. What do you think of our pictures?"

The blotters are illustrated also with text that is brief and clever. One, for example, shows the bald and enlarged head of a "high-brow." Across the spacious brow is the word "Incite." The text reads: "The other day a highbrow was listening to Brunswick phonographs. We played an operatic record and he remarked, 'that is soul-stirring.' After he went we looked in the dictionary. 'Soul' is the immortal spirit of man and 'stir' is to 'incite.' So—if you buy a Brunswick phonograph you must expect to have your immortal spirit incited." Not a bad phrase.

Just Marking Time

No effort is being made by the Mooney-Mueller-Ward Co., Pathé distributor, to develop new business pending instructions from the main office regarding the work of reorganization, according to C. S. Dearborn, manager of the Pathé department of the company. He says, however, that the sales of machines and records are keeping up well on past efforts. No new machines are being bought for distribution.

Installs Gabel Automatic Entertainer

A new Gabel Automatic Entertainer has been installed in the talking machine department of the Binkley & New store, this city, by the Central Music Co. Under an agreement with the company installing the machine the latest releases of Gennett records will be provided each month.

Sonora Dealers to Meet

The annual State convention of Sonora deal-

ers will be held in the Lincoln Hotel October 11, according to Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co. Responses so far to notices of the meeting indicate a record attendance, Mr. Mayer reports. Among the speakers for the occasion will be George E. Brightson, president of the Sonora Co.; Frank J. Coupe, vice-president and sales manager; George J. Corrigan, manager of the inspection department of the factory; G. B. Moxeley, vice-president of the Kiefer-Stewart Co.; O. C. Mauer, manager of the sundries department of that company, and Mr. Mayer. The convention will be an all-day affair, with a buffet luncheon at noon and a banquet at night. A musical program of unusual excellence has been arranged.

Kimball Upright Models Popular

A return to popularity of the upright models is a feature of the Kimball business, according to C. F. Kahn, of the Capital Paper Co., Kimball distributor. Mr. Kahn says that in his estimation the console models have ceased to be a fad and have become a staple which always

will be in demand. He reports trade to be brisk over the territory, with new dealers being signed up each week.

Paramount Music Shop Opens

Frank and Harry Williams, formerly associated with the Stewart Talking Machine Co., have opened the Paramount Music Shop at Massachusetts avenue and Walnut street in Indianapolis. They are featuring records and player rolls.

The Pierian Phonograph Mfg. Co., of Goshen, Ind., has filed a decree of dissolution with the Secretary of State.

WILLIAMS CO. PLANS EXPANSION

ZANESVILLE, O., October 6.—With the expanding of the store of the Williams Co., of this city, which will take place soon, the Victrola department has been moved to the rear of the main floor, where it will be operated in the future as a separate section, L. H. Williams, head of the concern, announced this week. New lines will be added and the present stock greatly increased, Mr. Williams said.

HARPONOLA

THE PHONOGRAPH WITH THE GOLDEN VOICE



The New Line is
Making Record Profits
for
Dealers and Jobbers

If you have the organization, we should get together, for the Harponola Proposition is a sure-fire money-maker for Jobbers and Dealers.*

The handsome new models in both Consoles and standard designs are winning friends everywhere because there is more than beauty in the Harponola—

—The cabinet work and finish are unqualifiedly high grade.

—The mechanical units are thoroughly dependable.

—The tonal design is scientific, resulting in a rich and sweet reproduction of exceptional volume.

*NOTE—If you have never sold talking machines, but are considering it, we'll show you exactly how, along safe and successful lines.

THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President

COTTON FLOCKS

..FOR..

Record Manufacturing

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



The Diamond Juvenile Console

A Real Musical Instrument for Children

Cabinet is substantially made of selected hardwoods and veneers—24 inches high, 14 inches wide and 28 inches long.

Finish is beautifully enameled in gray, blue and ivory. Grille is in blue or old rose silk.

Motor is by Heineman—cut gears, cast frame, fully guaranteed. Removable motor board.

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records of 10 inches or smaller. Particularly adapted to children's records such as Bubble Books.

List Price, \$25 each
Pacific Coast—\$30 each

For Positive Holiday Delivery Place Your Order Now!

The Diamond Record Service Rack Sells More Records



Made with 2 sections, one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in record time. Overcomes breakage. Hangs on wall. Keeps booth neat.

No. 1 size (illustrated) 27½ inches high, 9½ inches deep, 16 inches wide. Gray or ivory—\$5. Mahogany—\$6.

No. 2 size 27½ inches high, 9½ inches deep, 28 inches wide. Gray or ivory—\$7.50. Mahogany—\$9.

FROM the flood of orders we have been receiving, we deduce that several hundred dealers count on a big holiday business in Diamond Juvenile Consoles.

Many of these orders are first and second "repeats" from dealers who have proved the profit in this wonderful little machine during the past few months. *The Diamond Console has shown a brisk turnover!*

How much faster will this practical and inexpensive little instrument sell during the holidays? For positive holiday delivery, we suggest that you place your order now.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd St., New York **Factories: Oswego, N. Y.**

DIAMOND DISTRIBUTORS

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.
Consolidated Talking Machine Co.
227-229 N. Washington St., Chicago, Ill.

Cabinet & Accessories Co.
145 East 34th St., New York
Munson, Rayner Corporation
315 So. Broadway, Los Angeles, Cal.

Al Jolson on one side with Van and Schenck on the other make a combination record—A-3694—that will sell like peanuts at the circus. Jolson's act is a pippin—"I'll Stand Beneath Your Window Tonight and Whistle." It is Jolsonian to the last note.

Van and Schenck's skit is about as clever as they come. They pull a novelty "blues" stunt that is positively contagious—"When You and I Were Young Maggie Blues".

**Columbia Graphophone Co.
NEW YORK**

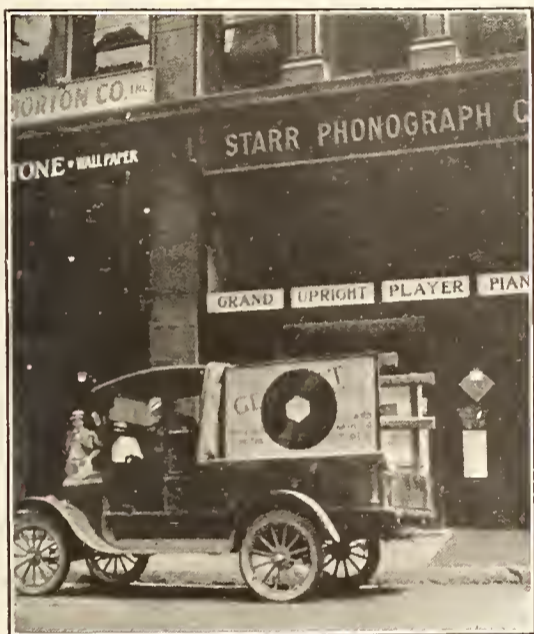


ADDS NEW DELIVERY TRUCK

Starr Distributor in Pittsburgh Adds Further to Its Facilities in That City.

PITTSBURGH, PA., October 5.—The Starr Phonograph Co., 634 Grant street, has recently added a new delivery truck to augment its services in the vicinity of Pittsburgh. The truck has two large signs advertising the Gennett records and makes a very striking appearance.

The Starr Phonograph Co. is a distributor for Starr pianos, Starr phonographs and Gen-



Delivery Truck for Starr Phonograph Co.

nett records and is managed by H. C. Niles, former advertising manager at Richmond. Its attractive new quarters on Grant street were recently opened.

FACTORY FORCES BEING INCREASED

Big Plant of Wasmuth-Goodrich Co. at Peru a Busy Spot—What President Wasmuth Says

PERU, IND., October 7.—The big plant of the Wasmuth-Goodrich Co., located here, is now working very busily and additional factory forces have been taken on. Continuance of this activity is predicted by E. M. Wasmuth, president of the company, who says:

"Our books are filling with orders and we are very busy now. Furthermore, are anticipating a steadily increasing demand for merchandise for the next three or four months. Then around the first of the year we expect to increase our line with some models that we are sure will have a very strong appeal. In my opinion there will be a good market for instruments selling at around \$175 this year and we are endeavoring to give special attention to that particular demand."

The Wasmuth-Goodrich Co. manufactures the Emerson phonograph.

Brains become petrified through disuse.

FOR A PERMANENT TARIFF COURT

Bill Providing for Creation of Non-partisan Court Introduced by Congressman Anson

WASHINGTON, D. C., October 5.—The creation of a permanent, non-partisan tariff court is provided for in a bill which has been introduced in the House of Representatives by Congressman Anson, of New York, and which would divest Congress of its tariff-making powers.

Under the terms of the measure Congress would announce the principle or basis on which the tariff should be computed, as at present, but the power to hold hearings and determine the facts, apply the principles and levy rates would be vested in the court. The members of the court would receive annual salaries of \$12,500 each, and would be appointed for life.

"Under the proposed plan," said Representative Anson, in discussing his bill, "the power of Congress would be limited to enacting a tariff law setting forth the basis of the tariff—whether on a protective basis of difference in cost of production here and abroad, on the basis of revenue, or on such other basis as Congress may determine. There the function of Congress will cease. It will then be the duty of the tariff court to apply that law after hearing the facts, as any equity court might hear the facts and apply the law in every case."

The chap who makes a great noise and fuss to impress the boss with his energy does not fool any one but himself.

NEW TOLEDO STORE OPENED

Whitney, Blaine & Wildermuth Co. Opens Attractive New Headquarters—Many Ohio Convention Visitors Attend Opening

TOLEDO, O., October 3.—One of the interesting features of convention week was the formal opening of the handsome new piano and talking machine showrooms of the Whitney, Blaine & Wildermuth Co., at 622 Adams street, in the heart of the business section of the city.

The new store is on the second floor and occupies a space 100 by 40 feet, attractively decorated and well lighted. The main space is given over to the piano stock, but liberal provision is made for the display and demonstration of talking machines and records, four sound-proof, well-ventilated booths being provided.

In the piano and player line the company handles the M. Schulz, Werner, Acoustigrande, Boardman & Gray, Laffargue and other makes and contemplates opening a special parlor for a line of reproducing pianos. In addition to pianos, Victor talking machines and records and Q R S music rolls are handled.

D. M. Blaine is president of the company, H. C. Wildermuth, treasurer, and F. H. Ridley, secretary. Before moving to the present location the company was located at 320 Superior street.

A large number of convention visitors attended the opening and inspected the new quarters.



Superior Tone Quality

Bell Hood Needle

does it

Most natural tone reproductions


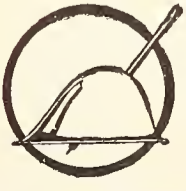


Try your favorite record with a Bell Hood Needle

Plays Many Times Without Changing

Now selling at 15 cents per package

BELL HOOD NEEDLE COMPANY

183 Church Street, New Haven, Conn., U. S. A.

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface



Extra Heavy
Size—1½ in.



7/8 in.



¾ in.



5/8 in.



½ in.



3/8 in.



Reg. U. S. Pat. Off.
No. 995748 which will
be strictly enforced

Furniture Footwear *Adaptability*

If a furniture footwear device does not suit all types of floors (covered or uncovered) parquet, hardwood or just a plain floor it is a detriment.

DOMES of SILENCE

give satisfaction whether used on covered or uncovered floors.

They have these additional qualities, which ordinary devices do not possess:

Economy
Simplicity
Silence
Invisibility
Service— Long wear.

Protection to furniture, floors and rugs.
The perfect footwear for furniture—

DOMES of SILENCE

"Better than Casters"

Henry W. Peabody & Co.
DOMES OF SILENCE DIVISION
17 State Street, New York City

In All Your Talking Machine Orders,

Specify **DOMES of SILENCE**

F 71

*What we say above about Furniture applies also
to Phonographs*

"Sincerity and Service" Must Be the Slogan of the Salesman Aiming to Win :: By W. Braid White

Last month in The Talking Machine World I ventured to set forth the outline of a sales presentation which appeared to me to possess the elements of scientific principle, combined with practical adaptability. Of course, no standardized presentation is ever adhered to letter for letter, simply because circumstances are never exactly the same in any two cases. But all presentations, simply because they deal with what is always the same process in principle, go through the same stages. Because they go through the same stages they all emerge, finally, in the same result, which is sale. Now, when a sale has been made, in the sense that the contractual obligations have been satisfied, and the order has achieved legal enforceability, there always remains something lacking before the real conclusion can rightly be said to have been reached. For no sale is really complete until there has been created in the mind of the purchaser a sense of satisfaction.

This sounds, perhaps, like a very long way round to an old statement. But in reality it is not so at all. Only within the last few years has the understanding come among business men that no sale is really completed until there has been created within the mind of the purchaser a feeling of entire satisfaction. So long as there lingers the slightest trace of misunderstanding or of belief that any statement has been made which is not strictly true the sale is not really complete. For even if the legal obligation is both enforceable and enforced, even though the money may have changed hands, the purchaser will feel disappointed, perhaps a little angry and certainly not quite satisfied.

Like a Leak

Now, a dissatisfied customer is like a leak in a boat. One small leak does not seem to be of much importance, but if it is allowed to remain uncaulked it will ultimately founder the boat. Worse still, one leak often leads to others. One dissatisfied customer sows dissatisfaction in the minds of other customers, actual or prospective. Too many leaks founder any vessel.

In the talking machine business, then, what is the practical aspect of securing satisfaction? It lies, of course, in what may broadly be called service. But it also lies in what may equally accurately be called sincerity. Of all the many rules which have been and constantly are being given to salesmen no one is more important than the simple one which says in three words: Tell the Truth. Let the smart persons and the would-be game-beaters say what they please, this old and tried rule beats every other scheme that can be imagined or that has ever been imagined yet.

Tell the Truth

In other words, there is no gain and there is all loss in any habit of making statements which cannot be backed up. It may be said that candor will often spoil a sale. To that the answer is that no one is compelled, or even called on in the interests of truth, to put the worst face upon affairs. Talking machines need care, but no one needs to enlarge upon what will probably happen to a machine in the extremely probable event of its not receiving care. In other words, the need for care should be emphasized, but there is no call for the assumption that care will probably not be given.

Again, it is chiefly in respect of technical statements that mistakes, misunderstandings and positive falsehoods are likely to be made. There will be some who will say that the ordinary purchaser knows nothing about tone-quality and that any good salesman ought to make his machine sound so good to the prospect (by dint of what he says about it) that no matter how rotten it may actually be the prospect will

be charmed with it. This is a plausible way of putting the facts, but it is not quite true. If the prospect is satisfied there is nothing more to be said, but to talk inflated nonsense about reproduction where there is not the slightest basis even for pride in the machine makes only for the generation of a habit of lying. Now a lying salesman is not wanted in the business world of to-day.

What Is Service?

Satisfaction, however, is just as much a matter of what may be called service. Now, in the talking machine business the word service cov-

To Really Complete a Sale There Should Be Created in the Purchaser's Mind a Feeling of Entire Satisfaction

ers principally the maintenance of friendly relations with the purchaser after machine and records have been safely installed in their new home. There are several possibilities in the way of service. For one thing, it should be a rule in every store that no machine may be left overnight in its new home without the visit of a service man, who shall set it up, show the owners how to use it and give them needed instruction in the matter of handling records, changing needles, using needles of different kinds, taking care of the motor, and so on. It may not always be the easiest thing in the world, but it can be done, and where it is done as a matter of rule the effect upon the sense of satisfaction generated in the prospect's mind is highly beneficial always.

Then there is the still more important matter of securing that the feeling of satisfaction shall translate itself into the steady purchase of new records. If the machine is a good one and reproduces well there is no reason why any purchaser should be satisfied with just a dozen records or so, especially when the popular sort are all so much alike that a dozen of them are, in point of variety, hardly worth more than just one. The way to bring customers to the store is to keep up with the friendly relations by sending around a service man once a month, to inquire into the health of the machine and to find out if all is well. When it seems that early enthusiasm has slightly cooled there is the suggestion ready that some nice new records be sent out on approval. Let then a record salesman take out the package, demonstrate the music and leave behind those which the family think they would like to have. Unless the same are returned within twenty-four hours in perfect condition a bill is sent. And there you are.

There are many ways of looking at this question of service, but the fundamental principle is always that a feeling of satisfaction must be generated and maintained. When the customer is satisfied the sale is made, and both parties to it have secured their profit. Now, sales are the life blood of business, but healthy sales are the only healthy blood, and therefore so the only kind the business can afford to have. Such sales are produced by the habit, based on a thoroughly understood principle of seeing to it that the customer is first made happy and then maintained in that delectable state by sincere service carefully thought out and diplomatically applied.

RAYMOND RADIO CORP. BANKRUPT

A petition in bankruptcy has been filed against the Raymond Radio Corp., of 305 Lafayette street, New York City. It is stated that liabilities are over \$30,000 and assets about \$20,000. Jesse W. Ehrich has been appointed receiver.

RECORDING

Personal and Commercial

(TEST RECORD FREE)

DEALERS:— Keep this advertisement for future reference. You can send your customers to us with utmost confidence. We guarantee satisfaction. We are equipped to handle small personal jobs or quantity pressings in any number.

PERSONAL RATES

10-inch Records

Single-sided recording, including copper matrix and 3 finished records.....\$25.00

Double-faced recording (2 matrices and 3 finished records).....\$35.00

Extra records (single or double), \$1.00 each

50 records 55c each

100 records 50c each

If client is satisfied with wax test record and orders finished records a deposit of \$10.00 is required.

COMMERCIAL RATES

10-inch Records

Recording original wax and subsequent plating of Master, Mother and Press-Shell including 3 sample pressings...\$35.00

Recording 2 waxes and making Master, Mother and Press-Shell from each for double-faced pressing, including 3 sample pressings\$55.00

\$10 deposit for each recording.

Masters, Mothers and Press-Shells become client's property.

Special arrangement made for pressing large quantities.

J. B. ALLISON

Recording Laboratories

21 East Palisade Ave.

Englewood, N. J.

Gennett
R E C O R D S
"The difference is in the tone"



New Gennetts Out Every Week!

The charm of the Gennett Record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett.

- | | | | |
|------|---|-------|--|
| 4943 | { OOGIE OOGIE WA WA (WON'T YOU BE MY LITTLE ESKIMO)—Fox-trot.
.75 { BLUE (Clarke-Leslie-Handman)—Fox-trot
McMurray's California Thumpers | 4939 | { LOUISIAN'—Fox-trot..Meskell-Daly-Spencer
.75 { COAL BLACK MAMMY—Fox-trot (St. Helier).....Hazay Natzy and His Orch. |
| 4944 | { CALL ME BACK, PAL O'MINE (Perri-cone-Dixon)Sam Ash—Tenor
.75 { I WISH THERE WAS A WIRELESS TO HEAVEN (Manuel - White - White)
Lewis James—Tenor | 4916 | { WHILE THE YEARS ROLL BY (Lewis-Young-Austin)
.75 { FOR THE SAKE OF AULD LANG SYNE (Graff-Burns-Ball)
Hart and Bates—Tenor and Soprano |
| 4945 | { THREE O'CLOCK IN THE MORNING (Terriss-Robledo).....Billy Jones—Tenor
.75 { COAL BLACK MAMMY (Cliff-St. Helier)
Ernest Hare—Baritone | 10065 | { COME WHERE MY LOVE LIES DREAMING (Foster)
Henry Moeller and Male Chorus
.90 { THE SUNSHINE OF YOUR SMILE (Cooke-Ray).....Henry Moeller—Tenor |

THE STARR PIANO COMPANY, Richmond, Indiana
 New York—Chicago—Los Angeles—Birmingham—Detroit—Cincinnati—Cleveland—Indianapolis
 London, Canada

FORM MAYER BROS. & BRAMLEY, INC.

New Firm Will Manufacture Fischer Phonographs—Sidney N. and Julian T. Mayer Also Principals in Roth Bros. Piano Co., Inc.

With the passing of J. & C. Fischer, Inc., into the hands of the American Piano Co., on October 1, comes the announcement from Sidney N. Mayer of the organization of the firm of Mayer Bros. & Bramley, Inc., with offices and warerooms at 417 West Twenty-eighth street, New York. This company will continue the manufacture and merchandising of Fischer phonographs.

Mr. Mayer in a letter sent to the trade recently also states:

"We will continue, however, as the sole export sales representatives for the Fischer pianos throughout the world for the American Piano Co. We also control the trade-mark 'Fischer' as applied to phonographs and will continue the manufacture and sale of Fischer phonographs.

"To provide for these and other activities there has been incorporated Mayer Bros. & Bramley, Inc., office and warehouse, 417 West Twenty-eighth street.

"Wholesale and retail connections with the piano industry will be maintained by the Roth Bros. Piano Co., Inc., controlled and directed by Messrs. Mayer."

REMODEL THE PHONOGRAPH SHOP

San Francisco Talking Machine Home to Have Attractive New Quarters—System of Handling Records a Feature of New Store

The Phonograph Shop, which handles the Victor and Sonora lines at 109 Stockton street, San Francisco, Cal., has been completely remodeled and a formal opening of the new store will occur the middle of this month. Very decided changes have been made in the equipment. Carpetings and furnishings are complete throughout and the entrance and show windows have been decidedly changed to give the entire store a more refined and roomy appearance.

The system of handling the Victor and Vocalion red records has also been changed very materially, which will also aid the service given the patrons.

An entire new scheme of decorating will be adopted and the method of lighting the individual record rooms will be with pedestal lamps instead of the customary ceiling lights.

A very material increase in business is expected to result on account of these substantial changes, both in equipment and environment.

SPECIAL JEWISH RECORDS SHIPPED

Victor Talking Machine Co. Announces Shipment of Three Special Jewish Records

CAMDEN, N. J., September 25.—The Victor Talking Machine Co. recently made an immediate shipment to jobbers of several special records for October. These records are recorded in Yiddish. First is a recording of Yiddish folk songs, by Cantor Hershman, and the other records are of equal quality. The special record list follows: 68598 (Indigitate), In Cheder'l, Cantor Mordechay Hershman; A Dudele, Cantor Mordechay Hershman. 73489 (Jejuadeiro), Hamavdil (fun "Der Rebitzin's Tochter"), William Robyn; Gott, Far vos Shtrufst Die Deine Kinder?, William Robyn. 73488 (Jejentet), Ich Benk a Heim—Part 1, Ludwig Satz; Ich Benk a Heim—Part 2, Ludwig Satz.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

G. E. CATER RETURNS FROM ABROAD

Visits Columbia Headquarters on Arrival From Extended European Trip

An important visitor to Columbia headquarters last week was George E. Cater, Jr., of the George E. Cater Furniture Co., Columbia dealer at Anniston, Ala. Mr. Cater arrived in New York after an extended trip in Europe, visiting principal cities there, and had a most enjoyable vacation. Being actively interested in Columbia products he stopped long enough in New York to pay a visit to Columbia headquarters, talking over plans and general business activities pertinent to retailing of Columbia Grafonolas and records. Mr. Cater spent considerable time in the Columbia Dealer Service Department and left for home after a three-day sojourn in New York.

Another visitor to Columbia headquarters last week was Edgar Newman, manager of the Grafonola department of the Maison Blanche, the largest department store in New Orleans, La. Mr. Newman is a very enthusiastic Columbia booster, and he reports that business during the past few months has been very satisfactory and all indications point to a very healthy Fall and Winter demand.

THERAPEUTIC VALUE OF MUSIC

Interesting Experiments by Professor M. Boguslawski, of Chicago Musical College

Experiments on therapeutic value of music are being conducted by Professor Moessaye Boguslawski, head of the piano department of the Chicago Musical College, at Bellevue Hospital, New York, and at the Cook County Asylum, Dunning, Ill. In commenting on his experiments Mr. Boguslawski says that he first tries to learn from the patient what sort of music is liked best, and he then analyzes the reasons for the preference. In cases where no preference is shown he subjects the patients to four groupings, namely, nursery melodies, melodies of the schoolroom, songs of romance and adventure, and national anthems and dances. He states that most patients seem to fall under one of these groupings and points out the merit of music in the treatment of the sick, as well as its value as a supplement to surgery.

A salesman who has the happy faculty of making boosters of his customers is a business builder.

MEMPHIS DEALERS GO AFTER SALES

Stage Interesting Features to Attract Trade—Fine Exhibits at Tri-State Fair

MEMPHIS, TENN., October 7.—Talking machine dealers in this city and vicinity have enjoyed a fairly good business during the past month, due to the fact that they have staged many interesting features and are energetically going after the sales. The Tri-State Fair, which opened its fourteenth annual meeting here late in September, drew a crowd of more than 100,000 people, and talking machine dealers spared no effort in getting any benefits to be derived from this event. A number of local dealers had very imposing booths and their handsome displays attracted considerable attention.

Bry's music store has just completed the remodeling of its establishment. A special entrance has been constructed from the Main street side to the basement, offering more efficient facilities for handling customers.

The music department of Goldsmith's has installed a radio, and weekly concerts are staged. New booths for the display and demonstration of Brunswicks and Victrolas have been installed, and the Misses Levy and Sturgeon, who are in charge of the department, are kept busy supplying the wants of customers.

TAKES OVER GOETZ & CO. BRANCH

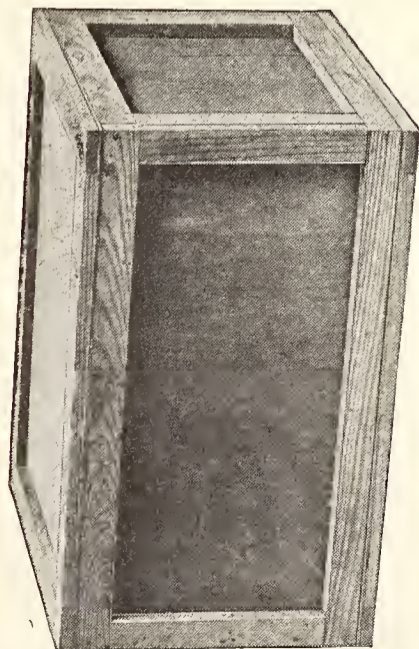
William Ackermann, Former Secretary of Company, Purchases Far Rockaway Store

FAR ROCKAWAY, N. Y., October 5.—The local branch of Goetz & Co., located at 698 Central avenue, has been taken over by William Ackermann, former secretary of the company. Mr. Ackermann was connected with Goetz & Co. for thirty years and has a broad experience in the retailing of musical instruments.

This is one of the finest music stores in this section of the State. A large assortment of musical instruments, pianos, player-pianos and Sonora talking machines comprise the stock of the company.

NEW AEOLIAN MANAGER IN DAYTON

DAYTON, O., October 10.—Chester Anderson has been appointed manager of the Aeolian Co. branch in this city. He is a well-known piano man and was formerly head of the Anderson Piano Co. in this city.

EMPIRE PACKING CASES

3-Ply Veneer cross-banded and reinforced with clear pine cleats. Adopted as the standard case for the shipment of phonographs.

Quotations Made Upon Request.

Empire Manufacturing Co.
GOLDSBORO, N. C.

CLARK MUSIC CO.'S FINE STORE

Clark Music Co., Well-known Syracuse Music House, Completes Construction of Artistic Warerooms—Many Features Installed

SYRACUSE, N. Y., October 9.—The Clark Music Co., located in the Clark Music Building, 416-20 South Selina street, this city, has just completed the new addition to its store in that building. The new quarters are unique in that they are only 110 feet long and not very wide; mirrors placed along the entire left wall give the effect



Clark Music Co.'s Talking Machine Department of a room twice as large. The Clark Music Co. has also taken advantage of the fact that nightly hundreds of people attending the Keith Theatre immediately adjoining spend the intermission of ten or fifteen minutes in a court in the rear of the store. Large windows have been placed in the rear so that these people may see the Victrolas and other musical instruments exhibited.

Another feature of the establishment is the lighting system. The new Duplex arc light is used and this is ideal for store illumination purposes because of its even diffusion of light. The main display room and ten Victor display booths are finished in old ivory. A complete stock of records and Edison Re-Creation and Edison machines are displayed in an adjoining part of the store, the entire scheme being most attractive.

OTTO GRAU BUYS AEOLIAN BRANCH

Arrangements Completed by W. H. Alfring for Transfer of Cincinnati Aeolian Branch to Otto Grau Piano Co. Beginning October 1

CINCINNATI, O., September 30.—The development of most recent interest among local piano dealers is the transfer in its entirety of the stock of the Cincinnati branch of the Aeolian Co. to the Otto Grau Piano Co. The deal required some time for completion and will become effective October 1. W. H. Alfring, head of Aeolian interests, is now in Cincinnati to close this deal.

Under the terms of the agreement the Otto Grau Co. will take over for regular sale all lines of Aeolian player-pianos, Duo-Art pianos, Vocalion talking machines and records. The Grau Co. at the same time will dispose of its agency for all other makes of reproducing pianos, including the Ampico and the Chickering, which the Grau Co. not long ago added to its stock. In addition, the Grau Co. will make purchases of all Aeolian lines, much of this stock to be supplied fresh from the Aeolian factory.

The completion of this deal represents a combination of the experience of twenty years or more in the piano trade in this city. During that time the Otto Grau Co. has steadily grown and developed, and it was not until the Aeolian Co. was convinced that its interests could be taken care of with efficiency and energy that a deal which involved the closing of its branch store here was considered.

The agreement does not include the taking over of the lease held at 25 West Fourth street by the Aeolian Co. Although no disposition of this lease actually has been made, it is the plan to sub-rent the property until its expiration. Many Aeolian employees will be taken over by the Otto Grau Co. and will continue in their present positions with that concern.

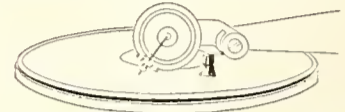
The fellow who plans ahead of his competitors is usually winner in the race for business.

*Ask to see
The*

**IEGO
BRUSH**

**CLEANS RECORDS
WHILE PLAYING**

*INCREASES THE TONE
PRESERVES THE RECORD*



Needs No Attention

THE STURGIS NOVELTY WORKS
218 CENTRAL BLDG.~ROCHESTER, N.Y.

A NOVEL TALKING MACHINE

An unusual talking machine made from a large open log is described in the current issue of Popular Mechanics. The log, which is hollowed out, serves as the talking machine cabinet. The interior is lined with aluminum and on the top of the cabinet is a hinged cover which houses the mechanism of a high-priced talking machine. As in the ordinary upright cabinet, the lower part is used as a receptacle for records. Around the cover and base two polished brass bands add to the appearance of the instrument.

Love for work may be cultivated where it does not exist.

BEST IN THE LONG RUN

Like a good auto tire, DeLuxe Needles are far the best in the long run—No bother of changing needles every few records. Always a Clear, Mellow Reproduction of Tone.

Always Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Plays 100—200 Records

Three for 30 cents



Full Tone



Medium Tone

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

S A I N T L O U I S

Demand for Console Models Main Feature of Trade—Dealers Suffer Console Shortage—Lehman Store to Have Formal Reopening

ST. LOUIS, Mo., October 7.—With the return of Summer vacationists there has been an improvement in the demand for talking machines, particularly console models, but real activity is, to a large extent, still more of a promise than an accomplishment. Consoles continue to have the call, as against the uprights, and the entrance of cheaper models of consoles as a recognition of the demand has met with marked response. There is a growing inclination on the part of owners of uprights to trade them for consoles, which exchanges dealers are willing to make on terms fair to both, provided that they have sufficient stock of these instruments.

In the case of Edisons there has been some difficulty on this score. There is a scarcity of the popular-priced Edison consoles, priced at \$135 and \$175, which has made it difficult for the Silverstone Music Co. to supply its straight-purchase customers. In some instances it has been necessary to put in upright models temporarily until the console orders can be filled.

There is no present indication of fulfillment of the prophecy made several months ago that there would be a reaction this Fall toward uprights. The record business continues in better condition than the machine business, but the latter is constantly improving and is expected to be normal in a short time.

Plan Formal Reopening of Lehman Store

The Lehman Music House, at 309 Collinsville avenue, East St. Louis, has been so completely remodeled that Fred Lehman, the proprietor, and other members of the organization feel that they have a new store. Fourteen talking machine booths and four player-piano booths have been installed by the Unit Construction Co., of Philadelphia. They are all sound-proof and the finish of the booths and of the rest of the interior is in ivory. The store now has six more booths than before. The work for the Unit Co. was in charge of Mr. Montgomery, of Chicago. There will be a formal opening the second week in October.

Fred Lehman, proprietor of Lehman's Music House, has been attending the annual meeting of the Retail Merchants' Association of Illinois, of which he is a director.

Consoles in Demand, Says A. W. Hosier

Manager A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says there is such an improvement in the demand for consoles that he anticipates a tremendous business in these instruments the coming Fall, provided the car shortage does not prevent getting adequate stock.

F. S. Horning Optimistic

Frank S. Horning, new manager of the Stix, Baer & Fuller talking machine department, says September shows a substantial improvement in business and he looks for a big Autumn trade. He says 60 per cent of the business this year is in consoles. The radio department will be developed under his management. Although there has been a lagging of interest in radio during the Summer, he anticipates a great revival in it as soon as Winter forces people to spend more time indoors.

E. D. Follin a Local Visitor

E. D. Follin, supervisor of the Widener Shops, Inc., was in St. Louis a few days with Manager H. J. Arbuckle, of the local shop. He has been on a tour of all the stores. He found conditions here very satisfactory, with business getting better every day, as Manager Arbuckle expressed it.

P. A. Starck in New Home

The P. A. Starck Piano Co. is now in its new store at the southeast corner of Eleventh and Olive streets, where it has an attractive arrangement of talking machine space.

News Gleanings

J. W. Parkhurst, of Blytheville, Ark., was a local visitor recently and placed his Fall order

for Edisons. R. N. Monaghan, of Gillespie, Ill., was another Edison dealer here recently.

The Baldwin Co. has been making a window display of golf sticks, advertising Chick Evans' ten golf lessons on Brunswick records.

Paul Gold, who formerly conducted the Edison Phonograph Shop, Memphis, Tenn., which has gone out of business, has been appointed retail manager for the Silverstone Music Co., succeeding J. A. Schlichter, who resigned to take a position with the Meyer Bros. Drug Co.

J. M. Morrison and G. Manning, of the Edison Laboratories, have been here several weeks organizing clubs of Edison owners for the distribution of circulating records.

Miss Marian Cartwright, of the Kieselhorst Victrola department, has returned from Hannibal, Mo., where she attended the funeral of her brother.

G. P. Ellis, of the Chicago Talking Machine Co., was here the last week in September.

H. L. Coombs, sales manager of the Dodge Mfg. Co., which makes the Radiom Radio, was a visitor recently.

Earl E. Fay Pushing Starr Line

Earl E. Fay, manager of the local branch of the Connorsized Music Roll Co., which handles the Starr talking machine line, has been on a trip through the territory formerly covered by his brother, Frank L. Fay, who resigned recently to take charge of the Kansas City branch of the Weile Publishing Co. at the Jones Store Co. Earl Fay was also in charge of a display of machines, records and music rolls at the Jefferson Hotel, Peoria, Ill., in connection with the annual meeting of the Retail Merchants' Association of Illinois. He reported that the

last two weeks in September were the largest he had had at the St. Louis branch since last December. He was first on the market in St. Louis with "Call Me Back, Pal of Mine," sung by Sam Ash, and the sales the first week were more than 3,000.

Columbia Graphophone Activities

The local branch of the Columbia Graphophone Co. advises that the Davis Piano Co., of Alton, has remodeled its store and upon completion of this work will handle Columbia Grafonolas and records exclusively.

At the Jackson County Fair held recently in Murphysboro, Ill., Rolens & Millikan, Columbia dealers, furnished part of the music with Columbia Grafonolas and records. This concern also just recently closed a successful prize contest on the sale of Columbia records and they are certainly extending themselves in promoting the sale of the Columbia line.

The Columbia dealer at Hillsboro, Ill., A. W. Klar, recently purchased a new two-story building. He states that when the interior of the building is finished he expects to have a Columbia Grafonola department equal to any in his territory.

Clever Koerber-Brenner Publicity

Salespeople in the Koerber-Brenner territory have been receiving a series of brown postcards featuring the Victor record sales manual. The value of this book is cleverly set forth by one Sally Green, who, in her amusingly slangy way, shows how helpful this sales help can be if backed by the interest of the manager.

Dealers Feature Victor Artists

Each of the Victor dealers' windows in this city bear the card announcement of the Club Royal Orchestra's appearance in this city and a large picture of the leader, Clyde Doerr. Morning and evening papers carried half-page ads bearing the names of the Victor dealers who cooperated in bringing the orchestra to St. Louis. On Wednesday night a hundred dealers and sales-

(Continued on page 66)



**Wall-Kane Needles
Protect the Record**

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

Also put up in stands, cartons, etc., printed in Spanish

**JOBBERS ONLY—APPLY FOR
SPECIAL PROPOSITION**

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.



Prince's Dance Orchestra has a way of putting dreamy, drifting melody into waltz music that almost bars description. "Love's Lament" and "Thru' the Night," their latest waltz offerings, are the perfection of rhythm and tempo coupled to melodies that are of rare charm. A-3681.

Columbia Graphophone Co.
NEW YORK

HAPPENINGS IN THE ST. LOUIS TRADE

(Continued from page 65)

people were guests of the Koerber-Brenner Co. at the theatre and following the orchestra's first appearance of the evening were privileged to meet the members in the offices of the management.

Victor Dealer's Clever Stunt

Lebanon, Ill., had a home coming in September which is one of the big events of Southern Illinois. The biggest event of the day was an illuminated Mardi-Gras parade. One of the twenty-eight floats was that of W. C. Daumueller. The float was a complete living room, including davenports, easy chairs, piano-lamp and, most conspicuous of all, a Victrola 300. Girls occupying the float distributed Victor puzzles to the crowd and advertised the contest to be held at a later time in Mr. Daumueller's store. The puzzle contest was held in the Victrola department the latter part of September and was won by a fourteen-year-old girl, who

succeeded in putting the puzzle together in one minute and twenty seconds. A large number of Lebanon children entered the contest.

Use Koerber-Brenner Victor Special Display

The Wellston Talking Machine Co., one of the finest Victrola stores in this city, just completed a week of the Victrola Exposition. Many people evinced interest in the display. Mr. Coleman, owner of the Wellston store, reports a very satisfactory week.

The Spengel Furniture Co., of Highland, Ill., was another concern to use the "Victrola Exposition" originated by the Koerber-Brenner Co. for its exhibit at the Highland County Fair. With a background of white muslin, peace palms and flags, Mr. Spengel had one of the finest exhibits ever shown at the fair.

A guessing contest was conducted to get prospects' names. This consisted of a glass jar filled with Victor Tungs-tone needles. To the person guessing the nearest number of needles was given a Victor record-carrying case, filled with twenty-five Victor records. The following week

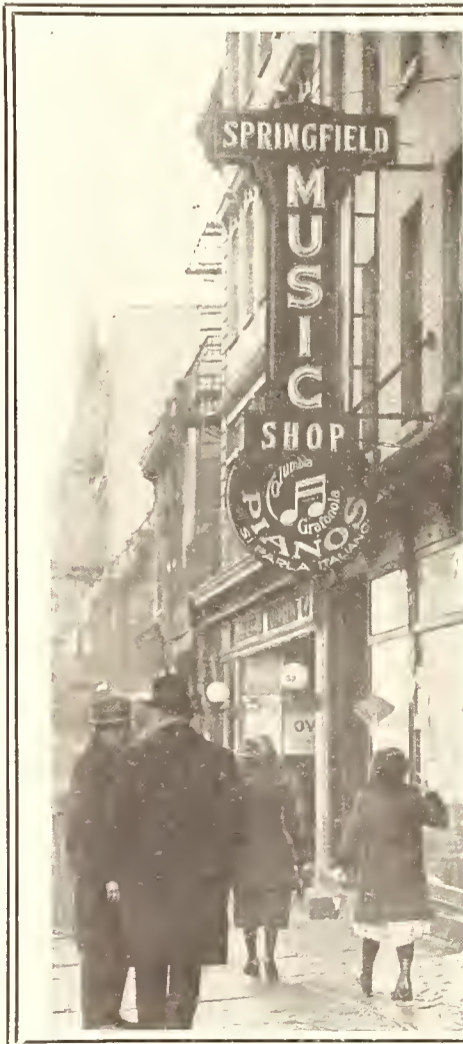
the exposition material was used by the F. S. Bulpitt Sons at the Farmers' Institute at Taylorville, Ill.

RECORD DEMAND RAPIDLY GROWING

H. G. Neu, sales manager of the Regal Record Co., New York City, says there now can be no doubt that the record business is not only returning to normal, but that the Fall season will establish some new figures for such sales. During the past few weeks the sales reports on the Regal record show that the sales are increasing by several thousand each day. Recently, in one week, the week's total showed an increase of 3,000 records a day. This was repeated by almost like figures in the following week.

WHEN ACTION IS NECESSARY

If you see that an employe is not fit for his position, it is better to pension him with his full salary than to keep him.



If You Just Knew What The Flexlume Trade Mark Stands For—

If you had been building electric signs for 15 years, putting your heart behind an idea you originated—the raised, white glass letter. If you had built up the largest corporation in the world making electric signs exclusively. If your business represented many thousands of dollars of invested capital, an organization extended from coast to coast and over seas. If your designers were the acknowledged leaders in their art, your engineers the best—

If you realized these things as we do you would understand what we mean when we say there is more to Flexlume Electric Signs than glass and metal.

Let us send you a sketch showing a genuine Flexlume for your Business.

FLEXLUME CORPORATION
36 Kail Street Buffalo, N. Y.



SOPHIE TUCKER

is back!

Sophie Tucker, America's Queen of Syncopation, has just returned from a highly successful five months' engagement abroad. Three months at the London Hippodrome and a special appearance before their Majesties the King and Queen of England, by request, indicate the extent of her popularity and success.

She returns to America with an entirely new "line" and promises to give her old admirers a treat by revealing a different Sophie, more clever, fascinating and brilliant than ever.



Soon to record more new songs

It is a mark of distinction that Sophie Tucker has chosen OKeh Records as the most faithful medium of reproduction.

She considers OKeh Records the ones best suited to convey a true presentation of her personality and style. Her thousands of admirers are looking forward to the release of her new records and her popularity affords OKeh dealers a splendid sales opportunity.

The best songs of her new repertoire will be recorded exclusively for

OKeh Records
THE RECORDS OF QUALITY

*Sophie Tucker—
"Everybody's Favorite"
—has signed an exclusive OKeh contract for a term of years.*



General Phonograph Corp.
Otto Heineman, Pres.
25 W. 45th St., New York City



The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., October 7.—Nine months of the current year have come to a close. To put it another way, three-quarters of 1922 are in the background and what has the trade to say of conditions? Well, the man, the dealer, who has hustled has no fault to find; he had a fair Spring business; a Summer business that was normal and the sort that usually is looked for during the warm months; and with the advent of Fall, dating, say, from Labor Day, he found things rapidly improving and now, as he looks ahead, he sees a very satisfactory business within easy reach. One hears the cry all around of a shortage of goods and several houses honestly claim that they have not been able to get anything like all the machines they have wanted. Such a situation as this is distinctly healthy. If the business but continues up to January the way it has already started for the Fall there will be no kick coming from anybody. Some accomplishment!

E. W. Killgore With Eastern T. M. Co.

The really important news of the month comes from the Eastern Talking Machine Co., where the recent death of George A. Dodge,



E. W. Killgore

elsewhere referred to, has left quite a void. Herbert Shoemaker, who, in the capacity of general manager, has done very effective work from the time he arrived in Boston several years ago, will continue to hold the same post, as he has proved himself a distinct asset to the company; but with him will be Edward W. Killgore, who has lately been traveling man for the Victor in the Connecticut, western Massachusetts and Rhode Island territory. Mr. Killgore is an able man, a hard worker and has decidedly made good in promoting the best interests of the Victor, and when it was decided by the Eastern Co. that some good man was essential by way of relieving Mr. Shoemaker of the burdens that for some time he had been practically carrying alone it was Mr. Killgore whom the Eastern Co. looked to as the man for the place. Accordingly, the Eastern Co. made overtures to him and

satisfactory arrangements having been made Mr. Killgore came to Boston and entered upon his new duties on Monday, October 2. His title will be sales manager.

Mr. Killgore is a University of Pennsylvania man, class of 1915, and has had experience in other lines besides talking machines. He made a record for himself in the air service during the war and he was the first man to fly over the Rocky Mountains. He also won further renown through being one of the first to carry the mails by airplane from New York to Chicago. He has been with the Victor Co. for two years and, as already stated, made an excellent record. It is understood that the company released him with great reluctance.

Edgar Stone "Up In the Air"

Edgar Stone, who is the talking machine manager of the Washington street store of the Iver Johnson Co., spent practically all of his two weeks' vacation in an airplane. He has a friend, Harland Banks, of Framingham, who had him up with him on numerous occasions, the two flying along the down-east coast to several of the shore resorts, taking in Portsmouth, N. H., then inland to Dover, that same State, and finally landing back at Framingham. Mr. Stone only returned from his trip a few days ago. If business permits of his taking a few days away within the next few weeks it is Mr. Stone's desire to fly over Mt. Washington. As he is considerable of a mechanic he is a great assistance to the expert flyer on these trips. Mr. Banks, by-the-by, was in the Canadian air service during the war and earned his Croix de Guerre from the French Government for landing within German territory.

Official Opening of Steinert Store in Fitchburg

The new M. Steinert & Sons store at Fitchburg is to be officially opened on the afternoon and evening of Monday, October 9. The store, which is handsomely and effectively decorated and furnished, is in Day street, not far removed from the former store of this company. It is in the addition to the Raymond Hotel, which has lately been remodeled and enlarged, and one of the admirable features is that the store is connected with both the beautiful ballroom and concert hall, which are big features of the hotel. Miss Velma Balcom is to supervise a recital on the afternoon and evening of the

opening day and this promises to be a feature that will attract many. The store, as before, is managed by A. D. Renz, with Miss M. D. Fenton in charge of the Victor department. It is of special interest that this Steinert store is right in the midst of Fitchburg's "Gay White Way," which, with its brilliant illumination, promises to be a great night rendezvous for Fitchburg people. Kenneth Reed, the Steinert wholesale manager for the Victor, is planning to go up for the opening.

L. K. Scott Succeeds D. S. Pope

Toward the latter part of September D. Stuart Pope resigned from F. C. Henderson's Brunswick shop, as the store at 156 Boylston street is called, and to succeed him has come from Pittsburgh L. K. Scott, who was in charge of the Henderson store in that western Massachusetts city. Mr. Scott has had a valuable experience. Before the World War he was located in Baltimore and following his service in behalf of the nation he was located in Buffalo, leaving there less than two years ago to go to Pittsfield. Mr. Scott is familiar with the details of the talking machine business and is a man of pleasant personality, which counts for much in business.

Doing Well With Columbia in Portland

The local trade was glad a while ago to welcome Jack Shaughnessy, the president and general manager of the United Music Stores, at Portland, Me., who several years ago was one of the valued attaches of Arthur C. Erisman's Tremont street establishment. Mr. Shaughnessy had been over in New York and when calling on Manager Fred E. Mann here in town he said that he was well satisfied with Portland as a place to do business in. Mr. Shaughnessy does not get down to Boston very often. Incidentally, he says there is going to be a good business in the Columbia line in his part of Maine this Fall and Winter.

New Columbia Dealer

Some new dealers in New England who have lately signed up to carry the Columbia line are the J. E. Berry Drug Co., at Farmington, N. H.; Edward H. Crie Co., of Rockland, Me.; W. H. Moore, of Woodstock, Vt.; F. E. Quinam, of Wiscasset, Me.; Frank Lech, of Bondsville, Mass.; Holliston Pharmacy, at Holliston, Mass.; S. J. Gordon, at 23 Causeway street,

(Continued on page 68)



DITSON VICTOR SERVICE

Service + Friendliness

Victor dealers who use Ditson service appreciate its friendliness. It is not merely a case of delivering the goods, but of showing a genuine interest in the dealer's business and lending a helping hand. That's Ditson policy.

Ditson Service Makes for More Sales

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



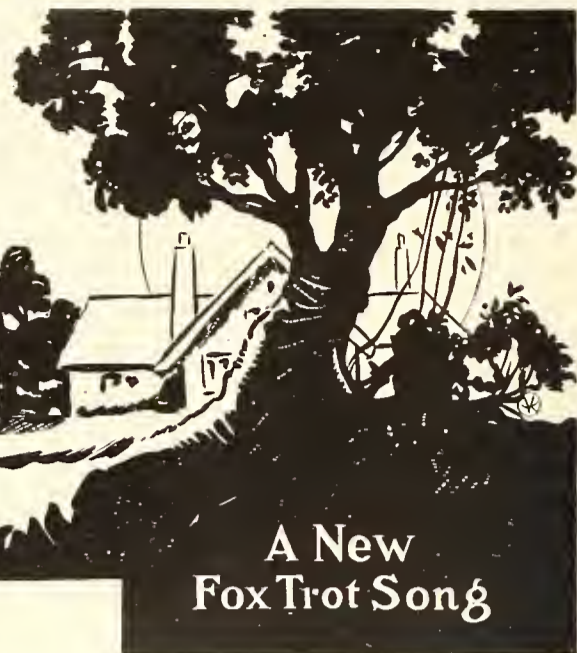
Some-where — in a cot-tage for two, We'll bill and coo — to — geth — er,

SOMEWHERE in a COTTAGE for TWO

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

HEAR IT NOW!

A New
Fox Trot Song



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

Boston; Schwartz Bros., Inc., at Norwich, Conn.; John E. Breen, at Lowell, Mass.; Jamaica Plain Music Store, Jamaica Plain, and Upham's Corner Music Store, which is located in Dorchester, Mass.

Optimistic Over Trade Outlook

Manager Fred E. Mann, of the New England department of the Columbia Co., is more than satisfied with what September did, for the month closed, he says, with the best business the local branch has had for the whole year thus far. Mr. Mann says further that everything points to a splendid wind-up for the year. The improvement is seen in both the machine and record departments. The local force has recently been enlarged to meet the needs of increasing business.

Geo. W. Hopkins Outlines Fall Plans

George W. Hopkins, vice-president and general sales manager of the Columbia Co., was in town the latter part of September, having come over to address the Boston branch salesmen. Mr. Hopkins carefully outlined the Fall sales plans, which are considered very liberal and beneficial to dealers' organizations.

Sonora Jobbers Tell of Activities

Like poor Mother Hubbard's cupboard the stockroom at the Columbus avenue quarters of the Musical Sales & Equipment Co. is very

bare just now. Manager Burke says that 700 Sonora machines were shipped out in a single week. Tom Burke, his brother, who is sales manager for the company, was over in New York last week hastening up deliveries, and Joe himself is going over soon on the same errand. The J. L. Lougee Co., in Essex street, Salem, is one of the new stores to sign up for the Sonora representation. Here a new talking machine department has been installed which will be managed by Ernest Tuck. Manager Burke reports that F. N. Joslin & Co., of Malden, who recently put in the Sonora line, sold more than 100 machines in the first six weeks.

Sales Conference Closes With Theatre Party

It was a fitting finale that was provided by the three Boston Victor jobbers for the visiting salespeople who were in town for the second of the Victor class in salesmanship conducted by F. C. Delano. Acting for the Oliver Ditson Co., the Eastern Co. and the Steinert Co., Kenneth Reed, wholesale manager for the Victor for the latter-named house, arranged for a theatre party and dinner, so on the Thursday evening before the final session he and Herbert Shoemaker and Henry Winkelmann were on hand at the Hotel Brunswick to welcome the guests. After a splendid dinner all the com-

pany went to the Colonial Theatre to enjoy "Sally." Certainly those who attended the two Victor classes can have nothing but the pleasantest memories of the way these three Victor jobbers took care of them.

A Visitor From Boston

A recent Boston visitor was C. F. Baker, president of the Baker Music Co., of Albany, N. Y., who spent several hours with New England Manager Fred E. Mann, of the Columbia. Mr. Baker has a large organization of canvassers who operate from his Albany store and who use trucks to great advantage.

Returns From Enjoyable Vacation

Miss Grace M. Crosby, who is private secretary to Kenneth E. Reed, of the wholesale department of the M. Steinert & Sons Victor department in Arch street, is home from her vacation, which was spent at that delightful spot, North Conway, N. H.

Frank Crumit Visits Fred E. Mann

Frank Crumit, exclusive Columbia artist, who is playing with Julia Sanderson in "Tangerine" at the Shubert Theatre, has been a caller at the local Columbia wholesale department, where he got a cordial welcome from Fred E. Mann. Mr. Crumit is spending all his spare time on the golf links around Boston and having the time of his life.

George W. Lyle Welcomed in Boston

George W. Lyle, president of the Manufacturers' Phonograph Corp., Inc., which handles the Strand, was a visitor to Boston the latter part of September, remaining in town several days in consultation with Arthur C. Erisman, who has the Strand for this territory.

Likes the Ancient Scotch Game

G. Frank Baldelli, of the Arch street Victor store of the M. Steinert Co., is home from his vacation, which was spent at Cataumet, down on Cape Cod, where he had his family. Baldelli became proficient in several new accomplishments while away and hereafter it will be hard to keep him off the golf links.

Norman E. Mason Returns to Post

Norman E. Mason, who met with a serious accident several months ago while attending an outing up near Lowell and who was subsequently laid up for some time, has returned to his post at the store of the Grafonola Co. of

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

Just ONE point about the Brunswick

Interior decorators of note are finding the exquisite period models of the Brunswick—such as The Beaux Arts, The Lombardi, The Oxford, The Georgian, The Gotham, The Stratford, The Cambridge, The Colonial, or The Queen Anne—valuable assets in planning a beautiful room, combining as they do authentic furniture designs with the world's supreme attainment in recorded music.

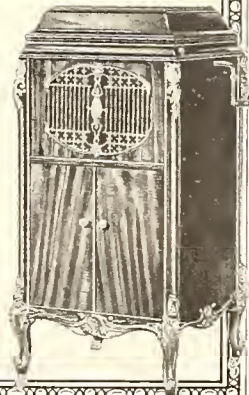
KRAFT, BATES & SPENCER, Inc.

1265 Boylston St.

Boston, Mass

New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



**"LONG QUALITY" CABINETS
"PEERLESS" ALBUMS**

Both of these well-known
accessories help to make

GOOD FALL BUSINESS

for the Talking Machine retailer.

Let Hough tell how.

L. W. HOUGH

New England Representative

20 SUDBURY STREET BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

New England and is being congratulated on all sides on again getting back into the harness of every-day work.

Presented With Handsome Scarf Pin

F. C. Delano, who lately conducted a second successful Victor class in salesmanship, was made happy by the sixty or more members of the class when at the last session they presented him with a handsome scarf pin in appreciation of what he had done for them by way of making them more efficient salespeople.

Visits the Dealers

Assistant Manager George P. Donnelly, of the Columbia forces, spent ten days out among the Maine dealers, accompanied by Salesman W. R. Ingalls. Mr. Donnelly reports having found healthy conditions everywhere with everyone looking for a quick upturn in business.

Will Cover New England Also

Walter K. Badger, New England representative of the Unit Construction Co. for the past year, is now making his headquarters at 299 Madison avenue, New York City. He has lately been appointed district manager for New York City, but will also cover the New England States as heretofore.

Erisman Reports Steady Progress

Arthur C. Erisman, of 174 Tremont street, corner of Avery street, is having most pronounced success in jobbing the Vocalion records, and daily he is signing many new concerns throughout New England to handle this line. Oscar W. Ray, who is in charge of the wholesale end of the Vocalion record business for the home offices, was a Boston caller last week, making his headquarters at Mr. Erisman's office. The Strand machine, too, is meeting with marked favor in the same territory. Mr. Erisman has now had the wholesale privileges for this instrument a little more than a year, but in that time he has induced a great many New England dealers to carry it.

Mr. Erisman now has associated with him M. C. Perkins, who still continues his interest in the Perkins Music Store, which he organized in Malden several years ago.

Makes Cheney Sales on Honeymoon Trip

Stephen Colahan and his bride (Marguerite Taylor) have returned from their honeymoon, which was taken by automobile through Maine. Mr. Colahan did not let the grass grow under his feet and made his honeymoon also a business trip, visiting Portland, Lewiston, Augusta, Waterville, Bangor, Old Town, Lincoln, Holton, Fort Fairfield, Caribou and Presque Isle. At Holton Mr. Colahan was able to sign up with the Astle Music House to represent the Cheney

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Join the Eastern Family

and enjoy the exceptional service which our efficient organization is rendering to New England dealers.

Victor Wholesalers Exclusively

85
ESSEX
ST.

THE EASTERN TALKING MACHINE ©

BOSTON
MASS.

VICTOR DISTRIBUTORS

machine and at Fort Fairfield he placed the Cheney with Goodhue's, and at Bangor he arranged with the Libby & Skinner Piano Co. to handle this line. At this store Mr. Colahan gave a creditable demonstration of an expensive Cheney machine before a large group of people.

Stephen Colahan was up in Springfield the latter part of September to give a personal demonstration of the Cheney at the Eastern States Exposition, where Forbes & Wallace, of that city, had a large booth in which the Cheney was featured.

Says There Will Be a Shortage

Kenneth Reed, wholesale manager of the Victor department of the M. Steinert & Sons Co., spent several days down in Providence and Pawtucket the middle of September and found conditions very good indeed. He is going over shortly to Camden to hurry up Victor consignments, for Mr. Reed says there is bound to be a shortage of goods later and coming at a time when they are most urgently needed. He expects a very good Fall business and is sure that

the year is going to show up very well for the house of Steinert in particular.

"Ken" is prolonging his visit at Orleans, down on the Cape, until the middle of October and as the early Fall shooting is good down in that section he has provided himself with a rifle shot gun—at least that is what he asked someone to procure for him. It's surprising the game he has brought down with this unique firearm.

Increasing Vocalion Demand

Business has shown a decided improvement in the Vocalion line, according to Manager Birdsall, of Vocalion Hall in Boylston street. A very good month has been closed and Mr. Birdsall looks for a healthy and steady demand for goods from now on through the holidays.

MacInnis in Charge at Horning Co.

R. A. MacInnis has taken charge of the retail Victor store of the Frank S. Horning Co., Inc., at 22 Boylston street, from which Mr. Horning withdrew a month ago to go to St. Louis. Mr. MacInnis is widely known in the

(Continued on page 70)

"Perfection" Edison Attachments

and

"Perfection" Reproducers

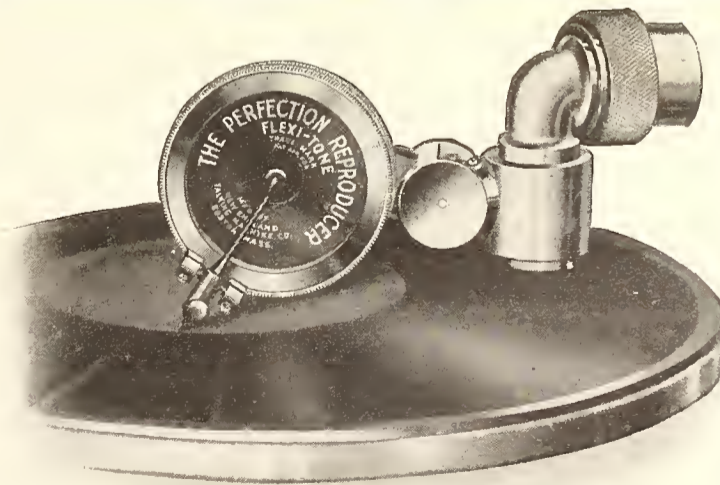
The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price, \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on New Edison Disc Machine. Retail price, \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine. Retail price, \$7.00 Gold or Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



New England Talking Machine Co. 16-18 Beach St., Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

local talking machine trade and came to the Boylston street store from the Houghton & Dutton Co., where he opened the Henderson talking machine department twelve years ago, and closed it up, as he says, for this department at the Houghton & Dutton house, as already stated in an earlier issue of *The World*, has been taken over by Widener.

GEO. A. DODGE'S DEATH UNIVERSALLY REGRETTED

Vice-president and Treasurer of Eastern Talking Machine Co. Passed Away After Month's Illness—Esteemed in Trade and Public Life

BOSTON, MASS., October 4.—The local talking machine world was thrown into a state of grief upon learning of the death of George A. Dodge, treasurer and part owner of the Eastern Talking Machine Co., which is one of the large Victor jobbing houses hereabouts. Mr. Dodge's funeral took place Tuesday from his home, 452 Chestnut Hill avenue, Brookline, and was largely attended by members of the trade as well as many of Mr. Dodge's friends, who were legion, in all departments of life, and by representatives of the Masonic fraternity and other bodies to which he belonged. Interment was in Lakeside Cemetery, Wakefield.

Mr. Dodge was a native of Ipswich, where he was born in 1866, and for a man comparatively young he had had a very remarkable and successful career. He was a tireless worker and it was his insatiate desire for always keeping busy and the worry incident to caring for his many interests that told eventually upon his health. His breakdown occurred about a month before his taking away and a rest in the mountains was recommended by the family physician. Subsequently he was taken to a hospital at Whitefield, N. H., and it was there that he died on September 20.

Among Mr. Dodge's ancestors were some who were the early settlers of Massachusetts. He first worked for a modest salary in a grocery store, devoting his evenings to the study of music. At the age of twenty-one years he was in business for himself in Boston, buying and selling whalebone, and eventually he became closely identified with this business. Twenty years ago he turned his attention to the promotion of Summer parks and was one of the prime movers in organizing Steeple

Chase Park at Nantasket Beach, which subsequently became Paragon Park, one of the best-known of the shore resorts on the Eastern coast. About 1913 Mr. Dodge acquired the Hotel Pemberton and Pemberton Inn property at Hull, which is a continuation of Nantasket Beach, and these in time became splendid paying properties under his management. Several years later Mr. Dodge started the Georgian in Park Square, which was a large eating place, and this continued prosperous until prohibition caused Mr. Dodge to relinquish the property.

In October, 1918, Mr. Dodge turned his attention to the talking machine industry; for with the disposal of the Georgian he had noth-



The Late Geo. A. Dodge

ing especial to enlist his attention during the Winter months, and from the day he acquired the Eastern Co., which then was located in Tremont street, he gave a great deal of attention to the business. He had offices in the upper floor of the building that later became the Tremont Talking Machine Co. when this became solely a retail store, for, deciding to devote the Eastern Co.'s entire attention to the wholesale end, the business was moved to Essex street, where it now occupies the whole of the second floor.

To the talking machine trade Mr. Dodge was affectionately known as "G. A.," and his genial personality and generous nature made for him

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

many friends in various walks of life. His friends in Hull, for which he had done much to advance its interests, wishing a few weeks before his death to give him special honor, urged him to allow his name to be used as a candidate for the legislature from the Third Plymouth District, which included the towns of Hull, Colhasset and Hingham, but he did not get the nomination. Mr. Dodge is survived by his widow, a son and a daughter.

OPENING OF SCHWARTZ BROS. STORE

NORWICH, CONN., September 28.—Several thousand people attended the opening of the new store of Schwartz Bros., Inc., in this city, which took place the middle of the month. Manager Fred E. Mann, of the Boston Columbia branch, was present and in fact acted as master of ceremonies at the evening exercises, at which time some of the leading officials of the city were present. Schwartz Bros. is one of the finest furniture stores in Connecticut and the new building, in which an exclusive Columbia department has been installed, cost \$200,000. This department is under the management of L. H. Webber. Abner Schwartz, the president of the concern, and all those immediately associated with him were heartily congratulated.

COLUMBIA AT SKOWHEGAN FAIR

SKOWHEGAN, ME., October 2.—J. D. Symons, the enterprising Columbia dealer in this city, had an extensive exhibit of the Columbia product at the Skowhegan Fair the latter part of September. Supervisor Peter McIneeny, of the Boston branch dealers' service, was present to assist Mr. Symons.

LUSCOMB IN CHARGE IN NEW BEDFORD

NEW BEDFORD, MASS., October 2.—Russ H. Luscomb, for a number of years located with the Boston branch of the Columbia Co., has accepted the management of the talking machine department of the New Bedford Dry Goods Co. of this city. Mr. Luscomb is a man of wide experience in the talking machine industry.

A BUSY WORCESTER HOUSE

WORCESTER, MASS., October 3.—Widener's Grafonola Shop here, of which Mr. Kennedy is the aggressive and live-wire manager, reports a really surprising business. Mr. Kennedy has the assistance of Elsie Ewin, who was thoroughly trained in Columbia activities by Mrs. A. W. Graves, the record sales and stock keeping expert of the Boston Columbia branch.

The Atherton Furniture Co., of Brockton, had an exhibit at the Brockton Fair last week and its line of talking machines has been admired by a large number of people. This house has been having a fine Fall demand.

PHONOGRAPH AND PIANO ACCESSORIES

Manufacturers

LANSING KHAKI COVERS

The Pioneer Moving Cover

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

Distributors

Bradley and Plymouth Portable Machines	Piano Benches
All-in-One Reproducers	Piano Stools
Nyacco Record Albums	Piano Chairs
Universal Fixtures	Piano Scarfs
Victrolene Polish	Player Benches
Jones Motrolas	Music Cabinets
Hall Fiber Needles	Lesley's Patching
Steel Needles	Outfits
Sapphires	

The Electora for the Player Piano

TRY OUR SERVICE!

Lansing
SALES CO.

170 Harrison Avenue

BOSTON, 11, MASS.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

DENVER

Special Displays and Concerts Attract Crowds at Fall Fashion Show—Plan for 1923 Music Week

DENVER, COL., October 7.—Several Denver music houses participated in the Denver Fall Fashion Show held on September 28 and 29. Thousands thronged the streets both nights to see the special window displays. In this connection the Darrow Music Co. gave a concert both evenings which completely blocked the streets at its corner. The middle section of the Fifteenth street window was removed and put on rollers so that it could be rolled back, leaving an opening so that people on the street could hear perfectly. In this window an Emerson player-piano was placed and at the piano sat Mrs. Hebert, who plays the piano, the violin and sings at one and the same time. Preliminary to the style show afternoon concerts had been given in the window and the talking machine department took advantage of the opportunity to put in one window the new Brunswick flat-top model known as the "York." Oscar Frazier, head of this department, said he had sold several of this model upon its arrival and was certain there would be a big demand for it in the future.

Opens Concert Season

The Oberfelder concert series was opened Monday night, October 2, at the City Auditorium by Rosa Ponselle, soprano of the Metropolitan Opera Company. While in the city she visited a number of the dealers handling Columbia records, Ponselle being an exclusive Columbia artist. Several of the music dealers connected up the Ponselle concert with advertising of Grafonolas and records in the newspapers. The phonograph department of the Baldwin Piano Co. did a nice business on Ponselle records. The Darrow Music Co. sup-

plied the Knabe piano for the concert and also sold many of her records during her stay in the city.

Music Week to Be Held Next May

Denver's Music Week in 1923 will be held May 13 to 20. The City Auditorium will be reserved on these dates for Music Week activities, and out-of-town bands and choruses are being communicated with in an endeavor to extend the music week idea to the entire State of Colorado. A good idea!

Knight-Campbell Window Display

A feature window for Fall Fashion Week arranged by the Victrola department of the Knight-Campbell Music Co. consisted of a reproduction of the well-known Victor trademark. The talking machine and the dog, mounted on tiny shelves, were framed with a black curtain in the background, which lent distance to the framed scene. H. V. Huntoon, manager, reports many sales of small model machines for use by college boys in their rooms. This in turn has brought about sales of dance records. A new upright model, No. 111, which has just arrived, Mr. Huntoon is certain will be a good seller.

Records Sell Well

Kerekjarto, famous violinist and exclusive Columbia artist, was recently on the Orpheum bill here. While in the city he was taken on a trip to Lookout Mountain by the manager of the local Columbia branch. He also visited the local dealers handling the Columbia: J. H. Blinn, manager of the talking machine department of the Baldwin Piano Co., reported quite a sale of Kerekjarto's records. Mr. Blinn, handling the Sonora and Columbia for the Baldwin Co. for the last four years, says September was the biggest month yet in the sale of machines. His records show a 64 per cent increase over September a year ago and 30 per cent of the business was cash.

Brieflets

Miss Riley has been added to the clerical force of the record department of the Darrow Music Co. in this city.

E. P. Hagemeyer, of the Baldwin Piano Co. local office, was called to Cincinnati, O., by the death of his father, A. P. Hagemeyer, treasurer of the Baldwin Piano Co.

Manager A. W. Mason, of the phonograph department of the Daniels & Fisher Stores Co., reports a better sale of Sonora machines during the past month. The flat-top model is proving very popular.

Business with the talking machine department of the Charles E. Wells Music Co. was better for the past month than for the same period a year ago, says Manager Thompson. The new model "York" Brunswick is bound to take well, he says. Mr. Thompson hopes to get into his new downstairs location by November 1.

IRWIN KURTZ OPENS TWO BRANCHES

Well-known Metropolitan Dealer Plans Additional Stores in Downtown Section

Irwin Kurtz, well-known metropolitan talking machine dealer, is planning to open two new stores in the lower section of Manhattan. One branch, to be opened about November 1, will be located at 17 John street, and the other will be located at 50 Broadway, one of the busiest sections of New York City. The present store at 170 Broadway will be continued. Aeolian, Sonora, Brunswick and Columbia machines and Okeh records are handled by Mr. Kurtz.

WILSON MUSIC CO. IN NEW HOME

On October 15 the Wilson Music Co., Victor representative at Stevens Point, Wis., moves into new quarters in the recently constructed Hotel Whiting on Strong avenue. The company has occupied a temporary downtown location since last April. G. M. Farrin, manager, said now that the new quarters have been taken over the company will be in a position to expand to put into effect new merchandising ideas which he has had under contemplation since last April.

**Tone Tells
Sound Sells**



PATENTS PENDING

Reg. U. S. Pat. Office

THE Oranola

PATENTS-PENDING

No AERIAL USED

LOOP ANTENNA self-contained in artistic piano-finished cabinet eliminates any wiring by purchaser.

COMBINATION RADIO AND PHONOGRAPH

RADIO ENGINEERS universally agree that radio and audio frequency transformation of energy received is best for receiving broadcasting.

That is why we use the radio and audio frequency amplification.

NO EXPENSE has been spared to make our product the best in every detail. Having passed through the experimental stage, we are prepared to stand behind each instrument with our unqualified guarantee.

OUR TALKING MACHINE (well known as THE PERFECT TALKING MACHINE), combined with our radio instrument, provides a universal means of sound reproduction without equal. Purity of tone in ample volume without distortion makes the ORANOLA almost human.

OUR KEYNOTE is simplicity of operation. No knowledge of electricity or wireless is required.

SEVERAL MODELS listing from \$150 to \$450. Descriptive circulars and discounts on application. WIRE OR WRITE for exclusive territory proposition. DEMONSTRATIONS at our office during broadcasting periods.

ORANOLA RADIO CORPORATION
228 Seventh Avenue New York City



Those Star Spangled Nights in Dixieland

A Down South Ditty



Give me those star spang-led nights in Dix-ie - land, One glimpse of South-land is all that I de-mand.

HEAR IT NOW!

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

THE TWIN CITIES

Improved Conditions Induce Dealers to Stock Up—Foster & Waldo's Artistic Alterations—Newach Co. Makes Debut—The News

MINNEAPOLIS and ST. PAUL, MINN., October 5.—While all Northwestern industrial and commercial institutions would like to see the farmers obtain better prices for their grain and potatoes they are plodding along to make the best out of the present conditions. As a consequence there has been considerable stir in the business world and the dealers in all lines are kept stepping rather lively. The upward trend to grain prices is filling the hearts with joy as the prices are approaching the figures that the farmers think they should have to break even with the game.

Time for Dealers to Stock Up

"We have had very nice business of late," said George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., "and we hope that it will continue. We are advising our customers to lay in stocks as they may be caught short later on in the season. Whether this advice will have its effect we are unable to say at present. Just now the situation is a little uncertain, but we know that the North-

west is right and we are confident that when the industrial and other troubles are disposed of we will then certainly come into our own. In the meantime the Victrola business is holding its own in this territory."

Sonora Expansion in the Dakotas

J. E. Date and Forrest P. Conklin, of the Minneapolis Drug Co., have traveled very extensively in the two Dakotas during the past month in the interest of the Sonora phonographs and have found conditions quite conducive to good business and to Sonora sales. They are full of enthusiasm for their field and promise to make the Sonora instruments known where they never were known before.

New Edison Styles Much in Favor

Edison business is growing apace, say the reports from the office of Laurence H. Lucker, Northwestern distributor. Sales in both the wholesale and retail branches are well beyond the totals for a year ago. The Minnesota Phonograph Co. stores in Minneapolis and St. Paul have had exceptionally fine business. The

big seller is the baby console at \$175, which is making history. This model also is taking well in the country. The Edison records are showing an immense increase in sales, due mainly to the fact that the management is getting out the newest music very speedily. This policy is likely to give a great impetus to Edison record sales.

Foster & Waldo's Artistic Establishment

One of the finest talking machine establishments in the country will be completed this month by the Foster & Waldo Co., with the aid of the Unit Construction Co. Well, some go so far as to say that it will be the finest talking machine shop in the United States, which, of course, means in the world. Be that as it may, the Foster & Waldo Co. shop will be one that will command attention for years to come. The entire first floor of the quarters at 811-13 Nicollet avenue has been rearranged. The general offices, which occupied a considerable part of the floor space, has been established on a new mezzanine floor in the rear. The two big show windows have been greatly deepened and are about the dimensions of a goodly sized drawing room. The main floor will be left open with the record counter and demonstration booths arranged along the walls to form a sort of a court. There will be fifteen booths and ample record racks to carry the modern records.

The general color scheme will be cream ivory with panels of and ornamentation in steel blue. The elevator shaft and floor pillars are rendered quite inconspicuous by ornamental arrangements. The description conveys little idea of the harmonious beauty of the design and, as the saying goes, "It must be seen to be appreciated." Extensive alterations also will be made on the second, third and fourth floors and in the basement. The Unico people are certainly artists when it comes to store equipment.

Newach Piano Co. Will Handle "Talkers"

The Newach Piano Co. opened for business October 4 at 825 Hennepin avenue, Minneapolis. R. C. Newach, president and manager, is an experienced piano man and has been connected with Minneapolis houses for fifteen years. The company will have the exclusive Minneapolis agency for the Baldwin lines. A line of talking machines and records will be carried by this house in suitably arranged quarters and under competent management.

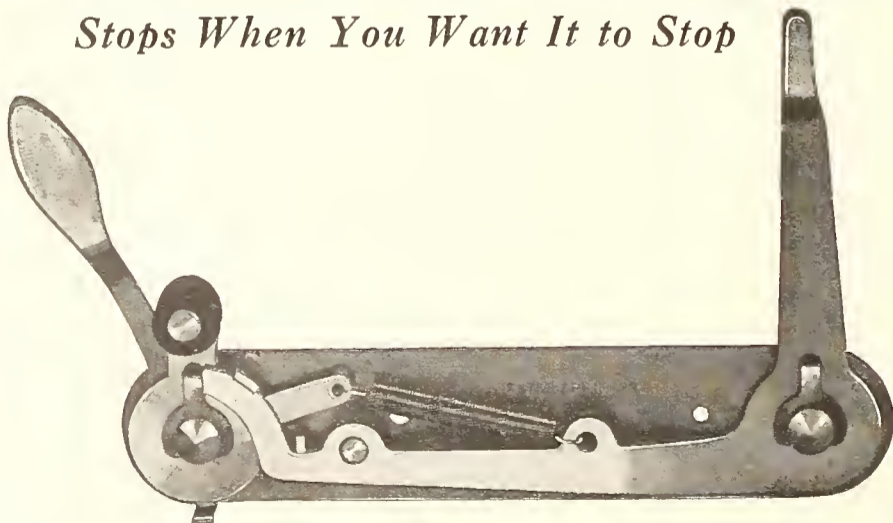
Vocalion Line Wins Favor

President C. R. Stone, of the Stone Piano Co., distributor of the Vocalion instruments and records, states that the Vocalion lines steadily are winning in favor. Road men testify that the purchasing public look upon these instruments as one of the famous phonographs.

When you think you have reached your limit make one more effort. It is the last effort, when things are bad, which often succeeds.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building Detroit, Mich.



THE ORSENIGO PERIOD PHONOGRAPH

DONATELLO DESK

*A Beautiful
Hand Painted
Venetian Creation*



It serves three purposes, equally well; as a closed cabinet it will add charm to the finest drawing room; as a musical instrument it will gratify the artistic taste of the most cultured musician; and when used as a desk it makes its final appeal to those more practically inclined. When used in the latter capacity its mechanism is entirely concealed if so desired, only its disappearing writing surface and stationery compartments being exposed.

*A Distinctive Piece for
a Most Practical Holiday Gift*

THE ORSENIGO COMPANY, Inc.

*Showrooms: 112 West 42nd Street
New York City, N. Y.*

*Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.*



M I L W A U K E E

Business Revival Is Strongly Evident—To Exhibit at Household Show—Dealers' Displays at Fair—Improving Stores—The News

MILWAUKEE, Wis., October 10.—Industrial and agricultural conditions in Wisconsin and the upper peninsula of Michigan—the trade territory of the local talking machine distributors—are important factors in the forming of the local talking machine market. The current of business revival which had set in strongly the first half of the year was met by cross-currents caused by labor troubles during the beginning of the second half, but now, with the settlement of all national strikes, business is recuperating and the earlier current of good business is well in evidence.

Wage deflation is doubtless at an end for the immediate future without its having gone as far as the deflation in prices. The cost of living, using the Bureau of Labor's figures for the past month, stands at about 166 compared with 1913, while the average weekly earnings are somewhere about 190 on the same basis of comparison. Assuming that wage deflation has stopped considerably short of price deflation, it follows that some increase of prices can be expected as a matter of adjustment. Prices are not based primarily on costs, but upon what consumers are able and willing to pay. Some can be persuaded to buy in excess of their ability and their needs, but the majority measure prices by the yardstick of their purchasing power. This is particularly true of the fixed income classes, which during all of last and a part of this year have been the mainstay of the commodity markets. Judged by the standard of ability, working men should be good buyers since wages have undergone less deflation than prices. Great expectations are entertained of farm buying on account of the abundant crops. It is true that

the crops are worth about one-fifth to one-fourth more than last year. Allowance must be made, however, for farm debts, which are still heavy. Furthermore, the price situation at present is working against the farmer. Grain prices have been declining while prices of many manufactured products important to the farmer have been going higher. This disadvantage is partly offset for after the seasonal slump grain prices will recover. On the whole it would seem that the farm market ought to be much better than it was last year, but perhaps not quite up to normal.

Collections are generally reported as fair or good. A noticeable improvement has occurred in the past few months. Easier conditions in commercial credit generally follow easier conditions in the money market, but may lag some time after. The period of liquidation is now ended and business firms are again in sound condition. Improved collections reflect these changes.

To Display at Household Exposition

The Badger Talking Machine Co., Victor distributor for Wisconsin and upper Michigan territory; the J. B. Bradford Co., dealer in the Brunswick; Yahr & Lange Co., Sonora and Okeh representative; the Edmund Gram Music House, Cheney and Brunswick representative, and the Flanner-Hafsoos Music House, Edison representative, are several of the city's prominent talking machine companies which will be represented at the annual Household Exposition to be given at the Municipal Auditorium during the last week in October. Booths are being planned and advertising campaigns by the dealers pointed to Exposition Week. A number of the companies are plan-

ning to give novel entertainments in the form of miniature dances on specially constructed revolving platforms at their booths. Other companies will give away miniature clocks with phonographs for cases, or combination phonograph-ash trays and similar souvenirs.

Eight Victor Artists on Tour

The Eight Famous Victor Artists will begin their concert tour in Wisconsin this month. The artists will present their programs in Superior, Appleton, Wausau, Eau Claire and other cities before they tour other States. Victor dealers in each city are linking their advertisement with the coming of the Victor artists. The Fox River Valley Victor Dealers' Association will hold its regular monthly meeting at Appleton on the day that the artists are scheduled to appear in that city. The Victor dealers will meet in the afternoon and give a dinner at the Hotel Sherman, at which the visiting artists will be guests of honor. After the dinner and business meeting the talking machine dealers will attend the concert in a body.

Northwestern Wisconsin Victor Dealers Meet

The regular monthly meeting of the Northwestern Wisconsin Victor Dealers' Association was held Tuesday in the Beaumont Hotel at Green Bay, Wis. H. L. Fricke, prominent Victor representative of Chicago, spoke at the meeting. Other speakers included E. D. Carroll and Henry Stoffel, of Appleton. It was decided at the Green Bay meeting to hold all future gatherings of the association in Appleton, Wis., because of the centralized location. The question of affiliation with the Fox River Valley Victor Dealers' Association was also discussed. Victor dealers of Wisconsin in every city are considering forming a strong State association.

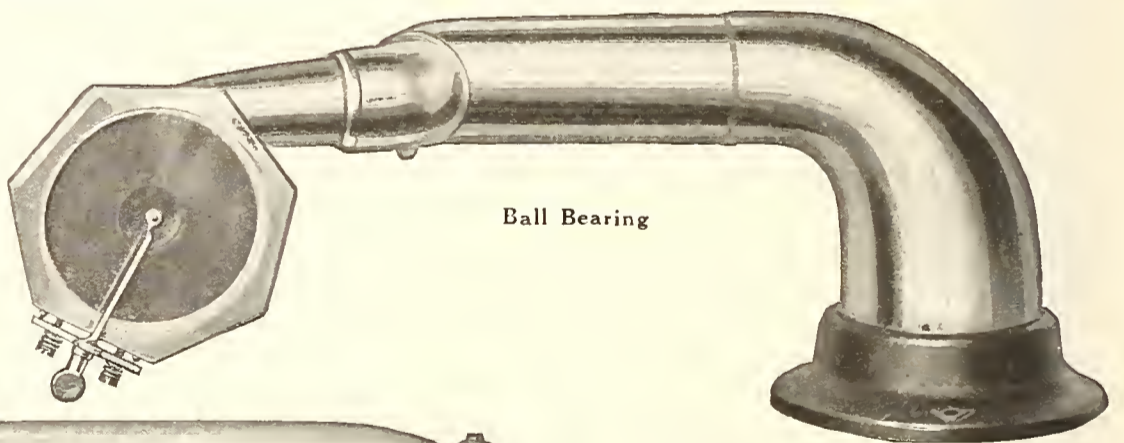
Dealers Improving Shops

A number of Milwaukee talking machine dealers are building improvements to their music shops to care for the increased trade and to prepare for a full Autumn and Winter

THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
Machines.



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.

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"

THE COLUMBIA COUNTER NEEDLE DISPLAY CASE includes a change tray. It reminds every customer to buy needles just before she picks up her change. Your Columbia Branch can furnish them at \$2.50.

**Columbia Graphophone Co.
NEW YORK**



season. Included in this class is the C. Niss & Sons Co., Edison dealer, 699-709 Third street. A three-story 70 by 150 foot addition will be built to the present store.

The Winter Piano Co. is redecorating and remodeling its Grand avenue store. H. J. Duffey, manager, and Columbia representative, stated that when completed the company will have one of the most modern and best equipped stores along "music row." New record racks and special demonstration rooms are being built. New lighting systems are being installed and the store front is being reconstructed, he said.

Other Wisconsin talking machine dealers who are making improvements are the Irving Zuelke Music House, at Neenah, Wis., and the Wilson Music Co., at Stevens Point, Wis. The Zuelke Music House is constructing new booths for its phonograph department, the largest and best furnished in the city. Additional record files and a larger and more choice selection of everything in the music line are being arranged, Mr. Zuelke announced this week. The entire interior of the building is being redecorated and new electrical lighting effects will be installed. On the completion of the program of improvements a formal opening will be held.

Dealers Exhibiting at Fairs

Talking machine merchants were well represented last month at the various county, city and State fairs given in Wisconsin. All of the leading phonograph dealers of Milwaukee were represented at the Wisconsin State Fair, held in that city. The Victor booth of the Sundet Music Co., featured by a large plaster reproduction of "His Master's Voice," was a prize winner at the Northern Wisconsin State Fair at Chippewa Falls. The W. D. Sproesser Co., Victor dealer, and J. D. Casey Co., Sonora representative, entered special displays at the Watertown Fair. Few fairs were staged in Wisconsin without an unusually large representation from the talking machine dealers in the respective cities. Most of the merchants who entered phonograph and record displays timed the launching of their advertising plans for Fall with the appearance of thousands of out-of-town visitors at the fairs.

Chickering Bros., of Chicago, manufacturers of pianos, closed a contract last week which makes the Noll Piano Co., of 1055 Muskegon avenue, this city, representative of the company in this city. The Noll Piano Co. has a large-sized phonograph department and recently set a record in console model sales.

Ready for Harvest Festival

Henry Gottschalk is head of the committee on arrangements for the harvest festival and carnival week given by the Upper Third Street Advancement Association in this city. Talking machine dealers on upper Third street are members of the Association and all officials have announced their intention of entering their windows in the special window display contest. On October 16 an old-fashioned rural parade will be formed to tour the business district of the city. Participants will be dressed as farm-

ers and will carry light farming tools, pumpkins, corn leaves and other farm produce in season. Third street, from Locust street to the end of the district, will be ablaze with lights during carnival week.

Observing Copyrights

Milwaukee radio broadcasting stations, the two largest of which are located in prominent talking machine dealer stores, unlike other stations throughout the country, are respecting the ultimatum sent out recently by the Music Publishers' Association, forbidding the sending out of copyrighted music. The Kesselman-O'Driscoll Music Co. has been granted a permit to carry on, provided that it announces before each of its nightly numbers that it is being rendered by the authority of the Music Publishers' Association. Many of the radio stations are taking the attitude that as virtually 99 per cent of all popular music, operatic selections and even the majority of hymns are subject to copyright, the ban would be a death blow to broadcasting.

Suffers Heavy Fire Loss

Joseph Goldman, talking machine merchant of South Side Milwaukee, reported to a representative of The World that the fire of unknown origin which started in the basement of a barber shop adjoining his business block and music store, destroying the basement and first floor, caused damage now conservatively estimated at \$50,000. Mr. Goldman's stock of phonographs and records was damaged only by water and smoke, he stated.

Record Flashers Popular

Record flashers, attached to a battery, to illumine phonographs and player-pianos, have been selling in unusually large numbers this Summer to vacationists who own Summer cottages and find the need of a light to prevent record scratching and the improper manipulating of player rolls, G. E. Bernecker, of the Standard Accessories Corp., declared. The accessory has so proven its usefulness that it is now in good demand for city homes, he said.

Netzow Goes In for Art

Charles F. Netzow, of the Netzow Manufacturing Co., piano manufacturer and phonograph distributor of prominence, heads a list of thirty-two business men of the city in the organization of a sketch club. The club was formed in connection with the Milwaukee Art Institute at a dinner in the Hotel Pfister this week.

New H. J. Smith Co. Officers

The H. J. Smith Music & Jewelry Co., of Racine, Wis., held a special election of officers at which Mrs. Flora D. Smith was chosen president, Henry G. Keiser vice-president and secretary and Louis E. Shaw treasurer. An active Fall campaign was planned by officials at the election.

Nationally Known as Song Leader

Frederick W. Carberry, widely known as a vocal teacher and all-around musician, Chickering and Brunswick dealer, and president of the Milwaukee Association of Music Industries, is nationally known as a leader of community singing. His ability to induce even

the most apathetic audience to join in songs has been extensively recognized and he has appeared at many national gatherings throughout the United States. Mr. Carberry has appeared in Milwaukee so often before clubs, organizations and general meetings that thousands have a personal acquaintance with him. He toured the country at one time in vaudeville. Mr. Carberry has just returned from a convention of Rotarians at Atlanta, where he led members of seventeen Southern cities in a great community songfest.

Files Bankruptcy Petition

Listing liabilities at \$110,394 and assets at \$111,268, the Mills Cabinet Co., of Racine, Wis., filed a voluntary petition in bankruptcy in Milwaukee Federal court. The schedule was signed by Almer Coe, president, and William S. Hubbard, treasurer. Listed as liabilities are unsecured claims aggregating \$69,502 and secured claims of \$31,022. Taxes due the United States amount to \$1,504 and other taxes \$6,500. Debts due to open accounts are worth \$3,600, the schedule states. Stock of cabinets is valued at \$72,798, and machinery and tools, \$34,560.

H. N. McMenimen Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484

LIGHTNING HITS

Recorded by best known artists and backed by an organization of recognized leaders in the art of recording.



EMERSON RECORDS



Domestic and Foreign

Have made their mark with thousands of dealers and in millions of American homes.

EVERY RECORD A DOUBLE HIT

Insures quick turnover and greater profits. Note the well-balanced November release.

- | DANCE | | RECENT POPULAR HITS | |
|------------------|---|---------------------|--|
| 10546 | { TRICKS (Fox-trot).....Glantz and His Orchestra
HOT LIPS (Fox-trot).....Emerson Dance Orchestra | 10538 | { DANCING FOOL (Fox-trot)
Emerson Dance Orchestra
SOOTHING (Fox-trot).....Sydney Kleefeld Orchestra |
| 10547 | { I'M JUST WILD ABOUT HARRY
(Fox-trot).....Glantz and His Orchestra
YOU REMIND ME OF MY MOTHER. (From
Musical Production "Pretty Nellie Kelly")
(Fox-trot)Emerson Dance Orchestra | 10539 | { NOBODY LIED (Fox-trot)..Strand Dance Orchestra
COO COO (Fox-trot)..Empire State Dance Orchestra |
| VOCAL | | 10540 | { THE SNEAK (Fox-trot).....Globe Music Masters
SAY IT WHILE DANCING (Fox-trot)
Globe Music Masters |
| 10548 | { YANKEE DOODLE BLUES, Tenor Solo
Irving Kaufman
HOMESICK, Tenor and Baritone
Duet.....Irving and Jack Kaufman | 10541 | { JUST BECAUSE YOU'RE YOU (Fox-trot)
Globe Music Masters
FASCINATION (Fox-trot).....Emerson Dance Orchestra |
| STANDARD | | 10542 | { GEORGETTE (Fox-trot)..Sydney Kleefeld Orchestra
PARADE OF THE WOODEN SOLDIERS
(Fox-trot)Strand Dance Orchestra |
| 10432 | { LOVE'S OLD SWEET SONG. Brass Quartet
Jules Levy, Jr.'s Brass Quartet
BLUE BELLS OF SCOTLAND. Brass Quartet
Jules Levy, Jr.'s Brass Quartet | 10543 | { CALL ME BACK, PAL O'MINE (Waltz)
Lauer's Orchestra
SWANEE RIVER MOON (Waltz)
Empire State Dance Orchestra |
| CLASSIC | | 10536 | { SOME SUNNY DAY (Fox-trot)
Samuels' Music Masters
SUNSHINE ALLEY (Fox-trot)
Samuels' Music Masters |
| 02032 XP | { L'ESTUDIANTINA WALTZ..Emerson International
Symphony Orchestra
POET AND PEASANT OVERTURE
Emerson International
Symphony Orchestra | 10530 | { THREE O'CLOCK IN THE MORNING (Waltz)
Erdody and His Orchestra
WANA (When I Wana You No Wana) (Fox-trot)
Emerson Dance Orchestra |
| 02030 XP | { DANCE OF THE FLOWER (Tschaikowsky)
Emerson International
Symphony Orchestra
SECOND HUNGARIAN RHAPSODY (Liszt)
Emerson International
Symphony Orchestra | 10544 | { OLD KENTUCKY MOONLIGHT. Sung by
Lewis James and Elliott Shaw
MY CRADLE MELODY. Sung by....Crescent Trio |
| JEWISH RELEASES | | 10545 | { MARY DEAR. Sung by.....Charles Harrison
SWEET INDIANA HOME. Sung by
Lewis James and Elliott Shaw |
| 13217 | { AS MEN SHMIERT FURT MEN.....Rubin Doktor
ICH KENN DUS NIT VERSHTEHEN
Rubin Doktor | | |
| 13218 | { FRAUEN ZINDIGEN IN MENNER OICH
Simon Paskal
GOTINIU WIEIS JOISHER.....Simon Paskal | | |
| ITALIAN RELEASES | | | |
| 12118 | { LL' AMERICA.....Ria Rosa
SURDATO NAPULITANO.....Ria Rosa | | |
| 12119 | { SILENZIO CANTATORE.....Raffaele Balsamo
SERENATA A MARIA.....Raffaele Balsamo | | |

*Write for domestic and foreign catalogs and discounts.
We still have a few choice territories open for jobbers*

EMERSON PHONOGRAPH CO., Inc.
105 WEST 20th STREET NEW YORK

CANTON, O.

Increased Sales Mark Closing of Summer—Shipments, Delayed by Rail Strike, Replenish Stocks

CANTON, O., October 6.—A substantial increase in talking machine sales for the month of September is reported by dealers of the Canton district. This situation, in spite of conditions, is most encouraging, merchants declared this week when interviewed by The World. Shipments of merchandise long delayed because of the railroad strike are now coming through with much regularity and there probably will be no further inconvenience from this source. A survey the past week would indicate that the medium-priced talking machine has the call in all makes. Collections are reported better and those of the working class who are many months behind with their talking machine payments are beginning to pay some of their arrearage.

Demand for the upright model talking machine has the edge on the console locally, but from indications this situation is due for a change within the next two or three months, dealers said. Records are showing a big improvement since mid-September and October has opened strong with all companies offering a good selection of new numbers. Industrial conditions in the Canton district continue good and plants of all kinds are operating at top speed. Orders on hand would indicate that these plants will operate steadily until after the first of the year.

Shows Big Gain for Month

A gain of 100 per cent for September over the corresponding month a year ago is reported by Manager Pyle, of the talking machine section of William R. Zollinger & Co. He says people are giving more consideration to the talking machine salesman to-day than at any time since before the war and that indications are excellent for a good Fall and Winter trade. Mr. Pyle expects that the new \$100 Console Victor Model, soon to be placed on the market, will be one of the biggest sellers in recent years.

Wille Says Business Is Fair

The George C. Wille Co., with stores here and in Massillon, experienced a fairly good month, according to Mr. Wille. "We are selling medium-priced machines and some better ones, but the volume of business is on the former," he said. Record sales with this store are on the increase. Sheet music is moving better and there is an increased demand for musical merchandise at the Massillon store, in which that shop specializes.

Interest in New Models

Victor dealers are showing keen interest in the forthcoming new Victor models which soon will make their appearance. They believe that the \$100 flat-top console model will be a factor in the trade before it is known to the public longer than a month. They also believe that the higher priced flat-top model soon to be offered by the Victor Co. will greatly help to stimulate their business.

Department Store Sales Normal

With the moderate-priced machine more in demand than ever the talking machine department of the Klein-Heffelman-Zollars Co. is enjoying very satisfactory business, though record sales are good only at times.

Anderson With Rhines Edison Shop

J. W. Anderson, for some years identified with the music firm of George C. Wille Co., has accepted a position with Rhines Edison Shop here. He was for some weeks with the Massillon store of this company.

Have Good Exhibit

A Bush-Lane grand piano, made from the stump of burl walnut that cost \$4,400 and from which several exhibition pianos were made, attracted much attention during the Alliance, O., style show in the windows of the J. H. John-

son's Sons in that city a week ago. New console models of Victor and Edison machines were also shown.

Miss Bromley to Cleveland

Miss Betty Bromley, who for some years has been assistant manager of the talking machine section of the William R. Zollinger Co., has resigned to assume a similar post with the Euclid Music Co., Cleveland. Her successor is Mrs. Ralph Dearhart, formerly of the Klein-Heffelman-Zollars Co.

Much Interest in Artists' Appearance

Much interest is manifested in the coming of the Eight Victor Artists, the opening number of the People's Music Course, in the City Auditorium. In this connection Klein-Heffelman-Zollars Co. and the George C. Wille store used a full page spread in the local newspapers calling attention to the fact that numbers on the artists' program during the Canton concert were available at their stores.

Edison Sales Grow Bigger

Rhines Edison Shop is doing an excellent volume of business on the new Edison console model, which has been on the market only a few weeks. Manager Rutledge, in charge of the local Edison store, reports that records also have shown a substantial gain this month. This store reports that many prospects secured through the medium of its display at the annual Stark county fair a month ago have made purchases during the past ten days.

Potters' Strike Hurts Business

Retail music merchants who have suffered heavily from the loss of business caused by the street car strike which has been in effect in East Liverpool for the past six months were further discouraged this week when all pottery plants in the East Liverpool district suspended operations due to a potters' strike over wage differences. The retail business of the pottery city is 40 per cent off at the present time.

L. H. Wheat, Brunswick dealer, of Newark, N. J., is preparing to move into new quarters.

USED HEALTH BUILDER RECORDS

Patricia Parmelee Talks on Physical Culture at Wanamakers With the Aid of Health Builder Records Which Are Greatly in Vogue

On Saturday, September 23, a large audience in the auditorium of Wanamaker's New York store witnessed an excellent demonstration of Walter Camp's "Daily Dozen" on Health Builder records. Patricia Parmelee, an authority, gave as a part of the afternoon's entertainment a most interesting talk on physical culture and demonstrated her discourse through the use of a set of Health Builder records. Health Builders, Inc., New York City, producer of this course, reports this, together with many other similar demonstrations throughout the country, has had a very favorable result in the increase of sales.

GENTILE BROS. OPEN STORE

KENOSHA, WIS., October 6.—The formal opening of Gentile Bros., 857 Market street, this city, recently was featured by a number of dancing girls who appeared in the windows of the establishment and danced to the tunes of Columbia records played on a Grafonola, which the concern will handle exclusively. The new store has been fitted with all modern conveniences and offers an ideal atmosphere for the selection of machines or records.

LECTURES AT SHERMAN, CLAY & CO.

SPOKANE, WASH., October 5.—A campaign in the interests of lectures to be delivered by Miss Finney, of the Victor educational department, who will make a three-day visit to this city during the latter part of the month, is planned by Miss Ethel Brasel, manager of the talking machine department of Sherman, Clay & Co. These lectures have proven of great value in stimulating interest in "talkers."

PREPARE

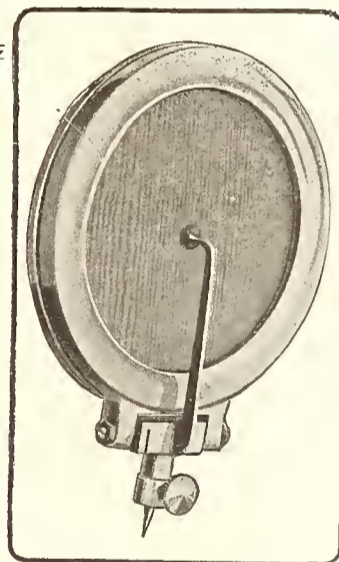
For the Demand We're Creating

A nation-wide demand for the VIOLIN SPRUCE REPRODUCER is being created by our national advertising campaign now appearing in LITERARY DIGEST.

Don't be placed in the position of losing sales waiting to decide that the public will buy VIOLIN SPRUCE REPRODUCERS. The public is buying NOW—and many foresighted dealers are making Nice Profits NOW!

The VIOLIN SPRUCE REPRODUCER is not just "another sound-box." It's the perfect Reproducer—admitted as such by leading artists, manufacturers and dealers who have tested it.

Write Us To-day for Detailed Information and Discounts



VIOLIN SPRUCE REPRODUCER

Fits any good Phonograph. Eliminates all metallic sounds. Reproduces human voice perfectly. Individualizes all instruments. Improves by use, like a violin. Not affected by dampness.

Retail Price

Nickel Plated . . . \$7.50
Gold Plated . . . 9.50

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



Violin Spruce Diaphragm



I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

SUCCESSFUL IN PERSONAL RECORDING

J. B. Allison Also Has Studied Separation in Orchestra Recording With Successful Results—Laboratory Open to Artists Who Wish to Make Test Records—An Important Move

After having studied and experimented with the development of the phonograph and the recording and pressing of records since boyhood, J. B. Allison a short time ago established an experimental laboratory at 21 East Palisade avenue, Englewood, N. J. Having become interested in this work at first more as a hobby than anything else his enthusiasm grew to the extent that he finally developed recording devices of his own which are proving to be very successful.

Mr. Allison, although young in years, has a long record of experience behind him and is also an illustrator and musician. It is through his keen appreciation of music as well as a natural musical sense that he has become successful in the recording field and he has made records for many prominent vocalists and other musicians during the past six years which have proved most satisfactory. His attitude toward the making of records summed up in his own words when he said to a representative of The World this week:

"I have been interested in and have experimented in phonography since boyhood. My laboratory is open to those who wish to experiment with various musical combinations with a view of recording them.

"It is necessary to possess a keen musical

sense in order to do good recording. I have conducted countless experiments and made hundreds of test records during the past six years in both the lateral and hill and dale type of disc recording. I believe I am able to secure results above the average in recording the piano. In the interest of this art I welcome artists to the studio for the purpose of making experimental test recordings.

"In the average orchestral records it does not seem to me there has been enough thought given to what I term 'separation' of the instruments; that is, a recording in which it is possible to pick out the various instruments in a combination of instruments, such as anyone with a musical ear can do in listening to an orchestra in real life. This has been one of my aims and I believe I have succeeded in accomplishing this."

NEW SONORA DEALER IN SEATTLE

The Seattle Music House has taken on the representation of the Sonora phonograph. This, by the way, is the second account which E. E. Graham has opened within the last thirty days. The Sonora is now sold in Seattle by three of the largest and leading establishments.

MOVES TO OCONTO, WIS.

The Elmore Veneer Co., of Elmore, Ohio, because of a shortage of raw material in that State, has moved to Oconto, Wis. Foundation for the new factory buildings will soon be completed. J. A. Atwater is superintendent.

NO LOWER PULLMAN CHARGES

Interstate Commerce Commission Refuses to Grant Salesmen's Request for Reduction

WASHINGTON, D. C., October 10.—Salesmen and others in the music trade who are on the road a great deal will be interested in the decision rendered on September 22 by the Interstate Commerce Commission dismissing the complaint of the United Commercial Travelers of America against the Pullman Company's rate increase of 20 per cent which became effective May 1, 1920. The traveling men assailed the rates as unreasonable and excessive and asked that the increase be repealed.

It was contended by the traveling men that a rate reduction would stimulate travel in Pullman cars to such an extent as to increase rather than diminish the company's revenues, but this contention was held by the Commission to be "too speculative to be accepted as a basis for condemning the rates."

MAKE EXHIBIT AT READING FAIR

READING, PA., October 10.—At the annual fair here, held under the auspices of the Berks County Fair Association, the Wittich Music House had on display a handsome Steinway grand piano, as well as a complete line of Victrolas.

The Lichty Music House had on show the Gulbransen, Estey, Weaver and Stultz & Bauer pianos, as well as the Victor line. Both exhibits attracted many persons, due to the concerts given daily by the management.

THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

Deep Full Tone

Also equipped with our regular No. 3 Reproducer if desired

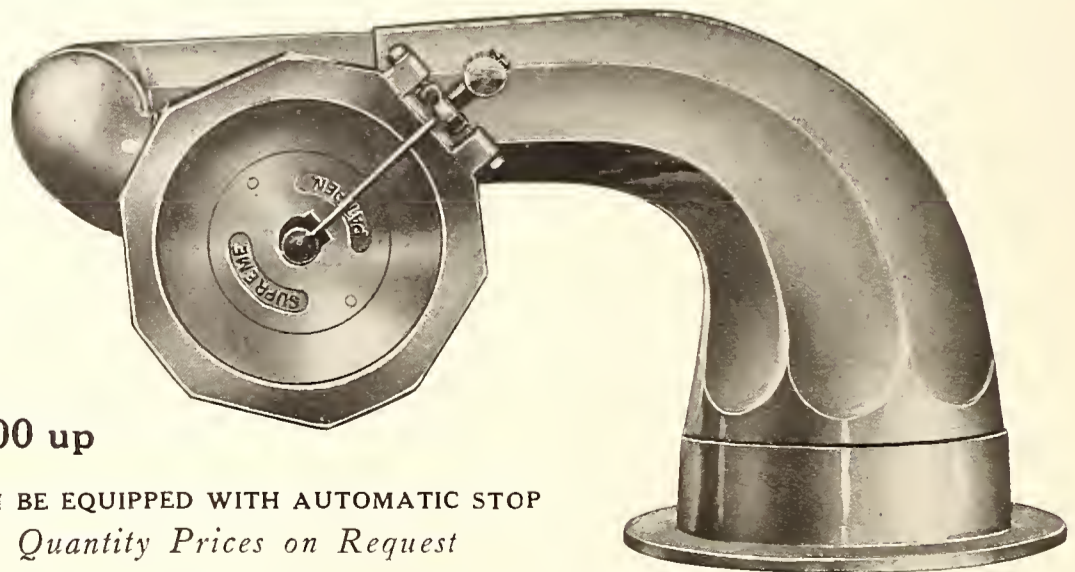
Tone Arm measures 8½ in., and 9 in. from centre to centre

Tone Arms and Sound Boxes complete from \$2.00 up

For Portables 6½ to 8 inches

CAN BE EQUIPPED WITH AUTOMATIC STOP

Quantity Prices on Request



The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

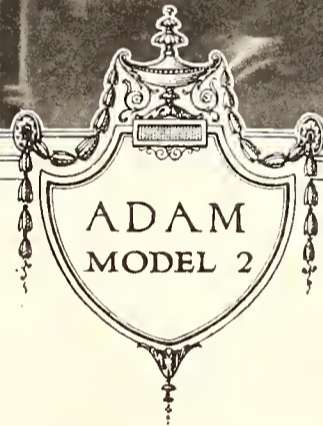
145 West Forty-fifth Street

Cable Address, "Phonoparts"

New York City



Widdicomb console phonographs in period designs have many distinctive features. The Adam model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with divided top, partitions for albums, automatic stop, and patented tone control. The Widdicomb plays all records. New prices range from \$90.00 to \$260.00



Artistic cabinet work in the most popular period styles, combined with unusual beauty of tone and faithfulness in reproducing recorded music—this twofold appeal has won for Widdicomb phonographs the confidence and esteem of the best class of merchants and buyers alike. You, too, can win the increased prestige and patronage which naturally accrues to the merchant with the Widdicomb franchise. Write today for catalog and detailed information.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

New York: 105 W. 40th St.

Chicago: 327 S. La Salle St.

Widdicomb
 PHONOGRAPH
The Aristocrat of Phonographs



There's no medicine for "blues" like a good blues record. Dolly Kay wins the handsome set of porcelain nut picks with her latest, A-3692—"I'm Nobody's Gal," from "Strut Miss Lizzie," and "Sweet Man o' Mine."

**Columbia Graphophone Co.
NEW YORK**

CLEVELAND

Salesmanship Classes Well Attended—Exhibitors at Palace of Progress—Euclid Co. Absorbs McMillin—Columbia Dealers Meet

CLEVELAND, O., October 9.—One of the biggest business-getting conferences which have ever been attempted took place in Cleveland this month, when one hundred and twenty-five retail members of the talking machine trade came to Cleveland from all over northern Ohio to attend a week's salesmanship school conducted by F. A. Delano, of the Victor Talking Machine Co. This school was brought here especially through the co-operation of the wholesalers serving the Cleveland territory, the Cleveland Talking Machine Co. and the Eclipse Musical Co.

The event was arranged and personally conducted by Howard J. Shartle, general manager, the Cleveland Talking Machine Co.; Edward B. Lyons, general manager, the Eclipse Musical Co.; F. C. Erdman, special representative of the Victor interests in this district; George (The) Deacon, of the Cleveland, and Phil H. Dorn, of the Eclipse.

F. A. Delano, head of the school, showed his students definitely not only how they could get business, but how they could keep it after once getting it. The series lasted four days, and was attended by practically 100 per cent

of those trade members invited to take part.

It was the belief of Mr. Delano and the leaders in the trade here that, with the exception of New York and Chicago, Cleveland drew the biggest attendance in these schools which the Victor interests are conducting in the different cities of the country.

A dinner dance was given by the wholesalers on the closing day of the school in the Rainbow Room at Hotel Winton. Philip Spitalny's Allen Theatre Band played and Taylor Holmes and Frances White, Victor artists, appearing in "The Hotel Mouse," were introduced to the dealers. Children from the Zimmerman Dancing Academy sang and danced. Raoul S. Bonanno, Cleveland's only Victor artist, sang baritone solos of Italian folk songs. The menu and program were equally unique in that they represented quite accurately a listing of Victor records, with funny quips about members in the trade interspersed. Howard J. Shartle and Ralph Rolan, of the Knabe warehouses, arranged this novelty.

Exhibit at Palace of Progress

During the last two weeks the talking machine industry of Cleveland was well repre-

sented with two standard lines in the Palace of Progress at the Public Hall, full lines of Columbia and Cheney instruments being displayed at the exposition.

Co-operation and personal support were loaned by the Columbia Graphophone Co., Cleveland wholesale division to the Columbia dealers, who united in their exhibit, and by the Cheney Phonograph Sales Co., with the Euclid Music Co., in the latter's exhibit.

H. C. Cooley, assistant branch manager of the Columbia, was in charge of the Columbia booth throughout the exposition, with a representative from each of the exhibiting dealers present each day.

The Columbia dealers who united on the project were: Alhambra Music Co., Antel's Music Shoppe, Bernstein Piano Co., Hayden Music Co., Frank Cerne, Jirasek's Music Store, Levy's Music Store, Joe Meszaros, A. J. Motika, Spohn's Phonograph and Record Store and Werner Music Co.

All the varieties of Cheney instruments were included in the Euclid Music Co.'s display. A. G. Lapham was in charge of the exhibit.

Treat for Columbia Dealers

Manager S. S. Larmon, of the Cleveland branch of the Columbia, arranged an unusual musical treat for the Cleveland Columbia Dealers' Association at the branch last week, bringing Professor G. C. Hantelman, of Akron, O., to give a talk on the opera "Rigoletto." Professor Hantelman is the possessor of a private collection of over 2,300 operatic and symphony records and has devoted a lifetime of study to operatic and symphony music. He illustrated portions of the opera with recordings of Columbia Artists Stracciari, Ponselle, Lazaro, Barrientos and Hackett.

E. F. Hughes, service manager of the Brunswick-Balke-Collender Co., announces that Fred Livingston, Mt. Gilead, O., is to be an exclusive dealer for Brunswick records.

McMillin Co. Sells to Euclid Co.

Cleveland talking machine dealers were interested to learn that the McMillin Music Co., which has been located in this city for some time, recently sold its retail sales rights in Cleveland to the Euclid Music Co.

G. N. Papcke, manager, who has been with the McMillin Co. for twenty-six years, says that the company is getting out of the retail end of the business so that it can take better care of the wholesale line, which has been steadily increasing during the past year. The McMillin Co. has always carried instruments,

(Continued on page 82)



Louis XV Emerson Console
No. 35

WASMUTH GOODRICH CO.

PERU, INDIANA

Manufacturers of Emerson Phonographs

This *Emerson Louis XV Period Model* is the newest addition to the *New Emerson Line*. It is built in Walnut and Mahogany finishes only and trimmed in gold throughout. A *wonderfully attractive machine at an equally attractive price*. Samples ready for delivery now. Ask for prices.

**REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD**



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$250



Model
502
\$125



Model
503
\$165



Model
509
\$225

AS a mirror reflects a happy face—so the incomparable Steger Phonograph mirrors the charm of music, reproducing it with all the vivacity and beauty of the original singing or playing. All disc records are played correctly on the Steger, without change of parts, because of the unique counter-balanced Steger tone-arm. Purity of tone-reproduction is insured by the wonderful Steger tone-reproducer and tone-chamber of even-grained spruce.

The Steger Will Win Sales for You!

A demonstration of the Steger will merit the enthusiastic commendation of any true lover of music. Wide-spread interest in the Steger has been created by our extensive merchandising and publicity campaigns. Very desirable territory open. Write today for our attractive proposition.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established by John V. Steger, 1879

Steger Building, . . . CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$200



Model
504
\$160



Model
501
\$100



Model
510
\$250



Model
500
\$65

THE LATEST NEWS FROM CLEVELAND

(Continued from page 80)

sheet music and talking machines for both the retail and wholesale business.

James R. Frew is in charge of the retail business of the Euclid Music Co.

The New Knabe Victor Warerooms

In the description of the attractive new Knabe Victor warerooms, of this city, in the last issue of *The World*, no mention was made of the fact that the entire equipment was installed by the Unit Construction Co. The fine appearance of this Unico installation has excited considerable comment, according to George A. Lyons, sales manager of the Unit Construction Co., Philadelphia, who was present at the ceremonies incidental to the formal opening and many compliments were received because of the convenient arrangement of the interior of the establishment.

Marion Harris Helps Brunswick Record Sales

Mr. Hughes reports that the initial appearance of Marion Harris as an exclusive Brunswick artist in "My Cradle Melody" last month created a great deal of interest among music lovers and her next records, "Sweet Indiana Home" and "Blue," are expected to go big. The accompaniments for both of these records is to be played by Jones' orchestra.

Edward B. Lyons, general manager for the Eclipse Musical Co., together with P. J. Towell, spent several days visiting the eastern part of the State, where they called on all their accounts.

T. W. Wade, of the Vocalion Co. of Ohio, says that many dealers in small towns have taken the Vocalion concert plan and are finding it quite successful.

J. H. Heinsman spent a week with A. B. McLean, who had a large display of Sonora machines at the county fair at Painsville during the last month.

An Effective Window Display

The window display of the Buescher Co. during the past few weeks is in harmony with

the presence of Sousa and his band in this city. A big Victor record is placed in the center of the window with a small replica of Sousa before it. A motor is attached to the small figure and its arms are propelled. The remarkable fact is that when one of Sousa's records is played almost perfect time to it is kept by the toy personage. Tickets for Sousa's concerts are being sold at the Buescher Co. and from morning until evening a long line of persons can be seen waiting to buy tickets.

The Buescher Co. has also inaugurated an intensive drive on the Cheney line. Large newspaper space and unusually attractive window displays are features of the campaign. Steady increase in its business has resulted in the construction of four additional booths by the Buescher Co. These booths have been handsomely furnished and offer record buyers ideal surroundings in which to hear the records they select.

Columbia Sales Managers Meet

A Sectional Sale Convention was held at the Columbia branch in Cleveland during the past month and all the sales managers and sales force of Buffalo and Detroit were present. Sales plans for the coming Fall season were laid and a contest between the Cleveland, Buffalo and Detroit sales forces was announced. The contest is for the greatest number of sales and will close in January. The losing branch is to entertain the other branches, S. S. Larmon, branch manager of the Columbia Co., says.

Taylor Sons & Co. have taken on a complete line of Sonora machines, according to an announcement by J. H. Heinsman. Taylor Sons & Co. are conducting an extensive drive on their new acquisition.

New Brunswick Accounts

The Brunswick-Balke-Collender Co. announces four new accounts opened during the past week. They are: Graf & Johnson, Buffalo, N. Y.; Imhoff Music Co., Clarion, Pa.; DuBall Piano Co., Rochester, N. Y., and Kollies Music House, Cleveland, O.

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

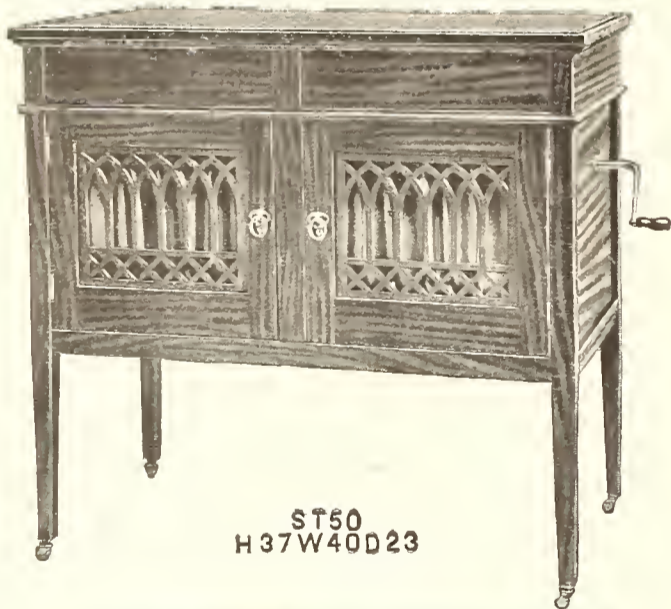
PATHE REORGANIZATION NEAR

Only Awaiting Final Sale to Proceed Along Outlined Plans for Development of Business

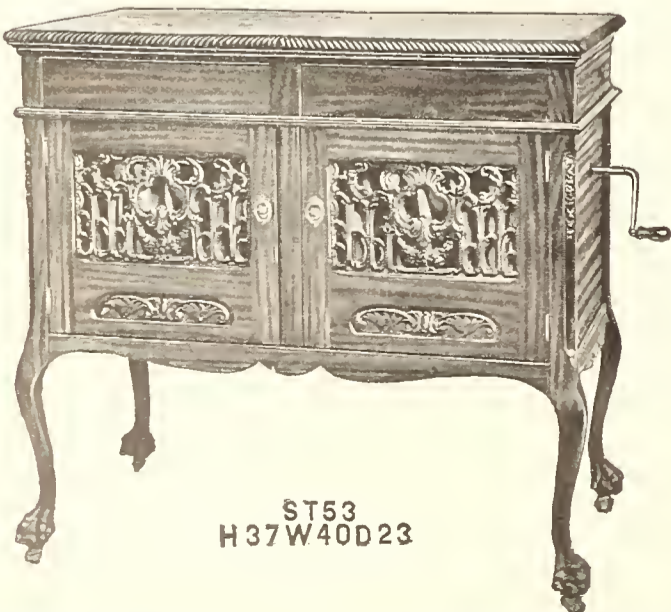
The complete reorganization of the Pathé Frères Phonograph Co., Brooklyn, N. Y., seems to be now but a matter of weeks. Pursuant to an order issued by the Hon. Edwin L. Garvin, District Judge of the United States District Court, in the Borough of Brooklyn, dated September 15, William C. Redfield, Eugene A. Widmann and Benjamin M. Kaye, receivers in equity for the Pathé Frères Phonograph Co., have mailed to each and every one of the creditors, stockholders and note-holders of the company a notice of sale. This sale was scheduled to be held before the aforementioned court on Friday, September 29, and included cash, merchandise, stocks, securities, bills of accounts receivable, rights, claims, demands, good-will, trade-marks, trade names, patents, patent rights, etc., of the company.

Due to a legal technicality pertaining to a required 30 days' notice on some real estate, the date of sale was advanced to October 30.

An offer on behalf of the Reorganization Committee of the creditors of the Pathé Frères Phonograph Co. was made to purchase all the assets of the aforesaid company under the terms and conditions set forth, which would allow the committee, upon securing control, to proceed along the carefully made plans for reorganization which have been previously outlined in the columns of *The World*.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

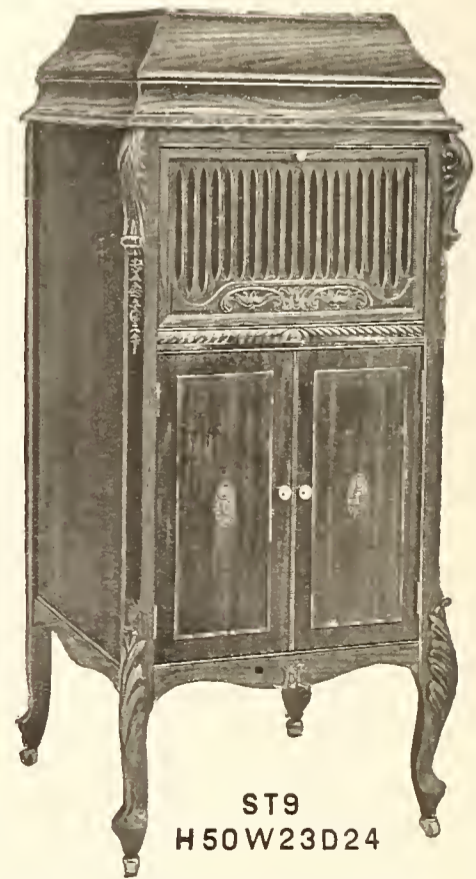
The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

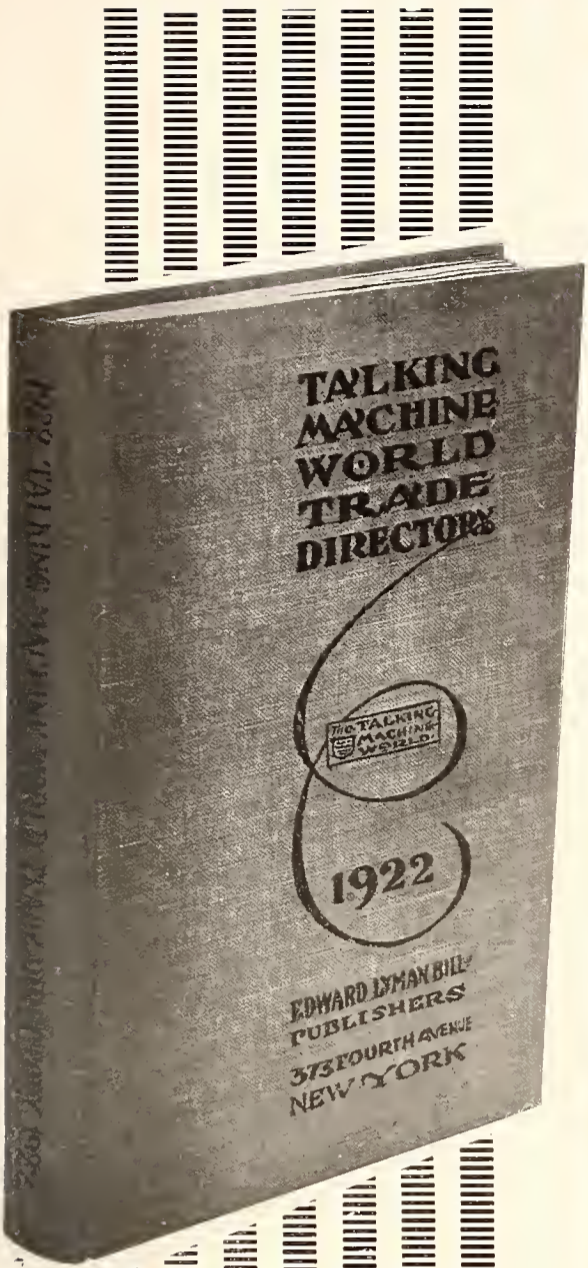
It will pay you to investigate our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



Only 50 Cents

THE most convincing evidence that THE TALKING MACHINE WORLD TRADE DIRECTORY is successfully filling the role for which it is intended lies in the great number of repeat orders we are daily receiving from those who purchase one copy to start.



One of our satisfied users writes: "There has never been a trade directory got up that has been so accurate as regards firms listed, and that has covered the field so thoroughly."



That means this book can and will serve you, whatever your connection with the industry may be, in a manner you can't afford to miss—especially in view of the nominal investment required. Better order your copy now!

USE THIS COUPON NOW

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

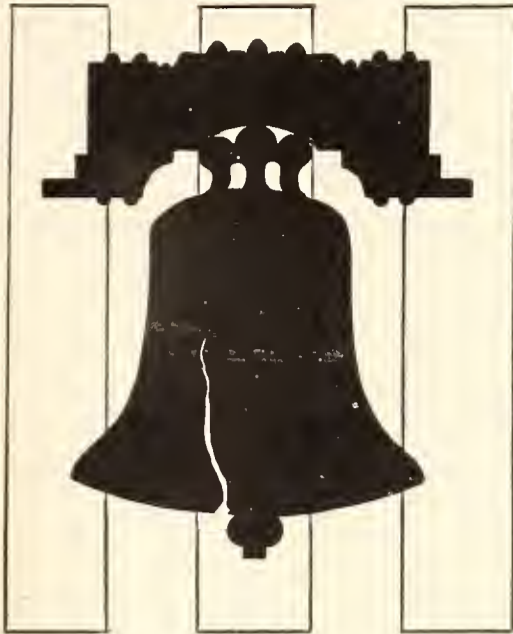
Name

Firm

Street

City and State.....





They're the Chimes of Lib - er - ty, — Chimes that ring for you and me, —
Edwin Franko Goldman's Inspirational Success
The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

**HEAR
 IT NOW!**

BUFFALO

Trade Grows Better—Association Activity—Sales Forces Increase—Month's News in Detail

BUFFALO, N. Y., October 6.—There has been a striking improvement in the talking machine and record business of Buffalo and vicinity during the past month. Every jobber and retailer interviewed by The World correspondent substantiates this statement. Many of them admit the volume of business which they transacted during September was a real surprise and greatly in excess of their expectations.

Jobbers report dealers stocking up in anticipation of a very heavy Fall and holiday trade. Dealers report buying on a scale which is most gratifying. Record business has improved and has reached proportions which have not been equaled in many months. Throughout the trade optimism is replacing pessimism and strong selling campaigns are being planned to extend from now until the first of the year.

Association Meetings to Be Resumed

President B. E. Neal, of the Victor Dealers' Association of Western New York, announces that this organization will resume its meetings this month. Evening dinners to be served in one of the local hotels will be followed by discussions of timely topics and addresses by men of prominence both in and outside the trade.

C. N. Andrews, Victor jobber and president of the Music Trades group of the Chamber of Commerce, will in the near future issue a call for a November meeting of this organization. Mr. Andrews is one of the jobbers who report business on the up grade and substantial in proportions throughout the district which his house serves.

Important New Brunswick Agency

Active representation is now being given the Brunswick line in the exclusive shopping district of central Main street where the new Edwards department store has just opened as exclusively Brunswick. The department has been handsomely furnished and includes a number of demonstration and record booths. The company plans to give the Brunswick line a prominent place in its unusually extensive newspaper advertising. Although the department is just

**HIGHEST GRADE
 INDIA RUBY MICA DIAPHRAGMS**

1 23/32	Victor Exhibition, etc.	18	Cents
1 7/8	Victor No. 2, Silvertone, etc.	24	"
1 15/16	Heineman, Thomas, etc.	25	"
1 31/32	Vitanola, Mandel, etc.	26	"
2 1/16	Empire, Heineman, etc.	39	"
2 1/8	Sterling, Starr, etc.	41	"
2 5/32	Columbia, etc.	43	"
2 3/16	Orotone, Mobley, etc.	46	"
2 1/4	Weser, Cirola, etc.	50	"
2 3/8	Pathé, etc.	54	"
2 7/16	Jewel, Blood, etc.	56	"
2 9/16	Brunswick, Orotone, etc.	72	"

Special Quotations for Quantity Lots
 5% Discount for Cash with Order

CENTRAL MUSIC SALES CO.
 711 Wells Street Milwaukee, Wis.

getting under way sales are reported to be most gratifying to the management.

Utley Piano Co. Closes Out

One of the most active Edison dealers in western New York has retired from business. The Utley Piano Co. closed its doors on September 20, the closing being forced by the sale of the property which the firm had occupied. The building will be remodeled and converted into a jewelry store. Because of the limited time given the company to dispose of its stock the unsold portion was taken over by Denton, Cottier & Daniels, who have been conducting a special sale of the instruments and records held by the Utley Co.

Sales Force Increased

The sales and service forces of Neal, Clark & Neal, who conduct one of the largest talking machine houses in western New York, have recently had several valuable additions. Walter Anderson and Miss M. Tomlinson, who were formerly with J. N. Adam & Co., and Miss F. Fry have joined the staff of the Neal Co. Business with this company is excellent and a live campaign is under way.

Many valuable selling hints and helps were received by members of the sales department of the Buffalo Columbia branch at a meeting held on September 25 in Cleveland under the direction of Field Sales Manager Robert Porter.

Orchestras Help Columbia Record Sales

Columbia record sales have been largely increased by the appearance here of Ted Lewis and Ray Miller and their orchestras, the former at the Teck and the latter at Loew's State.

J. A. Goldstein, Columbia dealer of Niagara Falls, had Mr. Lewis and his band appear in that city. Mr. Goldstein, who is one of the livest dealers in the territory, has purchased a movie camera outfit and in co-operation with the Fox Film Co. and the Pathé Frères Co. is taking a weekly news film.

The News Boiled Down

H. L. Peters and S. Nathan are most recent additions to the staff of Columbia dealers in western New York. Both have had successful beginnings in their new line.

Columbia booths were shown at the Genesee County Fair by G. F. Schafer, and McNall & McNall had a large exhibit at the Orleans County Fair at Albion.

Miss Florence Throm, secretary to Manager Haring, of the Buffalo Columbia branch, is home after an enjoyable vacation of two months. She toured the Pacific Coast from Canada to Mexico.

John Philip Sousa and his band appeared here recently and further increased the sale of their tremendously popular Victor records. Another record maker who was a recent visitor here was Rasso, of Pathé Actuelle fame.

The William Hengerer Co., which operates an unusually successful talking machine department, has inaugurated an intensive drive on physical culture records. Both the Wallace and Victor reducing records are handled and the company, as part of the campaign, has mailed letters to 1,500 school teachers calling attention to the value of the records.

JACKSONVILLE CONCERNS MERGE

Arnold Music Co., Victor Dealer, Merged With F. O. Miller Piano Co. of That City

JACKSONVILLE, FLA., October 6.—The Arnold Music Co., considered the largest Victor dealer in this city, has been merged with the F. O. Miller Piano Co., which will be known as the Arnold-Edwards Piano Co. in the future. The officers of the new company, which has temporary quarters at 45 West Forsyth street, are: President, W. E. Arnold; vice-president and secretary, W. M. Edwards, and F. O. Miller, chairman of the board of directors. In addition to the Victor line of talking machines and records the concern handles pianos and players.

HALLET & DAVIS CO. ACTIVITY

The Hallet & Davis Co. is pushing its new talking machine throughout the New England territory and especially are all the dealers of this manufacturing concern taking hold of the instrument vigorously. Now that R. O. Ainslie is home from his Southern trip he is giving considerable attention to this proposition.

Future plans covering the activities of the Gaelic Phonograph Record Co., Inc., New York, were discussed at a recent meeting of the stockholders, directors and creditors of the company.

NOW \$1.50

To the Consumer

RADIO has had its fling, so we will get back to **PHONOGRAPH SUPPLIES**

**The LIDSEEN
 FIBRE NEEDLE
 CUTTER**

Sharpens the needle without removing it from the tone arm of the machine



Jobbers, line up on this

LIDSEEN

832-840 So. Central Ave. CHICAGO

They Do It!

HUNDREDS of the Progressive Phonograph Shops Are Handling Sheet Music—Making Money and Friends.

THOUSANDS Ought to Handle It—Ought to Sell Most Customers for Records and Rolls, Sheet Music, Too!

MILLIONS of People Are Interested in Music—Play It, Sing It, Whistle It—

YOU CAN CASH

in—More Than You Are Now—On This Great Interest and Demand—Try It—Like These Shops Have—

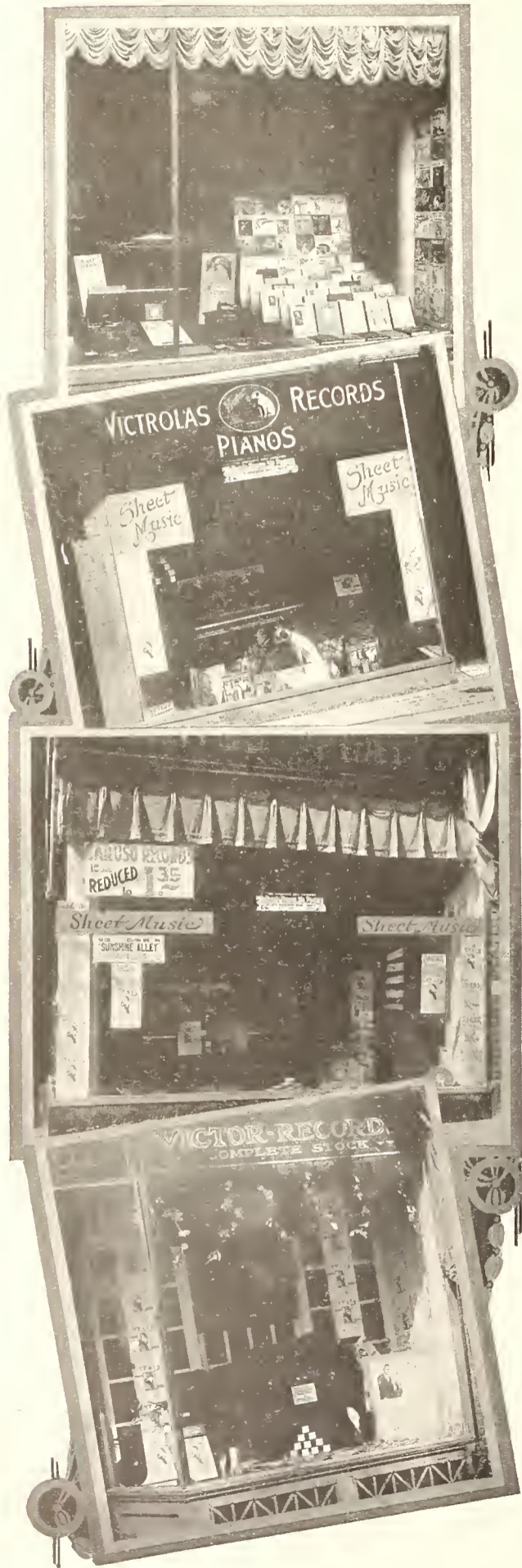
It Pays!

Sell Every Customer That Comes Into Your Store to the Maximum of His Desire and Ability to Buy in Your Line—

WHILE HE IS THERE—
and in the Buying Mood—

THE “OTHER FELLOW”
May Get Him Next Time!!

TO DO THIS—



Why Don't You?

Make the Experiment—Stock Sheet Music of the Songs You Are Selling Records and Rolls of—Make a Window Display of the “Hits” and Watch This Business Grow!!

SERVE 'EM—

Serve 'em—Serve 'em!! No Additional Clerks, No Additional Rent—No Increased Expense—

—BUT—

INCREASED PROFITS!!

This Whole Music Publishing Industry Is Going Behind the Dealer That Tries This Out—the Counsel—Advice—Help, of Skilled Publishers—Able Jobbers—All Pledged to Spare No Effort to Make Success for You!

—ASK US—

Tear Off This Form—Fill It in—and Mail It NOW.

**MAKE
US
PROVE
IT!**

To E. C. MILLS, Chairman, MUSIC PUBLISHERS PROTECTIVE ASSOCIATION, 56 West 45th Street, New York City.	
Show us the profit—and we are interested. We want to serve our customers—We are alive to our opportunities. Show us!!	
CITY	STATE
STREET ADDRESS	
NAME OF STORE	
NAME OF MANAGER	
Do You Handle Sheet Music Now?	Would You Be Interested In Handling If Profitable?

DRIVE TO PLACE SHEET MUSIC IN PHONOGRAPH STORES

Music Publishers' Protective Association Has Inaugurated a Campaign to Interest Talking Machine Dealers in Opening Sheet Music Departments—Co-operating With Sheet Music Jobbers

The Music Publishers' Protective Association has inaugurated a campaign for the purpose of interesting talking machine retailers in the distribution of sheet music. This plan has been given consideration over a period of months and it is only now that the entire membership will allow the arrangement for the exploitation of songs through the new channel to be consummated.

Over 8,000 talking machine dealers in various parts of the country will receive literature carrying propoganda, including attractive advertising material, calling their attention to the value of installing sheet music departments in their stores.

It is understood that the Association is working with the music jobbers and is planning to place a small stock of music costing \$100 or less with every talking machine dealer in the

country. By special arrangements the sale of the initial order is to be guaranteed so the talking machine dealer is not in any way obligated over any period to handle the products he has been induced to stock at the outset.

It is the music publishers' opinion that there are thousands of talking machine stores throughout the country where music could be sold at a profit to the dealer and at the same time serve to boost his aggregate sales of merchandise. This opinion is based on the knowledge of some of the distributors who have felt out the market and have found a desire on the part of talking machine dealers to stock such products.

The discontinuance of the sale of sheet music by some of the syndicate stores has no doubt lent weight to the proposition as outlined above. This, together with the fact that many talking

machine dealers have found the installation of music an attraction as well as a profitable move, influenced the Association to present the plan. Particular credit was given to the phonograph dealer in the issuance of the material by the Association wherein it states that in most instances the stores operated by talking machine dealers are of the more aggressive type in comparison with those of the average sheet music dealers. It is the publishers' contention that with proper sales methods the talking machine dealer, as well as the sheet music dealer, can find not only direct profit, but he can make sheet music of the popular variety an advertising asset to his establishment.

They, the publishers, further contend that the sheet music dealer operating in most communities does little or nothing of a co-operative nature to assist the publisher in exploiting his songs. The publishers also say that if the legitimate dealer did give the proper attention to the popular sheet music trade he would find that it is not only profitable, but that it would make his store most active.

Publishers catering to the wants of the legitimate sheet music dealer bear in mind the fact that the standard field is the one more often than not uppermost in the dealer's mind. In this channel he finds the music teacher, the conservatory and the purchasers of the better type of music generally. However, it is only in a few exceptional instances that it is possible for him to "cash in" in a large way on such products.

We mention all this because the average sheet music dealer does not give enough attention to his popular sheet music department and if it is profitable, considering costs, to stock a number that is called for only at long intervals why should he not give more consideration to the popular music field which has a quick turnover and which, if anything, will attract more business to his store? He will have a larger clientele, for he can appeal to the people who do the bulk of the buying.

The popular publishers, in preparing for a broader distribution of their products, make the claim that the present limited distribution of sheet music curtails sales. And when it is considered that there are somewhat over 17,000 stores selling talking machine records and close to 5,000 stores selling pianos and accessories, the quoted figure of somewhat over 2,000 legitimate sheet music stores is very small. This particularly, considering that sheet music is, after all, the basis upon which pianos, talking machine records and rolls are sold.

Bearing all this in mind the publishers feel that the present distribution of current popular numbers is not being exploited advantageously. They even go so far as to say that despite the fact that they have a little over 2,000 points of distribution at present the retailers fail lamentably to carry out the campaigns inaugurated by the popular publishers at great expense.

The publishers point out that the average talking machine store is always a greater center of musical attraction than the legitimate sheet music establishment, and this fact should tend, eventually, to place the sale of current sheet music largely in the hands of such active retailers.

The thing for the legitimate sheet music dealer to do under the present circumstances is to place his popular sheet music counter in the forward part of the store, and in his window displays and in other manners give conspicuous space to such offerings. If he does not he may be sure that the majority of sales of current popular numbers which allow quick profits and turnover will be captured by those whom he now considers strictly record and talking machine dealers.

OPENS STORE IN DICKINSON, N. D.

P. L. Patterson, director of the municipal band at Dickinson, N. D., has secured quarters in the First National Bank Building in which he will open a talking machine and general music store.

Start a Sheet Music Department at Our Risk!

The Plaza Music Company extends to you a two months' trial offer that will enable you to step into the sheet music field without risk to yourself.

We will fill your initial sheet music order for \$50 worth of the best popular sellers (selection to be made by an expert in our department). During the two months following shipment, you will be privileged to return to us all copies which you cannot sell, that are in good condition.

These two months will give you ample time to thoroughly test the merits of a sheet music department and convince yourself of its sales and profit possibilities.

Remember—sheet music merchandising is not complicated. It is simple—everyday business that is productive of good profits.

Profitable sheet music results are absolutely dependent on prompt service. Plaza gives such service. From the very first it has maintained a delivery supremacy that dealers have come to have absolute faith in—always!

For further information on stock assortments, etc., etc., write us today.

SEND FOR CATALOG

PLAZA MUSIC COMPANY

SHEET MUSIC DEPARTMENT

18 West 20th Street

New York

Buy your sheet music from "Phono-Accessory Headquarters"—better service that way

HERBERT YOUNG WITH GRIFFITH CO.

Well-known Talking Machine Man to Do Special Work for Sonora Distributors in Newark, N. J.—Has Had Wide Experience

The Griffith Piano Co., Sonora wholesaler for the State of New Jersey, has announced to the trade that Herbert Young, a talking machine man of long experience, is now a member of its organization. Mr. Young is to do special work for this Sonora representative, visiting dealers in all sections of the State preparatory to one of the largest campaigns ever initiated by this progressive distributor.

Mr. Young comes to the Griffith organization after a successful career in both the retail and wholesale fields. He has been connected with the Musical Instrument Sales Co. organization for the past seven years, holding managerships of retail departments conducted by this company throughout the country. He has also had experience in the wholesale field of the talking machine business and was at one time connected with the Thomas A. Edison sales force.

It is expected that Mr. Young, with this valuable experience, will prove a decided asset to the Griffith organization and will be of material assistance to Sonora dealers throughout the State. His many friends in the trade are congratulating him on this new change in his activities and he carries with him their best wishes for a complete success.

HOW GERALD GRIFFIN SCORED

Popular Okeh Artist Inaugurates Novel Feature in Stamford, Conn., Theatre Program—Sings Songs Which He Has Recorded

A very novel stunt was recently put across by Gerald Griffin, well-known exclusive Okeh artist and singer of Irish ballads, when he appeared before the public at a theatre in Stamford, Conn. Before making his bow to the Stamford public Mr. Griffin arranged with the manager of the theatre to have the audience request songs which he had recorded for Okeh records. The audience entered into the spirit of the idea and requested him to sing "The Low Back'd Car," "Kathleen Mavourneen" and especially his own composition, which he has recorded for Okeh, "It's Only a Step From Killarney to Heaven." The last song mentioned brought down the house and his clear Irish tenor evoked encore after encore. He was conceded to be quite the hit of the program. Mr. Griffin has recorded some new numbers for Okeh records which will be released in the near future.

EXHIBIT EDISON INVENTIONS

Edisonia Museum Opens in Grand Central Palace, New York City

The Museum of Edisonia, consisting of models, apparatus and documents concerned with Thomas A. Edison's inventions, has been placed on exhibition in the Grand Central Palace, New York City. Instruments used by Edison in his first laboratory at Menlo Park when he was working on the incandescent lamp, the phonograph and the shunt-wound dynamo are shown. Early installation equipment and parts of the underground transmission equipment used before the invention of the cable have been grouped in cases. From the Prospect House in the Adirondacks, the first hotel to be lighted by electricity, have been brought the old fixtures used in the early eighties.

There are models of the world's first power station in Pearl street and of the huge Hell Gate station, put in operation last year. Mr. Edison has loaned the original electric locomotive and the first steam dynamo.

Josef Diskay, noted Hungarian tenor and Columbia artist, has been engaged for a tour of the Keith vaudeville theatres.

DEALER SERVICE OF SPECIAL VALUE

Stone Piano Co., Minneapolis, Issues Weekly Bulletin Giving Information Regarding Music Being Featured at Local Playhouses

MINNEAPOLIS, MINN., October 4.—V. T. Stevens, who recently took charge of the wholesale Vocalion record department of the Stone Piano Co., this city, has been doing some excellent and effective work among the dealers and has succeeded in opening a number of new accounts. He has been particularly energetic in developing the dealer service, one of the features of which is the issuance of a weekly bulletin entitled "Live Hits," which is presented in typewritten form and gives some valuable information regarding the new Vocalion records and the best means for featuring them.

Mr. Stevens believes particularly in hooking up with theatrical activities and through cooperation with the leading music publishers presents each week a list of musical numbers being featured at the local theatres, together

with the name of the publisher and the number of the Vocalion record on which each number is to be found. He also lists the best sheet music sellers, together with the most successful Vocalion records for the guidance of the dealer.

For years talking machine merchandisers have urged retailers to keep in close touch with what is going on at the local theatres, particularly the vaudeville houses and musical comedy shows, with a view to hooking up their publicity and window displays with the current attractions where records were available. The new Stone Piano Co. service gives to the dealer in simplified form complete information regarding each week's musical activities at the local show houses. This sort of service produces results.

TURNER MUSIC CO. CREDITORS MEET

A meeting of creditors of the Turner Music Co., Wichita, Kan., was held October 2 in the offices of Paul J. Wall, referee in bankruptcy, in the Wheeler, Kelly & Hagney Bldg., this city, to prove their claims and appoint a trustee.

\$100⁰⁰/₁₀₀ WILL

Start Your Department of

SHEET MUSIC

Here is the plan:

We will furnish display racks each holding 20 different titles which can be readily seen. In fact, it is a silent salesman. The price of a music rack is \$5.00.

We will select the titles and the proper quantities of **THE HITS AND THE BEST SELLERS ONLY.**

In forty-five days you can return any unsold copies and exchange for the current successes that you desire. This applies to our selection only.

You Can't Lose

By this method you take no chances on an unsuccessful department. You will find your customers wait upon themselves and *the stock we select will have a quick turnover.*

Sheet music will bring more people into your store. It has been proven that it in no way interferes with your present record sales.

You will at all times buy at the lowest prices and get prompt service on your future orders.

N. B. —If you have already a sheet music department we will be glad to serve you. **WE FILL AND SHIP ALL ORDERS THE SAME DAY AS RECEIVED.**

We are also Wholesale Distributors of Talking Machines, Records, Needles, Albums, Music Rolls, etc.

CROWN MUSIC CO. 1437 Broadway

NEW YORK, N. Y.

Largest Sheet Music Jobbing House in the World

"RICHMOND MEANS EVERYTHING IN MUSIC"

Richmond

MUSIC SUPPLY CORPORATION

**BUSH TERMINAL BLDG.
133 WEST 41ST STREET
New York**

New Accounts
May Avoid Delay
By Sending N. Y
Reference

TERMS:
Net Cash—No
Discount
F. O. B. New York

"All orders shipped the same day as received"

We will cheerfully assist you in establishing your sheet music department.

MAURICE RICHMOND has been identified in the jobbing field for more than twenty years.

Our modern SERVICE will mean greater success for you. May we look forward to receiving your initial order?

DEFENDS QUALITY OF RADIO MUSIC

Edward B. Jordan, Jr., Takes Exception to Published Statement of Chicago Manufacturer and Declares That Radio Music Compares Favorably With That of Talking Machine

Edward B. Jordan, Jr., president of the Perfection Talking Machine Co., Inc., and the Oranola Radio Corp., New York City, who, previous to the organization of the above companies, was head of one of the best-known cabinet manufacturing concerns in the country, having been one of the pioneers in the making of talk-

ing machine cabinets, has taken exception to the statements of a Chicago piano and talking machine manufacturer that the reception of music through the radio can in no wise be compared to that rendered by a high-class talking machine. It is Mr. Jordan's contention that the better class radio receiving sets installed in cabinets are to-day quite comparable to a good talking machine. He says: "We most cordially extend an invitation to the talking machine manufacturer and others to visit our offices, 228 Seventh avenue, New York City, during the broadcasting periods and we will demonstrate and prove that the modern radio

receiving set, if not superior, is at least comparable to the music rendered by talking machines. An experience of thirty years identified with the talking machine industry qualifies me to judge. There is the same relative difference between radio receiving and the talking machine as there is in having a friend talk on the telephone or receiving a letter from him. Radio is no longer in its infancy and to state that it is to exhibit a lack of knowledge of the great progress being made. The public is demanding radio as well as talking machines. A combination set is the logical outcome and the wise retailer should bear this in mind."



"SUCCESS BEGETS SUCCESS"

THE MOST POPULAR MUSIC BOOKS



are the largest selling music books of their kind in the world because—There is a book for every lover of music and every solo instrument in common use.

The contents are selected from the popular masterpieces of the world's greatest composers, edited and arranged within the scope of the average amateur and maintaining the highest degree of value for teaching purposes.

Their attractive display will increase the sale of the instruments and instrumental records as well as the books themselves.

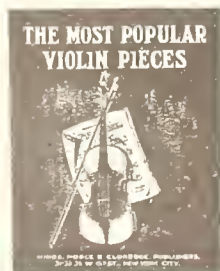
The varied and comprehensive contents enable you to eliminate a burdensome sheet music stock, thereby minimizing expense of overhead and detail.

Most Popular Music Books fit any sheet music rack.

LIBERAL PROFIT—MORE THAN ON RECORDS AND MACHINES.

Write for special introductory offer.

**"A MOST POPULAR BOOK FOR
EVERY MUSIC LOVER"**



HINDS, HAYDEN & ELDREDGE, Inc.

11 UNION SQUARE WEST

NEW YORK CITY



SAN FRANCISCO

Business Conditions More Favorable—Robt. M. Bird Discusses Conditions—Sonora Dealers in Convention—Other Timely News

SAN FRANCISCO, CAL., October 6.—Pacific Coast dealers are showing confidence in future business by planning for a big holiday trade. General business conditions are becoming more and more favorable with every passing week. It is very seldom that one week fails to show progress. Interest in period models is stronger than ever and the console types are popular. The Coast is getting very nearly its full requirements in records these days and no shortage of merchandise is expected for the holidays.

Music Memory Contest Starts

The second annual Memory Contest for San Francisco school children, which will be held during Music Week on Saturday morning, November 11, promises to attract even more attention than the contest of last year. Handsome prizes of money and merchandise are offered to the winners of the contest by the managers. The music trade, as usual, is co-operating both by financial means as well as by personal service. The contest started September 25 and there will be a preliminary test held in the schools during the week of October 23 to 27. The prizes will be awarded in the rotunda of the City Hall on December 2. Already the sale of records of the fifty musical selections to be used in the contest has been considerably stimulated.

Robert M. Bird With Sherman, Clay & Co.

Robert M. Bird, who formerly was with Sherman, Clay & Co. in San Francisco for seven years, and who for the last five years has been with the Victor Co. at the Camden, N. J., plant, has returned to San Francisco and assumed the post of wholesale manager of the Victor department of Sherman, Clay & Co. "I am certainly glad to be back on the Coast," says Mr. Bird, "and I hope I shall be of good service to the talking machine trade in this territory. I fully realize the dealers' viewpoint and needs and shall endeavor to do everything in my power to meet their requirements and give them intelligent service. Business conditions on the Coast are much better on the average than in the East, though the East has shown steady improvement since July 1, especially in the sales of records. The many Victor hits have done much to stimulate business for the dealers and we can promise that future releases will be just as attractive if not more so." When in San Francisco five years ago Mr. Bird was assistant to Andrew McCarthy, head of the wholesale talking machine department and secretary of Sherman, Clay & Co.

A new live member of the wholesale talking machine department of Sherman, Clay & Co. is A. C. Love, a former San Francisco manager for the Columbia Co. Mr. Love is covering San Francisco and the Bay territory, where he is well known to the trade.

Opens New Department

The White House has installed a model radio department on the third floor of the large department store. The department has three rooms, including a comfortable listening-in parlor, and there is a room also where customers may construct their own sets under the

direction of Sidney Fass, the technical manager, who has been associated with the radio business since 1908.

Heads Nathan-Dohrmann Co. Department

Ben R. Scott, who has been with Sherman, Clay & Co. for seventeen years and is trained in both the wholesale and retail ends of the talking machine business, has just accepted the important position of manager of the new phonograph department of the Nathan-Dohrmann Co., one of the largest mercantile establishments in San Francisco. Victor machines and records are featured and the Blue Bird line is also handled. Victor and Vocalion records are sold.

Hallet & Davis Representative Here

J. L. Cotter, of the Hallet & Davis Piano Co., Boston, is visiting in the city, making his headquarters with the Clark Wise Piano Co., which company handles the Hallet & Davis phonographs in addition to the Victor line. Mr. Wise says the new Hallet & Davis models are meeting with the approval of his customers and that the Victor business has improved steadily in the last two months.

To Open New Branch

The Hauschildt Music Co. is looking for a location on Fillmore street, San Francisco, for a new branch store. Mr. Hauschildt says both Victor and Columbia business is fine and that the business outlook for Fall and Winter promises to be of satisfactory volume and character.

Convention of Sonora Dealers

About sixty Sonora dealers assembled at the Palace Hotel, San Francisco, on September 25, and were the guests at luncheon and dinner of the Magnavox Co. They were also guests of the same concern at a theatre party at the

Orpheum in the evening, at which function the ladies were present also. At the dealers' convention in the afternoon the dealers were addressed by George E. Brightson, of New York, president of the Sonora Co., and by J. W. Booth, manager of the very successful talking machine department of Barker Bros., Los Angeles. Mr. Travers, of the Sonora Co., presided at the Palace Hotel dinner and luncheon.

O. M. Smith, manager of the phonograph department of the H. C. Hanson Music Co., says 80 per cent of his machine sales are period models and that Sonora portables are still selling well. He expects to see the portables hold their own all Winter as they are becoming popular as a home machine.

To Enlarge Present Quarters

Manager Quarg, of the Phonograph Studio, Powell and O'Farrell streets, San Francisco, expects shortly to add five more demonstration booths and another machine room. Extra space for this enlargement is being arranged for.

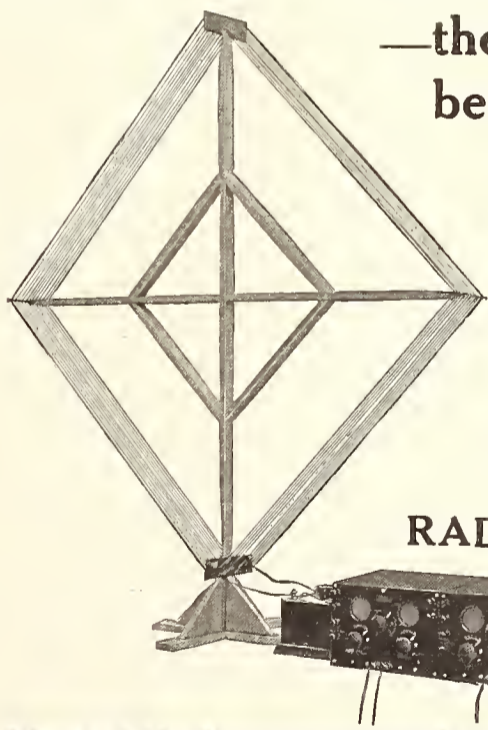
Columbia Sales Conference

B. S. Kantner, manager of the San Francisco office of the Columbia, held a sales conference here this month just after his return from the East and outlined plans for the holiday merchandising campaign. Mr. Kantner is now calling on the dealers in the North.

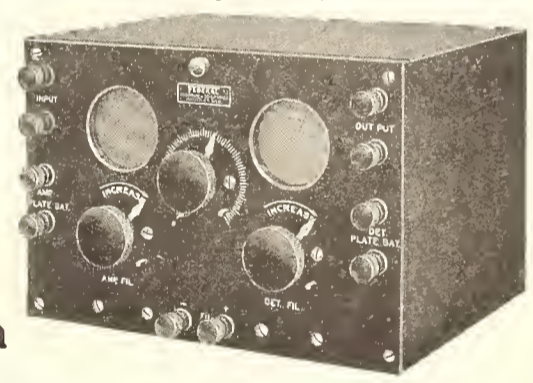
PROMINENT TRADE MEN AT ORANGE

Among the recent visitors to the executive offices of Thos. A. Edison, Inc., were F. H. Silliman, president and general manager of the Pardee-Ellenberger Co., Edison jobber in Boston; Fred Keeney, of the same organization; H. G. Stanton, general manager of R. S. Williams & Sons Co., Ltd., of Toronto, Canada, and P. R. Hawley, general manager of the Girard Phono. Co., of Philadelphia. All of these Edison jobbers reported a wonderful improvement in business conditions in their respective territories and spoke most enthusiastically of the new models of the New Edison.

No. 56 Radio Frequency Amplifier and Detector



—the
best
Seller
of
the
Season



Federal
RADIO FREQUENCY APPARATUS

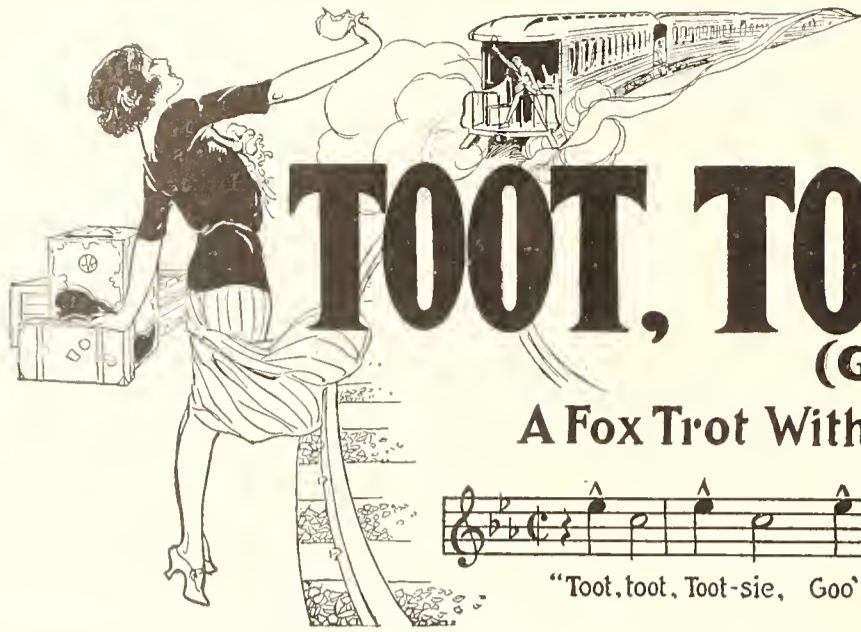
the most sensitive
RADIO APPARATUS
yet devised

STYLUS BARS
(Any Style)
Stylus Bar and Mfg. Co.
Clague Rd.
Bay Village OHIO

NO. 55 FEDERAL RADIO FREQUENCY AMPLIFIER	\$ 58.00
<small>(Two stages radio frequency)</small>	
NO. 56 FEDERAL RADIO FREQUENCY AMPLIFIER AND DETECTOR ..	52.00
<small>(One stage radio frequency and detector)</small>	
NO. 57 FEDERAL RADIO RECEIVER	98.00
<small>(The broadcast Receiver DeLuxe)</small>	
NO. 58 FEDERAL D.X. RADIO RECEIVER	116.00
<small>(For broadcast and long distance and Amateur Reception)</small>	
NO. 8 FEDERAL AUDIO FREQUENCY AMPLIFIER AND DETECTOR ..	52.00
<small>(One stage audio frequency and detector)</small>	
NO. 9 FEDERAL AUDIO FREQUENCY AMPLIFIER	58.00
<small>(Two stages audio frequency)</small>	
<p>The No. 55, No. 56, and No. 9 make a wonderful combination constituting three stages of radio frequency, detector and two stages of audio frequency, making possible the use of loop or other restricted antenna. We do not furnish loop antennas.</p>	

Write for Bulletin No. 119-W

Federal Telephone and Telegraph Company
BUFFALO, N. Y.



HEAR IT NOW!

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

TOOT, TOOT, TOOTSIE

(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



NEW ORLEANS

*Business Slow, but Dealers Expect Big Fall and Winter Trade—
Talking Machines in the Schools—News Happenings of the Month*

NEW ORLEANS, LA., October 5.—September seemed to be an off month in the talking machine business, according to the consensus of opinion of the dealers, it being, in most instances, less active than the month of August. Without one exception, however, the merchants are all anticipating a big Fall and local jobbers are already being flooded with orders, which they are experiencing difficulty in filling.

Though it is estimated that about 40 per cent of the cotton crop is harvested and about 50 per cent of the rice crop, the planters have not yet begun to let go of this year's profits. Cotton planters are being advised to hold their cotton for a time on the ground that the present price of about 20 cents is way below the present value of the article based on the present statistical position of the market.

The sugar men are all expecting good profits in spite of the recent decline. The tariff is in their favor and the forecasted production for this year for the State is nearly as large as last.

The barometer of unemployed is dropping fast with the return of the rail workers to their places. The lumber industry is going at full tilt. This in general is what the talking machine man sees and accounts for his optimism for the Fall season.

The part that music is playing in the New Orleans public schools was clearly demonstrated in the Teachers' Institute which was held here the three days prior to the opening of school. It was shown that New Orleans schools have discarded the old "do re mi" method of teaching and that the talking ma-

chine is playing a prominent part in the new method of teaching the children the "Appreciation of Music."

Prof. Louis Mohler, the Columbia University authority on music, gave three lectures before the institute on the "Appreciation of Music," "Teaching of Music" and "Departmental Work." Prof. Mohler stressed the uses of the talking machine particularly in the accompanying of songs, referring to the community song records of Prof. Dykema, of the University of Wisconsin.

R. R. Sparrow, manager of the Southern district for the Columbia Co., reports a wonderful demand for the Garber-Davis dance records. Two new Columbia agencies have been established here at the Reuben Blitz Furniture Store and the Kotteman Furniture Store. There is, at present, a state of disorder at the Columbia headquarters in preparation of the move to the new quarters at 323-29 North Peters street.

The Dugan Piano Co. has most encouraging reports from the local Victor dealers. Mrs. Tremble states that the past month was the biggest month of 1922 in all lines. The horizontal style continues to hold the lead in sales and demand. A large cash business has been done in records, stimulated by the dollar sale campaign.

E. W. Wilson, Jr., of the Collins Piano Co., as usual, came out this month with something new in the way of window display, which resulted in the sale of the entire stock of the record "Ship of Dreams." Mr. Wilson has just returned from a ten-day business trip through the Middle West.

J. A. Hofheinz, manager of the Victor wholesale department of Philip Werlein, Ltd., has just returned from a sixteen-day trip through the entire Southern district, where he has been visiting the various dealers. J. Briou, formerly of the Diamond Music Co., has just joined the force of the Werlein house in the wholesale department.

At Edison headquarters the same optimism prevails. New agencies are being established in both the larger and the smaller towns. The Feld Furniture Co., Vicksburg, Miss., has just added Edison machines to its line of talking machines and has sent in orders for a number of the more expensive models. The Edison turntable comparisons have been featured in the new Vicksburg agency.

Mr. Feld, who also has the agency for the Columbia Grafonola, reports trading rather quiet, but that business is continuing to show a monthly increase.

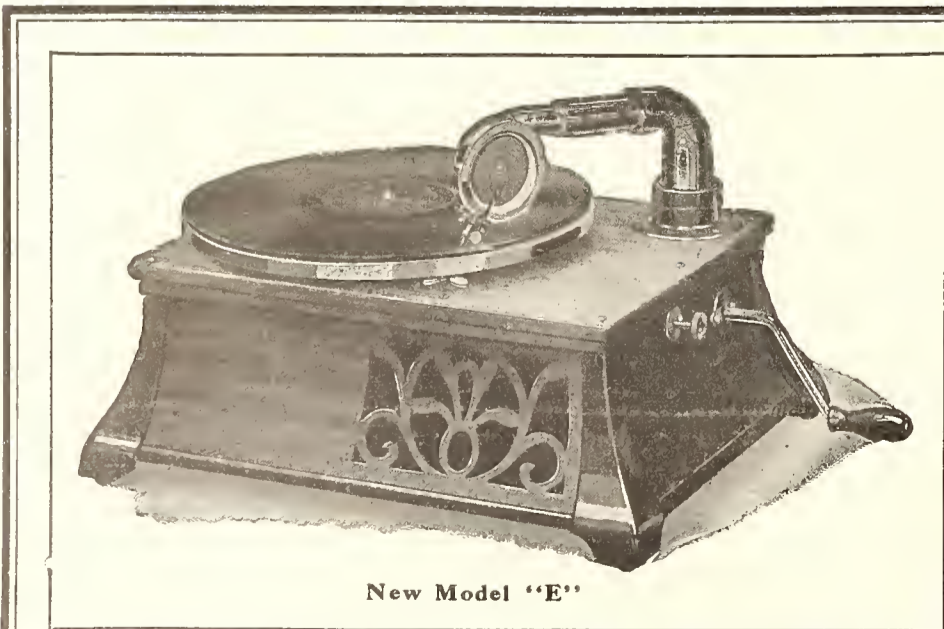
New Edison agencies have been established at the Escambia Drug Co., Atmore, Ala.; A. H. Clayton, at Jonesborough, La., and R. A. Castille, at Sunset. In New Orleans the Barnett Furniture Co., one of the biggest in town, has just added the Edison to its department.

The Brady Furniture Store, of Natchez, has just sent in an order for forty-two machines and does not feel that this will in any way affect its Christmas business.

The Globe Furniture Co., of Baton Rouge, is already anticipating a shortage and has sent in an order for twenty machines. The baby Console has proven very popular in that section.

Two more traveling representatives have been added to the Edison wholesale department: A. W. Roux, who will handle the Mississippi and Alabama territory, and E. A. Ecquya, who will travel in west Louisiana and north Texas.

Melvin H. Heald, of Portland, Me., is the new manager of the Edison Phonograph Store in that city.



New Model "E"

The General Phonograph Mfg. Co.

Model "E"

TABLE PHONOGRAPH

The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY
Plays All Makes of Records
Superior Tone Quality

Write for our Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO



Knabe Warerooms



Cleveland, O.

Knabe Equipment Was Ordered in August—Store Was Formally Opened August 28th!

YOU NEED RAPID FIRE SERVICE
Therefore
YOU NEED UNICO SERVICE

SEXTON & CO., Washington, D.C., ordered a Complete Unico Department, September 18th; Equipment was Shipped September 20th; Delivered September 25th. Installed Complete September 28th.
 Ten Days from receipt of Order!

PINCUS & MURPHY, Alexandria, Louisiana, placed order by wire on September 18th for large Unico Department in Special Adam Period Design. Carload shipment was made September 30th.
 Twelve Days from Order Date!

ELSASSER COMPANY of Cleveland, Ohio, placed order for a Complete Unico Department September 12th. Installation was completed September 28th.
 Sixteen Days from receipt of Order!

EUCLID MUSIC CO., Cleveland, Ohio, placed order for their new Unico Department September 21st. Shipment was made September 23rd. Installation was completed September 30th.
 Nine Days from receipt of Order!

DONOHOE & HAENLE, Scranton, Pennsylvania, ordered a carload of Unico equipment on September 21st. Equipment was completely loaded in car ready for shipment September 23rd.
 Two Days from receipt of Order!

SPEED —Yes, but not at the sacrifice of *Quality*. Months in the Making but only Days in Delivery.

OCTOBER COMPLETION DESIRED?
UNICO SERVICE WILL DO IT - BUT ORDER! NOW!

Complete Unico Outfits available for Immediate Shipment \$354.84 upwards, including Unico Installation Service.

Phone, write or wire our nearest branch today.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave.

ATLANTA, GA.
49 Auburn Ave.

SAN FRANCISCO, CAL.
942 Market St.

DALLAS, TEX.
209 Dallas Bank Bldg.

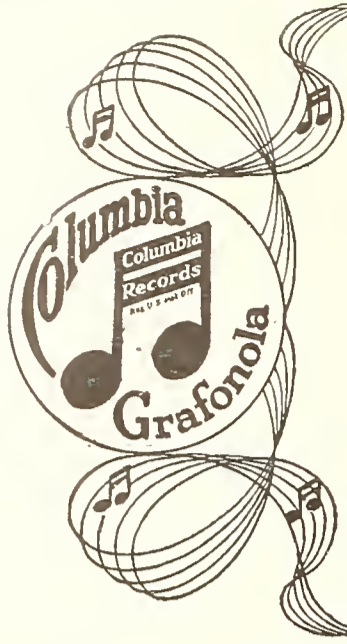
LOS ANGELES, CAL.
926 Midway Place.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England

NEW ORLEANS, LA.
506 Marine Bank Bldg.

DENVER, COLO.
1642 Arapahoe St.

CHICAGO, ILL.
30 N. Michigan Blvd.
SALT LAKE CITY, UTAH
150 Main St.



The tang of Fall is in the air. Football enthusiasm and fighting loyalty for Alma Mater is rampant. Stands of cheering, singing grads and under-grads rock as cheer leaders dance and prance. As timely as sunrise comes Columbia's medley record of Princeton's traditional songs, throbbing with the old Princeton spirit. It is The Shannon Four led by Ken Clark, the cheer leader who annually brings Princeton cohorts to their feet urging their warriors to battle. Will it sell? We'll say it will. A-3691.

Columbia Graphophone Co.
NEW YORK

HEALTH BUILDERS MARKET NEW SET

Musical Weight Reducing Exercises for Men and Women Announced on Five Ten-inch Double-disc Records—Reports Indicate Great Popularity for This New Product

A new product has just been placed on the market by Health Builders, Inc., New York City, which is well known throughout the entire talking machine industry as the producer of Walter Camp's "Daily Dozen," set to music on Health Builder records. This new product is called "Health Builders' Musical Weight Reducing Exercises for Men and Women," and consists of carefully selected exercises for weight reducing, while the "Daily Dozen" are especially designed for "keeping fit" purposes.

The "Weight Reducing" course, like the "Daily Dozen," consists of five ten-inch double-disc records and the same high quality record, careful recording, spirited music and clear commands which mark the "Daily Dozen" are to

be found in the "Weight Reducing" course. These records are contained in an attractive cloth-bound album embossed in gilt with special index. Accompanying the set, and as an integral part of it, is a booklet of instructions with an entire page devoted to each of the ten lessons and containing eighty-two photographic poses clearly portraying the different positions in the various exercises. The book also contains a specific chart showing which records to use for certain results and tabulating what each Health Builder "Weight Reducing" record will do for the user. There is also a suggested schedule given for beginning the course and a few suggestions for menus that can be used to advantage, particularly in the early stages of the process of reduction, are also given.

In an introduction to the course, written by Robert B. Wheelan, president of Health Builders, Inc., it is stated: "In planning and designing these reducing records we did not look to any single authority.

"These exercises have been selected by a com-

mittee of experts from the greatest authorities in America, France, Sweden and England." In closing it says: "Perform each exercise exactly as scheduled and you cannot fail achieving the desired results and of obtaining once more the proportions which nature intended you to have."

The new set was offered to the trade for the first time last week by the various representatives of Health Builder, Inc. The results are reported to be very gratifying. Almost all dealers who carry the Walter Camp "Daily Dozen" sets placed substantial initial orders for the "Weight Reducing" course and it is expected that this new course will reach a very large volume of sales and a wide distribution by the end of the year.

UNICO EQUIPMENT FOR BRUNSWICK

Attractive Model Shop Installed at Brunswick Headquarters in New York by Unit Construction Co.—Handsome Equipment Throughout

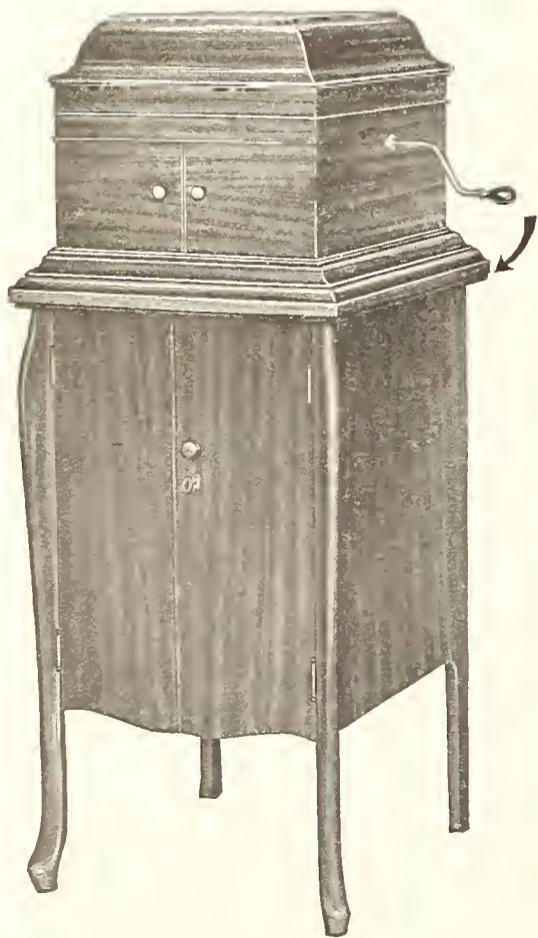
Credit for the attractive model phonograph shop installed in the New York branch of the Brunswick-Balke-Collender Co., which was described at length and illustrated in The World last month, is due to the Unit Construction Co., of Philadelphia, Pa.

The equipment is Unico throughout and is planned to serve as an excellent model for Brunswick dealers to follow. The demonstration rooms, record department, service fixtures, lighting and ventilating are all of the newest type and are said by the officials of the company to represent the latest in wareroom equipment. Many favorable comments have been received on this installation not only by the Brunswick Co., but by the Unit Construction Co. as well.

DEATH OF WILLIAM KOENIG

FREEMONT, ILL., October 7.—Freeport's oldest retail business man, William Koenig passed away on the evening of September 19 at his home, 641 West Stephenson street, after an illness of two weeks.

Mr. Koenig was born in Erie County, Pa., in 1853 and went with his parents, Mr. and Mrs. Joseph Koenig, to Ogle County, Ill., when he was a small child. After a few years the family went to Freeport. Mr. Koenig embarked in the furniture business while a very young man and continued in it, progressing and expanding until at the time of his death his business embraced a most extensive display of furniture and a complete stock of Columbia Grafonolas and records. He owned much valuable real estate and was prominent in Masonic, Odd Fellows and other fraternities. His widow survives, as does a son, Robert F. Koenig, and a daughter, Mrs. F. G. Caffee. The latter is a resident of Kansas City, Mo. Mr. Koenig also leaves four sisters, three of whom live in Freeport. The deceased was interested financially in various manufacturing and other enterprises here and elsewhere and was regarded as an extremely successful business man.



For Victrola IX

No. 1402. Mahogany or quartered oak. Horizontal shelves. Patented hinged rim for Victrola IX. Height 34½, width 19¼, depth 22¾. Holds 8 Victor albums. Average weight, crated, 90 pounds.

Here Is a Money-maker!

THERE are a number of reasons why you should sell this attractive Udell record cabinet for Victrola IX. First, it is easy to sell, because it is something your customers want and you can make them a good price. Second, it stimulates the sale of Victor IX's, record albums, and records, too, because it gives the Victrola IX owner a convenient place to keep them. This cabinet is a money-maker. It is quick-moving merchandise, a tonic for your business. And the price is right—\$13.50 each! (10% trade discount if you order a half dozen.)

The UDELL WORKS
28th Street and Barnes Avenue
INDIANAPOLIS

IN PITTSBURGH

Marked Business Revival Since End of Strike—Big Send-off for Pioneer Co.—Interesting Review of General Trade Conditions

PITTSBURGH, PA., October 11.—With the ending of the coal strike and the return to work of the striking miners and railroad men there has come about a marked revival in the industrial centers of the Pittsburgh district, with the result that there is a marked feeling of optimism among the business people of the Steel City. In the latter class the talking machine fraternity must be reckoned and they are in high glee over tangible signs that are now manifest which indicate that the coming Fall and Winter seasons will undoubtedly be very brisk. This is especially true of the industrial towns and hamlets adjacent to this city, where for the past few months there has been enforced idleness in practically all industries, due to the miners' strike, with the result that the tradesmen were "hard hit." In this slow-up of business the talking machine dealers were vitally affected and they were, it is notable to report, among the first to recover with the revival of business.

In Pittsburgh proper all of the leading talking machine dealers are a unit in declaring that the "tide has turned" and that business is showing every evidence of increasing as the day's pass by.

Columbia and Edison Demand Increases

The World representative stepped into the large talking machine shop of the Columbia Music Co., conducted by John Henk, one of the best-known and most popular talking machine dealers in western Pennsylvania, a few days ago and found Mr. Henk much pleased over the volume of business that he was handling. Mr. Henk sells the Columbia Grafonola and the Edison phonograph. In speaking of business conditions, Mr. Henk said: "It appears to me that with the passing of the coal strike business in the talking machine line is bound to increase. We have been quite busy the past few days and have made some good sales of Edison consoles and high-grade Columbia machines. We find also that our Edison and Columbia record business is increasing at a satisfactory rate. We have a staff of expert salesmen and saleswomen who know their business and that is a factor in the successful handling of talking machines that must not be overlooked."

Pushing Starr Line

The Starr Phonograph Co. of Pennsylvania, which is now located at 634 Grant street, has

a fine display of the latest models of the Starr phonograph as well as the latest Gennett records. H. C. Niles, secretary and manager of the company, stated that sales are brisk and he anticipated that his September and October deliveries of Starr phonographs and Gennett records would far exceed the deliveries made the same months a year ago. Mr. Niles said: "The console type of the Starr phonograph is a good seller and we have had considerable difficulty in securing enough instruments to care for the demands made by our clients in this territory."

Columbia Demand Gains Steadily

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., is back at his desk again after a delightful vacation trip to Battle Creek, Mich. Mr. Nichols, always an optimist relative to the Columbia line, emphasized the fact that the outlook for business was excellent and stated that reports for business handled in September showed a decided gain over August as well as a good gain over September of 1921. Mr. Nichols also stated that the Columbia record business was in a very healthy condition and that sales of records were above his anticipations.

Victor School of Salesmanship

Under the auspices of the three Victor distributors in this district the W. F. Frederick Piano Co., the C. C. Mellor Co. and the Standard Talking Machine Co., a Victor school of salesmanship was held in the Moose Temple the week of September 11, opening Monday and closing Thursday. F. A. Delano, of the Victor school of salesmanship, was the instructor. More than one hundred students from western Pennsylvania, Ohio and West Virginia were enrolled in the class. The instruction was in keeping with the high standard maintained by Mr. Delano and the class proved to be a decided success. On the closing day the students were the guests of the three distributors at a dinner dance held at the Fort Pitt Hotel.

Demonstrates Victor Health Records

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., had a demonstration given in the show window of the main store, 815-817 Liberty avenue, of the Victor health records. Miss Emma Francis, of Glassport, Pa., was the demonstrator and did her work before a large and interested crowd of

observers. A similar demonstration by Miss Francis was given at the East Liberty store of the S. Hamilton Co.

A. V. Williams in New Post

A. V. Williams, vice-president and sales manager of the W. F. Frederick Piano Co., Victor dealer, has relinquished that post and returned to Cumberland, Md., where he will manage the Cumberland business of the Frederick Co. Mr. Williams was in Pittsburgh for the past eighteen months and prior to that was in Cumberland for more than twenty years. He is widely known there and is now "back home." C. E. Lucore, a former manager of the Rudolph Wurlitzer Co.'s local store, succeeds Mr. Williams as sales manager.

Pioneer Music Co. Opens Branch

The Pioneer Music Co., of Indiana, Pa., held the formal opening of its new local piano and talking machine house on Friday, September 15, and it was largely attended. The first floor and part of the second floor of the new building occupied by the Pioneer Music Co. is devoted to the display and demonstration of the Victor talking machine and Edison and Brunswick phonographs. A full line of Victor, Edison and Brunswick records is also kept in stock. The treasurer is H. C. Trader, a former traveling salesman for the Buehn Phonograph Co., Edison distributor. J. M. Stewart is president of the company and C. F. Gaylord is vice-president. Among the guests at the opening were Wallace Russell and J. Ferguson, of the Standard Talking Machine Co., Victor distributor; George Baish, of the C. C. Mellor Co., Victor distributor; T. A. Dillon, of the Buehn Phonograph Co., and Burt Hengeveld, of the S. Hamilton Co., all of Pittsburgh. The Victor Co., of Camden, N. J., the C. C. Mellor Co. and the Buehn Phonograph Co. also sent handsome floral pieces in honor of the opening. Prior to the opening the firm served a complimentary dinner to the sales staff and other attachés, artists and out-of-town guests. The Pioneer Music Co. succeeds the old-established house of S. Ren Pollock, Inc., which was founded in 1891. The entire store was remodeled and is now one of the most modern and up-to-date music houses in the State.

Mrs. M. H. Pickering-Steele Passes Away

Mrs. Mary H. Pickering-Steele, president of the W. H. Pickering Co., Pathé dealer, died at her home on September 28, aged 80 years. She was a native of England and came to Pittsburgh when quite young. The Pickering store is one of the largest stores of its kind in this vicinity and has a very complete Pathé department. The store was closed Friday and Saturday, September 29 and 30, in honor of the de-

(Continued on page 94)

The Advantage of the Victor

The advantage of the Victor is that it is absolutely first in public favor.

Anyone thinking of buying a talking machine thinks of a Victor first and thinks of it as the best.

And then, after the purchase is made, the buyer has the satisfaction of knowing and saying that he owns the best machine made and he knows it won't get out of order.

Another thing! Have you ever realized the tremendous value of the Victor line and of Victor records as a nucleus around which to build the "musical headquarters" of your city?

We are helping many Victor dealers to attain this very thing.

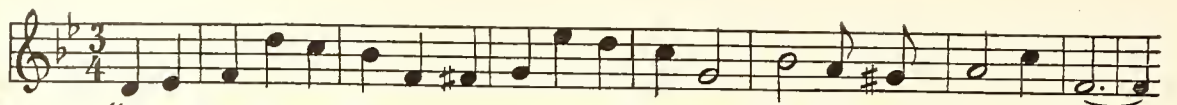
ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND, OHIO.

BETTER
BUSINESS

ECLIPSE



"I gave up Jim-my Rog-ers. Who owns two ga-rag-es. All for the love of Mike,—

The Love of Mike

A Comic Waltz Song With a Contagious Laugh

HEAR IT NOW!

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

TRADE HAPPENINGS IN PITTSBURGH

(Continued from page 93)

parted woman, who was much esteemed by the large staff. The deceased is survived by her husband, one daughter and three sons.

Sonora Publicity Drive

The Peerless Queen Anne period style Sonora was featured by the Sonora Distributing Co. in some very excellent newspaper publicity. This publicity was unusually artistic in character.

Marion Harris' Appearance Boosts Record Sales

The feature of the past week in the Davis Theatre, Keith vaudeville house, was the appearance of Marion Harris, the noted Brunswick record star. Miss Harris was given an ovation at every performance during the week and "The Phonograph Girl," as she was called, made a decided hit. Brunswick dealers stated that as a result of the coming of Marion Harris to Pittsburgh the sales of her records were materially increased.

Fine Vocalion Publicity

The Sonora Distributing Co. used excellent publicity methods in the Pittsburgh newspapers on the eve of the release of the Vocalion records for October. The Vocalion line has achieved widespread popularity in Pittsburgh, due to the wide-awake and progressive methods utilized by the management of the Pittsburgh distributing offices.

Player-Tone Going Strong

The outlook for Fall and Winter business of

the Pal Player-Tone talking machine was declared to be excellent at the offices of the company here. It was pointed out that a number of new distributors and dealers were taking on the Player-Tone line.

HIGH PRAISE FOR SILENT MOTOR

Hallet & Davis Piano Co., of Boston, Writes in Commendatory Words of the Merits of the Silent Motor—Have Used Over 1,000

Charles A. O'Malley, president of the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., recently received a letter from the Hallet & Davis Piano Co., of Boston, Mass., one of the oldest piano manufacturing organizations in the United States and a company of national prominence, both in the piano and talking machine fields, in which the Silent Motor Corp. was thanked for its co-operation and service in the delivery of a large shipment of Silent motors to that company.

The Hallet & Davis Piano Co. also remarked that there are over 1,000 Silent motors either in the homes of its customers or on its dealers' floors and that the company has not yet received a complaint.

The Silent motor is manufactured in three models, playing in excess of two, three and five records. The company is now delivering motors to several well-known manufacturers of talking machines and its production is being increased.

DEATH OF THOMAS J. LEONARD

Former Sales Manager of Thomas A. Edison, Inc., Passes Away at Home in Orange, N. J.

Hosts of friends in the phonograph trade will mourn the death of Thomas J. Leonard, formerly general sales manager of Thomas A. Edi-



T. J. Leonard

son, Inc., who passed away at his home in Orange, N. J., early last month, after four weeks' illness.

Mr. Leonard joined the staff of Thomas A. Edison, Inc., in 1905 as a member of the accounting department, having before that time been connected with the General Electric Co. His ability and rare personality won for him quick promotion until he finally occupied the sales manager's chair. Some months ago he resigned from the Edison Co. to become sales promotion manager for the Dunn Fountain Pen Co., which position he occupied until his death.

The Dubilier Condenser Co., a New York corporation, has changed its name to the William Dubilier Co.

The man higher up did not get his job by pull. He's there because he worked.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

THE PHONOMOTOR CO.

W. F. HITCHCOCK, Proprietor

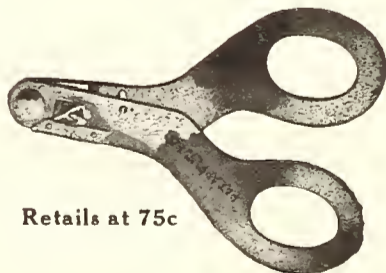
121 WEST AVENUE
ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

100%
Efficient



Retails at 75c

THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

Hallet & Davis Piano Co.

ADOPTS THE SILENT MOTOR

BOSTON

NEW YORK

HALLET & DAVIS PIANO CO.

PIANOS AND THE VIRTUOLO PLAYER-PIANO
ESTABLISHED 1839 FACTORIES: BOSTON

BOSTON OFFICE 146 BOYLSTON ST.



Sept. 15, 1922.

Silent Motor Corporation,
321 Dean St.,
Brooklyn, N.Y.

Dear Mr. O'Malley:

Att'n of Mr. O'Malley.

Now that you have completed shipment to us of the first 3,000 motors for our Hallet & Davis phonographs, we wish to thank you for the very fine cooperation and service that you have given us from the beginning.

Better still, however, we wish to tell you that we already have about 1,000 of our phonographs, either in customers' homes or dealers' stores, and have yet to receive a complaint on the motor.

The writer has had a good deal of experience with phonographs and phonograph motors in the past ten years and is frank to admit that he never dreamed of finding a phonograph motor which is so absolutely fool-proof as your Silent motor.

With very kindest regards, I am

Yours very truly,

HALLET & DAVIS PIANO CO.

Secretary.

ROA/M

139 GOLD MEDALS AND HIGHEST COMPETITIVE AWARDS RECEIVED SINCE 1839.

Motors manufactured in three models which are guaranteed to play in excess of two, three and five records. Samples and prices on request.

The Silent Motor Corporation

CHARLES A. O'MALLEY, President

321-323-325 Dean Street

BROOKLYN, N. Y.

BROOKLYN DEALERS ARE IN AN OPTIMISTIC MOOD

In Metropolitan and in Long Island Area Dealers Have Arranged for Active Campaign to Capture Trade This Fall and Winter—Long Island Phonograph Co. Honored—Many New Stores Opened and New Lines Added—Liberal Orders Placed for Stocks

In Brooklyn and Long Island the activities of talking machine dealers are much in evidence, resulting in some substantial business. The general belief is that business in point of sales totals this Fall and Winter will be much larger than that of last year. Vacation time is over and everybody is hard at work carrying out plans formulated the past few months and in many instances dealers have renovated and rearranged their stores and added new equipment. Considerable effort has been made by the wholesalers in this section to impress upon dealers the necessity for ordering their quota of machines at this time and actually getting them into their warerooms or storehouses, where they will be available when the busy season is under full sway. A majority of the dealers have taken this advice and have placed orders for Fall stocks, but the usual number of them are holding back until the last minute, and these same dealers are going to be sadly disappointed when they want machines to sell, according to jobbers, who point out that manufacturers are limited in their production in these short months between now and the first of the new year, and consequently, while they have tried to figure on the dealers' demands and have produced accordingly, it is impossible to expect them to produce quantity enough to meet a rush demand for machines that dealers are bound to create by withholding orders.

Victor Dealers Ordering for Fall

The American Talking Machine Co., Victor wholesaler for this section, is working its forces to full capacity, filling orders that are being sent in by dealers from every corner of Brooklyn and Long Island. So far, according to R. H. Morris, general manager, September has shown a decided increase which, he states, is most gratifying and is significant of the fact that business is improving. A feature of this increased sales activity has been in the record end of the business, which has taken a decided spurt. Repeat orders for popular numbers or-

OCTOBER IS HERE

Business Is Better

YOU ARE GOING TO NEED VICTROLAS THIS FALL.

IF YOUR STOCK IS NOT ARRANGED FOR BY NOW, YOU HAVE DELAYED LONGER THAN YOU SHOULD HAVE DONE.

DO NOT WAIT

Order for Immediate Delivery

AMERICAN TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS



dered on the first of the month are being sent in by dealers, indicating that every effort is being made to keep record stocks up to standard.

Chas. Offerman and Main Rountree, representatives of this wholesale house, have been tremendously busy visiting as many dealers as possible during the month of September and trying to help them put stocks and stores in shape for Fall and Winter business. They report that their dealers are very optimistic as to the business to be done this Fall.

C. W. Keith Concentrates on Sonora Business

An important event in the activities of the Long Island Phonograph Co., Sonora wholesaler, is the news that C. W. Keith, father of R. H. Keith, president and general manager of the company, has retired from his other business interests in order to devote his time exclu-

sively to the interests of the Long Island Phonograph Co. Mr. Keith has been treasurer of the company heretofore, but now will take up the duties of financing this company personally and will take full charge of the credit department of the business as well. He was formerly connected with the Underwriters Salvage Co., of New York City, where he handled many varied lines of merchandise, which required his active and personal supervision at all times. R. H. Keith, president of the company, will still continue as general manager and E. E. Schratweiser will continue with his duties as sales manager, while the rest of the organization will be intact as heretofore.

In discussing general condition in the talking machine trade in this section R. H. Keith stated that so far business has shown a decided increase over that of last year and that all indications point to a very prosperous Fall and Winter for Sonora dealers everywhere. He also remarked that Sonora dealers who have not ordered a sufficient supply of machines at this time will probably find themselves short during the holiday rush.

C. Rommele to Become a Benedict

Charles Rommele, popular Victor dealer, who conducts a store at 11001 Jamaica avenue, is soon to leave the ranks of the bachelors and join forces with the married men. In honor of this occasion he gathered together a large number of his friends, to whom he gave a bachelor dinner. He was presented with a suitable gift and received the best wishes for his success in this new venture. Mr. Rommele is one of the progressive talking machine dealers in this section of Brooklyn and his store has grown to large proportions through his continuous efforts.

Heretofore he has devoted some of his store to a sporting goods department, which he now is in the process of liquidating, so that he can make room for his talking machine business. Very shortly this additional space is to be completely renovated and talking machine equipment installed and when completed it will give Mr. Rommele one of the most attractive and largest talking machine shops in this section.

Fine Sonora Sale

A sale worthy of mention recently made by Geller & Selden, who conduct a Sonora talking machine shop at Rockville Center, L. I., was for three Sonora Deluxe models, which re-



THE service we offer our dealers is a material factor in the service they can offer their customers.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Consult with us regarding plans for increasing business during the fall season.

*Any communication from you will have
our prompt and careful attention.*

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y.

Telephone Main 4186

tail at \$450 each. The purchaser was the owner of a Deluxe model which he secured some time ago and was so enthusiastic about it that he purchased three similar machines and gave them to members of his family. Geller & Selden are progressive dealers of the best type and have to their credit many fine sales.

Cup Presented to Long Island Phonograph Co.

An important event in the activities of the Long Island Phonograph Co., Sonora wholesaler for Brooklyn and Long Island, was the formal presentation of the prize-winning cup to them by George E. Brightson, president of the Sonora Phonograph Co. This cup is awarded each year by the Sonora Co. to the jobber doing the greatest volume of business per capita for his territory, and this past year this enviable record was held by the Long Island Phonograph Co.

The presentation was made at the office of the Sonora Co. in New York City, to Robert H. Keith, president of the Long Island Phonograph Co., and was preceded by a luncheon at the Merchants Club, which was attended by the sales staff and officials of the Long Island Phonograph Co. and members of the Sonora Co. of New York. In his presentation Mr. Brightson brought out the fact that the competition had been very keen and that at all times the race was a neck-and-neck affair and was not



Pres. Brightson Presenting Cup to Mr. Keith definitely decided until the very last month. He added that the winning of this cup was a truly commendable feat, owing to the fact that the Long Island Phonograph Co. was the youngest member of the Sonora wholesale family.

R. H. Keith, president of the company, in commenting upon the winning of this prize cup, stated that every member of the Long Island Phonograph organization was materially instrumental in its winning and had set for themselves a goal which they hope to equal, if not exceed, this coming year. No doubt Mr. Keith will have this wish gratified, for the organization to-day is running along in the smoothest manner possible and with the same continued effort sales totals this year ought to be greater than ever.

Jerome W. Ackerly Prepared for Busy Times

From reports received during the past month, Jerome W. Ackerly, who conducts a Victor shop at 42 Ocean avenue, Patchogue, L. I., is extremely busy trying to catch up with his talking machine activities in this section. Mr. Ackerly is keenly optimistic as to the prospects for Fall and Winter business and he expects to do a greater volume of business this Fall and Winter than ever before. He has made elaborate plans to take care of this expected increase through the construction of additional record racks and additional counter space which will enable him to handle this business more efficiently. Mr. Ackerly is considered one of the most progressive dealers on Long Island and no doubt will be able to show a gratifying increase in sales this Fall and Winter.

Liberty Music Shop Has Sonora Line

A new addition to the roster of Sonora dealers established by the Long Island Phonograph Co. is the Liberty Music Shop, corner 110th and Liberty streets, in the Richmond Hill section of Brooklyn. Charles Miller, the proprie-

VICTOR
SONORA

THIS MERITS ATTENTION

Holiday business is close at hand. Time is, therefore, short to arrange for stock requirements. Plans should be made at once to insure sales and profits.

Victor machine styles have been determined for the balance of the year, so you run no risk in making the necessary preparation.

VICTOR
SONORA

G. T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension
Brooklyn, N. Y.

tor, has conducted a successful business here for some time past. To introduce the Sonora phonograph to his clientele he devoted an entire window for the display of every model in the Sonora line, which created considerable interest and attracted many people into the store. During the time this display was in the window several large-size Sonora models were sold, and in addition many prospective customers were interviewed, which will result in sales later on. From all indications this progressive store will reap its share of the harvest that is expected this Fall and Winter.

Hoffman's Music Shop Opens in Valley Stream

A newcomer into the ranks of the talking machine trade in Long Island this month is Hoffman's Music Shop, recently opened at Valley Stream, L. I. This new store is equipped with modern furnishings and is expected to become one of the best-known establishments in this section before long. The store will feature the Victor line of machines and records exclusively and intends to carry a complete stock at all times so that it can give to the people of Valley Stream a service of the best kind.

Rearranges and Renovates Store

The Michnoff Talking Machine Co., of 1239 Broadway, Brooklyn, has just completed the rearranging and the renovation of its store preparatory to an expected Fall and Winter business. Private hearing rooms have been rearranged and record racks and counters placed in more convenient positions, new fixtures installed, and the general renovation tends to give the store a much more attractive appearance. Business during the Summer months, officials of the company stated, was very satisfactory considering conditions, but this month has shown a decided spurt, and all indications seem to point to very bright prospects for this Fall and Winter. With the rearranging and additional equipment this concern is well prepared to take care of a large volume of business and be able to offer its clientele a superior service in every way.

New Home of G. T. Williams Co., Inc.

The new home of the G. T. Williams Co., Inc., Victor distributor, at 272 Flatbush avenue extension, is now completed and is one of the very finest wholesale equipments in all Metropolitan New York. The plant runs through an entire city block and has entrances on three different streets which lead to all departments. Large plate glass windows have been installed on all sides of the building and are used for display purposes, which present a very attrac-

tive appearance. Two elevators are available, which give access to all floors of the building, one of which is used exclusively for the handling of freight. This particular one is situated on the sidewalk where loading and unloading of machine stock can be done easily and efficiently. In addition to the plant on Flatbush avenue the company has secured a large storage warehouse where surplus stocks of machines and records will be kept. The plant on Flatbush avenue will be used for the storage of current orders and sufficient quantity of stock will be carried here to take care of these in the shortest time possible.

Joseph Scholz Opens New Store

Joseph Scholz, well known in talking machine circles in Brooklyn and Long Island, is now busy making plans preparatory to opening a new talking machine store at 765 Fourth avenue in the College Point section. Mr. Scholz is to equip his new store with every modern convenience which, when completed, will be one of the most attractive in this section. He plans to feature the Sonora line of phonographs and one or two well-known makes of records with which he hopes to establish himself firmly with the talking machine buying public in this vicinity. Mr. Scholz is an experienced talking machine man and his many friends are congratulating him and wishing him every success.

David Feiner Now Sole Owner

David Feiner, of the Woodhaven Music Shop, Inc., at 9309 Jamaica avenue, Woodhaven, L. I., has now become the sole proprietor of this progressive talking machine store. Mr. Feiner recently purchased the interest formerly owned by M. Rappaport, who was president of the corporation. Mr. Rappaport is to retire from active business and Mr. Feiner will conduct the store as heretofore. The shop will be known as the Woodhaven Music Shop.

ACME-DIE

- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn, N.Y. Detroit Chicago

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., OCT. 10, 1922.

IN politics, in publicity, in general notice, the Eastern centers of population and influence continue to obtain an amount of attention which is rather disproportionate to their actual importance. It is true that New York is the national money center; but since 1913 there is not quite so much to being a money center as there used to be. It is true that the Eastern States have the poise of self-assurance and the sense of superiority which come from long experience and the habit of headship. Yet one may sometimes beg to doubt the reality of some of these pretensions. The Middle West has been rather in the position of the political step-child during past years. One remembers when Sockless Jerry Simpson was acclaimed the representative and archetype of mid-West belief and customs. But really it is just a little bit different to-day. Say what one will, the balance of political power lies to-day in the region which is bounded to the east by the Alleghanies and to the west by the Mississippi. In twenty-five years the boundaries will be the Wabash River and the Rocky Mountains and the center of population will be the center of political and economic importance. The balance of those powers lies already in that region of which Chicago is capital. Whether one thinks of politics, of business or of social amenities, to know the Middle West's mind is to know the general mind of the American people. And that is why business men in any department, branch or line of activity, industrial or commercial, financial or economic, should realize that when they know what the mid-West is thinking they know what the American people as a people will be thinking to-morrow. When they know what the mid-West is doing they know what the American people, as a people, will be doing to-morrow: in the things that matter.

The Mid-West Mind

TRUE, it is easy enough to say things like these, easier than to prove them. But the economic, the sociological, the political facts are on our side. American national opinion is nearly always coincident with mid-West opinion; a fact which politicians have long since recognized. Let business men recognize them, too. And in recognizing them, let business men, East and South and Far West, know that the mid-West is not quite so provincial and hopeless as its detractors would have it. We, out in the great middle empire, are pacific, but we are not peace-at-any-price folks. We are individualists, but we know that capital cannot be allowed to tyrannize any more than labor can. We laugh at the idiots who prate to us of class consciousness and the proletarian revolution; but we don't believe that a coal digger is a criminal because he wants decent treatment. We may be like the citizenry of Gopher Prairie or like the family of Babbitt; but we believe we are not so blamed unhealthy, at that, in our views and our ways. And, so far as the business of the country is concerned, we feel that there is no reason on earth for gloom. We feel that there is just a little too much high finance about the condition of the money market and that business men are not getting from the banks all the help which they need just now. We feel that corrupt bargains between both parties in industrial controversies sometimes have more to do with high prices than is usually admitted. We feel that the people want peace and prosperity more than anything. We know that we are a country of average people, neither very clever nor very stupid; and we realize that average people, when they are Americans, want the best out of life in a quiet and rather simple way. A few joy-riders, booze hounds and would-be "society" folks don't mean anything real in our community life. Music means much more. It would do the heart of many an atrabilious Easterner good to see at first hand what our smallest communities are doing in music. We have always believed in God, our country and our fellow-man. We are beginning to believe in music, too. And that is why those of us who have music to sell are not a bit afraid for the future of the music industry in our mid-West land.

What We Are and Do

OUR good friends of the Consolidated Talking Machine Co. are enthusiastic jobbers of Okeh records, which accounts for the fact that we caught ourselves the other day looking over the quite fascinating foreign language lists of records issued by General Phonograph Corp. Now, of course, foreign language records are put out by other makers, too—as witness the really astonishing and highly elaborate lists, in a baker's dozen of languages, sent out each month by the Victor, Columbia and Edison companies. But it is not the fact of foreign language records being a staple product that intrigues our fancy. It is the realization that in this country—and not less in our Middle West—there is a very remarkably rich field awaiting cultivation by every merchant who is wise enough to keep his eyes, ears and brain open. It is curious how much the native American ignores the existence in his own community of foreign enclaves, and how little he realizes the vast wealth of music and art which the so often despised foreigner has to give his adopted land, if only we knew it. Certainly, from the most cold-blooded business point of view, it is simply silly to overlook or neglect any business opportunity so obvious as this. They say that forty-nine languages are spoken in New York City. In Chicago Polish, German, Croatian, Serbian, Swedish are spoken still by large groups, while their music and especially their songs not only are now but always ought to be preserved and cherished. Here is business, just waiting for the man who has sense enough, brains enough and courtesy enough to treat the foreign-speaking man right and give him what he wants. Why overlook a good bet?

Our Polyglot Field

ONE of the most interesting and encouraging features of contemporary trade development in Chicago and the mid-West generally is to be found in the continual growth of neighborhood retail stores. The City of Chicago offers a most instructive set of examples. Every residential district which has been opened out of bare subdivision acreage during the last ten years is filling up with the greatest rapidity. First come the two-flat buildings and the bungalows. Then along the streets, where the trolleys run, come the meat market, the grocery, the delicatessen and the ubiquitous drug store, which sells everything first and drugs last. Within a couple of years a drygoods store has poked its way into the neighborhood, and then come a milliner, a shoe store and a little specialty shop for women. By this time the neighborhood is awake and realizes that it has come into the possession of a community consciousness. Balaban & Katz, Ascher or some other local magnate then proceeds to fill up a large vacant lot with a movie theatre, seating a couple of thousand people, to find that from the first day it is crowded. Lastly, come the music stores. They come in very quietly and rather hesitatingly. Usually they start with a few talking machines, some records, a little sheet music and a player-piano. Sometimes on the other hand they open up with a grand hurrah. In the neighborhood which honors the writer by allowing him to live in it there have been within the past month two elaborate openings of music stores, within half a mile of each other, along the same main thoroughfare. One is a most elaborate and really beautiful affair, run by a former wholesale expert of the talking machine business, who lives in the neighborhood and has resolved to devote the rest of his life to doing musical good to the same. The other is more of a piano store, but is handling one of the most expensive, beautiful and exclusive of talking machines, along with records and sheet music. Ten years ago the sites of these two stores were raw prairie, with scarcely a house in sight. To-day they are built up as far as the eye can see. This is true, not only of the mid-West, but of the entire country as well. Every large city has several distinct communities within itself which have developed on the outskirts and not a few of these have music stores of an exceptionally high character, and many of them supply the musical wants of their entire community. The moral is simple: Believe in your community, stay in it and work in it. It pays.

Neighborhood Stores

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

CHICAGO, ILL., October 7.—During the past few weeks there has been a noticeable change in practically every phase of the talking machine business in Chicago and vicinity. Starting about September 15 the manufacturers, jobbers and dealers experienced a spurt in orders and sales, which gives every indication of going on without interruption throughout the Fall and holiday season.

Almost without exception the talking machine manufacturers in this section of the country are receiving substantial orders from their jobbers and dealers. There is no doubt that the dealers as a whole refrained from placing advance orders during the Summer months with the idea in mind of being as conservative as possible in view of general conditions. Soon after Labor Day, however, the industrial situation began to improve and with the cessation of the various strikes there was almost a boom in practically every Western trade center. The majority of manufacturers prepared themselves in advance for such a condition and as a result shipments of machines are being made with a minimum of delay. In some instances, however, the demand has been so far beyond expectations that even day and night shifts are inadequate. Probably the most gratifying feature of this business spurt is the fact that it seems to be steady and consistent rather than meteoric and spasmodic.

Among the manufacturers of motors, tone arms and sound boxes there is also a better feeling, consistent with the spirit of the season. As might have been expected, many talking machine manufacturers did not place good-sized

orders for parts during the Summer, as they had practically no assurance of a prosperous Fall business from their dealers. The early part of September marked the start of the buying season on the part of the manufacturers and practically all of the motor, tone arm and sound box makers are enjoying a healthy Fall business, that, in all probability, will continue into next year.

From the dealers' angle the most interesting feature of the month's activities has been the resumption of record buying on the part of the public. There is no gainsaying the fact that record sales during the Summer of 1922 were at a low ebb. For many years the talking machine dealers have anticipated a drop in record sales during the Summer, but this year the drop took the appearance of a stagnation, and during July and the first two weeks in August record sales in Chicago territory were a bitter disappointment to almost every dealer. Toward the end of August, however, there was a slight improvement and with the return of the vacationists the early part of September many of the dealers noticed an increase in record sales that was most encouraging.

This improvement has continued steadily for the past several weeks and at the present writing there is a shortage of records of almost every make and description. Of course, this shortage applies particularly to the popular hits of the day, but it is gratifying to note that in this category of popular hits there must be considered a larger number of selections than have been recognized as hits for several months. The dealers in the North side, for example, report

a demand for "Three o'Clock in the Morning" that is far beyond their highest expectations, and one dealer stated that he had been obliged to accept a shipment of fifty records, whereas he had placed an order for 200. This same condition applies to a large number of other hits and with the advent of cool weather the dancing enthusiasts throughout the city are again in evidence and their activities are reflected in the demand for dance hits.

The wholesale distributors in Chicago are to be congratulated upon the service and co-operation they are extending the dealers at the present time and upon their foresight during the Summer months. At a time when the dealers were only buying from hand to mouth jobbers were obliged to place orders for September and October, and under these conditions they have given the dealers exceptional service. It is true that the jobbers' stocks of machines and records are pretty low just now, but they are doing everything possible to bring their stocks up to requirements and their representatives are co-operating with the retail merchants along practical and result-productive lines.

General business conditions in Chicago and the surrounding territory are very satisfactory, with the situation improving day by day. With the finish of the railroad and coal strikes labor conditions began to reach a stage of normalcy and there is apparently a wave of prosperity in almost every industry in Chicago.

Business Revival Exceeds Expectation

"The demand for Victrolas and Victor records during the past few weeks has simply been

(Continued on page 100)

Announcement

"The Jewel Phonoparts Co., 154 Whiting St., Chicago, Ill. have added many refinements and improvements to their line of Jewel Tone Arms and Reproducers, and from Oct. 15th will be in production and will be pleased to furnish the Manufacturing Trade, on request, with illustrations, samples and prices on the highest grade Tone Arms and Reproducers that long knowledge of the business, money, skill and carefulness in manufacture, assembling and inspection can produce at the lowest possible cost consistent with the quality."

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

phenomenal," said D. A. Creed, vice-president and general manager of the Chicago Talking Machine Co., Victor wholesaler, in a recent chat with *The World*. "We had expected that our dealers would experience a business revival around the middle of September, but the reports to date show that this revival has been far beyond anything we had figured upon. What is even more gratifying than this activity on the part of the dealers is the fact that the public is in a buying mood and the members of our sales staff tell us that there is a steady, constant call for Victor products that will undoubtedly be reflected in the sales totals of the next few months. We are doing everything possible to co-operate with our dealers and are taking care of their requirements, but there is almost certain to be a marked shortage in practically every type of Victrolas and Victor records this Fall and Winter."

Important Campaign Soon

A. B. Cornell, sales director of the Jewel Phonoparts Co., 154 Whiting street, manufac-

turers of Jewel tone arms, sound boxes and attachments, returned recently from a visit to the East. While out of town Mr. Cornell spent some time at the executive offices of Thomas A. Edison, Inc., in Orange, N. J., discussing with the sales executives of that company the details of an important campaign that will shortly be introduced by the Jewel Phonoparts Co. in connection with Jewel attachments for playing Edison records.

In a chat with *The World* Mr. Cornell stated that Jewel attachment business during the past six weeks had shown a tremendous increase and the Jewel factory is now working to capacity to take care of the demands of the dealers and jobbers. Substantial orders have also been received for Jewel tone arms and sound boxes and the prospects are that the Jewel Phonoparts Co. will close in 1922 the best year in its history.

New Price Increases Business

The recent announcement by the Walbert Mfg. Co., of this city, advising the trade that

the retail price of the Geer repeater had been changed to \$1.50 has met with the enthusiastic approval of the trade. W. H. Huth, head of the company, states that this approval is reflected in the receipt of orders from jobbers and dealers in every section of the country. The Geer repeater, which is a pioneer in the repeater field, is now being merchandised by representative jobbers and dealers everywhere and Mr. Huth is making plans for an intensive co-operative sales campaign that should prove of material assistance to the dealers in developing the demand for Geer repeaters. Mr. Huth spent several days out of town recently arranging for the return of his family from South Haven, Mich., where they had spent a very delightful Summer vacation.

Krasco Co. Opens New York Office

The Krasco Manufacturing Co. announces the opening of a New York office on the twelfth floor of the Wurlitzer Building, 120 West Forty-second street. These new headquarters will be in charge of D. S. Root, general manager of the Krasco Mfg. Co. W. E. Lent, production manager and technician, leaves on the first of the month for a visit with talking machine manufacturers throughout the country. Mr. Lent will call on a great number of concerns who manufacture talking machines with an idea of bringing about better co-operation between them and his company. He intends to go into the matter of motors very thoroughly with the production men of each company he visits, in order that he may be of help to them in the matter of securing maximum service as regards motor equipment.

Phil Ravis Visits Chicago

Phil Ravis, president of the Peerless Mfg. Co., of New York, manufacturer of Peerless albums, was a recent visitor to Chicago and was given a hearty welcome by his many friends in the trade. Mr. Ravis commented favorably upon general business conditions, stating that the demand for Peerless albums had steadily increased during the past few months and that the Peerless factory is now working to capacity. While here Mr. Ravis used up quite a number of his order blanks and opened up a number of new accounts.

Establishes Many Jobbing Accounts

R. W. Moon, general manager of the Swanson Sales Co., with offices in Los Angeles, Chicago and New York, spent some time in Chicago during September, making his headquarters at the Swanson factory at 308 West Ontario street. Mr. Moon made Chicago a central point in connection with several trips to nearby cities during which he established important jobbing connections for the Swanson portable. Mr. Moon left Chicago on October 1 for the East and before leaving stated that he would soon have an important announcement to make regarding his future plans for the development of Swanson business.

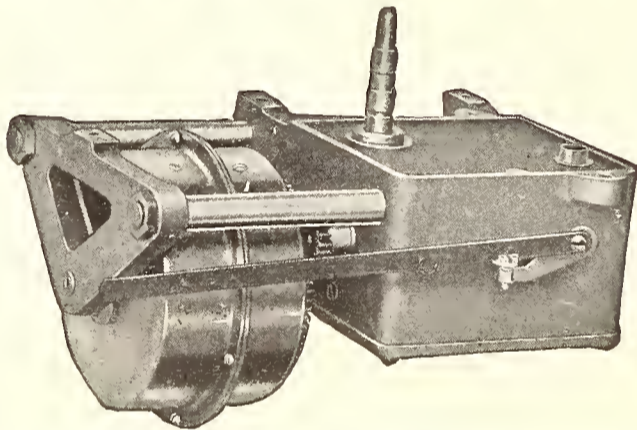
Books Large Orders for Motors

The United Manufacturing & Distributing Co., 536 Lakeshore Drive, manufacturer of United enclosed motors, has received quite a number of good-sized orders during the past few weeks from well-known talking machine manufacturers in different parts of the country. Lynn D. Rudolph, president of the company, states that a number of important accounts have been opened recently, full details of which will be announced in the near future. This company has one of the best-equipped motor plants in the trade and the popularity of the United enclosed motor is evidenced in the fact that it is now being used as standard equipment in many well-known makes of machines.

Formal Opening of the Jefferson Shop

The latest newcomer to the Victor family of Chicago is the beautiful Jefferson Music Shop, at 4766 Milwaukee avenue, which was recently opened under the management of Hans Schoessling. Mr. Schoessling is president of the company and Lionel C. Lenz is secretary and treasurer. The dimensions of the new shop are 26 by 115 feet, and it is equipped with eight

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

demonstration booths and hearing rooms, each of which is 9 by 12 feet. The booths, the counter paneling and the wainscoting are finished in a deep walnut and represent the very latest shop equipment put out by the Unit Construction Co.

The Jefferson Music Shop is carrying a complete line of musical instruments, as well as talking machines and pianos, and in the talking machine line will feature the Victor product exclusively. On the day of the grand opening more than 1,500 people attended.

It might be well to say in this connection that Mr. Schoessling is well acquainted with the Victor trade throughout this section, as he was connected with the wholesale Victor department of the Rudolph Wurlitzer Co. for the past eighteen years. Delegates from the three Victor jobbers in Chicago were also present at the opening.

Joins General Phonograph Corp. Forces

L. M. Sebok, who for the past three years has been in charge of the foreign record division of the Columbia Co.'s Chicago branch, has severed his connection with that company and has taken up activities with the General Phonograph Corp., of New York. In his new association Mr. Sebok will have to do with the foreign record distributing division of the General Phonograph Corp. All told, Mr. Sebok was with the Columbia Co. for about five years. When he first went with the Columbia Co. his duties were of a promotional type in conjunction with Columbia foreign record business in the mid-Western and Southern States. Two years after this he came to the Chicago branch and up to the time of his resignation had been taking care of the Columbia dealers in this territory.

One of Mr. Sebok's assets as a foreign record salesman lies in the fact that he speaks six foreign languages. This alone has enabled him to become very intimate with dealers who handle foreign records. He is of Hungarian birth and received his collegiate education in Europe. Before coming to this country he

made quite a good record for himself as civil engineer and was instrumental in building electrical power plants in Constantinople, as well as a 150-mile railroad in the high plateau regions of Bolivia, South America. Mr. Sebok has left Chicago with the best wishes of all of his friends in the trade, who are very sorry to see him go.

Jewel Products Popular in Japan

"The sun never sets on Jewel products," said A. B. Cornell, sales director of the Jewel Phonographs Co., of this city, in a recent chat with the World. To substantiate this broad statement Mr. Cornell showed a set of photographs that



Japanese Model Showing Jewel Equipment

he had recently received from a phonograph manufacturer in Japan who is using Jewel equipment exclusively.

The accompanying photographs will give some idea of the distinctiveness of these Jap-

anese instruments, and on one of them the Jewel octagon arm and reproducer is noticeable, ready for playing in Edison position.

Mr. Cornell states that the Jewel export busi-



ness is growing rapidly, and orders are being received from manufacturers and jobbers in all parts of the world. The Jewel plant is now working at capacity and plans are being made to give the trade increased service during the Fall and holiday season.

Congratulations, Mrs. Gelbspan

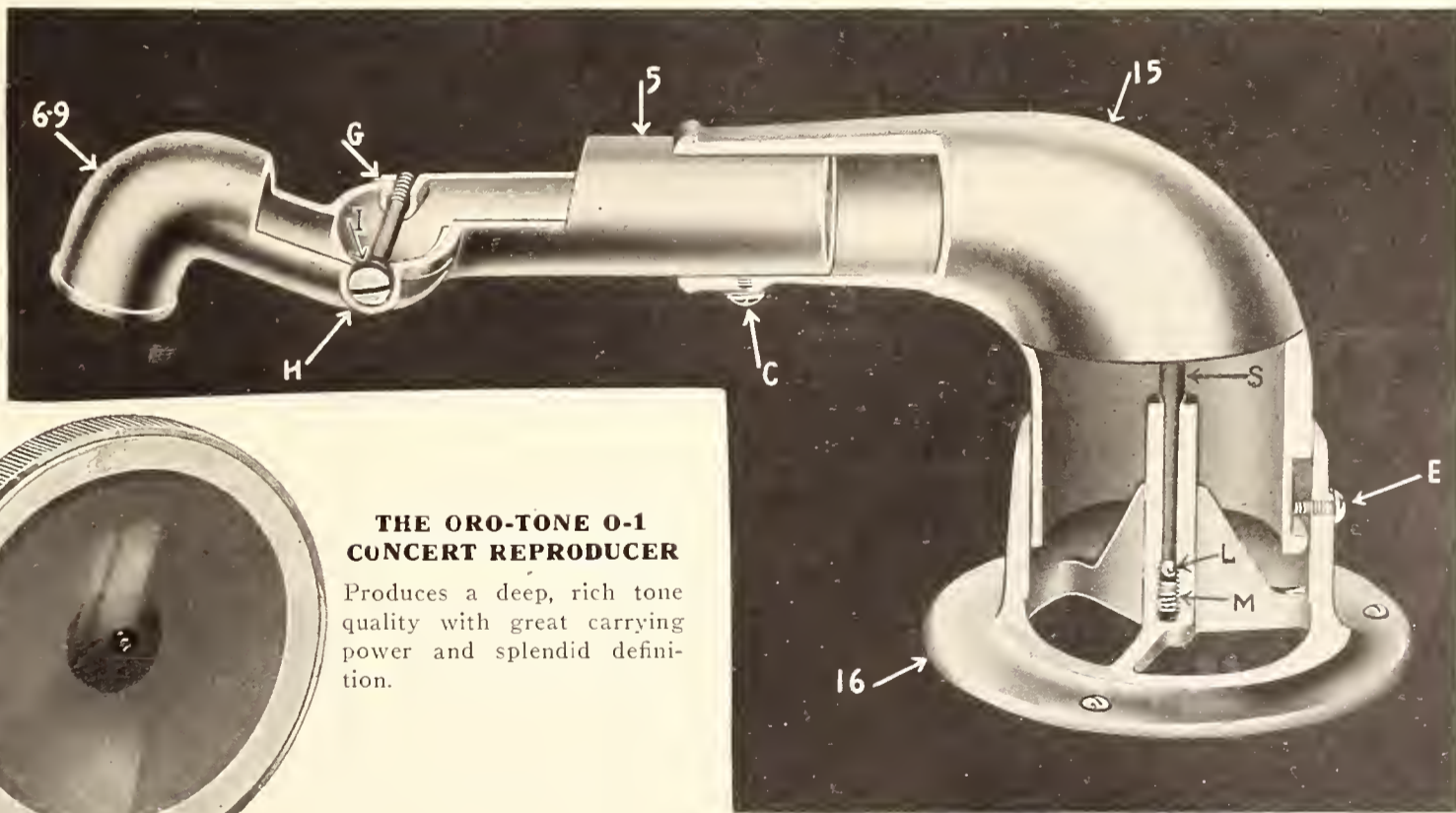
Friends throughout the trade are congratulating Mrs. L. Gelbspan on her splendid recovery from a recent surgical operation. She was taken ill some five weeks ago and since that time has been in a local hospital. Mrs. Gelbspan is now able to resume her duties as head of the Boston Book Co. and at present is planning to catch up with the vast amount of work which has accumulated on her desk since

(Continued on page 102)

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.



THE ORO-TONE O-1 CONCERT REPRODUCER

Produces a deep, rich tone quality with great carrying power and splendid definition.

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Improvement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splendid eye value, that is perfect in operation, that produces a powerful, deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality first standards.

DESCRIPTION

No. 16, base; No. 15, large elbow; No. 5, adjustable length extension; No. 6-9, floating throw-back elbow; M, height adjustment screw; L, single ball bearing; S, fixed stud in large elbow; E, stop screw for swing or arc of arm, also hold base to large elbow; C, length adjustment screw; H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle; G, lock screw to prevent assembly screw (H) from working loose.

MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

she was taken ill. As evidenced by the amount of orders and inquiries received by this company in the past month, talking machine business throughout the country is picking up in a pleasing manner. There is a heavy demand at present for record albums and it looks as though the trade were anticipating an excellent Fall and holiday business.

Cable Company Ties Up With Radio

Talking machine men have long appreciated the value of tying up their advertising and window displays with matters of current interest as a means for stimulating business and it is quite common for dealers to take full advantage of the various opportunities offered along this line.

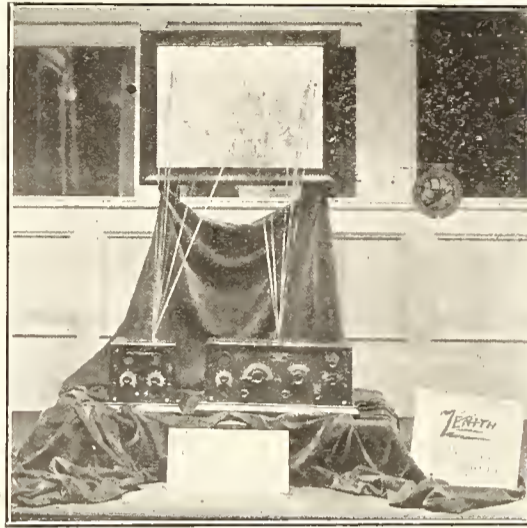
The Cable Company, of Chicago, piano manufacturer and exclusive Victor dealer, is one of those concerns which never fail to take advantage of the opportunities for good tie-ups and as a result some substantial business increases are reported at regular intervals by the retail department of that company.

The latest tie-up of the Cable Company embraces a combination of radio and talking machine which in itself is rather unique so far as Chicago is concerned. The story of the tie-up of the radio and talking machine is interesting.

Some time ago Eugene McDonald, head of the Chicago Radio Laboratories, decided that he would dismantle a small radio transmitting station which he had aboard his yacht. After the instrument was taken down he brought it over to his headquarters in the McCormick Building and had it installed. This little instrument is now installed and known out of Government records as station "WJAZ." After these matters were taken care of he made known to Zenith dealers that he would, upon request from them, broadcast talking machine records on a 300-meter wave. It was then that the Cable Company, which retails Zenith receiving equipment, took advantage of the tie-up possibility and immediately let its clientele know

that the latest Victor monthly releases could be heard in the regular demonstrating booths on Victor talking machines or could be heard over the radio as the choice might be. The effect of this announcement brought large numbers of people into the Cable Company's retail Victor shop and not only has increased the sale of records, but it has also stimulated the sale of Zenith retail receiving sets and Victor talking machines. The Cable Company has also devoted one of its large show windows to the radio-talking machine tie-up.

In the center of the window has been placed

**Cable Company's Striking Radio Window**

a large map of the United States above a radio receiving set. Streamers from the radio set to the map indicate the various broadcasting stations in the different cities from which messages and other program features have been picked up by the Zenith receiving set installed in the Cable warerooms.

Interesting Review of Brunswick Activities

A. J. Kendrick, general sales manager of the Brunswick-Balke-Collender Co., has just returned from a month's tour of all Brunswick

branches west of the Mississippi River. Upon his return he stated that the spirit of optimism regarding business conditions has, in his experience, never been so pronounced. "The sentiment of the average dealer is that of a man who has fully recovered from a prolonged illness," said Mr. Kendrick, "and although the merchant is buying as he is selling he is ready and anxious to buy the things he can sell. The retail salesmen, I find, are on their toes and ready to go, and the expression that 'business is good' is very common to-day. This situation prevails in Kansas City, Dallas, Los Angeles, San Francisco, Portland and Minneapolis."

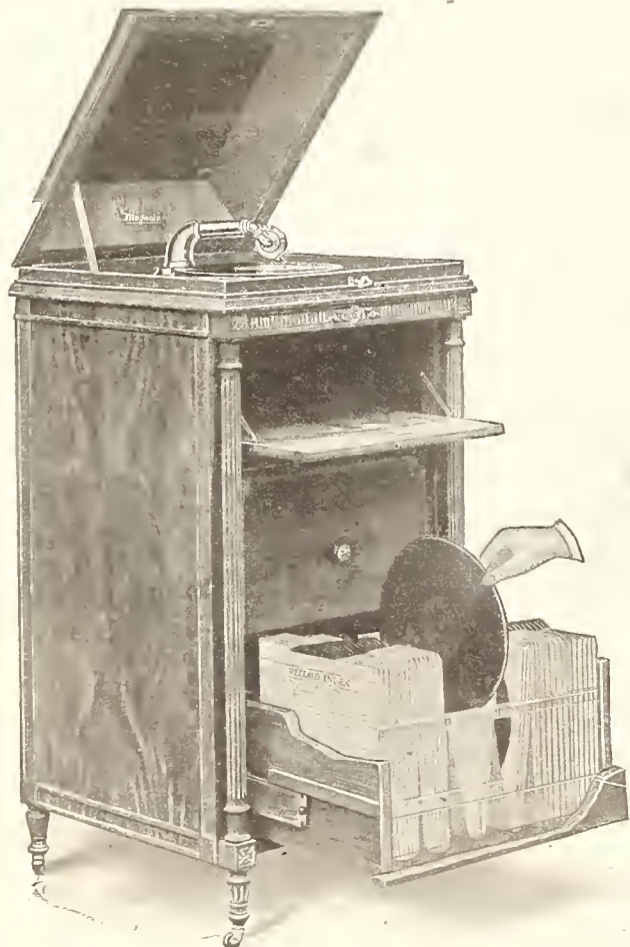
Throughout the territory he visited an extremely affable attitude, backed up with real sincerity, characterizes the talking machine dealers' establishments. The sales people are greeting those who come into the stores with a sincere welcome that makes one feel at home. This attitude on the part of the sales force is beginning to make the customer feel at home whether he buys or not.

In Los Angeles, particularly, according to Mr. Kendrick, retail transactions are not executed as quickly by the merchants as is the case in other sections of the country. Retired farmers and people from the Middle West who take life easy make up the bulk of population in southern California. Therefore, they are in no great hurry to buy and, while they have money, they buy carefully. Yet, it is extremely noticeable that each opportunity to sell a talking machine is looked upon more eagerly on the Coast than in any other part of the country. When a prospect leaves the store without buying he is called on the next day. Coast merchants put "sell" into everything. Even the store equipment is designed to effect a superfine store atmosphere or setting which makes for successful sales results.

In speaking about the Brunswick conditions in general Mr. Kendrick mentioned that there is a possibility of a shortage in certain styles



"Built by tone specialists"



Magnola Style Louis XVI

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

and finishes of Brunswick phonographs. This is already apparent. Production has been carried on at top speed all Summer in preparation for a good Fall season. The season, however, has opened up better than expected. There will be no further changes in the Brunswick line this year. This also applies to prices.

New Warehouse for the Brunswick

The Brunswick-Balke-Collender Co. has purchased from George H. Shank the five-story building at the southwest corner of Pershing Boulevard (Thirty-ninth street) and Federal street, this city, for the purpose of providing necessary additional facilities for taking care of the company's growing volume of phonograph and record business.

The building has a 90-foot frontage on Pershing Boulevard and extends 202 feet on Federal street. The floor space comprises about 90,000 square feet. It was erected during the war for Government use as a medical warehouse and will be utilized by the new purchasers as a distributing warehouse for Brunswick phonographs, records, tires and other products. A five-car switch connection with the Chicago Junction Railway will greatly facilitate the receipt and dispatch of carload shipments.

Strong Vocalion Billboard Campaign

The local branch of the Aeolian Co., of which H. B. Levy is manager, has been developing a great line of billboard publicity for Vocalion phonographs and particularly Vocalion Red Records. At the present time there are, in and about Chicago, 158 twenty-four sheet posters beautifully designed in nine colors telling the public of the value of the Vocalion product. Each of the billboards carries at the bottom the name and address of the neighborhood Vocalion dealer, of whom there are at the present time 126 in Chicago territory.

The billboard campaign has also been introduced in Milwaukee, where the Edmund Gram Piano Co. and the J. B. Bradford Piano Co., Vocalion representatives in that city, have been showing twenty-five of the posters on the main streets and highways.

Doing Well With Vocalion Records

The recently opened Ted Snyder Song Shop here is doing particularly well with Vocalion records and has been realizing a strong demand for the record of "Three o'Clock in the Morning," being forced to reorder that number several times each week.

New Representative in Springfield

Abe Wolff, treasurer of the Abe Wolff Music Co., Springfield, Ill., is one of the latest additions to the list of Vocalion dealers and has opened a most attractive shop for the handling of that line opposite the Court House in Springfield.

Vitanola Moves Headquarters

Sam S. Schiff, general manager of the Vitanola Talking Machine Co., announces that the Vitanola Co. is just about to complete the removal of its factory from 1900 South Fifty-second avenue, Cicero, Ill., to Saginaw, Mich. Vitanola's big plant at Saginaw has been working at top speed for the past few months taking care of orders and at the same time preparing to receive the departments hitherto at Cicero.

The Saginaw plant, as noted in the May issue of *The Talking Machine World*, is a very commodious affair, with 180,000 square feet of floor space. The main building is three stories in height by 500 feet long and is devoted exclusively to fitting and shipping departments. Coming off this main structure is a three-story wing, 350 feet long, where the Vitanola cabinets are built. In addition to this there is another wing, four stories high, used as a warehouse.

The Saginaw plant of Vitanola is well equipped with shipping utilities, having a four-track spur with track connections to the Michigan Central lines. The capacity of the plant exceeds 200 complete instruments every twenty-four hours.

Mr. Schiff has not as yet stated just what disposition the company will make of the big million-dollar plant at Cicero, which is owned

and controlled by the Vitanola Co. exclusively and is burdened by no encumbrances whatever. Mr. Schiff has just purchased a home in Saginaw and has moved his family there.

Lakeside Increases Capital

The Lakeside Supply Co., of this city, is offering \$25,000 of its 7 per cent preferred, cumulative stock. The capital will now, including the new issue, be \$60,000, \$25,000 of which is 7 per cent preferred cumulative and \$35,000 common. After the preferred dividends at the rate of 7 per cent have been paid the common stock will receive dividends semi-annually.

The Lakeside Co. has been in the talking machine business since the year 1916 and has become internationally known as a jobber of talking machine parts and complete instruments. The company is now most favorably known in the trade and has built up a fine credit and reputation.

About eight months ago the Lakeside Co. added to its talking machine line a complete

line of radio parts and assembled machines, which have been jobbed and also retailed from the Wabash avenue headquarters. The radio business has developed so rapidly that the company finds it necessary to increase its present capital in order to meet the growing radio and talking machine demand. The net tangible assets of the Lakeside Co. will, according to its statement, equal more than the entire stock issue when conservatively appraised and in addition thereto the business already developed, plus good-will, patents and developed results in patents and improvements, will, in their opinion, be worth many additional thousands of dollars. The average yearly sales for the Lakeside Co. for the past three years have been \$144,523 and the company believes the business is merely in its infancy, so that the next two or three years should show a development far beyond anything heretofore accomplished.

The Lakeside Co. is, and will continue to be,
(Continued on page 104)

VITANOLA
The Phonograph of Marvelous Tone

Announcement

We beg to advise the trade that we have moved our General and Executive Offices to Saginaw, West Side, Michigan, where better facilities will enable us to keep in closer contact with our customers.

All mail and shipments, including parts returned for repairs, should be sent to our Saginaw address, where we will continue to maintain our high standard of service.

Vitanola Talking Machine Co.

Saginaw, West Side

MICHIGAN



Wake up lit-tle girl you're just dream-ing pret-ty dreams, Dream-ing the hours a-way,

WAKE UP LITTLE GIRL

YOU'RE JUST DREAMING

HEAR IT NOW

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

under the active management of G. C. Fricke, president, and W. A. Fricke, secretary. These gentlemen have founded and developed the Lakeside business from its inception. Both are widely and favorably known throughout the talking machine industry and have excellent reputations for business integrity, for their knowledge and experience, and on account of the many years of practical experience in the telephone and telephone instrument business, which was theirs before they got into the talking machine game.

Columbia Store Moves

The popular Columbia music store located on the Northwest Side has moved to larger and more up-to-date headquarters at 3130 Armitage avenue. The new store was formally opened to the public on September 30 and in the evening a popular concert was given, which was largely attended. Besides a full line of Columbia goods this concern handles sheet music and makes a specialty of German and Scandinavian records.

Cheney Factory Working at Capacity

A. C. Harper, general manager of the Cheney Talking Machine Co., in commenting upon Cheney business, reports that his company has shown a very large gain during the past four months. The factory is working to capacity and is doing everything in its power to catch

up with the orders. In discussing the trade situation Mr. Harper pointed out that, although general retail business has been somewhat dormant during several months, Cheney wholesale sales, nevertheless, have shown much improvement. This is accounted for by the fact that the Cheney Co. has been making a big campaign throughout the trade. Dealers and jobbers have been working very hard also. The business coming from the Coast section of the country is especially good and about 60 per cent of the demand is for upright cabinets.

Chas. E. Byrne Returns From the East

Charles E. Byrne, secretary and treasurer of Steger & Sons Piano Mfg. Co., has returned from a visit to the trade in the East. He spent about a week in New York City looking over things and reports that everyone in that section is anticipating a large volume of Fall business. Sherwin Murphy has just returned from a pleasant vacation, which was spent in golfing and fishing at Mackinaw Island, Mich.

New Tonofone Needle

In order to meet the demand of the trade for a loud-tone needle the Tonofone Co., of this city, set about a few months ago to fill this want. The effort met with success and there is now a Tonofone needle which gives a volume twice as great as the well-known medium Tonofone needle. This new loud

needle is now ready for the trade and the Tonofone Co. is at present engaged in sending out samples to all jobbers and retailers. The new Tonofone, which is practically as loud as a loud steel needle, is differentiated from the regular Tonofone in finish, being gold-plated. The retail sale price will remain the same as before, six for fifteen cents and twelve for twenty-five cents. The new loud Tonofone still maintains the original resilient, flexible, non-scratching point and will play some twenty to fifty records. The loud-tone needle is particularly adapted for playing dance and band records, whereas the best results for the medium-tone needle are obtained when playing vocal, violin and other instrumental numbers where large volume is not required. The Tonofone Co. recently announced that owing to increased production it is now able to give larger margins of profit to both wholesaler and dealer.

Bill Nolan Visits

"Billy" Nolan, formerly of the Louis Buehn Co., Inc., Philadelphia, was a recent visitor to the Chicago trade. Mr. and Mrs. Nolan passed through Chicago together en route to Appleton, Wis., their new home. Mr. Nolan has purchased Carroll's Music Shop at Appleton and will carry on this exclusive retail Victor business. Mr. Nolan has had an interesting career in the talking machine field and has gained a wide and valuable experience as well as a large acquaintanceship throughout the Victor trade. When he first entered the business ten years ago he associated himself with the Educational department of the Victor Talking Machine Co. and after several years came over as retail manager of Lyon & Healy's Victor department. He held this position with Lyon & Healy for two years and three years ago took up activities with the Louis Buehn Co., Inc., remaining with this institution until he recently purchased the Carroll Shop at Appleton.

Looks Over Chicago Trade

Joe B. Ryde, of the firm of Fuller-Ryde Co., Victor dealer at Indianapolis, Ind., spent some time renewing acquaintances throughout the Chicago trade the first of the month. Mr. Ryde spent several days here viewing conditions in the Chicago trade and had an enjoyable visit with his many friends here. Mr. Ryde was formerly connected with Lyon & Healy's Victor department, serving as assistant manager to L. C. Wiswell.

Alto Business Increasing

There is a constantly growing demand for fibre needle cutters, according to a report given out to The World this month by the Alto Mfg. Co. This concern has for years been putting out clever little fibre needle cutters of the scissors type, which retail for \$1. Every item in the manufacture of this needle cutter is made in its entirety by the Alto Co.

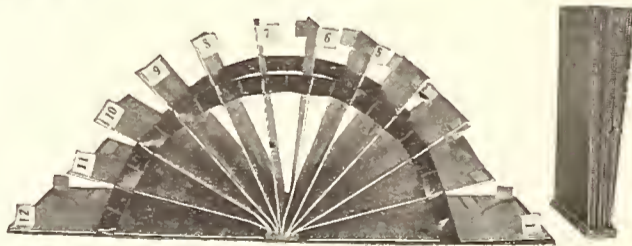
Radio Show Officially Opens

By the time readers of The Talking Machine

THE PHONOGRAPH WORLD'S PROFIT PULMOTOR

"ABILITY" AT LAST

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but—for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album. Optional at will.

UNYVERSAL UTYLYTY UNYTS CO.

6111 Winthrop Avenue

CHICAGO, U. S. A.

N. B.—Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut, Unpunched, Full Stock Strength, Leaves.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

World receive the October issue the big Radio Show at the Coliseum here will be well under way. From present indications this will be the greatest radio show ever attempted and will, in all probability, be the forerunner of an annual event. Radio manufacturers with plants scattered all over the United States are demonstrating their goods to the public. The organization of this exhibition has been worked out to an exactness that causes many old show people who have looked over the plans to marvel. Every little detail, regardless of how small, has been given very careful consideration. There is a plan on foot at present to organize radio manufacturers of the entire United States. The plan is tentative as yet, but it calls for an organization of these manufacturers along lines similar to those put into execution by the motion picture industry. According to a newspaper account, Charles Pettijohn, special assistant to the president of the Motion Picture Producers and Distributors of America, announced recently that he had arranged for a general conference of radio men during the Chicago Radio Show to prevent legislation censoring broadcasting. Such legislation was attempted in Missouri and the new organization is to prevent a spread of similar efforts.

One of the main features of the Chicago Radio Show will be music and particularly talking machine music as applied to radio. Every conceivable kind of an instrument for the utilizing of combinations of radio and talking machines will be featured. Reports coming from the box office indicate that the advance sale of tickets is far greater than anticipated and it is expected by the men in charge of this exhibit that ere the closing date rolls around a new record of gate receipts for paid admission into the Coliseum shall have been made.

Dempsey Marches to Happiness

Some few moons ago, as everyone well remembers, there was a large argument on the other side of the world which necessitated the

intervention of these United States. A call for arms was sent out and many a young man answered. Among the many was one, Frank A. Dempsey, of Chicago, who put on his marching shoes and marched into the fray with the American Ambulance Corps. After the war was over Mr. Dempsey marched home again, not as a mister, however, but as "Private" Dempsey. When he marched a few steps around his neighborhood he was espied by a beautiful young lady named Miss Lydia A. Barley. Feelings of admiration for each other sprang up between the two and then Private Dempsey marched on downtown and right into the offices of the Emerson Phonograph Co. The Emerson people liked the way Mr. Dempsey conducted himself and ere long he was top-notch salesman for this concern for its Chicago territory. But all during this time he never lost sight of this little girl, who lived up on 4656 Clarendon avenue. So the other day he marched into her home and then marched her up to the minister, who took their oath of allegiance and sent them marching joyfully on the road to happiness.

Barnhart Bros. & Spindler Display in Boston

R. N. McArthur, advertising and sales manager of Barnhart Bros. & Spindler, has returned from an extended visit through the East. While in the East Mr. McArthur spent a week or more supervising the Barnhart exhibit at the Graphic Arts Exhibition, which was held in the Copley Plaza Hotel, Boston. The exhibit consisted of everything in the printing line that is manufactured by Barnhart Bros. & Spindler, which concern, by the way, is one of the largest type foundries and die casters in the country. At the close of the exhibit Mr. McArthur spent a number of days vacationing throughout the eastern section of the country.

Reporting Good Business

The General Radio Laboratories, whose headquarters are at 1740 Tribune Building, in this city, is reporting this month that the G.R.L. products are meeting with an exceptionally fine

reception from the talking machine trade. The General Laboratories Co. is marketing a high-grade radio receiving set, which is put out in a cabinet which simulates a miniature grand piano. The instrument is equipped with a loud speaker which emits its tone through a wooden sound amplifier cleverly concealed in the cabinet. The tone may be modulated by the fallboards of the miniature piano and this is opened and closed by means of a foot pedal. When in operation the lid of the cabinet may be lifted up so as to permit easy accessibility to the knobs and dials which control the wave lengths, meter lengths, etc. Besides this complete instrument, the General Radio Laboratories put out a large line of radio accessories, such as radio telephone receivers, variable condensers, radio plugs, jacks, variometers, dials, knobs, binding posts, etc.

The Lyon & Healy Radiopera

The latest thing in radio cabinets to be introduced to the trade in this section of the country is the Radiopera cabinet, which is being manufactured by Lyon & Healy. This new instrument is being brought out under the supervision of Charles P. Hindringer, manager of the radio department. It is a radio receiving set which contains the highest grade of radio equipment obtainable. The part of the set manufactured in the big Lyon & Healy plant is merely the cabinet, which comes in red and brown mahogany finish, equipped with an R. C. Westinghouse receiving set and Western Electric loud-speaking unit. When ready for the trade this instrument comes completely equipped with a rubber-encased Willard storage battery, Tunger battery charger, "B" battery, antenna, lead-ins, etc.

The set has a range of 1,500 miles and the wave length is from 180 to 700 meters and when a loading coil is added this is increased from 1,800 to 2,800 meters. The loud-speaking unit is of the highest grade manufactured by

(Continued on page 106)



KRASCO

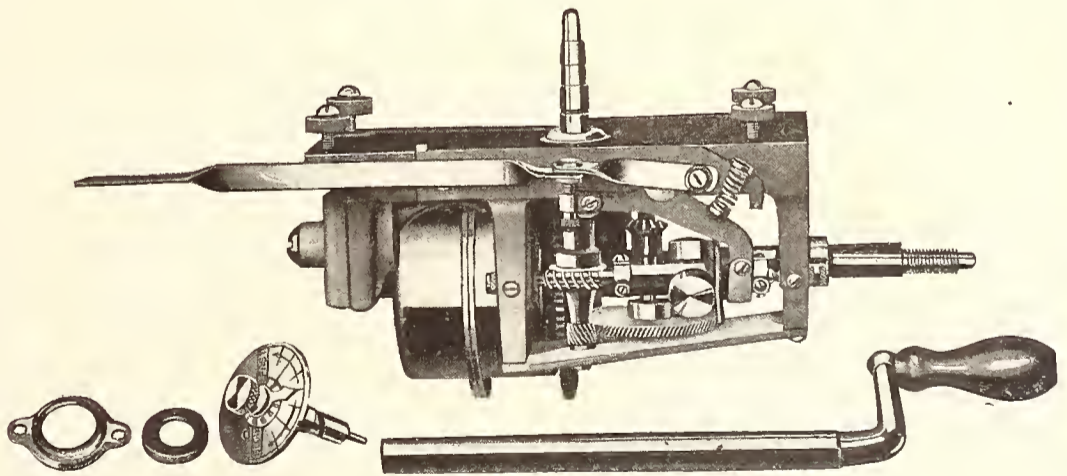
NOW OFFERS

GREATER TRADE CO-OPERATION

made possible by two new and important innovations:

First: Personal visits by our Technical Expert; and

Second: The installation of our new Repair Parts Department, which enables KRASCO users to obtain real KRASCO parts at cost.



The above illustration is of "The Old Reliable" Krasco No. 2. Over 1,000,000 No. 2 Krasco Motors are installed today and giving excellent service. This is the smallest type Krasco and is particularly adaptable for small instruments and portables. Other types of Krasco Motors are Nos. 2, 3, 4, 22, 33 and 41. Built to satisfy all demand. These motors will play from FOUR to TEN records on one winding. Krasco Motor No. 33 is a Four-Spring Motor especially adaptable for playing 10 records. It is the largest serviceable spring motor on the market today.

The KRASCO GUARANTEE MEANS

A Revelation in Smoothness, Quietness and Mechanically Perfect Motors

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

the Western Electric Co. and its amplification can be modulated from what might be termed whispering strength to a volume loud enough to be heard over a considerable distance. Lyon & Healy are also offering the cabinet to those who desire to equip it with their own receiving sets and loud-speaking units. The cabinet dimensions are forty-two inches high, thirty-eight inches in length and seventeen and one-half inches in depth.

Confers in Chicago

Sam Green, president of the Paragon Phono Parts Co., Newark, N. J., was a visitor to Chicago for a few days last week, arriving here to confer with Nat Golden, sales manager of the company, and making an extended trip through the West. While here Mr. Golden closed an important deal, which will be announced in detail later, and incidentally found it so difficult to dodge Chicago taxicabs that he left town twenty-four hours earlier than he had anticipated. Mr. Green is now calling on the trade in Minneapolis and the surrounding territory and will probably return to Chicago in a few weeks.

George E. Brightson in Town

George E. Brightson, president of the Sonora Phonograph Co., New York, was a Chicago visitor this week en route to New York, after making a trip to the Pacific Coast. While here Mr. Brightson held a conference with Frank Goodman, assistant sales manager of the company, in reference to a change in Sonora jobbing representation in this city. Mr. Brightson was keenly enthusiastic regarding general business conditions throughout the country, stating that Sonora jobbers and dealers are closing a Fall season that will compare favorably with the banner periods of previous years. As usual, Mr. Brightson is making a careful survey of business and industrial conditions wherever he visits and his comments regarding the business outlook are, therefore, worthy of more than passing attention.

W. E. Hotchkiss Arrives

W. E. Hotchkiss, of New York City, has arrived in Chicago to take charge of the Interstate Phonograph Co. headquarters here. This institution jobs Pathé and was formerly looked after by C. S. Taÿ, who has severed his connection with the Interstate Co. and is now associated with the General Radio Corp. Chicago headquarters at 53 West Jackson boulevard.

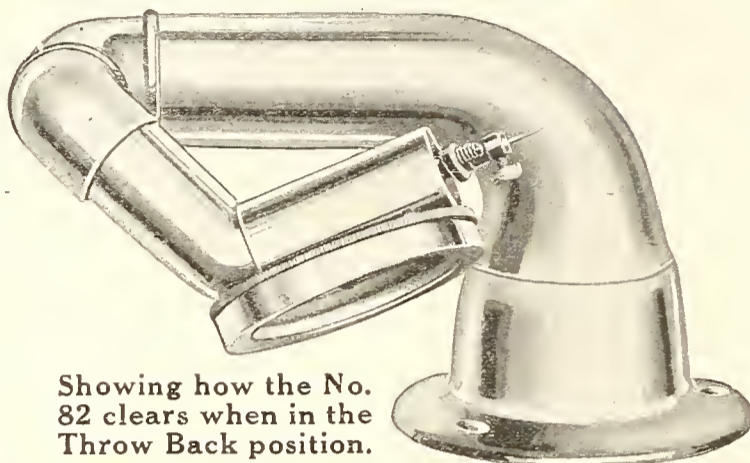
New Mailing Idea

The Brunswick Co. has just come out with a new idea for the mailing of a monthly memorandum which is very artistically and cleverly gotten up. The idea behind this new trade stimulator is to do away with the cumbersome envelopes, stuffed with fillers, so long made use

STERLING No. 82 THROW BACK TONE ARM

A New Member of the Sterling Family

In response to a demand for a Throw Back Tone Arm, we have designed the No. 82 which embodies all the advantages of Sterling construction with the addition of the Throw Back feature. When in its normal operating position the Sterling Reproducer maintains perfect alignment under all conditions.



When in its Throw Back position the reproducer, even when adjusted for Edison or hill and dale records, "clears" the tone arm.

A new and improved needle holder is another added feature.

Showing how the No. 82 clears when in the Throw Back position.

STERLING DEVICES COMPANY

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm
1819-21 CARROLL AVENUE CHICAGO ILLINOIS

of by the trade in general. The new mailer is known as the Brunswick Courier, "a picture message." It is a large sheet, approximately ten by sixteen inches, and printed on both sides in color. The illustrations contained in this piece of printed matter show advertisements of Brunswick window cards in miniature. When folded up the set becomes a perfect envelope wherein can be placed the regular monthly bulletins, supplements and so forth. Other pieces of publicity now being put out by the Brunswick Co. are big, handsomely colored folders which show on one side small facsimiles of all magazines wherein the Brunswick Co. will carry its publicity campaign for the coming year. The reverse side of this tells of the tremendous sales appeal which the Brunswick Co. is making to the people of the country. It also names every magazine and paper wherein the Brunswick ads will appear during the coming year, as well as data which, when totaled, show that the Brunswick Co. will be putting Brunswick publicity under the noses of 14,520,293 people each and every month during the coming year. This persistent work means much for the dealer and the line he represents.

New Kimball Model

The W. W. Kimball Co. has brought out a new Kimball Console type talking machine which will be ready for the trade about October 15. This new model will be known as Style "S" and is of a modified Queen Anne type with simple, graceful lines. One of the interesting features of this new instrument is the specially constructed horn and tone control, which modifies the volume from soft to loud without interfering with tone reproduction. Style "S" carries a high-grade universal tone arm which permits

it to play all disc records. A novelty of this instrument is a sliding door which forms the sound modifier of tone control. Tradesmen in and about Chicago who have already had the opportunity of viewing the new instrument have expressed a very favorable opinion of this par-



The New Kimball Style "S"

ticular feature. The top is conveniently divided, but in such a way that the division is scarcely noticeable when closed.

Style "S" comes completely equipped and carries six record albums. In size, the new model is thirty-five inches high, thirty-seven and one-half inches wide and twenty-one and three-fourths inches deep.

Takes Charge of Columbia Conference

Robert Porter, field sales manager of the Columbia Co., spent several days in Chicago and while here presided over the first Fall



MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Heintzman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

There are actually more motors of this type in use today than the combined total of all others.

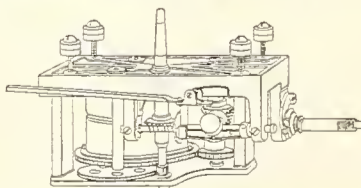
THE ONLY CHANGE IS IN THE NUMBER

Ask for **LAKESIDE No. 45**

Silent Winding and Running

Plays from 3 to 4 Records

Single	Lots	- - - -	\$7.50
12	"	- - - -	7.00
48	"	- - - -	6.75
96	"	- - - -	6.60



These Prices for Oct, Nov and Dec. Deliveries, Discount of 3% allowed for cash with order.

LAKESIDE SUPPLY COMPANY, 339 So. Wabash Ave CHICAGO, ILL.

PHONE: HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

sales conference of the sales force of the Columbia Co.'s Chicago branch. Several splendid sales plans were discussed and adopted and the sales force left immediately after the meeting for their respective territories, full of enthusiasm, as well as ambition, to make this Fall one of the greatest in the business history of the local Columbia branch.

F. D. Hall Laid Up

Frederick D. Hall, founder of the Hall Mfg. Co., is slowly recovering from a severe attack of sciatic nerve inflammation which has confined him to his home for a number of days. Mr. Hall recently returned from a protracted visit to the Coast, on which he was accompanied by Mrs. Hall. Reports coming from Mr. Hall's home say that he is slowly but surely getting over his affliction and will soon be able to return to his desk at company headquarters.

Whiteman's Orchestra Opens in Chicago

Paul Whiteman's Club Royal Orchestra is making a tremendous impression on Chicago's music lovers since its opening day in the Pompeian Room of the Congress Hotel. The orchestra is being directed in Chicago by Clyde Doerr. This organization, as is already known to the trade, is one of the Victor Co.'s most famous record makers. The engagement at the Congress Hotel will be a lengthy one. On the opening day Victor wholesalers and retailers throughout Chicago and this section of the country turned out en masse to welcome the artists. Mr. Doerr and his musicians before coming to the Pompeian Room played a short engagement at the Grand Central Theatre at St. Louis.

Formal Opening of Lester Store

Announcement has just been received in the Chicago office of The World telling of the formal opening of Leslie's Music Store at Urbana, Ill., Saturday, October 7. The new store succeeds the old organization, which was known as Leslie's Drug Store. The new store is at 121 West Main street and carries a complete line of musical instruments and makes a specialty of Victrolas and records. The formal opening was largely attended by other Victor dealers throughout that section of the country, as well as an aggregation of prominent members of the Victor's jobbing houses in Chicago. Mr. Leslie, by the way, is president of the Central Illinois Retail Victor Dealers' Association, which meets in Peoria next week.

New Consolidated Travelers

H. M. Ritter, formerly assistant foreign record manager of Columbia's Chicago branch, is now associated with the Consolidated Talking Machine Co. He is looking after the foreign Okeh record business of this concern. Mr. Ritter is well known throughout the foreign trade of this section and is planning an active campaign for the furtherance of this business. He will handle Chicago and contiguous territories and will make personal calls on all Okeh dealers who make a specialty of foreign records.

Another newcomer into the ranks of the Consolidated sales force is J. T. McGrath, who, up to a few months ago, covered the Wisconsin territory for the Fuller-Morrison Drug Co., Pathé distributor. Mr. McGrath has established headquarters at 771 Twenty-eighth street, Milwaukee, and will cover the Wisconsin territory for the Consolidated. He will represent this company's line of Strand talking machines, Diamond consoles and Consolidated talking machine accessories.

A. T. Miller, who at one time represented the Consolidated Talking Machine Co. in Michigan, but who resigned and went over with the Price & Teeple Piano Co.'s sales force, has again returned to the ranks of Consolidated Co. and will resume his old duties representing Okeh records and Strand talking machines throughout the Michigan territory.

A Super-phonograph

That the phonograph can still be improved is evidenced by the statement of B. B. Blood, of the Blood Tone Arm Co., who gives us the information that he has a phonograph which

he has tested for three years. He claims it possesses a quality and volume of tone that is unbelievable. He makes the following statement:

"Ever since I began making tone arms and experimenting with a view to improving them I have been possessed with the thought that too little attention is paid to the tone chambers. The tone arms in many cases do not come up to expectations on account of these poor tone chambers in the cabinets they are tested on. Of such great importance did this seem that I decided to try some tests of my own, and after a considerable amount of experiment I stumbled on to an idea which I have embodied in a machine. This was about three years ago. From that day on I have tested this phonograph against everything and have never found its equal.

"This improvement is entirely in the tone chamber construction and is very cheap to manufacture. By using my latest tone arm with this machine I obtain results that actually astonish the listener. It works equally well on any

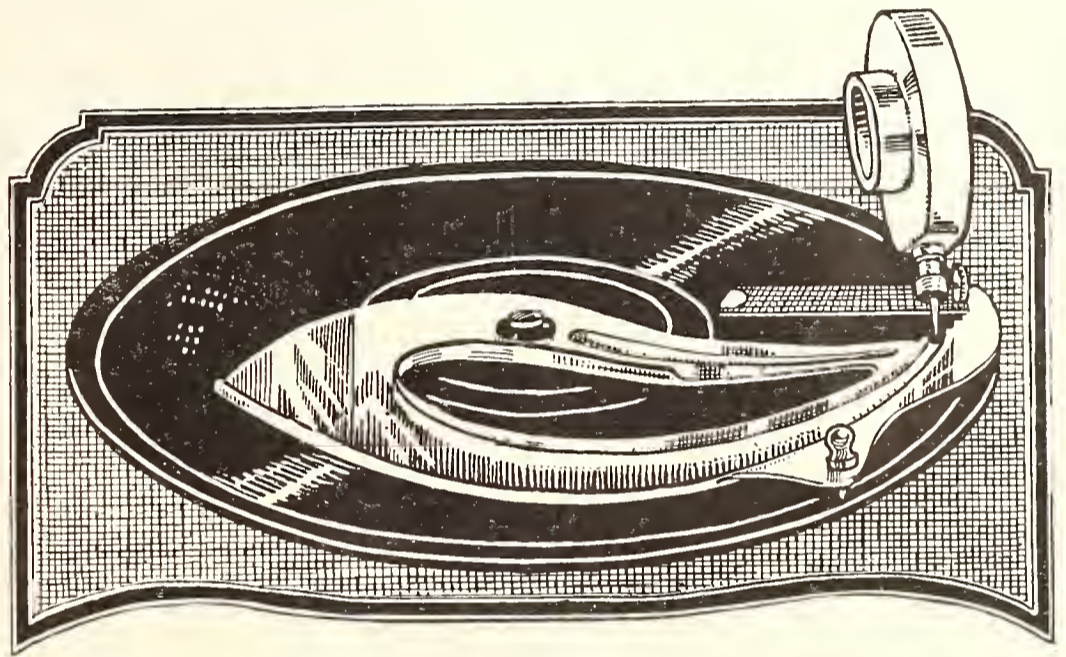
record, from the most delicate harp or violin to the heaviest bass or band record. Unless you were told you could look this machine over and would not be able to determine what it is that produces the result.

"This device entirely upsets some of the pet theories regarding tone chambers and proves beyond a doubt that the phonograph is capable of still further development. And to prove that this is a real improvement I am willing to put this machine up against anything that can be shown for tone quality and volume."

The "Capitol" Is Going Big

Perhaps one of the busiest sales managers in this territory at present is none other than I. Lowenthal, general sales manager of the Burns-Pollock Electrical Mfg. Co., of Indiana Harbor, Ind. Mr. Lowenthal recently opened a Chicago sales headquarters in Room 300 of the Republic Building, this city, and has been busily engaged in putting on new travelers for over six weeks. He has in this time

(Continued on page 108)



All Sales Records Broken

Sales of the Improved GEER REPEATER at the new \$1.50 retail price, are breaking all records. The excellent adjustable GEER feature and the long lasting quality of this repeater, make it a supreme bargain. Get in now and share in the big fall and winter sales and profits. Write us direct or ask your jobber for prices and terms.

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

not only put on in the neighborhood of eighteen salesmen, but he has personally gone out into the territories assigned to the men in order to "start the ball rolling." Mr. Lowenthal has been in charge of sales departments for a quarter of a century and has been instrumental in numerous instances in putting over some of the most popular articles and pieces of goods seen in the commercial field to-day. Each and every time a new sales representative is taken on Mr. Lowenthal goes out into the field with that man and spends from one day to two weeks in personally supervising the work and laying out a sales campaign.

Mr. Lowenthal has been in charge of Burns-Pollock sales for quite a while now and since he has been with this institution he has been the means of building up the plant capacity from a few Capitol talking machines per day to an output great enough to demand additional factory space.

The Capitol, as the trade well knows, is a beautiful combination of an electric table lamp and high-grade electrically driven talking machine. This instrument has been on the market for a number of years and has on many occasions proved its worth not only as a trade stimulator of exceptional value, but as a first-class business builder as well.

Many New Vocalion Accounts

During the past month there have been many new Vocalion accounts added in the city. Wm. P. Krause is opening an exclusive retail music shop at 4626 Lincoln avenue and will handle the Vocalion exclusively. A unique frontage, handsome interior decorations and up-to-date sound booths are a few of the features of this establishment. An idea may be gathered of the attractiveness of this shop when we say that it was designed as near as possible after the model of the Aeolian Hall in New York.

Purchases Entire Knittel Output

Barney Olshansky, head of the Chicago Phonograph Realization, has just returned from



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Ardino Co.

Manufacturers of

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.

a trip to the Knittel plant at Quincy, Ill., where he purchased everything in the way of completed Knittel talking machine and cabinets that was on the floor and in the warehouse. The amount purchased consisted of something like 2,100 cabinets, many of which were complete and equipped with tone arms and motors. Mr. Olshansky makes a specialty of purchasing material such as that mentioned

above and since his starting in the talking machine business several years ago in a small way this concern has grown to be the largest and best-rated of its kind in the country.

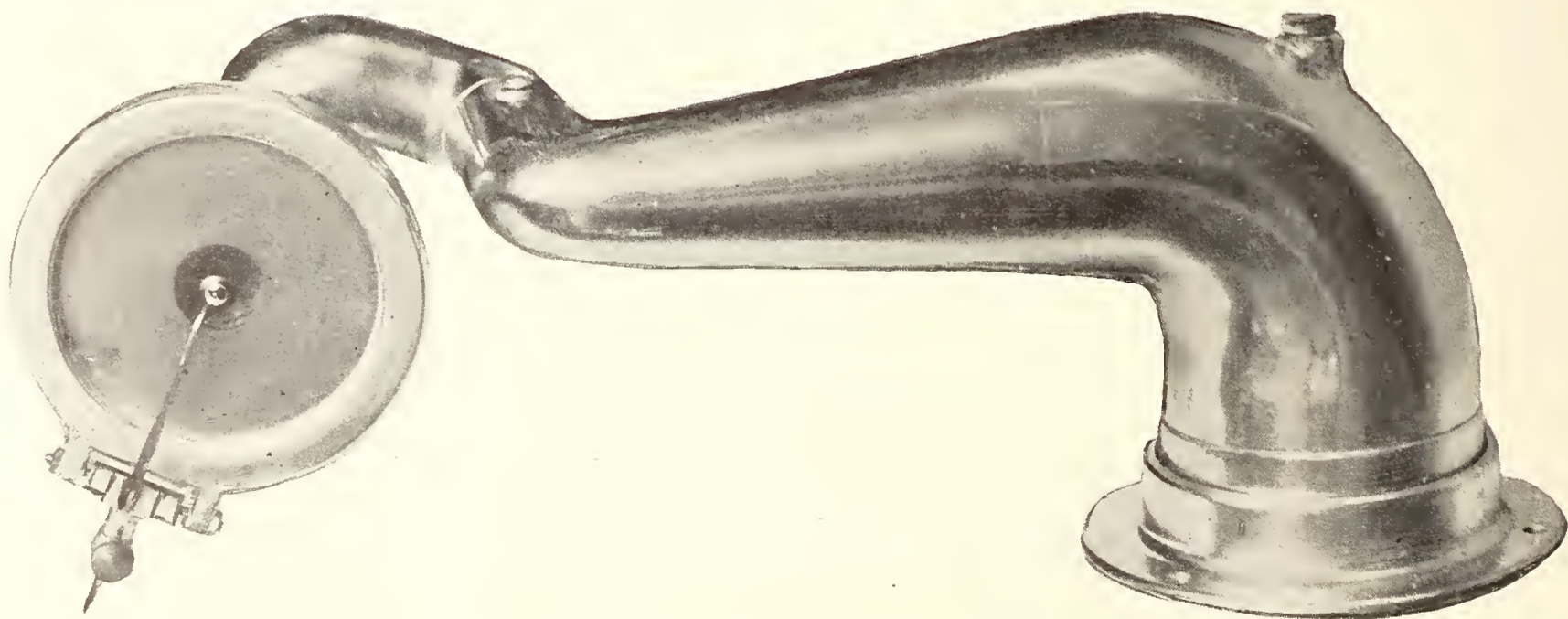
Kimball Pushing Okeh

W. W. Kimball Co., jobber of the Okeh records in this city, is putting on a very large sales campaign which it anticipates will do much towards increasing the sales of Okeh

DO YOU WANT:

POSSESSES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORD? Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM



KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSINESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

326 River St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

records. This campaign is directed not only to the dealers, but to the public as well, and in this connection the Kimball Co. is spending a great amount of time and energy in mailing out a large and diversified list of Okeh leaflets. These leaflets herald approaching monthly releases of Okeh records, as well as Odeon and Fonotipia records.

Goes Into Radio

C. S. Tay, who for several years has been Chicago manager of the Interstate Phonograph Co., has resigned his position and has gone over with the General Radio Corp. as Chicago manager for its headquarters in the Monadnock Building, this city. Mr. Tay is very well known throughout the Chicago trade.

DEPARTMENT STORES DOING WELL

Talking Machine and Music Departments Shown to Be Prospering

A survey of the retail trade and a recent canvass of department stores show a very promising outlook for the Fall, which is already beginning to materialize. During the latter part of September and the first of October business began to pick up and has steadily maintained its pace. This point is significant, for it shows that prospects who have heretofore been merely lookers-on have now become buyers. Throughout the past Summer there were only occasional spurts and no clear conception of the true status could be gained. But now that this condition has changed, there is every indication of a very good Fall.

Probably the above statements are too conservative to match the report of at least one department store, viz., Rothschild & Co. They have had an exceptionally good Summer. Their music department has been going after business very strongly all Summer, advertising in the daily papers every week, and has doubled last year's business. These efforts during the

W. W. KIMBALL CO.
Wholesale Distributors

Okeh Records

Wherever you are you want records for the fall season and for Holiday Trade. Prepare at once. Write to us for Agency terms.

This is the time to make quick turnover

Remember you can get Okeh Celebrity records, famous Odeon and Fonotipia Records and always the latest "Hits of the Hour" in dances and popular songs.

Try Our Service

W. W. KIMBALL CO.

Established 1857

306 S. Wabash Ave., Kimball Bldg., Chicago

Manufacturers of Phonographs, Pianos, Player-Pianos and Pipe Organs



hot spell proved worth while, judging from the large number of prospects that were gained in addition to sales.

W. B. Papineau, manager of the music department of The Fair, is also very optimistic over present conditions. He finds that special sales and advertising stunts are a great stimulus. One sale in particular which he had planned to hold several days lasted one day only on

account of the exceptionally large demand that was created. Some changes are being made in the music department of The Fair to take care of the Winter business, which greatly add to the attractiveness of the appearance of the department. A novel arrangement in small goods is made by displaying them in a wholesale way. Violin strings, bridges and other small acces-

(Continued on page 110)

What every live dealer is asking—

“What can I do to stimulate my talking machine business?”

His answer should be

Selling the “Capitol.”

Why?

It has no competition; electrically driven (no winding); carries a longer guarantee; finished in statuary bronze, silver and gold.

Can be sold without cutting the PRICE or TERMS to make a sale

Made and Distributed by
BURNS-POLLOCK ELEC. MFG. CO.
INDIANA HARBOR, IND.

DIMENSIONS
HEIGHT 27"
DIAMETER OF SHADE 20"
SPREAD OF FEET 16"



Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

sories are mounted on cardboard and displayed in show cases, so that the purchaser can pick out the desired items immediately. This is a very quick method of making sales, as it does away with taking out a lot of dusty boxes which have been stored away out of sight. Mr. Papi-neau has arranged the department in accordance to the class of trade that is catered to.

T. W. Hindley, manager of the Vocalion Salon of Mandel Bros., says that there has been a big increase in the demand for console models. The higher-priced consoles are occupying the post of best sellers. This has been brought about by the wonderful new lines the Aeolian Co. has recently brought out and the demand for period models that period furniture has created. Mr. Hindley says that more and more the demand is turning to period models. Furniture manufacturers are advertising the period idea in home furnishing, with national campaigns of advertising, the effect of which is reflected in the popularity of period talking machines for the home.

STEGER SIGN ON "DIXIE" HIGHWAY

Several large painted signs, featuring Steger pianos, player-pianos and phonographs, have been completed recently on the walls of the factories of Steger & Sons Piano Manufacturing Co. at Steger, Ill. One of these artistic and well-arranged signs fronts on the "Dixie" Highway and occupies the full width of west wall of the Steger lumber kiln, which is one of the largest dry kilns in use in the piano industry. This

display is more than a hundred feet wide and it attracts the attention of thousands of passing motorists and interests them in the Steger.

GREAT OPPORTUNITIES AHEAD

For the Aggressive Talking Machine Dealer, Says C. E. Sanders, Provided He Goes After Business Intelligently and Persistently

CHICAGO, ILL., October 9.—C. E. Sanders, of the Cheney Talking Machine Co., believes that the coming months hold great opportunities for the talking machine dealer provided he shows a proper spirit of aggressiveness in going after business. In this connection he said:

"There is only one way of getting a volume of business in the phonograph field to-day and that is to go after it. A dealer who expects to make a real success must organize a sales force and put them to work soliciting prospective customers in their homes. Realizing that this plan is necessary we have tried to assist our dealers by supplying them with literature to be given to prospects personally and by sending to the dealers' prospects a series of letters with the understanding that the dealer or salesman will call upon the prospects during the time this series of letters is being sent to them.

"We believe that only hard work and continued effort will bring results in the sale of talking machines and for that reason we do not attempt any stunts. There is no longer a talking machine craze, but there is, and always will be, a continued demand for a good repro-

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.

ducing phonograph, and inasmuch as we have that kind of a product we have tried to develop our trade by assisting the dealer in working direct with the prospects who want that sort of an instrument. We feel sure that if the dealer organizes himself to go after the business and delivers service to his customers after he has sold them, thereby proving to them that he is interested in his business and their welfare, there will be no question of his success."

In commenting upon the development of the Cheney distribution Mr. Sanders said:

"During the last year we have successfully opened the New England territory under Stephen Colahan, the central New York territory under J. A. Scanlan, the Missouri-Kansas territory under Mr. Hubbell. Van Korn & Shower, of Detroit, Mich., in the Michigan-Indiana territory, have increased their sales many times. The California territory has recently been taken by Munson-Raynor in Los Angeles with E. Darvill as director of sales. They are doing a business even beyond their fondest hopes. In addition to this our previous jobbers under the guidance of Mr. Shewell in the New York-Philadelphia territory, Mr. Madison in the Cleveland territory, Mr. Hoch in the Minneapolis territory, Mr. Whiting in the Omaha territory and Mr. Johnson in the Portland territory make a combination which means success in the sales end of our enterprise.

"That our plans were founded upon good judgment is attested by the fact that from January 1 to September 23, 1922, inclusive, we have delivered over 400 per cent more instruments than we did during the same period of 1921 and during the first three weeks of September, 1922, we delivered nearly 1,000 per cent more than during the same period of 1921."

BERT WHITE WITH CLEVELAND CO.

RICHMOND, IND., October 9.—Bert White, formerly connected with the firm of Walter B. Fulghum, Victor retailer here, and at various times connected with several Victor jobbing concerns in the East, has joined the sales staff of the Cleveland Talking Machine Co., Victor distributor of that city. Mr. White is not only well known to and popular with the trade, but his wide experience in the merchandising of Victor products will make him a valuable asset to the Cleveland Talking Machine Co.

PHONOGRAPH POST CARDS IN FRANCE

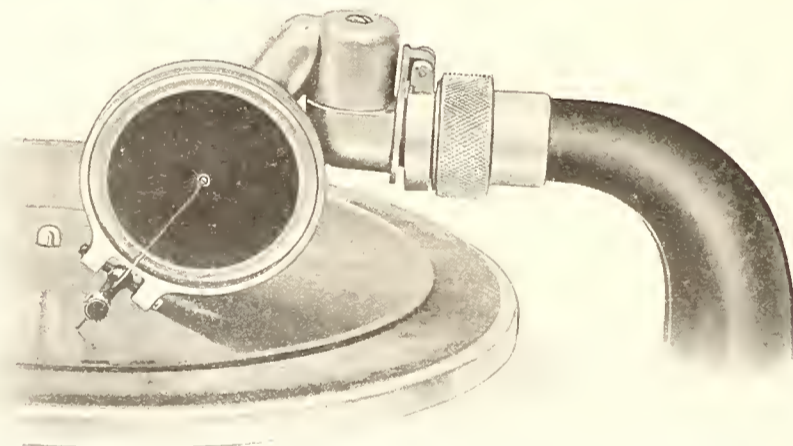
To enable people to send their voices to their friends through the mails is the ambition of three French inventors, who have united their ingenuity in the production of a wax-like material called "sonorine," which may be spread upon a postcard. Spoken messages may, it is said, be impressed upon the prepared cards by placing them in a phonographic apparatus, into which the sender speaks. The recipient has only to put it through a receiving phonograph in order to hear the voice of his friend.

Actuelle records are reported as having a brisk sale by the Pittsburgh Talking Machine Co., Pathé distributor, Pittsburgh, Pa. The Pathé line of phonographs, it was also stated, is selling better than had been anticipated.

THE NEW ORO-TONE
CONCERT EDISON EQUIPMENT

No. 2-E. C.

MAY
WE
SEND
SAMPLE
ON
APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality

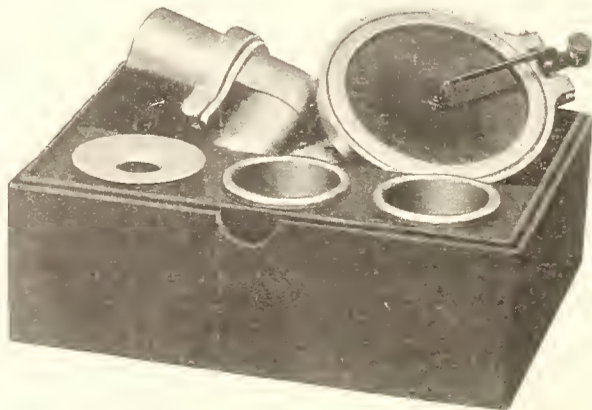
Operated with the raising and lowering lever the same as the regular Edison reproducer.

Retail price—Highest grade nickel plate..... \$7.25

Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.

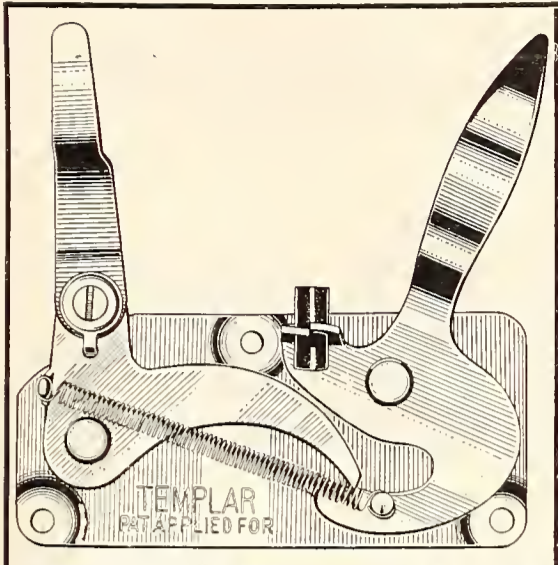


Order Your Sample To-day—It Will Be Sent on Approval
Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.



THE
TEMPLAR AUTOSTOP
SOLVES THE AUTOSTOP PROBLEM

An Automatic Stop is no longer a Talking point. It is Recognized by all High-Grade Manufacturers to be a Necessity. The question now confronting the manufacturer is "What Stop Is the Most Efficient?" We say (and we base our belief on the opinions of many manufacturers of high-grade phonographs) that the

TEMPLAR AUTOSTOP

is without question the most accurate and dependable Autostop on the market today. The component parts of the TEMPLAR (which are fewer in number than is the case with any other autostop) are designed to compensate for all the lost motion of its moving parts. There is absolutely no wear on any of its parts nor is there any possibility of these parts getting out of order. The ease with which the TEMPLAR is mounted on the motor-board, plus its simplicity of operation, its accuracy and its reasonable cost, are a few of the features which cause TEMPLAR to be so highly recognized throughout the trade.

**TEMPLAR—IT STOPS AS A STOP SHOULD STOP
FOR PROOF OF THIS ORDER A SAMPLE**

TEMPLAR MANUFACTURING COMPANY
3225 LEXINGTON STREET CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

LOUIS K. SCOTFORD PASSES AWAY

Trade Mourns Loss of Prominent Talking Machine Man—Was President of Oro-Tone Co.

CHICAGO, ILL., October 7.—The trade has just learned with great sorrow of the passing away of Louis K. Scotford, president of the Oro-Tone Co., of this city. Mr. Scotford at the time of his death was resting at his Summer home at Lake Catherine, Antioch, Ill. He was seventy years of age, having been born September 21, 1850, in a small town near Kalamazoo, Mich.

Mr. Scotford was a pioneer in the talking machine trade and was looked upon as one of the best-versed men in the industry. He had to his credit over thirty patents applicable to talking machines, which involved sound boxes, tone arms, turntables, etc. His first entrance into the trade was something like twenty years ago, when he brought out his initial patent, which was a contrivance for keeping turntables and records from wobbling while the motor was in motion. He was an acoustician of recognized ability and spent considerable time in evolving ideas for better record reproduction.

Besides his activities in the talking machine business Mr. Scotford was also recognized as an authority by manufacturers of rubber stamps, and in this line he developed and patented several hundred improvements. At the time of his death he was president of the Superior Type Co., of which concern he was one of the founders. He was also vice-president of the Hill Independent Mfg. Co., of Philadelphia, Pa., which institution makes a specialty of manufacturing numbering machines.

Mr. Scotford was associated with the Cheney Talking Machine Co. years ago when this concern was founded and he held the office of vice-president for a time. This connection, however, was of short duration, as he soon found that he could not do justice in so far as his time was concerned to the rapidly growing Cheney Co. A few years later he brought out the Scotford tone arm, a very ingenious piece of mechanism that achieved considerable success.

In 1919 Mr. Scotford was elected president of the Oro-Tone Co. This concern manufactures the well-known Oro-Tone tone arms, sound boxes and Edison attachments, many of which were developed personally by Mr. Scotford.

Mr. Scotford's death was due to heart trouble, with which he had been bothered for several months, although he had never been seriously ill until about a week before his death. His widow, Martha W. Scotford, was at his bedside when the end came. Besides his widow he is survived by three children, L. C. Scotford, a resident of Chicago, who has been interested in Oro-Tone activities for several months; John R. Scotford, of Cleveland, and Mrs. L. F. Dewey, of Okanogan, Wash.

The funeral was held on September 25 from

Mr. Scotford's Summer home at Lake Catherine and interment was in the North Shore Cemetery, near Waukegan. The funeral was attended by many of Mr. Scotford's associates in both the type manufacturing and talking machine trades. The pallbearers were all, with the exception of William Tures, secretary of the Oro-Tone Co., officers of the Superior Type Co.

OKLAHOMA T. M. CO.'S NEW HOME

Many Features Included in New Structure Especially Constructed for Wholesaling the Victor Line of Talking Machines

OKLAHOMA CITY, OKLA., October 7.—The latest structure devoted exclusively to the wholesaling of Victor products is the new home of the Oklahoma Talking Machine Co., at 626 West Main street, this city. Designed especially for the handling of Victrolas and records at wholesale, the building is a model of its kind and it has many distinctive features. The famous Victor trade-mark adorning one sidewall of the structure the full height of the building is one of the largest in the world. On the other side the word "Victrolas," a 140-foot word, is equally distinctive.

The building is two stories in height and constructed so as to permit of the building of additional stories without affecting the architectural harmony. The general offices are on the ground floor front. At the rear are the record racks and storage space for the surplus record stocks. An unloading dock with an incline runway from the second to the first floor permits of the rapid handling of freight. The second floor also accommodates a very complete parts and repair department.

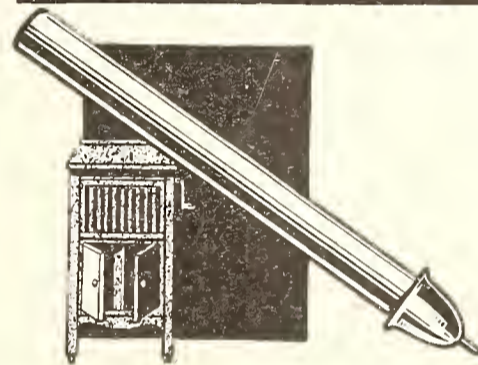
MARION CHENEY CONCLUDES TRIP

President of Pittsburgh Cheney Talking Machine Co. and the Record Sales Co., Okeh Jobber, Points to Bright Outlook

PITTSBURGH, PA., October 7.—Marion Cheney, manager of the Pittsburgh offices of the Cheney Talking Machine Co. and the Record Sales Co., Okeh record distributor, returned from a business trip to West Virginia and Ohio the past week. Mr. Cheney stated that the outlook for Cheney and Okeh record sales is bright. He stated that conditions in the Pittsburgh district proper are improving and that the local dealers were preparing for a brisk Fall and holiday season. The Cheney dealers in this city are: Joseph Horne Co., Boggs & Buhl, Dauler-Close Furniture Co., Goldman & Wolf, Gray & Martin and the National Phonograph Co.

During the stay of Marion Harris, popular Brunswick artist, in Pittsburgh, Pa., at the Davis Theatre recently, a large model of a Brunswick phonograph and a number of Brunswick records made by Miss Harris were on display in the lobby of the theatre.

AGAIN



Tonofone
The Needle With A Flexible Point
Has Solved The Big Problem

VOLUME

sufficiently great for dance purposes is now obtainable with the new

**LOUD
TONOFONE
BUT**

at the same time the distinctive incomparable qualities of the original Tonofone are unchanged. The fine tone of the record is brought out in all its purity. This is accomplished only by Tonofone, that wonderful talking machine needle with the famous flexible, resilient, non-scratching point—an exclusive feature

"Tonofone"

the best needle value ever offered. No dealer's stock is complete without this needle that satisfies music lovers. Write for samples and further particulars regarding the new **LOUD TONOFONE** as well as the medium toned Tonofone

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.
Inventors and Sole Makers



But those good old days,—have pass'd and gone,— Good old days,— I had my hab-its on,—

STATE STREET BLUES

A Fox Trot Blues

HEAR IT NOW!

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

DEMAND FOR VAN VEEN EQUIPMENT

Notable Installations Made Throughout the Country—Interesting Chat With Leon Tobias on the Expansion of Van Veen & Co., Inc.

Van Veen & Co., Inc., New York, manufacturers of Van Veen equipment for talking machine warerooms, report considerable activity on the part of the talking machine dealer in the improving of his warerooms.

Leon Tobias, secretary of Van Veen & Co., in a recent interview with The World was optimistic regarding the future of the talking machine trade and as evidence told of a number of installations recently completed by his company and in course of construction.

What is claimed to be one of the handsomest departments in the western part of New York State has recently been completed for the Clark Music Co., Victor retailer, of Syracuse. It consists of ten hearing rooms and a complete record department, providing for 20,000 records

with necessary counter equipment. The color scheme is antique ivory.

"We have recently completed a handsome equipment for Landay Bros. in their new building in Bridgeport," continued Mr. Tobias, "also a large job for J. H. Remick Co., Philadelphia, and we are now engaged in putting in a very fine store at Broadway and Ninety-sixth street, New York, for the same company. We are also installing new booth and record rack equipment in the Boston store of Remick on Tremont street. The Remick concern has given us seven installations in all, having done work also for the Remick Co. in Brooklyn, Chicago, Newark, Washington and Boston.

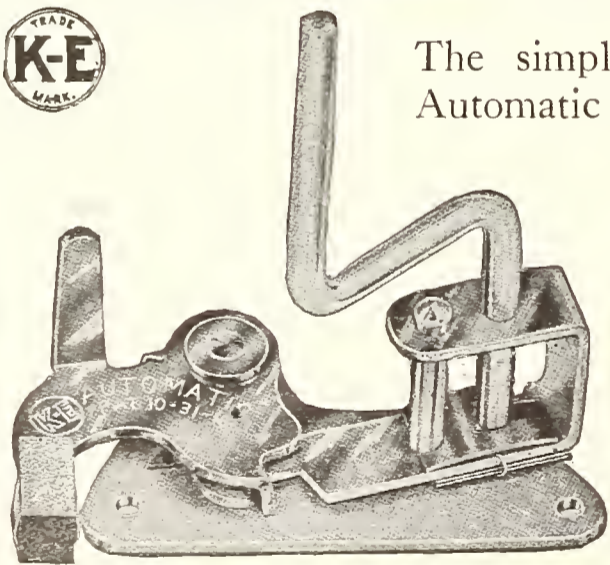
"The installation in the new warerooms of Landay Bros., in Bridgeport, Conn., consists of hearing rooms, record racks, plate-glass musical instrument wall cases, wainscoting, counters, show cases, etc. On the second floor of the building two large demonstrating rooms are being built, twenty by thirty feet. The finish is in mahogany and the effect is artistic.

"We are now engaged in completing a fine Colvan Grafonola department for Leo K. Snyder, 2113 East Monument street, Baltimore, Md. This consists of six hearing rooms, Colvan double construction, record racks, roll racks, sheet music racks and counter equipment, also arch and colonnade treatment and when completed will rank among the finest talking machine stores in Baltimore. We also recently completed an installation for the Mazor Piano Co., 730 East Baltimore street, in the same city.

In Washington we are at present engaged in building additional equipment for Louis & Co., at Seventh and G streets, N. W.

"Other jobs, either completed or in the course of construction, are: Haines' Pharmacy, Mellbrook, N. Y.; Brown Talking Machine Co., Victor retailers, Newark, N. J.; the Griffith Piano Co., Scranton, Pa., and also Reisman Book Store, of the same city; Blumstein department store, Victor department, New York City; Chiesman Victrola Shop, Saranac Lake, N. Y.; Hays' Music Co., Yonkers, N. Y.; Schwartz Bros., Norwich, Conn.; the Berkshire Furniture Co., Pittsfield, Mass., and the Greenland Brunswick Shop, 141 Main street, White Plains, N. Y."

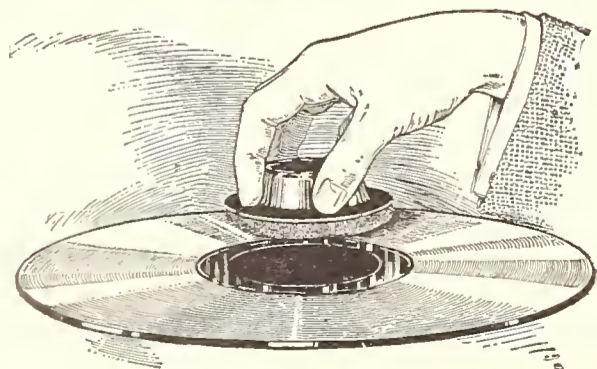
AUTOMATIC STOPS



The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50c. for
Sample Stop

SWEETEN THE TONE



with K-E and Simplex
Circular Record
Cleaners.

Reduced Prices, Big
Profits.

Write for Particulars
NOW.

Cleaners are now available in
quantities with dealer's individual
imprint.

KIRKMAN ENGINEERING CORPORATION
484-90 Broome Street

New York

DA-LITE DISPLAYS FOR JAPAN

Da-Lite Electric Display Co. Fills Initial Order for Sign Equipment and Panels for Use in the Flowery Kingdom

TOLEDO, O., October 3.—The Da-Lite Electric Display Co., of this city, is continuing to issue some effective panels for calling public attention to the new Victor record releases through the medium of the special lighting equipment. The October panels feature "Why Should I Cry Over You?" "I'm Just Wild About Harry," "Coal Black Mammy" and "Oriental Fox-Trot" and are shown in attractive colors and pleasing designs.

Henry Cuddeback, head of the company, is finding a strong demand for the Da-Lite electrical display equipment in fields outside the talking machine trade and has disposed of a number of such equipment including special panels for use in foreign countries. Only recently he filled a substantial order for equipment and panels advertising the Pompeian toilet preparations with the wording in Japanese. The Da-Lite signs were observed by a group of Japanese business men touring the country who were so impressed with the idea that they took steps to secure a supply of them. The Japanese are keen observers.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

Okeh Records

The Records of Quality

INSURE

100% Satisfaction

TO

Consolidated Dealers

Okeh Records insure 100% satisfaction. This is a fact that "holds water." Consider this: We carry a complete stock at all times of every record in the Okeh catalogue, not only the hits and a few specials, but all of them. This enables our dealers to secure prompt delivery on every record.

Our Service extends still further. Dealers not only receive every "advertising help," but also the closest cooperation, in order to keep their turnover rapid.

The proof of the service is profits. Our average dealer turns over his stock ten times a year—larger profits on smaller investment.

Join the ranks of satisfied dealers. Write us regarding an Okeh Agency.

Consolidated Talking Machine Co.

227 W. Washington Street, Chicago, Ill.

Detroit Branch: 2957 Gratiot Avenue

Here's a dance record you can sell to the victim of the most aggravated case of lead feet—"Coal Black Mammy" and "Tempting," played by those fox-trot masters, Eddie Elkins and His Orchestra. A-3697.

**Columbia Graphophone Co.
NEW YORK**



BALTIMORE

Record-Breaking Business Keeps Jobbers on the Jump—All Lines Enjoy Boom—Freight Situation Hampers Deliveries of Orders

BALTIMORE, Md., October 12.—The talking machine business has taken a real boom here since the first of September and every wholesaler at present is more concerned as to how he is going to fill his orders than in booking new ones. "My last month's business was 134 per cent greater than that of September, 1921," said W. F. Roberts, manager of E. F. Droop & Sons Co., Victor distributor. "We had the largest day's business in our history, covering seventeen years, last month, selling over \$2,000 worth more than any previous day in the firm's history. We are giving the closest attention to filling the orders already booked and are doing our best with the new ones which are steadily being received. There has been a steady increase in business since practically the first of August, and our August business was about 100 per cent above that of August last year. There is still a shortage and we are way behind in orders on 240's, 260's and 110's. We are filling orders as fast as the goods are received, but owing to the difficulties of present freight shipments we are having considerable difficulty in filling orders already booked."

This situation is typical of both the other Victor dealers, Cohen & Hughes and Eisenbrandt's, both of which report excess orders for practically all types of the Victor products.

Manager Shaw, of the Brunswick Co., also

reports a great increase in business the past month, especially in the southern portion of the Baltimore territory, notably North Carolina, which is experiencing a big boom in business just at present, and practically all dealers are placing heavy orders in anticipation of a big holiday trade.

Practically the same report is made at the Columbia headquarters here. Manager Parks is now making his tour through the Southern States and reports a very encouraging outlook for the Fall and holiday trade. According to Mr. Parks, many of the dealers who are not placing their orders now will find themselves sold out before the holiday trade sets in.

The same situation applies to the Victor line, according to H. T. Bosee, manager of sales of Cohen & Hughes. Mr. Bosee said that practically all salesmen had been using every effort and means to get Victor dealers in their territory to place their orders, and while a number of dealers have already done so, quite a few are holding off, giving as a reason that they want to dispose of their stock on hand before ordering new goods. These dealers, according to Mr. Bosee, are the ones who are going to run short before the holiday trade is over. He also reports a shortage in the popular types of the Victor, both in uprights and consoles.

James Robinson, formerly with the Edison

Co., is now city salesman for Cohen & Hughes.

J. W. Hebling, formerly of the St. Louis branch, is now with the local Brunswick house, taking the place of H. H. Sheldon, who has been transferred to St. Louis. A. S. Fordham, formerly of the Columbia branch, is now selling for the Brunswick people. Edward Wallerstin has been transferred from the Virginia to the Maryland territory.

Manager Shaw, of the Brunswick, announces a big advance sale on the new \$150.00 console, "The York," delivery on which is expected about the middle of the month.

The Lexington Talking Machine Shop has been doing some unique advertising of "Say It With Music" in the way of having a man dressed as a typical countryman, pulling a small wagon through the streets with a small Victrola playing the piece, "Say It With Flowers," which produced big results.

L. E. Parker, manager of the Morris Music Shop, Portsmouth, Va., has been making a big hit with an unusually large type of horn Victrola with which he has been giving concerts at church affairs and entertainments in that city, according to reports received at the office of Cohen & Hughes.

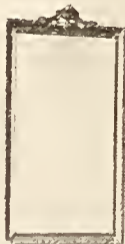
Julius J. Borarasky, proprietor of the Music Shop, of Charleston, W. Va., has one of the most unique music shops in that section of the country and one which is attracting considerable attention in the trade.

William Berdy, Brooklyn, N. Y., Victor dealer, with headquarters at 1198 Fulton street, is recovering from an operation performed in Baltimore, Md. After a short stay in Atlantic City he will return to Brooklyn.

MIRRORS
Sell one with each
VICTROLA



Style A



Style B



Sell One of These MIRRORS With Every Horizontal Type TALKING MACHINE

Hang a Plate-glass Mirror above one of your horizontal type talking machines and note the result. The pleasing effect will help sell both the Machine and the Mirror.

These Plate-glass Mirrors (glass 12" x 24") are furnished with a beautiful Polychrome frame, in either oblong or upright style.

We have contracted for the entire output of a local factory and are offering them to the trade as a "get-acquainted" special at \$5.75.

Whether offered in combination with a talking machine or sold outright these Polychrome Mirrors are bound to be a popular number.

Send for Sample Today, \$5.75

BADGER TALKING MACHINE CO.

191 FOURTH ST., Dept. A.

MILWAUKEE, WIS.



Ragtime Rastus
Price \$1.25

MAGNETIC THE DANCERS

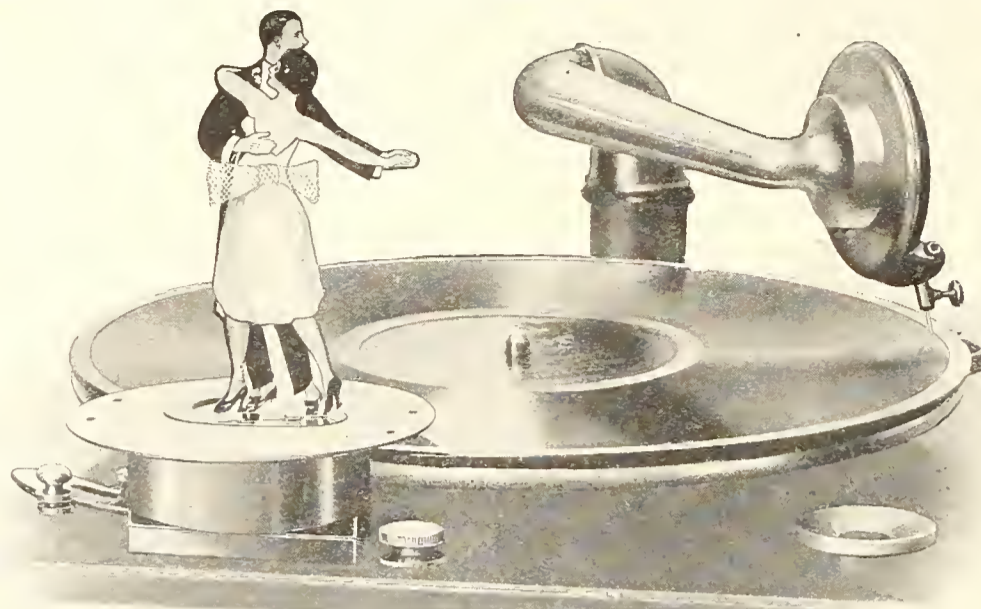
PATENTED AUG-1922



Shimandy
Price \$1.65

A
Great
Attraction
for
Your Window

Retail
Price \$1.00



Simple
to Adjust
on Any
Phonograph
No
Attachments

Retail
Price \$1.00



Boxing Darkies
Price \$1.50

INTRODUCING OUR LATEST ITEM

This fascinating little couple will waltz, one-step or fox-trot to the music of the record in a most realistic manner. Captivating in appearance and dainty in movement, they appeal at once to the most discriminating purchaser.

10,000 SOLD IN NEW ENGLAND SINCE SEPTEMBER 15

NATIONAL COMPANY, Cambridge 39, BOSTON, MASS.

We also announce reduced prices on our original line.



Fighting Roosters
Price \$1.65

ANNOUNCES RECORD SERVICE RACK

Diamond Products Corp. Doing Well With Diamond Rack for Installation in Private Hearing Rooms and Juvenile Console Phonograph—General Manager Foster on Trip

The Diamond Products Corp., New York, manufacturer of the Diamond record service rack for talking machine dealers and the Diamond Juvenile console talking machine, is very optimistic about Fall and Winter business. The console machine designed for children has been exceptionally popular with talking machine dealers in every section of the country and it now has a distribution in every State. Recently the company announced to the trade, in addition to its line, a record service rack designed for installation in private hearing rooms of talking machine stores. This service equipment is made to hang on the walls of the booth and has two pockets which will hold a quantity of records. One of these pockets is labeled "records selected" while the other is labeled "records not wanted." It also has a spindle in the center of the rack above the pockets where a record can be placed in full view of the prospective customer. This record rack is made in two sizes and finished in mahogany, ivory or gray. In the short time that this product has been on the market it has met with considerable favor everywhere and has proved a stable addition to the Diamond line of products.

R. H. Foster, general manager of the company, has been exceedingly busy these past two months both in the New York office and at the

Oswego factory getting ready to meet the large demand created for this popular line. He stated that the factory is being rushed to capacity to meet the demand for the Juvenile console and the record service rack and that all indications point to a very prosperous Fall and Winter. Mr. Foster is now on a business trip which will take him to Chicago and large centers in the Middle West and expects to be gone about four weeks.

J. B. Price and Lee Conover, representatives for the Western and New England territories respectively, are both away on trips through their districts and are booking large orders for both the Juvenile console and the record service rack and before Fall is over they will have turned in a most gratifying sales total.

GERMAN AND POLISH RE-CREATIONS

Thos. A. Edison, Inc., Releases Re-Creations by Famous Artists on Order

Thos. A. Edison, Inc., recently issued an imposing list of German and Polish Re-Creations released on order. This special list of foreign selections was produced as the result of a constant and increasing demand for them and consequently they are meeting with an immediate popularity with the trade.

The German Re-Creations, which number fourteen double discs, include numbers by such famous artists as Marie Rappold, Jacques Ur-lus, Margaret Matzenauer, Arthur Middleton, Otto Goritz, Karl Jorn and Eduard Mittelstadt—all of them international figures.

McNAMARA SOLE EMPIRE PROPRIETOR

Takes Over Interest of John H. Steinmetz Estate in Empire Phono Parts Co.

CLEVELAND, O., October 6.—W. J. McNamara, president of the Empire Phono Parts Co., of this city, recently purchased the interest of the John H. Steinmetz estate, of Chicago, in the business and is now sole owner of the enterprise of which he was one of the founders. The late Mr. Steinmetz was the organizer of the Empire Talking Machine Co. and also held a financial interest in the Empire Phono Parts Co. The company is enjoying a steadily growing volume of business in tone arms and sound boxes, according to Mr. McNamara. It indicates great activity in the manufacturing field.

DEATH OF JUDGE HENRY WELLNER

GARY, IND., October 6.—Judge Henry Wellner, of this city, died unexpectedly recently. He had been very active in local politics and was greatly instrumental in organizing various civic organizations. He formed the first complete negro jury to try negro cases in Gary, which brought him State-wide publicity. In addition to his political activities, Judge Wellner was also interested in the musical business in this city, having for years been one of Gary's most successful merchants. In his stock he carried a most complete line of Columbia records in various foreign languages. In Judge Wellner Gary has lost one of its leading and most desirable and beloved citizens.

Have U Seen Them?

Send for Catalog and Attractive Proposition.

Have U Heard Them?

PARLA

PENNSYLVANIA
RADIO LABORATORIES

RECEIVING SETS

Made Right!

General Offices and Factory: 37th and Brandywine Sts., Philadelphia, Pa.

Sold Right!

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., October 4.—All of the talking machine dealers and distributors of the Quaker City are most enthusiastic over the business that they have been doing during the past month and a most optimistic feeling seems to pervade the local trade concerning the outlook for the coming Fall and Winter months.

The distributors in particular have been doing an especially good business and without a single exception they assert that they expect to establish new sales records during the remainder of this year. The end of the recent railroad and mine strikes, together with the increasing volume of business in nearly every line of industry, have all combined to help in bringing back normal conditions and the dealers and distributors reason that there is now nothing apparent to interfere with a continued increase in all branches of their business.

Weymann's Big Advance Shipment

One instance of the fine business that the dealers are enjoying is to be found in the report of H. W. Weymann, head of H. A. Weymann & Son, who states that on October 2 his firm made the heaviest shipment of Victrolas on advance orders taken during the past months and which aggregated the largest in dollars and cents and also in volume of any other shipment that the Weymann firm has ever made in any single day since they became distributors for the Victor Co.

"Not only have we just sent out this record-breaking shipment," said Mr. Weymann, "but the indications all point to the fact that we will in all probability make equally large, if not larger, shipments of Victrolas in November, as most dealers realize that it is to their advan-

tage to secure a complete stock for the Fall trade so that they will not be caught short in their deliveries to their customers. Style No. 111 Victrola, I have found, is very much in favor, like all the other horizontal models, for which there is a remarkable demand. The reports which we are receiving from our dealers almost daily cause us to be most optimistic over the prospects for business during the next three months, not only on the Victor lines, but also on Q R S rolls and other musical small goods.

Dealers Keeping in Touch With the Public

F. B. Reinecke, of the Louis Buehn Co., reports business as picking up splendidly and that dealers are all active in putting their goods before the public in attractive and interesting manner. The Baker-Flick department store, of Camden, drew an audience of more than four hundred persons to a Victor concert it gave on September 27. The concert consisted of a well-selected program of Victor numbers, followed by a dance, and was under the management of Mrs. Ray T. Lute, who is considered an expert in Victor lines, having been at one time in charge of sales promotion for the Eclipse Musical Co., of Cleveland, O., and other concerns in the West.

Remarkable Illustration of Quick Service

The Unit Construction Co., of this city, builder of talking machine wareroom equipment, is providing excellent service to the talking machine dealer in making quick installations in time for the Fall and holiday business.

The following several instances of quick work are reported by the company: In Alexandria, La., Pincus & Murphy placed an order for a larger Unico department in a special Adam

Period design. This order was placed on September 18 and shipment was made on September 30, twelve days from the date of the order. In Scranton, Pa., Donahoe & Haenle ordered a carload of Unico equipment which was completely loaded and car ready for shipment two days after the receipt of order. The Elsasser Co., Cleveland, O., recently ordered a complete Unico department and installation was completed sixteen days from the date of order.

Many other instances were given and orders are still being received at the headquarters of the company from dealers who desire immediate shipment to take care of their increased Fall and holiday business.

Miles F. Goodman's Good Work in Lancaster

Miles F. Goodman, of the Keystone Furniture Co., recently proved to the people of Lancaster that he is the most progressive merchant in the town. He engaged the "Happy Six Orchestra" (of Columbia Graphophone fame) to play in the window of his store from 6:30 until 8:30 p. m. Each selection was announced through a megaphone with the Columbia record number. For a week previous signs, cards and extensive newspaper advertising, broadcasting Columbia and the Happy Six, heralded the event. It required five policemen to keep a passageway open so that customers could enter the store where Mr. Hoffman, the genial manager, and the efficient sales force took care of them.

From 8:30 until 12 o'clock the "Happy Six" furnished the music for a dance held in Heimenz Auditorium. Between the dances a Grafonola tickled the palates of the music lovers with a fine program of the latest Columbia releases.

(Continued on page 118)

NOW IS THE TIME

Dealers who have delayed estimating their needs and placing orders for Victrolas should do so now. Any further delay will cause serious inconvenience later.

The *Victor Company's* recent assurance of no further change in style this Fall and the addition of two Flat Top *Victrolas* places the trade in the most favorable position to meet competition.

Business has improved and will get better so the big problem later on will be to obtain enough goods.

We have never been better prepared to give service and have orders on file at the Factory for additional large quantities of goods.

Buehn Dealers will get service, but we must have your co-operation.

Place Orders Now

The Louis Buehn Company
The Victor Wholesalers
 of Philadelphia

Cable Address Reg'd
"Fillasse-Phila."

Send for Samples and Special Quantity Quotations

Long Distance Phone
Baring 0535

IMICO INDIA RUBY MICA DIAPHRAGMS

International Mica Co.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

Mr. Goodman is to be congratulated as Lancaster's foremost merchant and a real Columbia go-getter.

New Salesmen for Heppe

George Witney, manager of the Heppe stores, also gives excellent reports of the amount of business being done by his firm and, in fact, he has found that the Heppe business is increasing so consistently throughout all parts of



Wm. J. May



Wm. E. Trout

Pennsylvania and other nearby States that he has just taken on two new salesmen who will be employed in the wholesale Victor traveling department. These new salesmen, whose photographs are shown on this page, will start out on their new work in a day or so. They are William J. May, who will have charge of the Maryland, Delaware and New Jersey territory, and William E. Trout, who will have charge of the eastern Pennsylvania territory.

Installs Unico Equipment

Joseph Heim Co., Inc., talking machine dealer of this city, recently added to its sales efficiency through making an attractive installation of Unico wareroom equipment made by the Unit Construction Co., also of this city.

Paul Specht Scores in Reading

Paul Specht and his Hotel Astor Orchestra (exclusive Columbia record artists) appeared at the Rajah Theatre in Reading, September 25, 26 and 27. Through the efforts of Columbia dealers and the co-operation of the management of the Rajah Theatre the appearance was most

successful. Local dealers tied up to all the theatre ads and a Grafonola was placed in the lobby of the theatre and the Paul Specht record No. A-3672 was played before and after the show. The theatre furnished signs to all Columbia dealers for their windows. Mr. Specht visited and was enthusiastically received by all Columbia dealers and is more than pleased the way they are co-operating.

The dealers report a gratifying sale of his initial record and the best part of it all is that the public is hungry for more.

General Radio Corp. Expansion in All Lines

Good demand for the entire line distributed by the General Radio Corp., of this city, is reported by Walter L. Eckhardt, president of the company. "September business looked like old times back once more," said Mr. Eckhardt.

The sales of Okel records have been exceptional. August, which was the first month in which the General Radio Corp. was distributor of this well-known brand, far surpassed expectations and September sales have eclipsed the August record. Strand phonographs, which the company also distributes, are selling well.

In the radio field not only has the volume of business substantially increased, but many new dealers have been added to retail RCA sets and the Geraco line of radio parts. The sales of Music Master horns have already reached a large figure and are steadily increasing in volume. The General Radio Corp. has just placed on the market a new product that is creating large orders wherever shown. It is a new combination attachment adaptable to either the Victrola or Columbia talking machines whereby the amplifying horn of either of these makes may be converted into a loud speaker for radio sets.

The General Radio Corp. recently opened Chicago offices under the direction of C. S. Tay in the Monadnock Block. Mr. Tay is an experienced talking machine man and merchandiser and was long closely identified with Mr. Eckhardt in his former connection with the Interstate

Phonograph Co. He is exceptionally well qualified for the important duties attendant upon his office as Chicago manager. Further expansion is planned by the General Radio Corp. through the opening of an office in Pittsburgh which will shortly be announced. Mr. Eckhardt is extremely optimistic over the future and is going after all available business.

Fox Philadelphia Co. Expanding

Harry Fox, head of the Fox Philadelphia Co., is finding that business is increasing steadily with each succeeding week. Mr. Fox has a wide circle of friends throughout Philadelphia and vicinity which was built up through his former connection as manager of the Emerson-Philadelphia Co. He recently established his own company with headquarters at 723 North Twenty-sixth street, and already has secured the distributing agency for a number of well-known talking machine accessories. Mr. Fox reports that the demand is strong for the entire line. With the approach of the holiday season a very strong demand is noticeable for the Kiddie Rekord, of which the Fox Philadelphia Co. is the local distributor.

Penn Co.'s Campaign for Record Trade

T. W. Barnhill, head of the Penn Phonograph Co., is looking forward to one of the best and most prosperous seasons in the history of his firm. Under the direction of Mr. Barnhill, Victor Moore, who is in charge of the Penn order department, has sent out a number of letters to the Penn dealers calling their attention to various Victor numbers that are especially worthy of note and comment. The interest that these letters have aroused among the Penn dealers is indicated by the large number of orders received recently for these particular records. Mr. Moore describes with enthusiasm the beauties of the records, giving the entire overture from "Tannhauser" on two records, and states that "the discriminating customer will have no difficulty in discovering the excellence of these records and your sales people should, by all means, have them called to their attention." He also points to the many beauties of the Victor recording of Jascha Heifetz's performance of Chopin's Nocturne in E Flat and says that, while many people have undoubtedly heard this composition performed many times, they have not been familiar with the name of its composer and that if this record is called to their attention it will certainly result in many sales.

National Record Albums in Demand

The demand for record albums continues strongly. The National Publishing Co., of this city, reports that business is continuing in a very satisfactory manner and the factory is busy taking care of orders. H. C. Fry, of the company, reports that there is a strong tendency towards increased prices in the paper market, which, if continued, may result in increased prices for albums.

Extensive Advertising of Vocalion Records

B. H. Rogers, head of the Lincoln Business Bureau, distributor of the Vocalion records, has been doing some extensive advertising in connection with the many novelties contained in the new list of the October Vocalion records.

CHRISTMAS IS COMING

Are you prepared? Every indication points to big Holiday Victor business. If you can let us know your approximate requirements *now* it will enable us to render the maximum of service at that important time.

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Authorized distributors of

BUESCHER TRUE TONE

Saxophones and Band Instruments

Manufacturers of

WEYMANN "KEYSTONE STATE"

String Instruments

Wholesale distributors of


Q·R·S
PLAYER ROLLS

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.Philadelphia, Pa.
Baltimore, Md.



Increased Business Means Increased Problems

Intimate knowledge of successful Victor merchandising enables us to offer a service of genuine value during the important Fall and Holiday seasons.

The Talking Machine Co.

Victor Wholesalers

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 118)

He has featured in detail the many interesting numbers in a manner to win attention.

Interesting Literature on Main Springs

Main springs and their importance to the talking machine are treated upon in an interesting manner in a recent piece of literature copyrighted by Everybody's Talking Machine Co., of this city, producer of the well-known "Honest Quaker" brand of main springs.

"There is a difference," the message states, "in main springs, a difference that can make or mar the capacity of a talking machine motor. The function of the talking machine motor spring is the receiving, retaining and giving up of energy. The spring must possess sufficient energy to absorb the power created by the winding. It must be built so that it will give back the exact measure of energy thus created. It must not give off more, for by doing so it

is giving away its own strength. It must not give off less than what was received, otherwise it is not a proper conductor of energy, thus failing in its prime function, which is to use its power in driving the motor. Quality and consistency of material, correctness and uniformity of specifications, therefore, all play an important part in determining the performance of this most important part of the modern talking machine." After the introduction appears the "Honest Quaker" main spring chart, showing sizes, specifications and prices in various quantities of the entire line. This chart is claimed to be one of the largest and most complete ever published. The "Quaker Mica" diaphragm chart is also shown on another page, which is claimed to show the correct dimensions of practically any and every diaphragm used in the talking machine field.

Everybody's Talking Machine Co. has in the course of preparation a new catalog which is about ready for distribution. It has been very carefully and attractively prepared and is expected to constitute one of the most complete listings of repair parts ever produced.

C. E. SHEPPARD WITH BUEHN CO.

Succeeds Wm. H. Nolan as Traveling Representative—Latter in Business at Appleton

PHILADELPHIA, PA., October 5.—William H. Nolan, who long has been connected with the Louis Buehn Co., Victor distributor of this city, as traveling representative for the last five years, severed his connections on October 1 in order to engage in business on his own account at Appleton, Wis. This is a town close by his home town of Oshkosh.

Louis Buehn, president of the company, has announced the appointment of C. E. Sheppard to the sales staff of the company. Mr. Sheppard is an experienced talking machine man, having been in the business for the last ten years, and is expected to be a valuable addition to the Buehn traveling force. He will cover practically the same territory that Mr. Nolan did.

EVERYBODY'S CO. NOW IN NEW HOME

The Manufacturers of "Honest Quaker" Main Springs, Diaphragms and Other Specialties Have Spacious Quarters in Philadelphia

PHILADELPHIA, PA., October 8.—With astonishing rapidity Everybody's Talking Machine Co. has "got to rights" in its new home at 810 Arch street. Although only occupying the new quarters about a month everything looks, and business is conducted, as though it had been in operation there for years. The large supply bins in the storage room are already well stocked with every conceivable part used in the construction of the talking machine. The keeping up of these stocks requires considerable effort and ability as the demand for "Honest Quaker" main springs, "Quaker Mica" diaphragms and other parts produced by Everybody's Talking Machine Co. has been exceptional.

S. Fingrudt, of the company, reports that business is excellent, with the demand well apportioned throughout the entire line. Turntable felts of an exceptionally good quality which Everybody's Co. is cutting itself and marketing under the brand name of

"Quaker Felt" are proving very popular and large orders are being received. The market is reported well cleaned of stock and dealers in most cases are ordering complete sets of talking machine parts. "Honest Quaker" springs are in much demand and the upward price tendency in the steel market may have its effect in the upward revision of spring prices. Foreign business is also active.

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

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-fourth of a series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

6—MORE ABOUT QUARTETS

I suggested last month the Allegro from Haydn's quartet in D as a fine example, not only of good recording, but of the sonata form on which all symphonies, trios and quartets are more or less strictly founded. The Haydn work is for our purposes especially good because it is so simple. I suggested that those readers who are following this series should get that

record and listen to it carefully several times in preparation for the description which is now to be made. If any have not done so let me remind them that I am referring to Victor Record No. 74726.

The music opens very simply. There is a sort of Ta .Ta .Ta .Ta.Ta .Ta .Ta .Ta . Ta . .Ta . . . rhythm in the lower instruments which in a moment the first violin takes up and transforms unto the graceful simple first theme. The characteristic rhythm in 4/4 time is maintained for eight measures and there is a second section of the tune for eight measures more, continuing, however, in the lower instruments the same Ta .Ta .Ta .Ta.Ta . . rhythm (in which the stress goes on the last syllable). In

this way the first theme is set forth for us all to hear and to recognize and enthuse over.

What "Development" Means

Now we have a little development, which lasts just about half as long again as did the first enunciation of the theme. Haydn takes his first tune and works it over somewhat, changing the arrangement of the parts between the instruments and experimenting, as it were, to see how he can make it sound best. But it is the same theme right along. He goes on in this way for a little while and then one finds him working into another key, the dominant of D, namely A. As soon as he gets into this key he slows down his pace and the music flows on into his second theme. This is still not draggy at all, but is a little less tripling than the first. It is the first definitely separate tune since the first theme came in and although it is very quietly introduced without even a pause it can be recognized by the four-time repeated chord which introduces it.

Now begins general development of the ideas which Haydn hasn't up till now introduced. The first theme is again most prominent and the work is mostly devoted to working it out in various changes of rhythm and harmony with much variation of parts as between the four instruments. However, the whole thing is very simple to the ear and nothing is more delightful to the music-lover who is growing in appreciation than the pleasure of listening to the weaving and interweaving of sounds in which the composer clothes his type and discloses his thoughts of beauty. Toward the close of this development section Haydn brings in again his second theme and then immediately proceeds to a restatement of the original tunes, carrying out in this way the method of construction which he originated and which is a recognized element in the sonata form. After this recapitulation comes the coda or closing piece and with this (based on the first theme) the movement comes to an end.

Of course it is impossible to write an analytical description, even one so simple and non-technical as this one, which shall wholly avoid the charge of dryness. But this cannot be helped. The remedy fortunately is simple. One only has to go back and listen to the music. Immediately all that reads on paper so dryly becomes lovely and luminous, and even more so than before, since the dry analysis has now made it not only charming, but intelligible.

About Slow Movements

Of course the first-movement form is the most important in the composition of a quartet, which again, let me remind my readers, is the same thing as a symphony for four pieces, just as a sonata is a symphony for one or two instruments and a symphony a sonata for orchestra. In a previous article I showed how the second movement of a quartet consists always of a sort of slow song-like melody, which is worked out more freely than the first-movement form would allow and which in general consists of three sections. The first of these, as was said, is melodious, sustained and deliberate, worked out very much as if it were actually a song and very often carried along to a quite considerable extent of development, though never leaving the original text, as it were, and always as clear and simple as possible. The second section is sometimes brought in as a complete contrast to the first, for an example of which the reader may refer to the "Nocturne" movement of Borodin's quartet (Victor Record No. 74733). The third section is always a repetition of the first. This tripartite system is used in song-writing and in many instrumental forms such as the Nocturne

Now's the Big Time for BUBBLE BOOKS



Bubble Books for Every Month

by RALPH MAYHEW and BURGESS JOHNSON

Illustrated by Rhoda Chase

Bubble Books are \$1.00 each. Each book contains three records in addition to a story and pictures. These records can be played on any phonograph.

- NO. 1 THE BUBBLE BOOK
Tom, Tom, the Piper's Son
Mary's Little Lamb
Jack and Jill
- NO. 2 THE SECOND BUBBLE BOOK
Simple Simon
Little Bo Peep
Old King Cole and His Fiddlers Three
- NO. 3 THE THIRD BUBBLE BOOK
Miss Jeanna Jones
The Farmer in the Dell
Lucy Lark
- NO. 4 THE ANIMAL BUBBLE BOOK
Three Little Kittens
Three Little Pigs
Three Blind Mice
- NO. 5 THE PIE PARTY BUBBLE BOOK
A Song of Sorrow
The Queen of Hearts
Good King Arthur
- NO. 6 THE PET BUBBLE BOOK
I Love Little Pussy
I Had a Little Doggie
Cock-a-doodle-Do
- NO. 7 THE FUNNY FROGGY BUBBLE BOOK
A Frog He Would A-Wooing Go
The Cuckoo
The Frog and the Crow
- NO. 8 THE HAPPY-GO-LUCKY BUBBLE BOOK
The Jelly Miller
The Ploughboy in Luck
Where Are You Going to, My Pretty Maid?
- NO. 9 THE MERRY MIDGETS BUBBLE BOOK
Daddy Lamp-Lent and Floppy Fly
The Fly and the Humble Bee
Sander and the Fly
- NO. 10 THE LITTLE MISCHIEF BUBBLE BOOK
There Was a Little Girl Who Had a Little Cart
Bobby Shaftoe
Oh, Dear, What Can the Matter Be?
- NO. 11 THE TIPPY-TOE BUBBLE BOOK
City Mouse and Country Mouse
Tabbyskins
Old Mother Hubbard
- NO. 12 THE GAY GAMES BUBBLE BOOK
The Mulberry Bush
London Bridge is Falling Down
Oats, Peas, Beans
- NO. 13 CHILD'S GARDEN OF VERSES BUBBLE BOOK
The New Bubble Books
The Sun
My Dad Is a Boat
The Seagull
- NO. 14 THE CHIMNEY CORNER BUBBLE BOOK
The North Wind Doh Blow
The Sandman
Lullaby

Established 1817 HARPER & BROTHERS New York

IF there is one kind of merchandise that sells itself, it's Bubble Books.

And if there is one time of year that's better than another for these sales, it's right now, and for the next two months.

Bubble Books are the ideal children's gift at any time of year—but with Christmas just ahead, they're positively indispensable. Parents know this, and they only need to be reminded.

So be sure you do your reminding early and often.

Don't wait a minute. If you haven't already stocked up for the holiday, order at once, being sure to include plenty of the two fine new numbers 13 and 14.

Then display Bubble Books. Put them right up front, and the rest will take care of itself. For that's the great thing about Bubble Books. They sell themselves, not once, but over and over!

This is the New Bubble Book Hanger which will help you sell Bubble Books. Write for particulars.

Remember, 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.

Romance, etc., which are in effect songs without words.

Excellent specimens exist, however, of slow movements all in one section, and among these I can quote the Andante from Tschaiikowsky's string quartet (Victor Record No. 74575) as played by the Elman quartet, a modern work, but very gracious and showing well the one-section style.

Since, however, I referred to these slow movements last month and since the reference made at the same time to the minuet and finale movement forms was sufficient for our present purposes I may now invite the reader to pass on to the end of another stage in this voyage of discovery.

A Little Sales Digression

Before we leave the quartets for good, however, let me once more urge all my readers to listen to as many of these delightful pieces as time and opportunity will allow. Whether Jazzy Jim and Shimmy Susan care for them or not the fact remains that the more the salesman knows about these treasures of musical art the less will he or she feel inclined to doubt or be pessimistic about the dignity and fineness of his work. After all, it must be remembered that we have not yet begun to scratch the surface of the talking machine field. The top-dressing of cheap immediate demand is pretty well scraped over, to be sure, but underneath all this lies a soil as yet hardly touched. The music-lovers of this country, the true appreciators of music, whose taste is being cultivated every day by the thousand-and-one musical enterprises which are making our country by degrees artistically worth while, are as yet hardly at all cultivated by the talking machine trade. For one among these who knows and loves the beautiful records I have been discussing, or the thousands of others of the same kind, there are ten thousand who neither know nor care about the fine art of recording. The fault is with us of the trade, because we have allowed the manufacturers to put their money and their energy into organizing the artistic status of the talking machine and then have deliberately neglected all this structure of fineness in order to catch just the easy sales; quite forgetting that these easy sales are always spasmodic, never dependable and utterly incapable of forming the foundation of permanent business.

The most original retailer of records in this country who has had astonishing success in digging out and capitalizing the latent love for fine music in this community says in effect: "Don't waste your salesmanship on the Blues and the Jazz. They sell anyway. Use your salesmanship on the standard music, on those who buy it year in and year out. They are not seasonal customers; and they stick."

But enough of such talk or this article will begin to look like yet another preachment on salesmanship, which heaven forbid. There are plenty of those in the earlier pages of The World this month. Let us return to our muttons, the same being animals which graze in the delectable land of music.

Papa Haydn's Surprise

So we come back to Papa Haydn and his Surprise Symphony. I have already told you something about the genial little man who for so many years, in humble station, quite happy and contented withal, worked and thought, experimented and wrote, till he had laid the foundations of the modern orchestra and its music. His Surprise Symphony survives, with perhaps half a dozen more of the hundred and fifty he wrote, because it, with these few others, is a developed conception with ideas which commend it to modern taste. Most of the old man's work is too thin and tentative for our liking, but the Surprise lives on. It was one of the London Symphonies, so called because it was written for the concert season he gave in London toward the latter part of his career

when he was already a figure of international importance. He wrote a whole set of symphonies for the season of 1792, known as the London Symphonies, which were repeated with great success during his second visit three years later.

The name "Surprise" is given because of the celebrated crash of the drums, brass, wind and strings together, which comes so suddenly and unexpectedly in the second movement. This is written as a theme with variations and affords an excellent typical example of this form because it is so clear and simple. The theme is as naive and childish as possible. It can be symbolized in rhythm by the following:

Ta.Ta. .Ta.Ta. . .Ta. .Ta. . .

Ta.Ta. .Ta.Ta. . .Ta.Ta.Ta. . .

There is the gentlest sort of announcement by the strings which seem to be preparing a quiet accompaniment for some solo to follow later. But just as the ear is becoming rather sleepy over the whole performance and wondering when something is going to happen the whole orchestra comes out with one grand

smash that wakes up every sleeper and makes the ladies jump. Papa Haydn was found one day laughing over this music in his rooms in London. Some one asked him what was the matter. Haydn replied that the Surprise Symphony would be played that evening and added: "I am going to make all the women scream." Even to-day, despite our familiarity with noise, the contrast is piquant.

Victor Record No. 35243 contains this second and the fourth movement. The first movement and the Minuet (third) are on Record No. 35244. Let me suggest a little course of listening to No. 35243 before we go on any further.

(To be continued)

NEW SONORA AGENCY ON COAST

Frederick & Nelson, talking machine dealers, of Seattle, Wash., have secured the Sonora agency, according to a report by E. E. Graham, Northwestern representative of the Magnavox Co., Sonora distributor for the Pacific Coast territory.

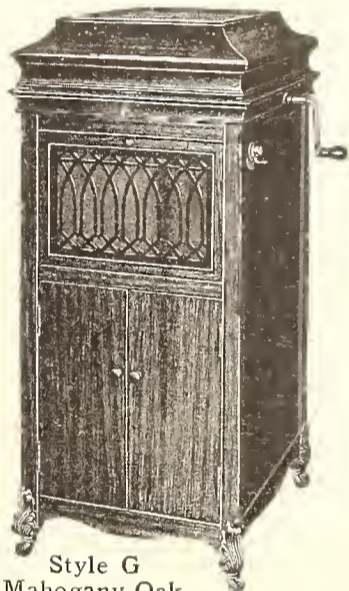
KIMBALL PHONOGRAPHS

FALL Offering that Will Interest Dealers

Others are reporting quick sales and profits in phonograph selling.



Style J
Mahogany
Walnut



Style G
Mahogany Oak
Walnut

Why Not You?

If your neighbor succeeds, you can with the same effort. If you haven't gone over this question, write to us giving particulars and we will help you.

There is no time to lose if you would be prepared for the Holiday trade.

Kimball Phonographs

a complete line; variety of designs in Console and Upright types; wide range of prices; reliability of product; play *all* records; visible beauty; correct construction; natural TONE.

W.W. KIMBALL CO.

Established 1857

Kimball Hall, 306 S. Wabash Ave.

CHICAGO

Manufacturers of Pianos, Player Pianos,
Pipe Organs, Distributors of
Okeh Records



Style L
One of the Beautiful Art Models

Kimball Phonographs Play ALL Records

[By the way, let me point out a slight error which disfigures the penultimate paragraph of September's article. The text reads: "listen carefully to the work of the fourth instrument." It should of course be "listen carefully to the work of the four instruments." W. B.W.]

DETROIT

Music Memory Contest a Huge Success—Many Prizes Distributed—Business Continues Good

DETROIT, MICH., October 3.—The big city-wide Music Memory Contest, conducted by the local music dealers and ably assisted by the Detroit News, is now a thing of the past. Over \$16,000 in prizes were offered and close to 75,000 contestants entered the affair. Elimination examinations were held during the greater part of September and the final elimination to determine the winners of the three grand prizes was held at Orchestra Hall on the evening of September 26. Out of all the thousands who had enrolled only fifty-four survived the preliminary examinations and were present to take the finals. The house was packed to capacity with friends and other interested parties, for the contest had aroused an unusual amount of interest all over the city. Only ten numbers were given in the final examination and these were played by the Detroit News Orchestra. At the end of the examination the curtain was lowered and the judges retired to mark the papers and select the winners. Peter C. Sweeney, of the Edison Shop, and H. S. Porter, of Grinnell Bros., represented the contributing music dealers. While the judges were at work on the papers a very pleasing program was given for the benefit of the audience, following which announcement of the winners was made. The first of the grand prizes, a \$1,200 grand piano, was won by Osborn P. Stahl, a man who admits to being unable to play a note, but who has a love for good music; second prize, a Grinnell Bros. player-piano, was won by E. C. DeSmet, and third prize, a Brambach baby grand piano, donated by the J. L. Hudson Music Store, was won by John Korolishn. Fourth prize, a \$375 Edison phonograph, was tied for by three women, which necessitated a re-marking of the papers. Mr. Stahl, who won the first prize, turned in an absolutely perfect paper, never missing on one of the questions asked. He later told how he was enabled to turn in such a perfect paper. He purchased the records of the pieces used in the contest and then played them at home on the phonograph until he had become thoroughly familiar with them. All that remained to do was to become familiar with some details concerning the composers, and in this he was very fortunate, having picked up a great deal of knowledge before the contest was announced. Music students and critics declared that Mr. Stahl's performance was a remarkable demonstration of musical concentration. The present week has seen the contributing dealers busy in shipping out the many prizes which they donated to the various prize winners. Phonographs furnished the bulk of the prizes and there are many homes

in Detroit and vicinity that to-day are happier as a result of winning one of the prizes. While it is impossible at present to estimate the exact money value of the contest, dealers have the satisfaction of knowing that they have done a great deal to further the cause of good music and a public that has acquired a taste for this class of music is bound to more than repay the dealer who helped to instill it in them.

Business Conditions Are Excellent

General business conditions in the talking machine line in Detroit are very good. Business is brisk and from all sides one hears how good the future looks to dealers. September was the biggest month of the year and in some cases the best month in several years. The music trade in Detroit shows an increase in volume of sales of 24.34 per cent more for August, 1922, than for the same month of 1921. This is especially encouraging. Incidentally August, 1922, was 46.65 per cent greater than was July, 1922. These figures were given out by the Retail Merchants' Bureau and this makes the fifth consecutive month that retail sales have shown an increase.

J. Francis Quinn Reports Progress

J. Francis Quinn, of the Brunswick Shop, reports that September, 1922, was considerably ahead of September, 1921, and so far in advance of September, 1919 (one of their best years), as to be almost too good to be true. Mr. Quinn is expecting that October will keep up to this average and is very optimistic about the future. Mr. Quinn expressed the belief that those dealers who were not stocking up on phonographs while they still were able to get their orders filled were making a big mistake. The dealers who are waiting until the last minute to place their orders stand to lose out, is his opinion. Mr. Quinn is a close student of economic affairs and bases his belief on the results of his observations. The Brunswick Shop is looking forward to the greatest Fall and holiday trade this year that it has ever experienced.

P. J. Gordon, well known to dealers throughout the State through his having been for so long a time connected with the wholesale end of the phonograph division of Brunswick-Balke-Collender Co., is now associated with Mr. Quinn at the main store of the Brunswick shop as chief of salesmen.

Sympathy for W. H. Huttie

W. H. Huttie, district manager of the Starr Piano Co., had the misfortune to lose his young son, Charles, through diphtheria on September 20. His many friends and acquaintances were grieved to learn of his bereavement and extended their deepest sympathies.

Music Merchants to Meet

The first meeting of the Music Merchants' Association of Detroit is announced for Tuesday, October 10, by A. H. Howes, president. At this time affairs dropped during the Summer months will be resumed and the organization gotten into shape for Fall and Winter activities.

The J. L. Hudson Co.'s music store reports a wonderful Summer business in all lines. Sev-

eral new salespeople have been added and every salesman is easily getting his quota.

Okeh Recordings Popular

The new Okeh recordings by Vincent Lopez and his Hotel Pennsylvania Orchestra are proving very popular with Detroiters, according to reports received from the Kimball Piano Co., which handles these records in Detroit. "We find it hard to keep a sufficient supply of these records on hand," said H. W. Fish, manager of the store. "Dance records certainly are selling heavily with us and I believe Vincent Lopez recordings have helped greatly in this respect."

Oriole Terrace Orchestra a Big Favorite

The Oriole Terrace Orchestra, hailed as Detroit's Own, which enjoyed a very successful engagement at the Edgewater Beach Hotel in Chicago this Summer and has since been playing a number of the leading cities on the Keith circuit of vaudeville, is due to return to Detroit on October 18, when it takes up quarters in its new home on East Grand Boulevard in the Oriole Terrace. It recently appeared in Detroit at the Temple Theatre and was greeted by capacity houses at each performance. The Brunswick Shop reports that it is impossible to obtain any of Brunswick records of this orchestra owing to its popularity. Since Brunswick has been pressing records at Muskegon it is hoped that the shortage will be relieved to some extent.

Some Jewett News Gleanings

Al Doty, formerly credit manager of the Jewett Radio & Phonograph Co., of Detroit, has left that organization and is now office manager for Lind-Marks Co., local Aeolian-Vocalion distributor.

Jack Riley, formerly Pennsylvania representative for Jewett, has been appointed to succeed Mr. Doty as credit manager.

N. Sinclair Reid has been appointed representative of Jewett for London, England, and the British Isles. Word received from him lately says that the samples have been received and are arousing a great deal of interest among music lovers and radio fans over there. He anticipates a brisk trade to follow.

Admire Edison Baby Console

The Edison Shop has received a sample of the Edison baby console model and is using it for display purposes. It is very attractive and is eliciting a great deal of favorable comment. There is no doubt but that when deliveries can be obtained on this model it will be one of the most popular of the Edison styles.

A. MIDDLETON SCORES IN AUSTRALIA

Cables and newspaper clippings received by the officials of Thos. A. Edison, Inc., disclose the fact that Arthur Middleton, the famous Edison artist, is receiving tremendous ovations during his concert tour through Australia. The houses in which he appeared have been sold out in advance and plans are already being laid for return engagements throughout this music-loving continent.

Dealers of the South make Ready Sales with the New Monthly Releases of

Okeh Records

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF

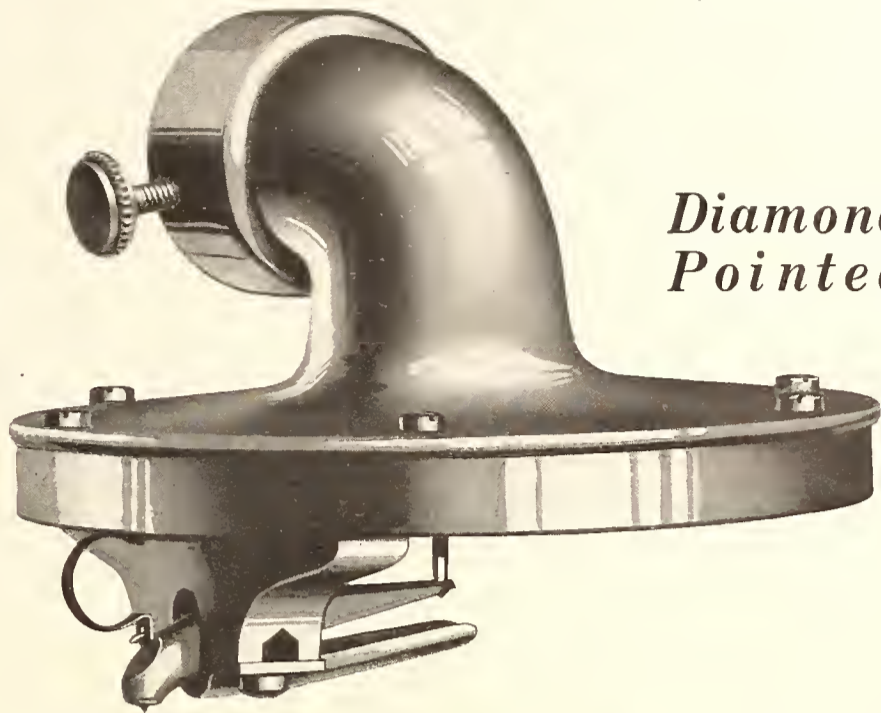
J. K. POLK FURN. CO., Inc.

OFFICES AND SHOW ROOMS

294 DECATUR STREET

ATLANTA, GA.

*Instantly
Attached*



*Diamond
Pointed*

CLARAVOX
CLEAR VOICE

*Faithfully Reproduces, on other Talking
Machines, That Most Exceptional—*

EDISON RE-CREATION RECORD

Clear, well-defined tones, but not harsh—mellow, but not muffled—high in volume, but low in surface noise and always faithfully responding to the recorded sound waves—truly a scientific achievement

THOUSANDS of people of your city own talking machines other than the Edison. With the CLARAVOX they can now double the enjoyment of their phonograph through being enabled to play Edison Records with no loss of those rich mellow overtones which make possible a seemingly exact reproduction of the original vocal selection or instrumental rendition.

The CLARAVOX is *not* just *another* reproducer. It is a wonderful scientific instrument developed after years of research. It embodies a diaphragm of unusual shape connected by a balance spring tension to a light stylus with a microscopically polished diamond point, guaranteed not to cut the record.

The CLARAVOX reproduces Edison Records on Victor, Sonora, Silvertone and other talking machines with a clear natural tone and plenty of volume for dancing. It is today's most talked about talking machine improvement.

DEALERS

Christmas is but two months away. You will do a greater volume of business in CLARAVOX Reproducers than in any other single item in your store. The CLARAVOX will increase your talking machine business and your

Edison Record business. Wire for one to-day and test it out in comparison with any other reproducer. Demonstrate it to your customers. The price is less than you would expect to pay for a product of its quality.

THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

SALESMEN:—An attractive side line proposition for you. Write us.

KANSAS CITY

Many Dealers Place Orders for Fall Stock—Public Turns to Talking Machines Following Strike Settlement—Month's News

KANSAS CITY, Mo., October 6.—Business in the talking machine line has been much better during September than in the month previous, according to reports from dealers and jobbers. The strikes have been settled, and grain is moving, and the fear of a tie-up of freight is removed, and so the dealer is ordering freely, and the public is buying more liberally.

As an indication of the fact that the market is to be for the larger and better class of machines mention may be made of the sales campaign of the Jones Store, of this city. A Christmas Club has been organized, and the terms are the same liberal ones that were offered last year. As a result of this offer the Jones Store took orders the first ten days for thirty machines. The prices ranged from \$150 up—none of them at a lower price. This is a much higher average than the sales of last year. In the same manner Mr. Lee, the manager of the Victor and Sonora department, states that the sales of records show that there has been a decided change for the better in the demands of the public. More Red Seal records are being sold this year than ever before. This is to be accounted for, first, in the change of the public demand and, second, because of the fact that the public has come to know, during the past year, that the Jones Store is prepared to furnish all the higher-grade records on demand. The boast of Mr. Lee is that he keeps his stock full and up to date and he has been insistent in making this fact known to the public through liberal advertising, which included billboard, motion picture, direct mail and newspaper advertising.

Jobbers are feeling pretty good, also, in regard to the trade. They report that all over the territory the demand is good, and what is worrying some of them a little is that the delayed orders from dealers may turn into a rush which may result in the jobber not being able to supply the demand. Some of the jobbers think that a shortage of stock is inevitable before the end of the year.

Live Columbia Dealer

Louis Deitsch, manager Scanlan's Hardware Co., at South Saint Joseph, Mo., has consider-

able faith in advertising and is making the people of South Saint Joseph conscious that he is a real, live Columbia dealer. This is shown by a set of pictures recently received by the Kansas City branch of the Columbia Co. showing a painted sign on the corner of his building which features a large Columbia record with all-star Columbia entertainers recording exclusively for Columbia. Mr. Deitsch has named this record the "Illinois Avenue Blues." (Illinois avenue is the street on which his business is located.) The "Illinois Avenue Blues" is frequently played by Scanlan's Trio of the American Legion Post.

Another large fence sign on a principal street featuring Columbia Grafonolas and records also registers for Scanlan's Hardware Co. and in the interior of his store is a large door panel painted to portray a music room which displays the Grafonola to good advantage. Mr. Deitsch is putting on an outside Grafonola salesman, saying that he knows that real accomplishment and results will come through consistent efforts.

Fred Jenkins Ends Western Trip

Fred Jenkins, manager of the Victor wholesale department of the J. W. Jenkins' Sons Music Co., has just returned from the West, and states that the people out there are spending money freely for musical instruments. As a feature of the record business worthy of remark he mentioned that the foreigners were buying heavily of records in their own languages.

Mr. Edgar, of the Edgar Shoppe, Tulsa, Okla., was in town this week, and went over the plans of the Christmas Club with Mr. Lee, of the Jones Store, and returned home with the intention of putting a similar campaign on in Tulsa.

Music Appreciation in Schools

One of the big orders of the Fall has been to supply records for the public schools of Kansas City. The School Board has arranged to have the pupils given lessons in music appreciation, using the selections which are to be given at the symphony orchestra concerts. There are to be over ten thousand pupils who



No. 3533—Twelve Flowering Plants, including pots in a box, complete \$5.00; larger size No. 3534 six plants to a box, per box \$3.60.

Write for ILLUSTRATED CATALOGUE NO. 35. Mailed FREE FOR THE ASKING.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

will attend these concerts. It is the intention for all of them to be given these lessons in appreciation before they go to the concerts, so they may be able to understand and enjoy the selections when they are played. Other pupils will be given the opportunity to hear the records and have the benefit of the lessons in music appreciation. About \$1,000 worth of records have been bought for the schools.

Dealers Tie Up With Victor Artist

Victor dealers here took full advantage of the recent visit of John Steel, the popular young tenor of the Victor family. He appeared at the Orpheum and attracted large audiences. The jobbers and dealers united in distributing at the theatre the September number of the Favorite Records Review, in which Steel occupies a conspicuous position. This was also distributed by mail. The result of this and other advertising was a most satisfactory sale of his records. The enterprising manager of the Wunderlich Victor department, Mr. Standke, induced Mr. Steel to autograph a number of records for him, and this added feature made these records very desirable.

Victor Displays at Fairs

Mr. Schoenley, of the Schmelzer wholesale Victor department, reports that Victor dealers throughout the territory are taking advantage of the fairs that are being held to make special displays and offer attractive propositions, which are resulting in large sales. He also states that the demand for Victor literature has been unusually heavy this Fall.

Changes in the Edison Shop

The retail shop of the Edison Co., at 1012 Grand avenue, has been redecorated and now presents a very striking and attractive appearance. It has been done over in browns and tans, which harmonize beautifully with the woodwork. Mr. Herbert Bailey, who was formerly with Mr. Blackman in the wholesale department here, is now in charge of the retail store. The statement that he had gone to Salina, Kan., was an error. Mr. Chappell still has charge there. A full line of Packard and Bond pianos is being added to the stock of the retail store.

The Edison Shop is proud to announce that Mr. Wilson, who has made such a fine record as salesman in connection with the H. P. Ripley store at Leavenworth, Kan., is to be connected with the local store in the future.

Record Demonstrations Please

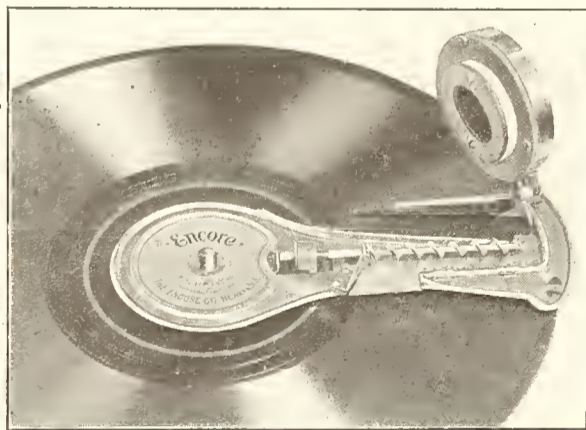
Dealers and jobbers have just had a demonstration of the value of the mid-month release of records, as the sales during the latter half of the month have been about equal to those of the first of the month. This is a new development of the business, and is much appreciated by the trade.

Fine Columbia Publicity

The following paragraph in connection with the Teachers' Institute is from the front page of the Courier-Index, of Marianna, Ark.:

"The time given to 'Musical Interpretation and Appreciation' by Miss Florence E. Hazlett, representative of the Columbia Graphophone Co., was decidedly the most entertaining feature of the week's program. Her demonstration of the many uses of the Grafonola in schools could not be improved upon. All per-

A perfect mechanism of nickel-plated steel, fitted with movable adjuster to play the entire record



The only steel repeater retailing at \$1.00 Regular trade discount.

It's Entirely NEW

The Encore Record Replayer

The Fastest Selling Repeating Device in the World

We have convincing testimony on file from thousands of dealers all over the country who have written us unsolicited praise of the Encore as a solid favorite with customers.

Send Your Order in **N O W** For the Approaching **FALL BUSINESS**

The Encore is a trim little device that people look over shoulders to watch with fascinated interest in the window. The low price clinches a high average of sales.

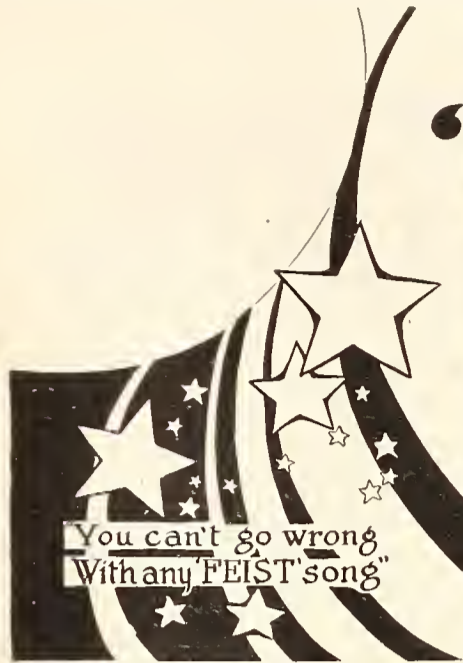
Some Territory Still Open for Live Jobbers

ENCORE SALES CORPORATION

Sole Manufacturer's Representative

6 Church Street

New York City



Your Feet Won't Keep Still When You Hear—
“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once—Remember It Always



sons who have been fortunate enough to see her at work are convinced that no school should be without a good talking machine and plenty of good records.”

Columbia Artists Boost Own Records

The appearance of Frank Westphal and His Rainbo Orchestra, Columbia artists, at the Main Street Theatre, this city, during the week ending September 30, was a distinct success.

The Grafonola Shop, 1120 Grand avenue, exclusive Columbia dealer, sold an immense quantity of Westphal records through a tie-up with the artists, having placed two Grafonolas in the lobby of the theatre. They also circularized their large mailing list with announcements of Westphal's appearance and calling attention to his records, which could be secured at their store.

Edison Elizabethan for Ivanhoe Auditorium

The Edison Shop has just installed in the Ivanhoe Auditorium one of the Edison thousand-dollar Elizabethan period models. This auditorium has been chosen for the concerts of the Little Symphony Orchestra this year. The first of the series of concerts scheduled for this auditorium was given this week when Madam Schumann-Heink appeared. While here she sang for the radio of the Kansas City Star.

Manager Blackman reports that the new \$175 console model of the Edison is making a hit with the trade.

New Brunswick Dealers

Manager Briggs, of the Brunswick, reports that the Baldwin Music Shoppe, of Okmulgee, Okla., and the Newman Mercantile Co., of Enid, Okla., have been added to the list of Brun-

wick dealers. He states that business has been better for the year than during the corresponding months of 1921.

McDowell-Castator Co. in New Home

The McDowell-Castator Music Co., of Pawhuska, Okla., Columbia dealer, has moved into new quarters at 621 North Kihekah avenue, which will give them much more room to display their stock of Grafonolas, pianos and a general line of small goods and sheet music. The store is centrally located, modernly equipped with hearing rooms and up-to-date fixtures. Mr. Clark, the manager, anticipates a large increase in business in their new location.

Buys the Smethurst Store

R. H. Brown, formerly supervisor of music in the schools of Kansas City, Mo., recently purchased the Smethurst Music Store in Manhattan, Kan., and after remodeling the store very extensively now has one of the most beautiful and up-to-date music stores west of Kansas City. Mr. Brown is ably assisted in the store by Miss Hostrup and Miss Moore.

REGRETS DEATH OF LIEUT. WILLIARD

A. H. Curry, vice-president of Thos. A. Edison, Inc., and in charge of the phonograph division, was found in a sad mood when a representative of The World recently called on him. Upon inquiry it was learned that the pilot, Lieut. Gene Griggs Williard, who carried Mr. Curry by aeroplane from Dallas to San Antonio, as reported in The World last month, was recently killed when his plane crashed to the ground.

REGAN WITH HOMER L. KITT CO.

Made Sales Manager of New Concern—Widely Experienced in the Trade

WASHINGTON, D. C., October 7.—Francis X. Regan, formerly connected with the firm of Thomas Goggan & Bros., Houston and Galveston, Tex., and then connected for several years with Knabe Warerooms, Inc., this city, has been appointed sales manager of the newly formed firm of the Homer L. Kitt Co., which, in addition to the Victor line of talking machines, features Knabe pianos.

The Homer L. Kitt Co. had a very successful sale during the month of September in closing out the stock of the Knabe Warerooms, Inc., that they had purchased. Mr. Kitt looks for a very successful and prosperous year.

TONE ARM OF NEW DESIGN

Samuel Eshborn, 65 Fifth avenue, New York City, manufacturer and distributor of talking machine repair parts and accessories, who recently introduced a blue steel talking machine needle under the trade name “Blue Belle,” now announces a tone arm of an entirely new design. This new product has an arm with a gradual flare, a gracefully curved elbow and a ball-bearing base. It is claimed that the reproducer is of a particularly fine quality and gives a splendid tone.

W. M. Duven, furniture dealer of Orange City, Ia., has purchased a store near his headquarters to house his new Victor department.

QUALITY

PRICE

SERVICE

Phonograph supplies for every dealer's needs, the greatest assortment West of New York under one management, and our prices are lower. Expert mechanics for special work.

Repairs in stock for all motors and tone arms.

- Main springs
- Governor springs
- Micas
- Motors
- Tone arms
- Brilliantone needles
- Tonofone needles
- Nupoint needles
- Gilt Edge needles
- Petmecky needles

- Record racks
- Counters
- Phonograph cases
- Walter Camp's records
- Geer and Gold Seal repeaters
- Outing Talking Machines
- Wonder Portables, \$7.50
- Sound Boxes, all makes
- Ilseleys Graphite spring lubricator
- Moving covers, \$5.00

Write us for quantity prices.

Write for latest main spring and supply price list. Send your work to us and receive prompt and efficient service.

Davenport Phonograph Accessory Co.

MANUFACTURERS — JOBBERS — DISTRIBUTORS

Offices: 219 Brady Street, Davenport, Iowa



1,300 record capacity. Rack as above, with box base instead of legs. Our No. 2 at \$32.75.



LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing.

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

EDISON DEALER-JOBBER MEETINGS

Group Reunions Under Auspices of Phonograph Co., of Manhattan, Held in New York, Newark, Middletown and Scranton

The Phonograph Co., of Manhattan, Edison jobber in the New York district, recently held a series of group meetings between Edison dealers located in the territory served by this organization and S. Roth, manager, and P. J. Burns, sales promotion manager of this jobbing concern.

The purpose of the meetings was to familiarize the Edison dealers with the new London models of the New Edison. All the new instruments were exhibited and examined and sales promotion plans discussed in an extensive manner. These group meetings were held in New York, Newark, Middletown and Scranton.

Over 85 per cent of the Edison dealers located in these jobbing zones attended one or more of the meetings and the new models were unanimously received with tremendous enthusiasm. In several cases these meetings resulted in effective news stories appearing in the local newspapers, bringing out the idea that the new models have been priced so as to bring Edison instruments within the reach of all.

D. TOWELL UNDERGOES OPERATION

CLEVELAND, O., October 5.—David Towell, son of P. J. Towell, popular official of the Eclipse Musical Co., Victor jobber of this city, was recently placed under the surgeon's knife following an attack of acute appendicitis. The operation was a success and Mr. Towell is now on the road to recovery.

CONSTRUCTIVE

If there were no surface noise in the rendition of records there would be no need for

The PHONO-TONER

TRADE MARK
(Registered in U. S. Patent Office)

Dealers who use this device realize how helpful it is in demonstrating a talking machine. It gets rid of a lot of the repairman's troubles, too. Discriminating owners of phonographs appreciate it, and this means more record playing, ultimately more sales.

Profitably retailed at 35c and 50c. Still more profitable as a business help and source of satisfaction to customers.

Samples sent, no charge up to October 31st.

The Phono-Toner (actual size)



Forms handle
for needle set
screw.

The Phono-Tone Co.
310 Lincoln Building
PHILADELPHIA, PA.

BANQUET TO GEORGE E. BRIGHTSON

President of Sonora Phonograph Corp. Tendered Elaborate Dinner by Barker Bros., Los Angeles, on Recent Visit to That City

LOS ANGELES, CAL., September 29.—A banquet was given at the Los Angeles Athletic Club last evening in honor of the visit of George E. Brightson, president of the Sonora Phonograph Corp., by Barker Bros., the exclusive Los Angeles Sonora dealers. Mr. Brightson, in an inspiring speech, told of the policy for producing "quality" goods, which had been the keynote in the success of the Sonora since its first inception. J. W. Boothe, general manager of the music department of Barker Bros., acted as chairman and told of the continued success which his house had met with in handling the Sonora. Clarence A. Barker, vice-president of Barker Bros., gave an interesting talk on the history of the music department of their great furniture store. F. B. Travers, president of the Magnavox Co., Pacific Coast Sonora distributor, and A. G. Farquharson, secretary of the Music Trades Association of Southern California, also delivered addresses. Those present included George E. Brightson, Clarence A. Barker, F. B. Travers, J. W. Boothe, Sibley G. Pease, Earl S. Dible, Wilbur Spray, Ralph Cassell, Chas. McQuay, Frank Moreno, F. B. Smith and A. G. Farquharson.

EDISON CONCERTS FOR ADVERTISERS

ATLANTIC CITY, N. J., October 4.—One of the real features of the Fashion Show and Exhibits of National Advertisers recently held on the Million Dollar Pier of this famous resort was that staged by the phonograph division of Thos. A. Edison, Inc. The Edison exhibit consisted of an elaborate and effective Edison Tone-Test rendered by the two well-known and famous Edison artists, Victor Young and Helen Davis. The concerts were given four successive days to audiences of two thousand each day.

BRUNSWICK ACTIVE IN NEW ENGLAND

SPRINGFIELD, MASS., October 7.—Harry Spencer, of Kraft, Bates & Spencer, Boston, has been spending a couple of days in this city in the interest of the Brunswick proposition, calling on dealers who handle this instrument. He reports a heavy demand for the Brunswick throughout New England and each week sees some good houses signing up for representation of this line. Dealers are beginning to vigorously clamor for machines and it now looks as though there may be a shortage ere many weeks go by.

W. J. STAATS SAILS FOR EUROPE

Walter J. Staats, treasurer of the Victor Talking Machine Co., of Camden, N. J., accompanied by Mrs. Staats, sailed recently for Cherbourg and Southampton aboard the "Mauretania."

NEW REGINA PHONOGRAPH STYLES

Musical Instrument Specialty Co., of Rahway, N. J., Makes Important Announcement

The Musical Instrument Specialty Co., Rahway, N. J., manufacturer of the Regina phonograph, music boxes and other musical instruments, announces the addition of a number of new models to its Fall production. These include two console models as well as several of upright design. The Regina phonograph is being equipped with an improved motor and it carries as well the Regina patented tone arm and reproducer.

The Musical Instrument Specialty Co. is the successor to the Regina Co. and the same personnel that was connected with that firm for almost a quarter of a century is now associated in this new manufacturing organization. Included in these are M. Chaillet, who was formerly business manager of the Regina Co., and G. A. Brachhusen, who contributed much technical knowledge to the development of the various Regina products as well as a series of patents.

ANNOUNCES NEW EMERSON CONSOLE

PERU, IND., October 6.—A new Louis XV console model has been announced by the Wasmuth-Goodrich Co., this city, manufacturer of the Emerson line of phonographs. The new model, which is exceptionally handsome in appearance, is made only in walnut and mahogany finishes. The exposed metal parts are gold-plated throughout. Many inquiries and requests for samples from dealers have already been received by the company.

FULTON No. 35 MODEL
THE HIGHEST CLASS TABLE MACHINE IN
THE PHONOGRAPH INDUSTRY
TODAY. Sample Price to Dealers **\$12.50**



Mahogany, 16x16x10. Double Spring, Universal Tone Arm, Back Casting and Metal Horn
Send for Sample To-day
Phonographs and Accessories, Repair Parts
for All Makes.

Best Steel Needles of American
Manufacture at 30c. per M.

ASK FOR CATALOGS and Price Lists of our
No. 50 and 75 Machines. It will pay you.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

CLEVER ADVERTISING STUNT GETS RESULTS

Indianapolis T. M. Co. Runs a Number of Miniature Ads in Each Issue of Daily Papers and Discovers Returns Through Gifts

INDIANAPOLIS, IND., October 10.—Another Indianapolis dealer who is bending his energies to making his advertising returns bigger and better is A. C. Hawkins, manager of the Indianapolis Talking Machine Co. He has cut his newspaper advertising space into small sections so that in place of running a 150-word ad he runs seven separate ads measuring one inch over two columns. In each of these small spaces he has been featuring one particular item such as a record. For instance, one day he had seven ads scattered through the paper with the word "Blue" in large black type. Three of the seven were worded thus: "Blue. Guess who. Victor Record No. 18933. The Indianapolis Talking Machine Co., 134 North Pennsylvania street. Main 2188." "Blue. You just couldn't be when you hear Victor Record No. 18933 at the Indianapolis Talking Machine Co., 134 North Pennsylvania street. Main 2188." "Blue. There are seven Blue ads in to-day's paper, any one of which, when presented at our record department, will entitle holder to one miniature Victor dog free. Children must be accompanied by parents. 134 North Pennsylvania street."

As will be seen by the last quoted ad Mr. Hawkins offered the dog as a means of ascertaining just how effective the many small ads were. He recovered a large drawer full of the clippings and learned that he had hit on a worth-while means of advertising.

"This is an idea that I shall use in the dull seasons particularly," Mr. Hawkins explained. "When business picks up, as it will near the holidays, I shall use large space in the newspapers. However, the plan of cutting up the ads is good for an exclusive store which cannot afford large space throughout the year. This is especially true when the advertising must be done in a medium that is filled with page and half-page ads that draw attention away from smaller ads. Where a reader will miss seeing a 150-line ad he will be pretty sure to notice distinctive small ads scattered through the various pages.

"In the small ads as well as in large space I try to get away from the stereotyped forms. To do that I have to write my own copy and I stay awake nights thinking it up. Advertising is important and it is well worth any store manager's time to spend it on ad writing rather than trust such writing to some one who does not know the store or the stock and who is not so interested in good copy as the man who is responsible for sales. During the slack season just passed I did not make any increase in our advertising appropriation, but I got three times the ordinary results by breaking up the ads and scattering them through the paper."

Mr. Hawkins says the approaching cold weather season gives promise of being exceptionally good. July, August and September were the best late Summer months he ever experienced, he said. He attributes this to the fact that he has kept a crew of outside men busy. Just now each of his outside salesmen has a Ford roadster and carries a Victrola with him. "Going after prospects without ammunition is like going hunting after rabbits without a gun," Mr. Hawkins explains in regard to that plan of equipping salesmen. The procedure each salesman follows is to put the machine in the house and demonstrate it before the prospect at the time of approach. The salesmen rely on the help of boys or anyone who is willing to earn a few extra cents by helping to lift the machine off and on the car.

J. P. Nelson, Victor dealer of Yankton, S. D., made several sales and secured a number of prospects as the result of an attractive Victor display at a local fair.

INTERESTING CUSTOMS DECISION

Kraft paper containers, especially designed and exclusively employed for holding phonographic disc records, were the subject of a decision by the Customs Board sustaining protests of M. A. Graser-Rothe and Starr Piano Co., of Cleveland and Detroit. Duty was levied on these containers at the rate of 25 per cent ad valorem under paragraph 332 of the Tariff Act of 1913 as manufactures of paper not specially provided for. The importers contended for duty at 15 per cent ad valorem under the specific provision in paragraph 327 for "paper envelopes, folded or flat," and this claim is upheld in an opinion by Judge Fischer.

VICTOR DEALERS OPEN BRANCH

HARTFORD, CONN., October 6—Henry Moran & Sons, dealers in Victrolas and other musical instruments, with stores in this city and New Britain, Conn., have opened a branch store in the Grand-Shubert Theatre building. The Victor line of talking machines is handled.

EDISON TONE-TEST SEASON OPENS

Big Array of Artists to Be Heard Throughout the Country in Conjunction With Local Dealers' Work to Develop and Broaden Trade

The Edison Tone-Test season of 1922-23 has just opened and bids fair to be one of the most successful in point of number of artists on tour and concerts given. Practically the entire country will be covered by these unique comparison concerts and in each case the Tone-Test will be held in conjunction with local Edison dealers.

These Tone-Tests have played a prominent part in Edison sales promotion work for many years past and there now remains no doubt but that the idea is likely to become a permanent and exclusively Edison institution.

Among the better-known Edison artists who are already en route are Marie Morrissey, contralto; Walter Chapman, pianist; Jacques Glockner, 'cellist; Helen Davis, mezzo-soprano; Victor Young, pianist; Hardy Hindermeier, tenor; Glen Ellison, Scotch baritone; Alta Hill, pianist, and the Dann Trio.

Multiplies Radio's Marvels

ANY up-to-the-minute Radio Dealer will demonstrate this wonderful Horn on YOUR OWN SET. Tune in to your limit and judge the Music Master by what it delivers to your ears.

Fits any set. No extra batteries, no extra current needed. Makes headsets obsolete. A roomful—a theatre-full!—can listen to any program and hear every cadence, every shading of music or speech, through the Music Master.

Fourteen-inch aperture (Home Model) \$35
Twenty-one inch (concert, dancing, etc.) \$45

Tell us your dealer's name before you request this free test. Then we can make sure he has Music Master to show you.

JOBBER! Sample Music Master Horn **DEALERS!** shipped to responsible members of the Radio or Phonograph trade with FULL PRIVILEGE OF RETURN. Write for list-prices and full details.

The GERACO Line

Everything worth selling in Radio Apparatus of TESTED merit. Ask for price lists. See the Geraco Phonograph Attachment. Makes any Victor or Columbia a LOUD SPEAKER for Radio receiving. Use it as sound-box. Only \$10.00.

The General Radio Corporation
Walter L. Eckhardt, President
Makers and Distributors of High-Grade Radio Apparatus
624, 626, 628 Market Street, Philadelphia

DISTRIBUTORS FOR
Okeh Records—Strand Phonographs and Gold Seal Record Repeaters
in Pennsylvania, Southern New Jersey, Maryland, Delaware,
District of Columbia, Virginia, West Virginia



The
MUSIC MASTER
Radio
AMPLIFIER
TRUE TONE AT LAST

Music Master Horn Conquers
"Screech" and "Snarl" and "Howl"
and Makes Listening a Joy



TELEPHONE CHELSEA 0088

PHONOGRAPH JOBBERS CORPORATION

MANUFACTURERS AND DISTRIBUTORS

105 WEST 20TH STREET

NEW YORK, N. Y.

MR. MANUFACTURER.
CONSULT US WHEN YOU
CONTEMPLATE RETIRINGMR. BUYER, CONSULT
US WHEN YOU CONTEM-
PLATE LAUNCHING A
SALES CAMPAIGN**JOBBERS—DEALERS—BUYERS**

This is Our Special for the Month:

2,500,00010-inch double-faced lateral cut records of a
well-known make consisting of**Vocal—Popular—Dance—Operatic****Standard Selections—Favorite Songs
Sacred—Instrumental—Novelties—Etc.
By HIGHLY CELEBRATED ARTISTS***Write for Catalog Consisting of Over 400 Selections***AT UNPARALLELED PRICES**We Have Only a Few Hundred Supertones Left
at the Right Price

VICTOR SALESMANSHIP CLASS SCORES BIG IN TOLEDO

Fully One-fifth of the Dealers in Toledo Territory Send Representatives to Class Conducted by F. A. Delano and Under Auspices of Toledo Talking Machine Co.—Banquet Follows

TOLEDO, O., October 3.—One of the outstanding events of the past week was the Victor Salesmanship Class, conducted by F. A. Delano, of the Victor Co., under the auspices of the Toledo Talking Machine Co. The effort aroused wide attention and proved that merchants are desirous of promoting their record and machine trade. Fully one-fifth of the dealers in the Toledo territory sent representatives. While the undertaking required much work and close attention, it is believed the direct benefit to the dealer will extend far into the future.

Chas. H. Womeldorff, manager; Warren L. Kellogg and W. B. Gannon, road representatives, and Arthur Laybourn and Miss Marg. Muth, of the Toledo Talking Machine Co., appointed themselves a committee to look after the comfort and the welfare of the students. The committee divided and met trains, boats and interurbans and saw to it that candidates were properly quartered.

The sessions opened on Monday morning in the French Parlor at the Hotel Waldorf and lasted four days. Study hours were from 9 to 12:30 and 2 to 5:30.

On Tuesday evening the class took advantage of the invitation of the Toledo Association of Music Merchants, who were hosts to the Ohio Association in convention, to join the moonlight lake sail on the steamer "Owana," which proved a delightful event. Mr. and Mrs. Warren Kellogg chaperoned the class group. On Wednesday evening, as guests of the Toledo Talking Machine Co., the class visited the Toledo Industrial Exposition at the Terminal Auditorium. Thursday evening the company again acted as host. This time the class was tendered a banquet in the private dining hall of the Waldorf; the menu card was an especially attractive souvenir.

At the banquet W. B. Gannon was chairman. The first speaker introduced was A. J. Pete, manager of the Lion Store Victrola rooms. After praising the work of Mr. Delano, the Victor Co., and above all that of the local distributors, he directed his remarks to Mr. Delano. He presented him with a gold Victor dog watch charm set with a diamond as the gift of the class. This, he said, would be something substantial and would remind him always of Toledo and the class he inspired.

F. A. Delano's talk was in reply to that of A. J. Pete and also dwelt upon the forward movement of the work and upon the good which would result from the class efforts.

Following this, Wm. Gaston, Ohio and Michigan representative of the Victor Co., spoke upon the message those in attendance should carry to the workers at home and instruct them in the methods learned.

Then, acting upon the suggestion of Mr. Delano, Harry W. Doran made a motion that the class work be carried on through a permanent organization. James B. Watson seconded the motion and Arthur J. Pete was elected secretary by acclamation.

Chas. H. Womeldorff closed the meeting with an address of appreciation and thanks. They were grateful for the opportunity to be instrumental in instructing and entertaining the guests, he said.

Among the students and the firms which sent them were: Constance Sawkins, Sawkins Piano Co., Alma, Mich.; Ada Lehman and May A. Allemendinger, Schaeberle & Son, Ann Arbor, Mich.; Grenievre Olinger, E. O. Little, Auburn, Ind.; J. Gorton Milliken, Milliken-White Music House, Bay City, Mich.; N. E. Roby, Goldwater, Mich.; Margaret M. Doran and Harry W. Doran, Henry S. Doran Co., De-

troit, Mich.; Lillian Beck, Wilbur Templin Music House, Elkhart, Ind.; Florence Ritter, B. S. Porter Son Co., Findlay, O.; W. B. Spratt, Spratt Bros., Fostoria, O.; Naomi Malcolm, Malcolm Music House, Flint, Mich.; Lowell E. Meek, Lowell E. Meek, Hudson, Mich.; Lola Scoby, B. S. Porter Son Co., Lima, O.; Dorothy Hunter, J. W. Rowlands Co., Lima, O.; Consuela Bowsler and M. L. Clevenger, The Johns Music Co., Lima, O.; Shad. W. Vincent, S. M. Vincent & Son, Lapur, Mich.; Vernice Barber, The Wickens Co., Lorain, O.

Mrs. C. G. Wiant and Edna Sautter, C. G. Wiant, Marion, O.; Dora Helme, Wilbur Templin Music Co., Mishawaka, Ind.; G. L. Lathrop, North Baltimore, O.; Mrs. W. G. McClure, Grace King and Muree Wagner, W. G. McClure, Napoleon, O.; Sagie Wilkins, A. F. Beckman, Ottawa, O.; James B. Watson, Sturgis, Mich.; Morris Wagonlander and J. C. Wagonlander, Wagonlander Bros., Sylvania, O.; Eleanor Jones and Earl Schaffer, Sidle Co., Van Wert, O.; Ruth E. Stocking, Virginia Manton and J. Harold Beat, J. W. Greene Co., Toledo, O.; Mary Bauman, Unice Caskey and Elma M. Schliff, Grinnell Bros., Toledo, O.

Esther Hackerdorn, F. C. Herderson Co., at LaSalle & Kock Co., Toledo, O.; Lavina Terry, Haydee Wade, Dorothy Atherholt and Arthur J. Pete, manager, The Lion Store Victrola department, Toledo, O.; Eva May Mardwood, The Peoples Outfitting Co., Toledo, O.; Minna Plotkin and H. Russell Hughes, Whitney Blaine-Wildermuth Co., Toledo, O.

Open New Warerooms in Toledo

Whitney, Blaine & Wildermuth Co. opened their fine upstairs store to the public the past week. Beautiful floral pieces were received from manufacturers and jobbers as well as admiring friends. The demonstration booths are finished in old ivory and French windows have replaced the usual stiff glass partition. The store is large, light and airy and the booths are in direct contrast to the dark, stuffy type. Fixtures of the most modern style have been installed.

SILENT SALESMAN

ORNAMENTAL AND INDISPENSABLE TO YOUR ESTABLISHMENT

Takes up very little room. Each string is packed in separate envelope, plainly marked, and has its separate compartment.

Size of this case 19" wide, 14" deep, 22" high.



Any child can sell merchandise from this case without error. Selling prices marked on each compartment.

Containing the best assortment of strings and trimmings in daily demand.

Your Investment (for case and contents)	\$43.00	} Your Net Profit . \$40.10
Your Selling Price	83.10	

And This Beautiful Mahogany Case FREE

FULL PARTICULARS OF OTHER ASSORTMENTS AND EVERYTHING IN MUSICAL MERCHANDISE WITH COMPLETE CATALOG SENT ON REQUEST



BUEGELEISEN & JACOBSON, 5-7-9 Union Square, New York



We have just added a number of new Uprights and Console Models to the line of

REGINA PHONOGRAPHS

Prices to the Trade Range from
\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment, tone quality better than ever.

Regina Musical Instruments need no introduction. Well known for over 25 years.

None genuine without the exclusive patented Regina tone arm and reproducer.

Send for particulars on territory arrangements.

MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY

T O L E D O

*Dealers Report Big Trade Gains
—Machine Shortage in Sight—
Monthly Review of the Trade*

TOLEDO, O., October 4.—Talking machine merchants are enjoying a volume of trade considerably in excess of twelve months ago. The reason for this is so well established locally that no less an authority than Babson is making it known to the country at large, for Toledo's industrial growth over last year is 30 per cent, which establishes this city as the most prosperous town in the State of Ohio and one of the best in the land.

Toledo began to show improvement last Spring and ever since that time has maintained a steady climb. That's why talking machine dealers have experienced increases ranging from 10 per cent to 100 per cent. That, too, is the reason collections are upon a fairly solid basis. Now retailers are sending their sales people into every part of the city in quest of trade and they are closing contracts. The aggressive dealer is getting more than a mere portion of the business, for he is securing a volume which has made the past months perhaps the most prosperous in his history.

Moreover, a shortage of certain types and

styles of talking machines has already set in. Retailers were told weeks ago that a shortage was coming, but they are sometimes hard to convince. Consequently to-day some are searching nearby markets for merchandise. With Fall trade about to start in earnest it is feared a general shortage will exist before many weeks.

Conventions Bring Many Visitors

Furthermore, the past month has been a busy one for dealers. The Knights Templar State conclave brought thousands of visitors to the city. The Music Merchants' Association of Ohio convention drew merchants not only from Ohio, but from neighboring States as well. And the Victor salesmanship school was well attended both from a local and outside viewpoint. In each of the affairs dealers were concerned and took an active part.

Prospects of a Shortage

At the Toledo Talking Machine Co. Fall trade is booming. A few numbers are far oversold, particularly the 240 and 260 Victrolas. It is predicted that inasmuch as the Victor factory is producing to its utmost, a shortage of many models may result. Chas. H. Womeldorf, manager, is of the opinion that unless merchants cover their wants at once they will find themselves with orders, but no goods with which to fill them.

However, many of the larger dealers have realized this situation was coming and have bought for the future.

Warren L. Kellogg and W. B. Gannon, representatives of the Toledo Talking Machine Co., report a fine improvement over their respective territories and a cautious awakening of the farmer to his musical needs. That individual's buying power is far greater to-day than at any time within the past two years.

Warren Kellogg entertained as his house guests Mr. and Mrs. W. B. Snyder, Lima, O., bride and groom. Mr. Snyder is manager of the talking machine department of the B. S. Porter Son Co., of that city. His bride was formerly Miss Lena Sharp.

Interest in the New Records

Interest in the four special Victor releases to go on sale Saturday, October 14, is greater than usual. It is believed approaching cooler evenings are responsible in a measure for the stimulation. Moreover, the music shows and vaudeville stars are aiding the sale of records.

Launch Annual Christmas Victrola Club

At the Lion Store Victrola rooms a splendid increase in sales is recorded, according to A. J. Pete, manager. The growth amounts to more than 25 per cent. It is stated more demonstration space will have to be provided under present increased business. The annual Christmas Victrola Club was launched October 2. This provides a means for securing a Victrola for \$1 down and \$1 a week. Half-page announcements in each of the dailies marked the start of the club for the season. In other years returns from this early effort have produced nearly one-quarter of the advance Christmas trade.

Reports 100 Per Cent Increase

At the LaSalle & Koch Co. Victrola shop the past month the increase reached 100 per cent, R. O. Danforth, in charge, reports. The gratifying development was made possible by the generally improved conditions locally, by advertising and service to the customer.

General Sales Manager R. V. Davis, of the F. C. Henderson Co., Boston, visited the LaSalle & Koch Victrola shop on his trip West. The store is a member of the Henderson chain.

The Goosman Piano Co. is making progress with country trade, C. E. Colber, sales manager, said. Adjacent communities are being solicited with a crew of workers and the result is a decided increase in sales.

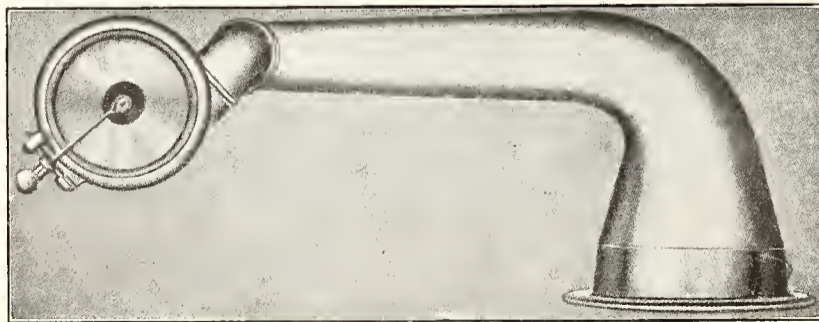
Buy Grubbs Music Shoppe Stock

Compton Bros., owners of the Record Shop and a chain of talking machine stores in northwestern Ohio, have purchased from the receiver the bankrupt stock of Grubbs Music Shoppe. The stock will be moved to the Findlay, O., store and the fixtures will be disposed of in Toledo. It is the intention to greatly enlarge the record rack space in the Record Shop and to employ a force of house-to-house solicitors. Trade is showing a growth over last year. October has opened especially well. Brunswick talking machines and records are featured.

An Effective Window Display

At the J. W. Greene Co. the increase for the month past was likewise very gratifying, E. A.

The Prettiest Universal Tone Arm on the Market



No. 909 T

This article possesses the following important features:

Gradual Flaring Arm

Ball Bearing Base

Graceful Curved Elbow

Chime-Like Tone Reproducer

No intricate mechanisms or obstructions in the Tone Arm or Base.

Terms net, no discount, f. o. b. New York

Price **\$3.75** complete

SAMUEL ESHBORN, 65 Fifth Avenue, New York

The Service House for Talking Machine Repair Parts and Supplies

Kopf states. A panel window display of the Cheney phonograph, Style Six, was of interest to customers and created much favorable comment. The parts from this instrument were shown separately attached to panels which were placed at either side of the instrument. The feature of the display illustrated just how the tone of the Cheney is developed. Another window feature was the working out of the Knight Templar crown and cross with colored needle boxes. This also created a fine impression and built good-will for the store.

A direct advertising campaign which exceeds any previous similar effort was inaugurated the first of the month. Forty-five thousand letters are going to a list of prospects, among the number are many farmers. It is believed that now is the proper time to solicit the outside resident as well as the city dweller and get him started toward purchasing a machine for the holidays.

Rae & Maxwell, Jefferson avenue, and Frank Felightner, Cherry street, Columbia dealers, cashed in upon the recent appearance at the Saxon Auditorium of the exclusive Columbia artist, Nora Bayes, in her new musical show. Her records were prominently displayed and advertised with gratifying results on the cash register.

PERMANENT RADIO FAIR OPENS

Radio Exhibits at Imperial Hotel, New York City, Under Glass Cases

There opened on September 30 at the Imperial Hotel, New York City, a Permanent Radio Fair which is scheduled to be an exhibit at the above hotel until May 30, 1923. This fair is under the direction, and is the idea, of Raymond Francis Yates, editor of the Radio Department of the New York Evening Mail.

There are very few demonstrations given, the various exhibits being in glass cases, and the public is only otherwise entertained by a radio device which can be asked and does answer questions. This latter portion of the Fair is of Coney Island type and does not make the appeal that was expected by those who conceived it.

Among those who have exhibits at the Imperial Hotel are the Eagle Radio Co., Newark, N. J.; Federal Telephone & Telegraph Co., Radio Corp. of America, DeForest Radio Telephone & Telegraph Co. and the Globe Art Co.

The Mercury Radio Corp.'s exhibit should be of particular interest to talking machine dealers, inasmuch as it is installed in a console cabinet containing a combination talking machine and radio receiving apparatus.

Now Is the Time to Buy!

Now is the time to buy Small Goods—now, while prices are low and stocks are full.

Wholesale prices are advancing steadily. The market pages of your daily paper tell of increased costs all along the line.

And read the new tariff law just gone into effect! See what it does to Musical Instruments!

The Musical Instrument Trade will be affected by the causes that are driving up prices in all lines. It is inevitable.

Now is the time to buy! The coming Fall and Winter seem to promise a business revival on a big scale. And far-seeing merchants are hastening to protect their prospects for a big holiday business by starting early to get in their stocks.

To-day is none too soon to make your purchases—particularly on imported merchandise.

We can serve you promptly now from full stocks and at prices that are remarkably low, when compared with replacement costs.

Why not turn to-day to Catalog No. 22 and Trade Price List No. 5, and place a portion of your Fall order now while we can serve you best? If you haven't these two books, let us send them to you, FREE. A request on your business letter-head brings them by return mail.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

OTTO L. MAY A BENEDICT

Assistant Manager of Traveling Department of Victor Talking Machine Co. Weds Miss Esther Tobey—Given Dinner by Associates

CAMDEN, N. J., October 4.—Otto L. May, assistant manager of the traveling department of the Victor Talking Machine Co., was married on Monday to Miss Esther Tobey, of Camden, formerly secretary to Walter J. Staats, treasurer of the Victor Co., and a beautiful and talented young lady. After a brief honeymoon Mr. and Mrs. May will make their home in Merchantville.

On Wednesday evening of last week Mr. May's associates in the traveling department tendered him a dinner, in the course of which he was presented with a handsome chest of silver as a testimonial of their esteem.

NEW ARRIVAL AT G. W. RUEZ HOME

MILWAUKEE, WIS., October 7.—George W. Ruez, president of the Badger Talking Machine Co., Victor distributor for this territory, is receiving

the congratulations of his many friends in the trade over the arrival of another baby daughter. Mother and child are both doing well.

R. H. NOLAN WITH C. BRUNO & SON

Well-known Victor Traveler Joins Sales Staff of New York Victor Wholesalers

C. Bruno & Son, Inc., Victor wholesalers, New York City have announced the appointment to their Victor sales staff of Richard H. Nolan, succeeding and covering the territory of B. C. Bloedon. Mr. Nolan is a Victor man of wide experience and engaging personality. He needs no introduction throughout the Victor trade in the Metropolitan district, as some time ago, as representative of the Victor Talking Machine Co., of Camden, N. J., he covered this territory under Thomas McCready, at that time district manager. Later he was promoted to full charge of the Minnesota territory with headquarters in Minneapolis. From this important position Mr. Nolan comes to C. Bruno & Son, Inc., and is already enthusiastically taking up his new duties.

PHONOGRAPHS ARTISTICALLY DECORATED

Highest Quality Work

Lowest Prices



Every phonograph that enters our studio receives the careful attention of real artists, skilled in this line of work.

Our decorating and refinishing is acclaimed the best on the market. We are given the most important work of the largest phonograph dealers and department stores in the country.

Pleased customers have built up our business. We solicit your work. Our designs are exclusive and original. Japanese and Chinese Lacquering our specialty. Send for our price list and photographs.

No connection with any other firm in this line

MOHAWK WORKS of ART

Mohawk Building

160 FIFTH AVENUE

NEW YORK

TWENTY-NINE NEW AGENCIES

Established by Ed. E. Hohmann for the Well-known Product of the Modernola Co.

JOHNSTOWN, PA., October 7.—Ed. E. Hohmann, manager of sales of the Modernola Co., this city, has just returned from a six weeks' trip through the Middle West and reports that he established twenty-nine new agencies for the product of his company and renewed many of the old customers, who had been lost to the company through the fact of their being burned out some time ago and being out of business for practically a year. He also reports that a distributor has been appointed for Porto Rico and that shipments are going forward weekly to this concern.

Mr. Hohmann reports that the small portable machine which is put out by this company was a wonderful success during the season and the sales are still continuing very large, as the dealers have come to realize that this is an all-year-round proposition and not a seasonal one.

Under the direction of the Kiwanis Club an industrial exposition was held in Johnstown last week and among the more prominent displays was that of the Modernola Co., which was commented on very favorably.

CAROLA ACTIVITIES INCREASE

Cleveland Manufacturers Making Rapid Progress—Instrument Being Received Favorably

CLEVELAND, O., October 5.—The Carola Co., of this city, manufacturer of the new Carola cabinet phonograph, has just issued a very attractive folder, which is included as part of the equipment of every Carola phonograph that leaves the factory. This folder tells the purchaser just how to operate the Carola, pointing out its distinctive features and giving general ideas as to the mechanical qualities of this instrument.

During the past few weeks the Carola Co. has been very busy taking care of the requirements of its jobbers and dealers and preparing

to meet the requirements of the trade during the Fall and holiday season. The new Carola cabinet phonograph embodies distinctive acoustic principles which give it exceptional tonal volume, and this instrument, which is a perfect miniature reproduction of the standard cabinet phonograph, is being received enthusiastically by the dealers, as its moderate retail price can be utilized as the basis for an effective sales and publicity campaign.

PORTABLOOP WITH LORD & TAYLOR

The Eagle Radio Co., Newark, N. J., manufacturer of the Portabloop, a device which eliminates outdoor aerials for radio receiving apparatus, is having its product featured in the talking machine department of Lord & Taylor, New York City. Other large department stores in the metropolitan district are negotiating for sales rights of this particularly effective receiving apparatus which has a particular appeal to apartment houses where the possibilities of outdoor aerials are limited.

ROSES COME AND ROSES GO,
THO' RED OR WHITE OR YELLOW;
BUT THERE'S ONE YOU SOON WILL KNOW—
SO SWEET AND RICH AND MELLOW.
IT CAN'T GO WRONG
'T WILL LINGER LONG
WHEN EVERY OTHER GOES.
AND YOU'LL ADMIT THE BIGGEST HIT
IS CALLED "NOVEMBER ROSE."

THREE RECORD BREAKING SONG HITS

JOHN STEEL Says

"NOVEMBER ROSE"

Is one of the biggest successes he has ever had and

VAUGHN COMFORT

is also programming it regularly to pleased audiences.

FRANK J. CORBETT

says it is a smashing hit and one of the best ballads he has ever sung.

AND

"IN MAYTIME"

(I LEARNED TO LOVE)

won the £200 prize song and dance contest in London. It is vaudeville's most popular song. Hundreds of singers are using it.

"MEET ME NEXT SUNDAY"

(I'LL WAIT FOR YOU)

A real novelty fox trot. Broadway's overnight sensation. You will hear it everywhere.

JACK SNYDER Music Publisher, **Inc.**, 1658 Broadway NEW YORK CITY

CHICAGO
119 No. Clark St., Cohan Grand O. H. Bldg.
BOB EVANS, Manager

DETROIT
150 West Larned Street
CHES. CARPENTER, Manager

PHILADELPHIA
1709 North 29th Street
JACK HARRIS

BOSTON
181 Tremont Street
BOB WINNINGHAM

GLEANINGS *from the* WORLD *of* MUSIC

CONFERENCE HELD TO DISCUSS BROADCASTING PROBLEMS

Radio Interests and Publishing Organizations Meet in General Conference to Discuss Plans Whereby Equitable Arrangements Can Be Made for Payment of Royalties on Music

The conference called by the American Society of Composers, Authors and Publishers, to which the executives of the various radio broadcasting stations were invited and which was held for the purpose of giving consideration to the recognition of the rights of copyright proprietors and the public performance of their copyrighted works by radio broadcasting stations, was held in the directors' room of the offices of the American Society of Composers, Authors and Publishers on Wednesday, September 20.

E. C. Mills, chairman of the Board of Governors of the Music Publishers' Protective Association, was appointed chairman of the meeting and the following associations and business firms interested in radio attended: American Society of Composers, Authors and Publishers, Authors' League of America, Music Industries Chamber of Commerce, Music Publishers' Protective Association, Music Publishers' Association of the United States, Department of Commerce, American Telephone and Telegraph Co., Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., G. Schirmer, Inc., and the National Radio Chamber of Commerce.

In opening the meeting Mr. Mills said that consideration was to be given to the public performance of copyrighted works within the meaning of the law. It was the contention of the Society that, first, the factors involved in the Association should receive recognition of their rights, as assured them in the copyright law of 1909; second, the collection of fees, the amounts due for public performances by radio broadcasting stations and from whom and how such fees should be collected were to be discussed.

Nathan Burkan, the attorney for the American Society of Composers, Authors and Publishers, made a short talk in which he pointed out that the discussions were to be general and informal and in no wise binding.

In a further introduction Mr. Mills outlined some of the outstanding features of the present methods of collecting royalties as arranged for by the copyright law of 1909 and those which have been imposed on certain users of music in public performances for profit as arranged for by the American Society of Composers, Authors and Publishers and which have been sustained in a number of decisions by Federal Courts as well as by the Supreme Court.

He stated that at the present time there were

over 7,000,000 talking machines in the homes of the United States, all users of records, from the manufacture of which music publishers received royalty; that there were over 700,000 player-pianos in use in the United States and that the manufacturers of player rolls to be used with such player-pianos paid the publishers a royalty on the manufacture of such products.

He said it would be the contention of publishers that to the extent that radio entertainment replaced the use of the above instruments or affected the sale of the products for such instruments the publishers should be recompensed.

The question was brought up as to the use of talking machine records by radio broadcasting stations and whether or not they have the right to make use of such products when the royalty on the manufacture of such records had already been paid. This was answered by Mr. Mills by saying that the right to manufacture only was included in the royalty and not the right to publicly perform. It was here remarked "the law contemplates the copyright proprietor shall, among other exclusive rights, enjoy the exclusive and sole right of public performance, with the exception where permission is given by the copyright proprietor to another."

C. Townley, of the Westinghouse Electric & Mfg. Co., spoke in behalf of his organization which created the original broadcasting station as an experiment in Pittsburgh, Pa. He said that they wanted to comply with all laws and be most fair in their dealings with the publishers. At the present time there was no direct revenue from broadcasting stations; on the other hand, they were quite an expense. He remarked that in case an arrangement was made for the payment of fees to publishers the free talent now at the disposal of the broadcasting stations would, naturally, in a short space of time consider that they should be paid for their services.

He closed by saying that he hoped the question would be kept open for some time; that it was indeed unfortunate, so far as his organization was concerned, if not embarrassing, for it to be brought up at this time, particularly inasmuch as it was thought in some circles that the Government would finally operate the broadcasting stations and that the whole industry was undergoing constant change.

While it was not hoped to have any decision made at the meeting, there is little or no doubt

that the larger factors in broadcasting activities have given consideration for some time to the necessity, at some period not far off, of paying royalties to publishers for the use of copyrighted works. The meeting resulted in a general understanding tending to recognize music as a big factor in radio programs and there seemed to be little or no question of the recognition of the rights of copyright proprietors. Points to be decided are when, how and where such royalties should be collected.

DEMAND FOR JENKINS' HITS

Business Continues to Break All Records, Says E. G. Ege, Manager

KANSAS CITY, Mo., September 30.—According to E. G. Ege, manager of the music publishing department of the J. W. Jenkins' Sons Music Co., business last month in his department was the best in the history of the company. He attributed the fact to the great popularity of their leader, "Lonesome Mama Blues." The orders on this one piece are running from two thousand to five thousand copies a day. While up North during the Summer Mr. Ege bought from the McClure Co., of St. Paul, their song, "If You Want to Linger Longer You Will Have to Love Me Now." This new song has taken a place in sales next to the leader and is proving a remarkable seller. "Stories" is also a good seller, and all the numbers in the catalog are doing well.

"BLOSSOM TIME" ON TOUR

The dress rehearsal of the special touring company of "Blossom Time," the operetta with Schubert's music, now in its second season at the Ambassador Theatre, took place late last month. The company, headed by Hollis Devanny, Laurel Nemeth, Horace Ruwe, Teddy Webb and Edna Temple, opened a transcontinental tour quite recently, in Norwalk, Conn. Engagements were played in Bridgeport, Worcester and other Eastern cities and early in October the company headed toward the Pacific Coast by way of Montreal, Toronto, Hamilton, Winnipeg and the Northwest cities. Leo Feist, Inc., publish the music.

FORSTER BUYS NEW WALTZ

CHICAGO, ILL., September 14.—Forster, Music Publisher, Inc., has purchased from the Morrison Music Co., San Francisco, a new waltz song, entitled "Sweet Anabel," which, according to some very good judges, is destined to score in popular favor.



I get so blue thru and thru when the leaves come a tum-ble-ing down from the trees,

The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!

You can't go wrong
With any FEIST song



NOTED BANDMASTER WINS WAGER

Edwin Franko Goldman Writes Popular Song on a Bet—Sold to Publisher at Large Price

Several months ago one of the well-known publishers approached Edwin Franko Goldman, the famous bandmaster, proposing that he write a song of the popular variety, which might incidentally be used as a fox-trot. It was suggested that if Mr. Goldman could write a number that would strike the public just right he might realize a considerable sum of money on royalties. In view of the fact that many of the best-selling hits of the day had been founded on themes taken from the music of the masters, in other words, classics popularized, Mr. Goldman was asked to weave some well-known classical theme into his number.

The original proposition was made by the publishers to Goldman's manager. When the subject was broached to Mr. Goldman the bandmaster was indignant at the very idea that he should be asked to do such a thing. The manager felt convinced, however, that inasmuch as Mr. Goldman had written many spirited marches that have achieved success he could certainly write something in accordance with the publisher's idea and make good on it.

In order to get Goldman interested the manager made a wager with him that he could not write a song that would strike the popular fancy. Goldman took up the bet, the result being a corking fox-trot song called "In the Springtime," worked out on a strain from Mendelssohn's "Spring Song." The publishers were delighted, the song is making one of the biggest hits of the season and Mr. Goldman is debating

whether a red or a green Rolls Royce would go best with his complexion or an all-gray one to match his hair.

Mr. Goldman's other big hit of this season is "The Chimes of Liberty" March, which is being played all over the country, having scored big at the Columbia Green concerts.

SINGING WITMARK NUMBERS

The Eight Famous Victor Artists, whose annual singing tour of the country is looked forward to with pleasure in hundreds of cities, have selected, for a portion of their program, three successes from the catalog of M. Witmark & Sons, Arthur A. Penn's ballad, "Sunrise and You"; Ernest R. Ball's latest song, "For the Sake of Auld Lang Syne," and that continuous, popular favorite, "Angel Child."

FIVE RECORD-BREAKING SONG HITS

HOMESICK

A Real Irving Berlin Song Hit

Yankee Doodle Blues

The Sensational Song Hit we took over from Harms, Inc.

While the Years Roll By

We stake our reputation on this one

Away Down South

The Masterpiece of all Southern Songs by the Writer of "Tucky Home"

Early Morning Blues

A BIG ORCHESTRA SUCCESS

IRVING BERLIN, Inc., 1607 Broadway, New York

LEO FEIST CELEBRATES 25TH BUSINESS ANNIVERSARY

Prominent and Successful Music Publisher Tenders Elaborate Dinner at Home in Mt. Vernon to Business Associates and Friends to Mark That Important Occasion

In celebration of the twenty-fifth anniversary of his entrance into the music publishing field Leo Feist, founder and head of the prominent house of Leo Feist, Inc., New York, tendered an elaborate dinner to his business associates



Leo Feist

and friends at his home, Corcoran Manor, Mt. Vernon, N. Y., on Saturday evening, September 16. A number of the Feist branch managers from Eastern and Middle West cities came to New York to attend the function, and incidentally to extend their congratulations to their chief, who enjoys the sincere affection of everyone who has been associated with him during his business career.

The guests assembled at the Feist executive offices, 235 West Fortieth street, early in the evening and were taken to Mt. Vernon in automobiles. On arrival at Corcoran Manor they were received by Mrs. Leo Feist and Mr. and Mrs. Edgar F. Bitner, following which the

guests were presented to Mr. Feist, who was seated on the Summer porch, surrounded by his sons, Nathan, Milton and Leonard Feist.

The dining hall and table were beautifully decorated with a profusion of flowers and at each plate there were found an elaborately engraved and embossed menu card, with the name of the individual guest appearing prominently thereon. As a souvenir of the occasion Mr. Feist presented each guest with a leather wallet bound in solid gold and bearing the guest's initials on a gold plate in the center.

Felix Feist, brother of the host, acted as toastmaster and first introduced Leo Feist himself, who appeared in fine spirits, and extended a formal welcome to his guests in a short and witty speech, in the course of which he credited the loyalty of his co-workers for much of his business success.

Among those who made short talks, in which the outstanding feature was the enthusiasm shown by the Feist organization and the spirit which has made the firm of Leo Feist, Inc., a great power in the music publishing field, were: Edgar F. Bitner, Francis Gilbert, Phil Kornheiser, A. S. Gilbert, Lee Orean Smith, J. A. Decatur, O. W. Vaughan, Felix Feist and others.

Souvenirs of the occasion were forwarded to the Feist branch managers who were unable to attend, these including H. C. Johnson, Harry Coe, Fred Dempsey, Harry Kessell, Billy White, Arthur Huskins, Dave Frank, Lew Mahan, Billy Lloyd and Fred Kemlo.

The guests were all returned to the city by automobile, each being taken to his home.

Those who attended were: Edgar F. Bitner, Phil Kornheiser, Cliff Odums, Theo. Morse, Lee Orean Smith, Meyer Jacobs, J. A. Decatur, Henry Heine, Lester Santly, Arthur Hoffman, Solly Cohen, Gordon V. Thompson, Fred Auger, Floyd Kinney, Bob Miller, Rocco Vocco, A. S. Gilbert, Francis Gilbert, William R. Teller, Vincent Walsh, O. W. Vaughan, B. McClelland, Victor E. Meyer, Felix F. Feist, Nathan Feist, Milton Feist, Leonard Feist, Dr. N. B. Saunders, Luther G. Battin, Al Kornheiser, Paul Whiteman, Howard Johnson, Jos. McCarthy, Harry Tierney, Frank Novak, Walter Dean, Sam Danks, Frank E. Barry, F. C. Bruns, Percy Wenrich, Dave Klein, Sam Meyer, Abe Metzger, Sol Feist, Mrs. Leo Feist and Mrs. E. F. Bitner.

PREDICTS MORE INTEREST IN MUSIC

Mischa Elman, Famous Violinist, Just Returned from Europe, Points to Growth of Interest in American Music During Recent Years

That the United States will soon experience a remarkable growth in the development of musical interest is the opinion of Mischa Elman, who has just returned from a two years' concert tour abroad.

"In my opinion," says Mr. Elman, "the day of American music is imminent. The American musician is fast obtaining the recognition that is his due and the compositions of American composers are being received with interest.

"Everywhere I went abroad I found intelligent understanding of American musical achievements. People referred accurately to our operatic singers and concert stars. And although this is in itself a small matter, it was indicative of attentions far more than casual."

"IN MAYTIME" A HIT IN ENGLAND

Jack Snyder, Inc., publisher of "In Maytime" (I Learned to Love) and "November Rose," the latter which is being hailed as another "April Showers," was the recipient recently of a letter from the Caesbrooke Dancing School, Caesbrooke Rd., Liverpool, England, in which it was stated that at the annual dance of that school, for which a £200 prize is given, "In Maytime" was rendered throughout the evening for all the contestants. The arrangement is two-step in various movements known as "Prof. Anderson's Waltz" and is now the vogue in London.

SOME GREAT BERLIN "HITS"

The song "Yankee Doodle Blues," recently taken over by Irving Berlin, Inc., from Harms, Inc., is proving one of the most active numbers in the catalog of that company. The whole Berlin organization, including the professional, band and orchestra, as well as the sales departments, are giving this publication attention.

The new Irving Berlin song, "Homesick," is showing up well and from present indications it will rival in popularity his former successes, "Some Sunny Day" and "All By Myself."

Among the new songs in the Berlin catalog which are showing much activity are "Don't Bring Me Posies" ("It's Shoesies I Need"), "Truly," "Night," "Send Back My Honeyman" and "While the Years Roll By."



The London String Quartet is one of the most celebrated musical organizations of the world. In Columbia releases for November we offer the first recordings made in America by this famous quartet. They have given us two beautifully rendered old English songs, "Cherry Ripe" and "Sally in our Alley," that are as fine as bits of old lace. It is impossible to produce more exquisite music than this. Both are on one record, A-3677.

Columbia Graphophone Co.
NEW YORK

535 FREE CONCERTS IN NEW YORK CITY THIS SUMMER

What the City Administration Has Done and Plans to Do Under Supervision of City Chamberlain Berolzheimer in the Matter of Developing a More General Public Appreciation of Music

Some idea of the amount of free music and good music that has been made available to the citizens of New York during the Summer months just passed is indicated by the fact that through the efforts of City Chamberlain Philip Berolzheimer, who has charge of the free concerts in the city, some 535 such concerts have been given in the public parks and on recreation piers during the Summer season.

Not only were there some scores of "contract concerts" given by paid organizations, but the bands representing the various city departments and playing without special compensation, such as the Police, Fire and Street Cleaning Department Bands, gave several concerts each week and through the efforts of the Chamberlain a large number of bands representing and made up of employes of various industrial organizations gave their services free to the public in a great many instances. In short, there were more free concerts in New York last season than ever before since the band concert idea was first instituted. Not only did the bands give their services, but many noted vocalists, artists of recognized standing, volunteered their services as soloists in connection with the various open-air concerts, and thus did their bit for the cause of better music appreciation.

It is not only in the matter of open-air concerts in the Summer that the present City Administration is lending its support to better music, for arrangements have been completed for a number of indoor concerts, recitals and operatic performances during the Winter season, all of them to be free to the public.

Music has received recognition from the city also in other directions, for it has not been so long ago that Vincent D'Indy and Richard Strauss, noted European composers, when arriving in America for a visit, were tendered a public reception at City Hall and given the freedom of the city with as much ceremony

as were the same honors presented to General Pershing and Marshal Foch on their return from the battlefields.

Increasing attention is also being given to music in the various city schools, high schools and colleges, liberal appropriations being made for the purpose of musical instruction. The



Philip Berolzheimer

city is also giving serious consideration to the question of providing a site for the proposed Temple of Art and Music to be erected by popular subscription and to be made a center for the artistic life of the city as a memorial to those of her citizens who fell in the recent World War. The setting aside of a site by the city for the proposed memorial was authorized by the New York State Legislature last Spring.

In all the various concerts given under city auspices the programs have been distinctly well balanced, music of the highest class being interspersed by the lighter classics and on occasions

with what are termed popular numbers of the better type. In short, the city has not only given the public music, but has also given it better music. Five hundred and thirty-five free public concerts during a single Summer represent a mighty fine record.

From a purely commercial standpoint there is no question but that this great quantity of free music under city auspices has had, and will have, a decided influence on the creation of a substantial demand for musical instruments of various sorts. If only for that reason alone the attitude of the city toward music should receive the hearty endorsement of the trade.

"LITTLE NELLY KELLY" A HIT

New Cohan Show Extends Its Boston Engagement—Witmark Publishing the Score

The new George M. Cohan show, "Little Nelly Kelly," which has had a successful run at the Tremont Theatre, Boston, Mass., has had its engagement indefinitely extended. It had been planned to bring the show to New York, but its continued popularity in Boston induced the producers to rearrange the schedule. One of the outstanding songs of the show is "Little Nelly Kelly." M. Witmark & Sons publish the music of this recognized success.

FEIST SONGS IN VAUDEVILLE

Among the songs that the professional department of Leo Feist, Inc., is placing in vaudeville acts are "Why Should I Cry Over You?," announced as another "I'm Sorry I Made You Cry" and "Coal Black Mammy," the English success. The songs and novelties also include: "You're Just Dreaming," "Toot, Toot, Tootsie," "Those Star Spangled Nights in Dixieland," "All for the Love of Mike," "Wake Up, Little Girl," "Hot Lips" and "Three o'Clock in the Morning."

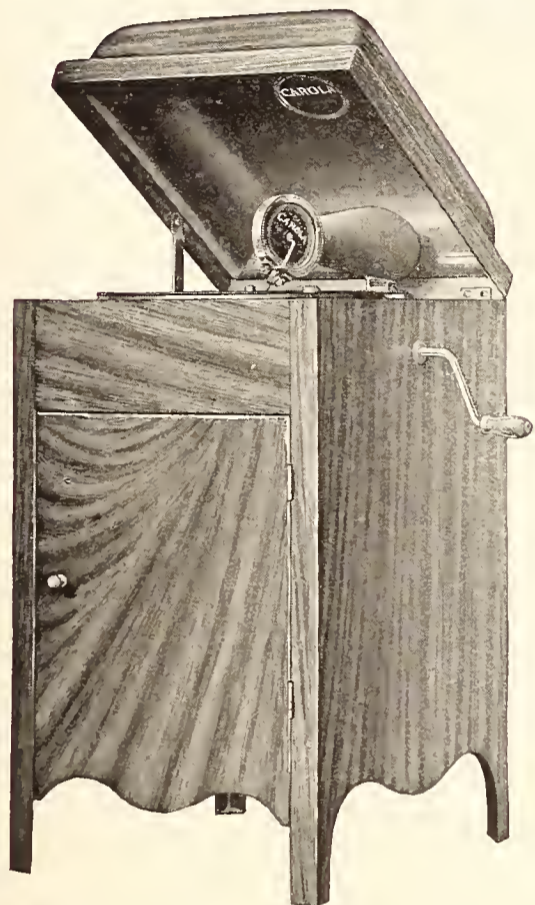
The Phonograph Shop, 109 Stockton street, Sonora and Victor dealer in San Francisco, Cal., has been completely remodeled and now has unexcelled facilities for handling its rapidly growing business.

THE GREAT NEW FOX TROT SUCCESS
SAY IT WHILE DANCING
 BY THE WRITERS OF
BENNY DAVIS ANGEL CHILD SILVER ABNER
M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

The Biggest Little Phonograph in the World

The New Cabinet **CAROLA** Phonograph

"The Nightingale of Phonographs"



An embodiment of many remarkable new and exclusive features in the art of phonographic rendition.

While the new CAROLA weighs only seventeen pounds and occupies less than a square foot of floor space, it is *not a toy* but a full-fledged talking machine which delivers full rich tones the equal of machines costing many times the price.

CAROLA is built for service, both musically and mechanically.

CAROLA reproducer is full sized, carefully made on the most modern principles and is easily the equal of those found in many high-priced machines.

CAROLA amplifier embraces new and logical principles. The tone is carried from the reproducer through a special violin fibre horn to the convex lid of the phonograph, which acts as the amplifier and throws the sound outward and upward—the logical way for sound to travel.

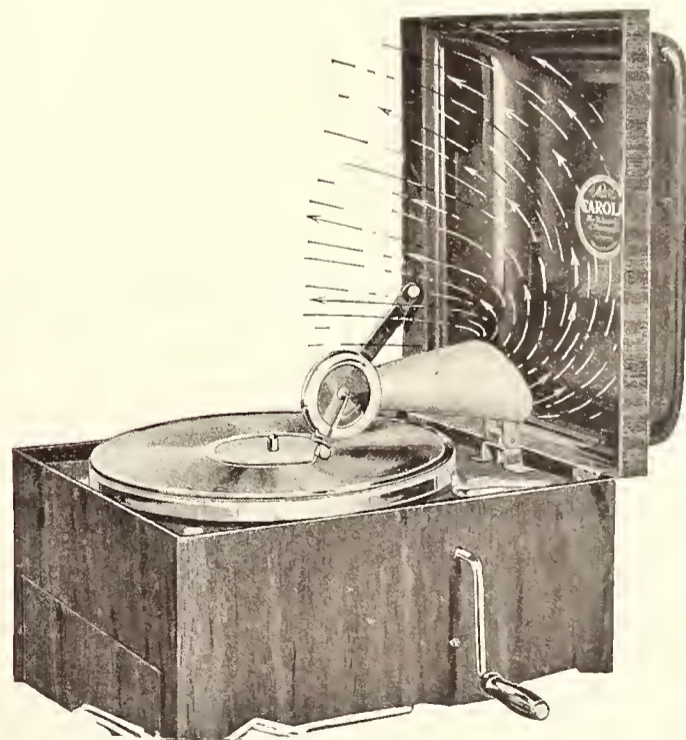
CAROLA motor is sturdy, noiseless, self-lubricating and is the result of long experiment. It is absolutely guaranteed to withstand the most vigorous tests and we invite detailed examination by your mechanic.

Sells especially well with children's and physical culture records.

The new CAROLA plays all lateral cut disc records of all sizes *perfectly*.

Retail price \$20—liberal trade discounts.

Send today for details of special sample offer.



THE CAROLA COMPANY

310 Lakeside Avenue, N. W.

Cleveland, Ohio



The "Possente Numi," from Mozart's opera *The Magic Flute*, and the "Del futuro nel fujo discerno," from Verdi's opera *Nabucodonosor*, seem to have been written especially for Jose Mardones' rich bass. Colorful, buoyant, of deep capacity, this voice is one which challenges comparison with any of its type in grand opera to-day. A-6220 is a record in which your operatic patrons will delight.

Columbia Graphophone Co.
NEW YORK

PLAN HEAVY INCREASE IN VICTOR CO'S. CAPITAL STOCK BOOKLET ON "PERPETUAL INVENTORY"

Stockholders to Vote on October 23 on Proposal of Board of Directors That Capital Stock of Victor Talking Machine Co. Be Increased From \$5,000,000 to \$35,500,000

PHILADELPHIA, PA., October 4.—Announcement was made on Monday to the effect that the directors of the Victor Talking Machine Co. have decided upon an increase in the capital stock of the company from \$5,000,000 to \$35,500,000, of which \$35,000,000 will be common and \$500,000 preferred. A special meeting of the stockholders of the company has been called for October 23 to pass on the proposal of the directors.

At the Victor Co. headquarters it was stated that no advance announcement could be made at this time regarding the disposition of the

additional capital stock, inasmuch as the matter of the stock issue rested upon the action of the stockholders at their meeting on the twenty-third, although it is naturally presumed that the stockholders will take favorable action.

The proposal for an increase in capital stock does not come as a complete surprise, inasmuch as, compared with other businesses, the company has been greatly under-capitalized, the physical properties of the company, such as the immense plant in Camden, being of far greater value than the entire present issue of capital stock.

Interesting and Helpful Volume Now Available Through Chamber of Commerce

Through its membership in the Chamber of Commerce of the United States the Music Industries Chamber of Commerce has now available for the use of its members a pamphlet on "Perpetual Inventory or Stores Control," which is designed to facilitate the maintenance of an even flow of production, the keeping of inventory at a feasible minimum, and the promotion of the official use of material. The pamphlet is the result of an exhaustive investigation and co-operation of many prominent business authorities, and contains forms that should prove of great value to members of the trade.

Among the sub-titles are the following: "Advantages of a Material Control System," "Extent and Range of a Stores Department," "Contents and Arrangement of the Store-room," "The Routine of Material Control," "Forms for Material Control" and "How Foremen and Workmen Can Assist."

The Trade Service Bureau has ordered a supply of these pamphlets, which will be distributed to members of the Association without charge, upon request.

E. W. McCullough, manager of the Fabricated Production Department of the Chamber of Commerce of the U. S., Mills Building, Washington, D. C., offers to discuss with any members of the music industry any phase or problem arising from a study of the pamphlet, or to receive any comments relative thereto.

COHEN & HUGHES INCORPORATED

Name Changed to Cohen & Hughes, Inc.—I. Son Cohen, President—No Change in Management Is Contemplated at Present

BALTIMORE, MD., October 7.—The firm of Cohen & Hughes, this city, was incorporated last week under the name of Cohen & Hughes, Inc., with I. Son Cohen as president and William Biel, a well-known New York attorney, secretary and treasurer. No change in the management will be made at present, it was announced by the firm. Mr. Biel made his first appearance in

the trade at the meeting of the Victor Dealers' Association meeting on the fourth of the month. For the present Mr. Biel will maintain his residence and business in New York, making occasional trips to Baltimore.

MRS. G. A. MOORE PASSES AWAY

Mrs. George A. Moore, mother-in-law of Arthur D. Geissler, president of the New York and Chicago Talking Machine companies, passed away in San Francisco on September 30, according to word received by telegraph at the offices of the New York Talking Machine Co. Mr. Geissler left immediately for the Coast.

FELT

We are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.

DEMAND BEGETS LARGER QUARTERS

Mohawk Works of Art Secure Additional Space in Present Building in New York

Increased business has necessitated the Mohawk Works of Art taking larger quarters in the same building, at 160 Fifth avenue, New York. This company specializes in the redecorating and refinishing, in exclusive designs, of talking machines for the dealer.

M. E. Estrin, head of the organization, reports that business conditions are good and a steadily increasing volume of orders is being received. This business is coming not only from pleased customers of the past, but many new dealers are reported to be sending their talking machines to the Mohawk Works of Art for special finishes. Mr. Estrin stated that his company is not only doing work for dealers situated in all sections of the country, but a number of foreign inquiries have been received as well. Although talking machines are being redecorated in a wide range of designs the most popular at the present time seems to be Chinese and Japanese lacquer work.

There is a world of truth in such old platitudes as "honesty is the best policy."



HUMAN NATURE

A study and understanding of human nature is necessary to be successful in business. Human nature cannot be disregarded and yet it often pays to disregard its tendencies. In other words, those who make the greatest success do not usually follow the crowd. They analyze human nature, make allowances for it, but with the courage of their convictions at times act contrary to it with success.

It was an exhibition of human nature when during a run on a bank a depositor did not take her money when she found she could get it.

Human nature in the Victor business causes Victor dealers to demand Victrolas when they cannot get them and to refuse to take them when available. It is human nature for us to be extremists.

Last month in our full page announcement headed "The Danger Ahead and How to Meet It" we advised the placing of advance orders and preparation against a shortage of Victrolas. Human nature has caused some dealers to mark time and to disregard this warning. Others, however, have placed advance orders—believing in the sincerity of our recommendations—and in our judgment they are going to "cash in" accordingly.

On October 1st we shipped against advance orders a quantity of Victrolas greater in value than on any day previous in the 20 years history of our business.

We will do our best to take care of all our dealers, but cannot disregard advance orders for Victrolas.

Could we be fairer than to solicit advance orders for October, November and December delivery with the privilege of adjustment, according to current needs? Can we prepare for our dealers' requirements safely without their co-operation in this respect?

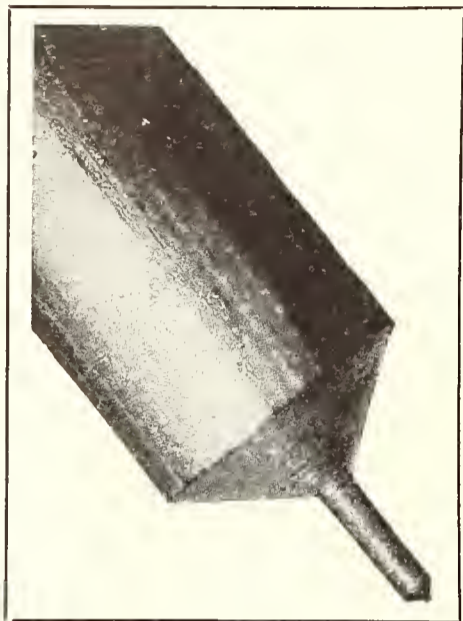
The shortage is already here on some style Victrolas. Beware of extravagant promises. Good intentions are not as dependable as stock on hand in the dealer's store.

Now is the time to think it over, Mr. Victor Dealer, and to act.

Blackman
TALKING MACHINE Co.
 28-30 W. 23RD ST. NEW YORK N.Y.
 VICTOR WHOLESALE DISTRIBUTORS



A SALES- MAKING ACCESSORY



Many a steady and profitable customer has been gained through a sale of



Semi-Permanent NEEDLES

Just as shock-absorbers, durable tires, and other refinements vastly increase the pleasure and economy of an automobile, Sonora S.-P. needles multiply the joys of phonograph ownership. No nuisance of changing a needle every time a record is played—and

They Save Record-Life!

**Sonora Phonograph
Company, Inc.**

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

MONTHLY CENSUS OF MUSIC TRADE OUTPUT SUGGESTED

Federal Census Bureau to Ask Opinion of Musical Instrument Manufacturers Regarding Contemplated Plan for Compiling Monthly Census of Production

(Special to The World)

WASHINGTON, D. C., October 10.—A monthly census of the production of pianos and talking machines is under contemplation in the Census Bureau, and manufacturers of those articles will be asked in the near future to give their ideas upon the advisability of undertaking such work. A questionnaire is now being drafted which will be sent out within a few days in which the manufacturers will be asked whether they favor the collection of monthly production figures; whether the records of manufacturers are in such form that it is possible for them to furnish such data without much cost or inconvenience, and whether it is believed that a monthly publication of such statistics would be of value to those engaged in the industry. Whether the work will be undertaken by the Census Bureau at this time depends en-

tirely upon the sentiment expressed by the manufacturers involved. The taking of such figures by the Director of the Census was authorized under a blanket act passed by Congress about a year ago to enable the Secretary of Commerce to make such inquiry into production, stocks, distribution, etc., of various commodities as he deemed necessary.

The Bureau is now taking figures on the monthly production of shoes and on stocks of hides, skins and leather, also upon the amount of sugar refined, and about a dozen other commodities are now under consideration. It is believed in the department that the taking of the figures of production of pianos and talking machines will be of value to those engaged in the industry, but the work will not be undertaken unless the sentiment is practically unanimous in favor of it.

VICTOR PLANT WORKING OVERTIME

Various Departments of Big Camden Factory Operating Nights to Increase Output

CAMDEN, N. J., October 5.—The factory of the Victor Co. is one of the genuine hives of industry in the Philadelphia district, for the reason that practically all departments of the factory are working overtime at present in an effort to meet the demands of the distributing factors of the industry as completely as possible.

The production schedules made out by the company from August until January first call for the working of the factory to capacity, being based upon requisitions from the trade already in hand. The volume of Fall trade, however, has apparently been underestimated even by the optimistic and an overtime schedule was therefore put into force to reduce any possible shortage of Victor products to as low a point as possible.

Even in the face of the efforts of the Victor Co. to maintain production at a maximum, reports indicate that retailers who have not anticipated their requirements with sufficient generosity will have cause to regret that action before the end of the year rolls around.

EMERSON CO. MOVES OFFICES

Move Made to Facilitate Service—Offices, Shipping and Warerooms in One Building

The Emerson Phonograph Co., manufacturer of the Emerson lateral cut record, has moved its executive offices from 206 Fifth avenue to 105-111 West Twentieth street, New York City. These quarters will now house the offices, shipping, stock and warehouse of the company.

This move was made necessary, according to the officers of the company, to facilitate their plan to give exceptional service and co-operation to Emerson dealers and enable the different departments to co-ordinate their work so that the very highest type of service can be rendered.

NEW JERSEY CONCERN CHARTERED

The Central Talking Machine Co., of Jersey City, N. J., has been granted a charter of incorporation under the laws of that State, with a capital of \$50,000, for the manufacture of talking machines. Incorporators are Mildred L. Shanahan, Jesse E. Calvert and Alma L. Hermanns.

VICTOR TRAVELER FOR MINNEAPOLIS

CAMDEN, N. J., October 5.—The traveling department of the Victor Talking Machine Co. announces the appointment of Charles C. Hicks as traveling representative in the Minneapolis territory, which has not been covered directly for some time past.

DEATH OF DAN C. VOORHIES

Traveling Representative for Brunswick Phonograph Dies Suddenly in Los Angeles

LOS ANGELES, CAL., October 7.—Dan C. Voorhies, special traveling representative for the Phonograph Division of the Brunswick-Balke Collender Co. and very popular with dealers throughout the territory, died here this morning. He had been with the Brunswick Co. for many years and in his younger days was famous as a wrestler. He was at one time a reporter on the New York Herald.

NEW DISTRIBUTORS AND DEALERS

M. S. Davis, president of the Encore Sales Corp., New York City, sole factory distributor of the Encore Record Replayer, reports that the sales of this accessory continue to gain steadily. Mr. Davis has made several out-of-town trips in the interest of the appointment of distributors for the line. Several new distributors and many additional dealers are reported to have taken on the Encore line in the past month.

CORLEY CO.'S AD CAMPAIGN

RICHMOND, VA., October 5.—The Corley Co., of this city, is conducting an advertising campaign in Southern newspapers and farm papers handled through A. O. Goodwin, Inc., advertising agents, New York City. This policy should be productive of results.

PERRY B. WHITSIT CO.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS

Announcing Reduced Prices and New Models LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.



Style 601
\$27.00

All of the Long Consoles illustrated on this page, except Style 606, are ideally adapted for use with the Columbia Grafonola A-2.



Style 603
\$29.00

The New Long Consoles

The Long Consoles Nos. 601, 603, 608 and 610 are 36 inches long, 34 inches high and 22 inches deep.



Style 610
Open doors showing arrangement of interior as used in 608 and 610



Style 608
\$30.00



Style 606
For Victrola IV only
\$20.00



Style 610
\$28.00



The Geo. A. Long Cabinet Company
HANOVER, PA.

MERIT—BUILT IN

The merit of *Van Veen* equipment is built in. Surface decoration may beautify, but cannot make a real hearing room. Even a fence may be painted to look pleasing to the eye; don't make the error of buying highly decorated fence to serve as sound-proof hearing rooms.



A corner of the new Victor department of Griswold, Richmond & Glock, Meriden, Conn., considered one of the finest retail talking machine warerooms in New England.

Van Veen patented double construction hearing rooms combine structural superiority with beauty and dignity of design. Their efficiency goes below the surface.

The moderate cost of *Van Veen* equipment places it within the reach of the most economical dealer.

Complete equipment on hand ready to ship will give you a month's business in the time it takes others to build the job

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City

Phone 7758 Harlem

Offices and Warerooms

C I N C I N N A T I

Predictions of Improvement Come True—Dealers Placing Orders For Fall and Winter—Otto Grau Co. to Handle Vocalion Line

CINCINNATI, O., October 6.—Industrial, financial and trade conditions can be described with no more accuracy by anyone here than by A. Clifford Shinkle, president of the Central Trust Co., who expresses the belief that local dealers in all lines of trade are almost certain to have an excellent season ahead of them. Industrial conditions, Mr. Shinkle says, are becoming settled more completely each day and there is little likelihood of trouble in the near future. There is not likely to be, he thinks, a coal shortage of sufficient stringency to hamper manufacture or trade.

This prediction of good business is already being borne out in the talking machine trade. Dealers report a good business both in records and machines and jobbers note the fact that retailers are stocking up in anticipation of fairly heavy Fall and Winter demands.

A. H. Bates, president of the Ohio Talking Machine Co., said that business is very good. "Our trade throughout our territory," he said, "is excellent. Dealers are demanding shipments of substantial size, both of records and machines. There is an especially lively demand for the new models of flat-topped consoles now ready for the market. We look for a splendid business throughout the Fall and Winter."

F. J. Spengler, of Spengler's Art & Gift Shop, Lexington, Ky., has set up a very good sales record for the Summer months. During August Mr. Spengler sold Grafonolas at the rate of one each day. One of these Grafonolas was a "D-2" and the balance were all cabinet models, which proves that business is to be secured if a man will go after it. Mr. Maddox, manager of the Pioneer Drug Co., of

Montpelier, Ind., has just returned from a vacation at Tippecanoe Lake, Ind. He spent most of his time fishing.

Mr. Oelman, head of the Cincinnati branch of the New Edison Co., also reports good business done during September, and excellent prospects for the months just ahead. "Our new models," said Mr. Oelman, "especially new console types, are in demand and, we feel sure, will continue to go well."

The Otto Grau Co., in connection with a deal whereby that company acquires for regular sale the entire stock here of the Aeolian Co., which is closing its store and turning over its interests to Otto Grau, will sell the present stock of Vocalion talking machines and will restock and continue with the Vocalion line, in connection with Victor and Brunswick goods. Trade in talking machines and records at the Otto Grau Co., according to J. F. Van Court, has been very good, and the prospects are fine for an excellent Winter.

At a recent meeting of the Terre Haute, Ind., Ad Club the program committee brought into the meeting several housewives who were asked to take papers for the past month and criticize ads and campaigns that had been running during the past thirty days.

Prominent among the several ads submitted by the ladies was the \$1-down advertising and the regular record advertising of the Columbia Graphophone Co. The women were greatly impressed with the excellence of the copy, its strong appeal and the fact that Columbia record advertising is localized for each individual town.

While there is nothing of outstanding inter-

est in the way of personalities in the Cincinnati district virtually all stores—Baldwin Victrola Shop, H. & S. Pogue Co., Steinway, Brunswick Salesroom, Widener's Grafonola Shop, Columbia branch, and others—report the same good business and same excellent outlook.

At a meeting held at Akron, O., September 26 and 27, A. B. Smith, of Akron, was elected to be president of the Ohio Music Merchants' Association. He succeeds Fred N. Goosman, of Toledo. Other officers elected were: Vice-president, Charles Yahrling, Youngstown; secretary, Rex Hyre, Cleveland, and treasurer, William V. Crowe, Columbus. Cincinnati was chosen as next year's meeting place.

Chas. Long, of Winchester, Ky., with his wife and son, visited the Cincinnati branch on August 14 and on that same date W. E. Mattingly and wife, of the Ideal Furniture Co., Hazard, Ky., were visitors. While here Mr. Mattingly selected new hearing rooms, record racks and display cases for the Grafonola department of his new store in Hazard.

Elmo Smith, of the Smith, Yager & Falk Co., Decatur, Ind., was married on August 7, and immediately left for a honeymoon via auto to Yellowstone Park.

A NEW UNICO REPRESENTATIVE

Walter K. Badger to Represent Unit Construction Co. in New York and New England

Rayburn Clark Smith, president of the Unit Construction Co., Philadelphia, Pa., manufacturer of the well-known "Unico" equipment for talking machine warerooms, has announced the appointment of Walter K. Badger in charge of New York and New England districts. Mr. Badger has covered the New England territory for quite some time and is well and favorably known throughout this field. He will make his headquarters at the New York office of the company, 299 Madison avenue.

WM. G. PORTER JOINS BENEDICTS

Associated With Recording Laboratories of Victor Talking Machine Co.

The many friends in the trade of William G. Porter, assistant to C. G. Child, director of the recording laboratories of the Victor Talking Machine Co., Camden, N. J., will learn with interest that he was married on Saturday, September 23, to Miss Helen Roberta Biddle, of Riverton, N. J. Mr. Porter is well known in the Victor industry, as prior to his association with the Victor recording laboratory he was a member of the sales staff of the New York Talking Machine Co., Victor wholesaler.

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



JEWETT

 PHONOGRAPHS



Adam Console, No. 10
(Radio-Phonograph)



Style No. 6
(Radio
Phonograph)



Style No. 9
William and Mary Console, \$185



Style No. 10, \$195



Style No. 6, \$150

“A Line That Sells, Stays Sold, and Repeats”

Every phonograph merchant who today considers, with open mind, the whole broad problem of future sales, must give serious attention to the permanent profits embodied in the Jewett Line.

Modern, exquisitely built, reasonably priced, and with a variety of models covering the whole field of high-quality demand, Jewett meets and beats any phonograph competition the market affords.

In addition, Jewett provides you with three special models combining the phonograph with a standard, high-grade Radio Set.

Double fortification! Against competition from within and without the Phonograph Industry! That is what Jewett is providing a fast growing army of forward looking merchants.

Our dealer proposition is as high-grade as our product. Write for it today.

**JEWETT RADIO & PHONOGRAPH CO.
DETROIT, MICH.**



Style No. 7, \$175



Style No. 11
Queen Anne Console, \$195



Style No. 5, \$125



Style No. 4, \$95

VICTOR CO. INAUGURATES GREATEST RECORD EXCHANGE

Provides for Exchange on Even Basis of 1,040 Numbers, Nearly 20 Per Cent of Entire Catalog, at a Cost to the Company of \$2,000,000—Total Exchange Cost \$3,500,000 for Year

CAMDEN, N. J., October 5.—The Victor Talking Machine Co. has just announced to its dealers a new record exchange proposition that is heralded as the most comprehensive exchange plan ever put in force in the industry. The exchange is to operate on an even basis and cover the list of 1,040 records, or approximately 20 per cent of the present Victor record catalog.

A significant feature of the exchange is that the estimated cost to the Victor Co. will approximate \$2,000,000, bringing the total cost of the record exchange propositions carried out by this company during the current year to a figure estimated at close to \$3,500,000. This is the sort of service to the retailer that will enable him to keep his stocks in most salable shape and should meet with a full measure of appreciation.

In announcing the list of 1,040 records subject to exchange the Victor Co. states that it is made up of selections which, due to lapse of time and changing market conditions, there is no urgent need to continue in the catalog.

The significance of the move lies in the fact that it will enable retailers to release very substantial sums of money for the purchase of new Victor instruments and records which will be so urgently needed during the coming months. Through the operation of the exchange the dealer's shelves will be cleared of many numbers, both in the popular Red Seal classes that do not prove quite so salable as some other selections, and it will thus be possible to have stocks in perfect shape for the holiday trade.

Of particular interest, too, is the fact that the exchange is to be operated on an even basis

—that is, full credit will be allowed for each record returned in each separate class against which credit memorandas will be issued to cover fresh purchases by the dealer.

For several years during and immediately following the war, when production was considerably curtailed, no exchanges were arranged for the reason that they would have reduced stocks already limited without opening the way for filling the gaps. When production at the Victor factory again assumed normal proportions, however, the company officials immediately took steps to clean up record stocks through exchanges, which, during the current year alone, have represented an expenditure on the part of the company of close to \$3,500,000, for the records returned have no market value whatever.

The expenditure referred to means that the company has actually taken that sum of money from profits realized in other years, a fact that is to be appreciated by those who have profited, and will profit, by the service.

Complete details regarding the exchange, including the list of cutout records and the method of their handling, were forwarded to all Victor dealers this week.



Model 280, Price \$250
QUEEN ANNE CONSOLE
Lifetime Construction

No better talking machine than the GRANBY can be made

In appearance, durability and performance, it surpasses most machines of higher price.

GRANBY is a quick, easy seller, appealing to the buying public from the standpoint of beauty and reproduction, and allowing an unusually good margin of profit to the dealer. We are making a new GRANBY introductory offer to dealers for the coming sixty days.

This means more dollars and cents in your pocket. Ask us about this offer at once.

"As Mellow as  Southern Moonlight"

WRITE OR TELEGRAPH

GRANBY Phonograph CORPORATION

Uprights

Capital \$2,500,000.00

Consoles

Offices and Factory

Newport News,

Virginia

NEW YORK BRANCH:

37 West 20th Street
New York, N. Y.

TELEPHONE: WATKINS 4508

VALUE OF MUSIC MEMORY CONTESTS

Texas Newspapers Testify to the Value of Music Memory Contests in Educating Children to a Greater Love for Good Music

Important new evidence as to the educational value of the Music Memory Contest and its popularity with the school authorities has just come to the National Bureau for the Advancement of Music through clippings from a number of Texas papers and a letter from the University of Texas stating that the contest had been adopted as a branch of the activities of the State Interscholastic League.

This means that through this contest it has been possible to introduce music as one of the fields in which thousands of children in the schools of hundreds of Texas cities will compete in the annual district and county meets of the league, covering practically the entire State, and winding up with the finals at the University of Texas in Austin. Heretofore the league's contests have been held in athletics and various school subjects, but from now on music is to be given an equal place with the other activities.

Commenting on the innovation the Fort Worth Record says, "In incorporating this contest in the league on the same rating as other contests, music is being given an equal place with other subjects by the University of Texas, it being a foregone conclusion that greater interest in the subject will result. The very announcement of this plan lays bare the inadequate equipment available throughout the schools of the State for putting over such a contest."

The introduction of the Music Memory Contest as a State event in Texas was due largely to the efforts of Miss Henrietta Pyle, music supervisor in Wichita Falls, who conducted an experimental contest in a number of neighboring towns and cities with a view to determining the feasibility of the plan as part of the League's activities. Miss Pyle had the constant cooperation of the Bureau for the Advancement of Music in this work, both in the contest in her own schools and in the larger experimental contest.

Roy Bedichek, head of the Interscholastic League at the State University, refers to "literally thousands of Music Memory Contests" to be held during the year in the individual schools of his State. This indicates that at least 200 or 300 cities will have organized the contests on a city-wide scale.

C. W. Lindsay, Ltd., Montreal, has sold to Station CKAC (La Presse Publishing Co.) a Sonora phonograph which will be used for radio purposes.

The Swanson—The Only REAL Portable

SWANSON DIMENSIONS

11 $\frac{1}{8}$ "x13"x7 $\frac{1}{2}$ "

Equipment includes handsome 12-record album that is carried in the machine.



Sweeping the Country

This marvelous portable with its wooden tone-arm is proving a revelation to talking machine dealers. The splendid tone quality of the SWANSON makes it superior to any portable on the market.

Weight—13 $\frac{3}{4}$ lbs.

Compact, attractive and absolutely fool-proof. Heineman double spring motor; high grade sound box and needle container. *A real portable.*

Write to Your Nearest Jobber

Cabinet & Accessories Co.,
3 West 16th Street,
New York, N. Y.

Edward G. Hoch & Co.,
27 4th Street, N.,
Minneapolis, Minn.

Munson-Rayner Corporation,
Knickerbocker Building,
643 So. Olive Street,
Los Angeles, Calif.

Z. C. M. I.,
Dept. C.,
Salt Lake City, Utah.

Chas. J. Orth, Inc.,
504 Grand Avenue,
Milwaukee, Wis.

Tull & Gibbs,
Spokane, Washington.

Bush & Lane Piano Co.,
Portland, Oregon.

SWANSON SALES CO.

R. W. MOON, General Manager

308 West Ontario Street

CHICAGO, ILL.

ACHIEVING HUNDRED PER CENT DEALER CO-OPERATION

Campaign Inaugurated by Sherman, Clay & Co., of San Francisco, of Stimulating the Work of Dealers in the Promotion of Victor Retailing Merits Study and Commendation

Under the heading "One Hundred Per Cent Dealer Co-operation Achieved" there appeared in a recent issue of Western Advertising a very interesting article regarding Sherman, Clay & Co.'s co-operation with their Victor retailers. This article, which was written by Charles St. John, read as follows:

"Occasionally a manufacturer or distributor gets up a portfolio of advertisements and lays them before his retailers with a fine flourish.

"There!" he says. "Pick out what you want of 'em and I'll send the mats to you. All you have to do is run 'em and pay for the space in your local newspapers."

"Fine!" says the retailer, momentarily suffused with an equal enthusiasm. "Send me numbers O-1022 to P-4077, inclusive, and I'll shoot."

"Then, in the course of weeks, or maybe months, the mats arrive at the retailer's estab-

lishment, including (although it may be March) the stuff the retailer had ordered the previous September to accelerate his Christmas rush.

"What shall I do with this box, boss?" asks the retailer's assistant.

"Times are slow—I guess I won't advertise just now—stack the stuff behind the counter," answers the retailer, between transactions with his customers.

"And there they lie.

"There they lie until another portfolio arrives, another order for mats is consummated and dispatched, another fatal delay occurs (hours or months, it's equally fatal to the would-be advertiser's fine glow of temporary enthusiasm)—and another lot of advertising material reaches the retailer to be dumped and shoveled, ultimately, into the air-tight stove.

"Sherman, Clay & Co. have altered this picture of the usual fate of a dealer service considerably.

"Hanging on the wall of the office of Neill C. Wilson, advertising manager of the music house at its San Francisco headquarters, is a map of five or six Western States plugged full of colored pins.

"From Alaska to San Diego, from the fringe of coast cities clear to Montana, are pins denoting dealers in Victrolas and Victor records who, regularly, week in and week out, actually use a dealer service inaugurated by Sherman, Clay & Co. for their wholesale Victor department's customers.

Every Advertisement Used

"Every month a batch of mats or electros goes forward to the cities that are indicated on the map and every one of the advertisements is used. If there are two newspapers to the city usually every ad is used in both.

"There are two things that are equally certain in Sherman, Clay & Co.'s consciousness: that the sun will rise every morning for the next twelve months at least and that these little Victor ads will appear in the selected cities.

"Moreover, the space is paid for by the dealers, not by the distributors; and they are even willing and glad to pay for the mats also—a clean contribution, on their part, to the cause of good advertising and what Sherman, Clay & Co. can accomplish with it.

"In fact, this big Western music house has given a brand new twist to the theory of a dealer advertising service—has eliminated every particle of waste, lost time and lost enthusiasm—has taken all the guesswork out of it and reduced it to a month-to-month certainty.

"Briefly, Sherman, Clay & Co. have devised a three-cornered agreement between the dealer, the dealer's newspaper and themselves whereby Mr. Wilson, originator of the system, is empowered to send fifty-two advertisements to the newspaper direct, at the rate of one each week.

A Three-cornered Agreement

"The day of the week for such insertions is named in the tripartite agreement. Sherman, Clay & Co. pay the cost of good art work, good composition and good sales copy. The dealer pays for the mats at somewhat less than the market rate and for the newspaper space.

"Started last October the scheme was a tentative one for the first six months. The first agreements ran for twenty-six weeks only. Would the agreements be renewed?

"Were the agreements renewed? Oh, boy, were they!

"Nearly everybody came tumbling back for more. Mr. Wilson explains the success of his method as follows:

"The Sherman, Clay & Co. Victrola advertising service was organized to serve the dealer. We deal with his newspaper direct, conserving his interest, seeking good position, getting the mats out on time, trying to make the advertisements correspond to his stock—in other words, be his advertising agent.

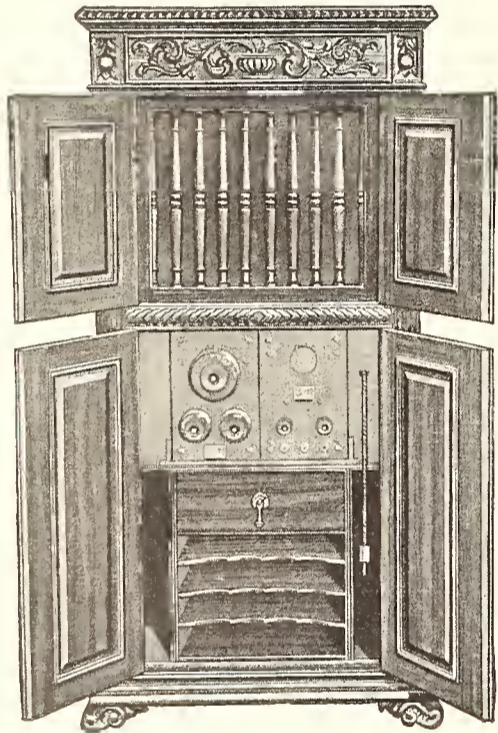
"There is no profit in this for us, except in the sale of more Victor goods at wholesale. It means an enormous amount of extra detail. The advertising department of Sherman, Clay & Co. used to serve ten stores. Now it serves four to five times that number.

"But we are glad to do this because it takes all the guesswork out of dealer co-operation in the matter of advertising.

"And we have the satisfaction of knowing that every mat we send out is certain of being published. I dare say a good many dealer advertising services are scarcely 10 per cent efficient. This thing is a positive 100 per cent.

"I don't believe, however, that our Victor dealers would accept our services so splendidly if the Victor product were not so well known, its retail representation of such a uniformly high class and the subject itself so adaptable under the copywriter's hands. After all, music is a wonderful material for an advertising man to work with. Even the commercial artists get a real enthusiasm up over the subject, and that, I maintain, is "going some"!"

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Manufacturing Co.
Mishawaka, Indiana
KENYON W. MIX, Director

THE PORTABLOOP



Size 24 x 27 inches over all

You Will Carry It This Fall

Why Not Stock It Now?

We Can Make Prompt Deliveries

List Price \$10.00



210 Central Avenue

Okeh Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

ST. LOUIS, MO.
1103 Olive Street

KANSAS CITY, MO.
307 Kansas City Life Building

Wholesale distributors of Okeh Records for the South and Southwest

AKRON, O.

Trade Active—Dales Expansion Shows Trend—Smith's Election Pleases—News of the Month

AKRON, O., October 6.—With the advent of October came the predicted revival in the talking machine industry and most dealers seen by The World expressed satisfaction with trade conditions the past month. The consensus of opinion here is that the Fall season will be one of the best in recent years.

Dales Co. to Have Large Department

The talking machine department of the George S. Dales Co. will be enlarged to twice its present size within the next two months, when improvements to the third floor of the building, which recently was acquired by this firm, have been completed, according to Mr. Savage, manager of the talking machine department. "We intend to devote the entire second floor of the store to the sale and display of talking machines," he said. It is planned to devote the third floor to piano sales and displays and it will be so arranged that talking machine concerts may be given and informal dances held under the supervision of the store officials.

Pleased With Smith's Election

Akron music dealers are well pleased with the election last week of A. B. Smith, head of the A. B. Smith Piano Co., of this city, as president of the Ohio Music Merchants' Association, at the Toledo convention. It is possible now

that a local association will be formed, as Mr. Smith intends to stimulate interest in such an organization, which has been inactive for quite some time.

Features Galli-Curci Window

Probably one of the most attractive window displays offered by a local music firm was that of the Windsor-Poling Co. recently. Exploiting the latest Victor record by Galli-Curci, "My Old Kentucky Home," the window presented an old log cabin, along the shores of the Mississippi, and in the background was a river where steamboats moved continuously. An old nigger mammy danced on the levee, giving the picture the needed Southern atmosphere.

Secures Many Prospects at Fair

The George S. Dales Music Co., which had five booths at the annual Summit County Fair last month, recorded some 2,000 names of Akron and nearby town people who were interested in talking machines or pianos. This firm for two weeks has had a crew of five solicitors calling on these prospects and according to officials of the company many sales have resulted from the exhibit.

Larger Quarters for Van Scoyoc

The F. W. Van Scoyoc Co., which moved recently from Exchange street to South Main street, will enlarge its talking machine section, according to announcement this week by Mr. Van Scoyoc. Two floors are now available for display and sale of talking machines.

M. O'Neil Boosts Reducing Records

"Get Thin to Music" is the slogan of the talking machine section of the store of the M. O'Neil Co. This department, in charge of Miss Elsie Baer, is doing an immense business in reducing records owing to classes being formed.

APPOINTS NEW SONORA DEALERS

C. L. Marshall Co. Makes Excellent Business Report—New Sonora Accounts in Ohio

DETROIT, MICH., October 4.—The C. L. Marshall Co., of this city, Michigan and Ohio distributor for the Sonora phonographs, announced recently that arrangements had been completed whereby Wm. Taylor Son & Co., of Cleveland, became Sonora dealers. This company have one of the best-known retail establishments in Cleveland and they are planning to feature the Sonora product in a high-class and effective way. The entire line will be presented, including the De Luxe period models.

In a recent chat with The World Mr. Marshall stated that September was an exceptionally fine month not only in greatly increased orders, but because of the addition of a number of new accounts. Among the new Sonora dealers are the Anderson Piano Co., Hamilton, O.; Mintz Piano Co., Cleveland, O.; Witt Music Co., Lorain, O.; Willoughby Music Co., Willoughby, O., and the Goldgleid Furniture Co., Detroit, Mich. All of the Sonora dealers in this territory are enthusiastic over the advertising campaign outlined by the Sonora Phonograph Co. for September, October, November and December, and this campaign has been an important factor in opening new accounts in this territory.

Frank J. Coupe, vice-president and sales manager of the Sonora Phonograph Co., together with H. J. O'Connor, of his staff, visited Detroit recently en route to the East from the Saginaw factories. Mr. Coupe stated that the Sonora plant was operating to full capacity at that time in order to take care of the demands of the jobbers and dealers.

The Household Furniture Co., Penn avenue, Pittsburgh, Pa., has been featuring Vitanola phonographs in some unusually attractive displays.

COTTON FLOCKS for RECORD MANUFACTURE || **UNIFORM QUALITY GUARANTEED**

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.

WISCONSIN SONORA DEALERS MEET

Gather in Milwaukee to Attend Sales Conference Which Is Addressed by Geo. E. Brightson, President of Sonora Phonograph Co.

MILWAUKEE, Wis., October 10.—George E. Brightson, president of the Sonora Phonograph Corp., New York City, addressed a special meeting of Wisconsin and upper Michigan Sonora dealers called by S. R. Christopherson, of the Yahr & Lange Co., State distributor, at the Milwaukee Athletic Club, Thursday night, October 5. Seventy-five dealers attended the meeting, including prominent distributors from Racine, Green Bay, Eau Claire, Watertown and points in Michigan. George Campbell, State representative, also returned to the city from a business tour of Michigan for the meeting. President Brightson was returning to New York City from a convention of Pacific Coast Sonora dealers and was requested to stop off in Milwaukee by Mr. Christopherson. The meeting was arranged at the Milwaukee Athletic Club and Mrs. Fred E. Yahr, wife of Fred Yahr, president of the company, took charge of the meeting.

The address of the evening was given by Mr. Brightson, who outlined the history of the Sonora Phonograph Co., telling in detail of the early triumphs of the company and its recent success in the Western part of the country. The enthusiasm and alert business qualities of Wisconsin dealers were cited by Mr. Brightson as foundations for the unparalleled increase of new business in this territory.

Others who addressed the meeting were W. F. Trubenbrodt, Monroe, Wis., and J. J. Slik, Watertown, Wis. Miss Marion Yahr, daughter of President Fred E. Yahr, danced at the dinner. Mr. Christopherson announced at the meeting that another gathering of the Wisconsin and Michigan dealers would be called during the last week in October to organize a Wisconsin Sonora Dealers' Association. It is planned to hold regular meetings of the new organization to be featured by educational sales talks, sales plans and other sales promotion projects. A foundation will be laid at the next meeting, according to Mr. Christopherson.

NEW STEGER PRICE LIST

CHICAGO, ILL., October 7.—The Steger & Sons Piano Mfg. Co., of this city, manufacturer of Steger phonographs, announced this week a change in the prices of six models. These new prices as compared with the old ones are as follows: Style 500, formerly listed at \$65, is now \$50; style 503, formerly listed at \$165, is now \$135; style 505, formerly listed at \$200, is now \$165; style 506, formerly listed at \$250, is now \$200; style 509, formerly listed at \$225, is now \$175, and style 510, formerly listed at \$250, is now \$200. There is no change in the prices of styles 501, 502 and 504, which are listed respectively at \$100, \$125 and \$150.

RECENT UNICO INSTALLATIONS

Prominent Concerns Throughout the Country Manifest Faith in the Industry by Installing Latest Equipments of Unit Construction Co.

PHILADELPHIA, PA., October 11.—That the talking machine retailers are confident of good business ahead is well evidenced through the large number of retailers who have placed substantial orders for wareroom equipment with the Unit Construction Co., of this city, manufacturer of the well-known Unico line of equipment. An added interesting fact to be brought out from this progressive movement is that it is not confined to any one section or locality. Dealers in every section of the country and also from England are planning additional equipment to handle more efficiently the better business which is already noticeable.

Among recent installations, either completed or in the course of construction, are the following: Frederickson-Kroh Co., Oklahoma City, Okla.; Samuel J. Kemp, South Manchester, Conn.; Ludwig Baumann Co., New York City; Hangens Music House, Reading Pa.; F. M. Leslie, Urbana, Ill.; Automatic Repeating Phonograph Sales Co., Binghamton, N. Y.; Iver Johnson Sporting Goods Co., Fitchburg, Mass.; J. Norwood & Sons, Ltd., Preston, England; George P. Ells, South Norwalk, Conn.; Steinway & Sons, Huntington, W. Va.; H. Cohen Furniture Co., Nashville, Tenn.; Barker & Sullivan, Rochelle, Ill.; Steinway & Sons, Dayton, O.; College Book Store, Kirksville, Mo.; Finigans, Ltd., Manchester and Liverpool, England; George L. Kerr, Franklin, Mass.; People's Outfitting Co., Indianapolis, Ind.; Parmalee-Dohrmann Co., Los Angeles, Cal.; Francis O. Sexton, Washington, D. C.; Benjamin Shogam & Sons, Fall River, Mass.; Talking Machine Shop, Inc., Washington, D. C.; E. F. Pratt, Highland Park, Ill.; George B. Bishop, New London, Conn.; Gibbs Piano Co., Springfield, Mass.; The Wallace Co., Schenectady, N. Y.; E. S. Applegate Co., Trenton, N. J.; S. D. Silverstrom, Chicago, Ill.; J. B. D'Errico, Rockville Centre, L. I.; Seligman & Co., Tamaqua, Pa.; W. H. Griffen, Norwich, N. Y.; Clemons Bros., Chattanooga, Tenn. It will be noted these Unico installations do not include those specifically mentioned in the letters from news correspondents elsewhere in this issue.

NEW RECORD BY COLIN O'MORE

Popular Irish Tenor Sings "Three o'Clock in the Morning" for the Vocalion

The Aeolian Co. has just offered a new Vocalion record of unusual interest by Colin O'More, the popular Irish tenor, who sings the reigning waltz hit, "Three o'Clock in the Morning," as one feature, and "For the Sake of Auld Lang Syne" for the reverse side of the record. The new number has already aroused much interest.

Recording Wax**Wax and Novelty Co.**

(F. W. MATTHEWS)

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J.

"DURRO" QUALITY SPIRIT VARNISH

Imported by Buegeleisen & Jacobson, New York
—Has Won Strong Commendation—Automat
Assortment Popular With Live Dealers

Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise, report that they have received a shipment of exceptionally high-grade "Durro" quality spirit varnish and oil varnish in assorted colors, such as chestnut, red, Nile green, golden brown, yellow, amber and dark brown. This varnish is popular with talking machine and musical merchandise dealers for use in retouching scratched or marred surfaces.

C. E. Andrews, general manager of the company, reports that it has been impossible to get this quality varnish made with the best German dyes since before the war. He reports that a great demand for it has been evidenced and that many back orders were on file until this shipment arrived.

"Its qualities are exceptionally good," stated Mr. Andrews, "and I believe that every music store in the country will find it valuable to have a bottle or a can on hand, for many times an instrument will get scratched while in stock or on display and this can easily be remedied by touching it up with this varnish."

It is reported that two factories are now at work on the No. 11 Automat assortment showcase, which is patented and produced by this company. Buegeleisen & Jacobson report that a very large number of these display cases have been sold throughout the country and that many dealers have written in that they have found it very valuable.

It is described as a complete little store in itself, carrying strings and accessories for different instruments, taking up very little room and beautifully finished in mahogany with enameled plates showing the name of the item in each compartment and the retail price of same. It is also reported that many dealers who do not carry a line of musical instruments are using this case and find that patrons coming in for records and seeing it displayed often purchase some of the articles.

Keep your record stock up to date.



Ethel Waters

AT LAST
Another "Down Home Blues"



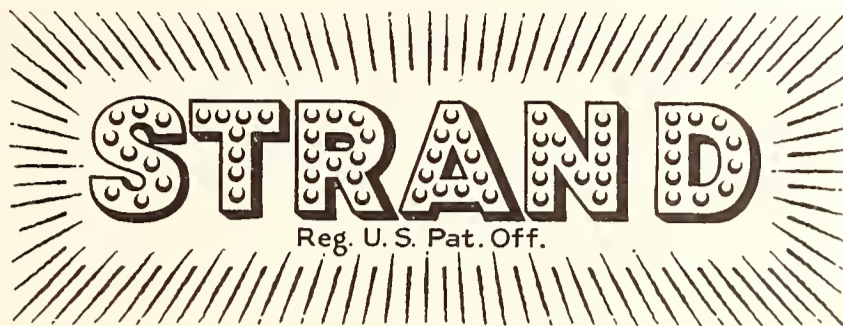
{ **THAT DA DA STRAIN**
GEORGIA BLUES

Black Swan Record No. 14120

Sung by ETHEL WATERS

Order Early and Make Money

PACE PHONOGRAPH CORP., 2289 Seventh Avenue
New York, N. Y.



Between now and Christmas

the money you make will depend on the way you buy NOW.

What is the demand?

CONSOLES

What design?

FLAT TOP

—and correct in period

At what price?

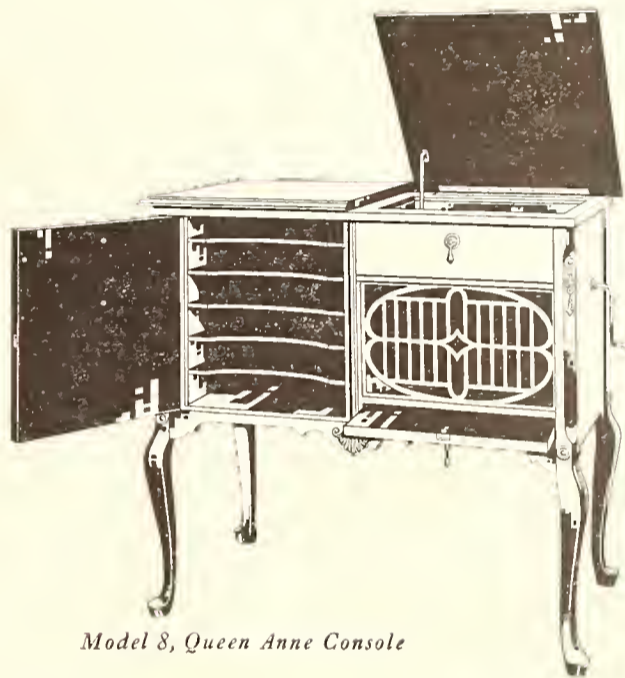
\$125 to \$250

What quality?

HIGHEST

What discount?

MAXIMUM



Model 8, Queen Anne Console

We have worked out a special holiday-season offer for instalment houses on the above model at \$125 list. Write for that offer and you will be a long way on the road to the best Fall and Winter turnover you ever made.

The STRAND line checks up on every one of those answers

The STRAND line is the ONLY complete line of period consoles

Model 8, Queen Anne, \$125. Model 1, Louis XV, \$150.
 Model 2, Italian Renaissance, \$175. Model 4, Louis XVI,
 \$200. Model 16, Italian Renaissance, \$250.

These Direct Strand Representatives are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue,
 New York City
 W. D. CARDELL, Tulsa, Okla.
 A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
 CONSOLIDATED TALKING MACHINE CO., 227 W.
 Washington Street, Chicago, Ill.
 A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
 W. S. GRAY, 942 Market Street, San Francisco, Cal.

STERLING ROLL & RECORD CO., 137 West Fourth
 Street, Cincinnati, O.
 ARTOPHONE CORPORATION, 1103 Olive Street,
 St. Louis, Mo.
 G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.
 WALTER L. ECKHARDT, 624 Market Street,
 Philadelphia, Pa.
 RICKEN, SEEGER & WIRTS, Globe Bldg.,
 Detroit, Mich.

MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
 R. J. JAMIESON, 27 Taylor Arcade, Cleveland, D.
 H. J. IVEY, General Delivery, Dallas, Tex.
 DTIS C. DDRIAN, 110 Church Street, Toronto, Ont.
 R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.
 H. KALISKI, Hotel Monteleone, New Orleans, La.
 L. D. HEATER, 357 Ankers Street, Portland, Ore.
 J. J. GRIMSEY, 926 Midway Place, Los Angeles, Cal.

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

95 Madison Avenue

New York

GEO. W. LYLE, President

HAPPENINGS IN THE DOMINION OF CANADA

RECORD-BREAKING CROWDS VIEW DISPLAYS AT EXHIBITION

Musical Competitions More Successful Than at Any Other Fair—Musical Merchandise Sales Co. Introduces New Brunswick Model and Secures Encore Repeater Agency—The News

TORONTO, ONT., October 7.—After breaking all attendance records the forty-fourth annual Canadian National Exhibition recently closed its gates. In the thirteen days of the Fair this year 1,372,500 paid admissions, against 1,242,000 last year, an increase of 130,500. The musical competitions, vocal and instrumental, held under the direction of the Bureau for the Advancement of Music, were the most successful of any which have been held at the Fair, as there were 176 contestants, compared with 72 in 1921.

The Musical Merchandise Sales Co., Canadian Brunswick distributor, has introduced to the Canadian market the new York Brunswick console, which is being well received.

The agency of the Encore repeater has been taken on by Musical Merchandise Sales Co. The Encore is all metal, retailing in Canada at \$1.50. The efficient operation of this record repeater is bound to result in a favorable reception by Canadian talking machine owners.

One of the interested trade visitors to the recent Canadian National Exhibition was Otto Heineman, head of the General Phonograph Corp., New York, whose Canadian factory is at Kitchener, Ont. He expressed himself as greatly delighted with the enormous proportions of the Exhibition and the phonograph and supply displays. Mr. Heineman told The World correspondent that he believed there was good business in store for the talking machine trade this Fall.

The Brunswick-Balke-Collender Co., this city, where the Brunswick phonographs are made for the Canadian trade, has just completed the construction and delivery of a superb period model Brunswick phonograph for one of the palatial homes in Vancouver. This instrument was sold through the Kent Piano Co., of that city. Complete details of design and carving were forwarded to the Brunswick factory.

To market Sonora phonographs more aggressively and provide the retailers with selling helps and in a general way co-operate with them more closely than ever before is the purpose of Sonora Phonographs, Ltd., which has just been organized with a Dominion charter. The new firm, of which I. Montagnes is general manager, will continue the business of wholesaling Sonora phonographs in Canada established by the firm of I. Montagnes & Co. in 1915.

E. D. Coots, who has already spent several weeks in Canada visiting Sonora dealers, is sales manager of the new concern and he is putting in operation a policy of dealers' helps that has already worked successfully in the interests of Sonora dealers in the United States. Following a visit of some weeks in Canada Mr. Coots returned to New York for Mrs. Coots, making the return journey by motor car.

Sonora Phonographs, Ltd., is located at 172 John street, to which premises I. Montagnes has removed from the Ryrie Building, the new location being much better adapted to the needs of a wholesale trade. The new warerooms, which until recently were occupied as a distributing warehouse by the General Phonograph Corp., Ltd., are on the ground floor with excellent shipping facilities and storage warehouse.

The Reverend Kenneth J. Beaton, of the Canadian Methodist Mission in China, has just purchased a model 207 Brunswick phonograph from the Stanley Piano Co., of this city, for use at his post at Chang-tu, Province of Sz-Chuan, about 1,800 miles inland from Shanghai. This instrument has been specially packed for transportation under the peculiar conditions in

China, where the last 300 miles of the journey must be made on foot, and the instrument will be carried by several coolies. It will cost the Reverend Beaton just \$30 to have this instrument carried these 300 miles by manpower.

Eddie Cantor, Columbia artist, recently appeared in person at the Royal Alexandra Theatre here and made a decided hit with the large audiences present at each performance.

The World correspondent understands that C. Brandes, Ltd., manufacturer of Brandes headsets, has established a Canadian factory in Toronto.

What proved to be a very novel and interesting contest was held during the recent Canadian National Exhibition at the exhibit staged

by the Musical Merchandise Sales, Ltd., booth.

The daily papers announced that a new model "York console" Brunswick phonograph, retailing at \$200, would be given to the person who could come nearest to specifying the distance covered by the needle when playing a double-sided 12-inch Brunswick record. It is interesting to note that the distance covered by the needle in traveling over the record, as computed by an engineer, measured 1,429 7/10 feet. The winner in the guessing contest, G. T. Thompson, estimated it at 1,430 feet. Guesses ranged from five feet to 13,000 feet.

The following well-known artists are booked to visit Toronto during the coming Fall and Winter season: Jeanne Gordon, Marie Novello, Mischa Elman, Martinelli, Boston Symphony Orchestra with Frieda Hempel, Emma Calve, Josef Hofmann, Rachmaninoff, New York Symphony Orchestra, Seidel, Geraldine Farrar, Pablo Casals and the London String Quartet.

FALL BUSINESS MAKING RAPID STRIDES IN MONTREAL

New Brunswick and Edison Models Arouse Interest of Dealers and Public—Window Display of Second-hand Machines Results in Many Sales—Simplex Employees on Outing

MONTREAL, QUE., October 7.—Fall business is now in full swing. One representative dealer stated that he had had his full share of business for the past month, the majority of it developing from sales made to September brides. "I had to go out personally and create the desire for ownership, then make the sale," he pointed out. "I was amply rewarded, as in every case I sold, in addition to the machine, a large library of records." The greater proportion of sales covered console models of the period type.

Layton Bros., Ltd., state that the new York console Brunswick model has created quite a favorable impression and this applies also to the new baby Edison console, which has caught the public fancy and made a decided hit.

When it comes to honest-to-goodness explicit window selling efforts we take our hats off to William Lee, Ltd. This firm recently had a window display of second-hand machines of a certain make. On each machine was displayed the original figure for which the instrument sold with the present-day price, together with the type or design, length of time it had been in use, mentioning the fact that each and every instrument was guaranteed for a certain time.

The employees of the Simplex Electric Phonograph Motor Co., Ltd., this city, recently enjoyed a day's outing at Belle-Plage (Lake of the Two Mountains), where a program of aquatic events took place. Over fifty prizes were distributed to the successful winners, including a number of gold medals. The day's enjoyment concluded in the evening with a bonnet hop and dance, a fete de nuit and a splendid display of fireworks. Elmer Farmer, president of the Simplex Co., and D. Farmer, vice-president, were largely responsible for the successful frolic.

Starr phonographs and Gennett records were exhibited at the St. John, N. B., fair by the

local branch of Starr Phonograph Co. of Canada, Ltd. The display created considerable interest and attention.

The show windows of a number of leading retailers on St. Catherine street, West, during the past month contained displays of Gold Seal record repeaters.

Harry Farmer, of the Simplex Electric Phonograph Motor Co., Montreal, Can., is receiving the congratulations of his many friends in the trade upon his recent marriage to Miss Helen Mildred Chrysler, daughter of Mr. and Mrs. Pembroke Arthur Chrysler, of Chicago, Ill. The wedding took place recently in St. Mark's Church, Chicago, and the honeymoon was spent in New York, Atlantic City and other points in the immediate vicinity. They will reside in Montreal. The happy couple were the recipients of numerous handsome gifts attesting their popularity and large circle of friends.

Goodwins, Ltd., are featuring, as far as their space will permit, a duplication of the Brunswick phonograph exhibit at the Canadian National Exhibition, which terminated so successfully recently, and in addition the concern is featuring the new York model in some excellent advertising.

A general meeting of the Canadian Authors' Association will be held soon to consider and, if thought advisable, to adopt certain amendments to the constitution, notably those providing for the extension of the membership to include musical composers and producers of graphic art.

C. W. Lindsay, Ltd., this week had on display in their handsome show windows, St. Catherine street, West, an array of Sonora and Columbia Grafonola period models which attracted considerable attention. This exhibition was supplemented by impressive newspaper copy in all the local dailies.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season

Sample
Price **\$19.50**



GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

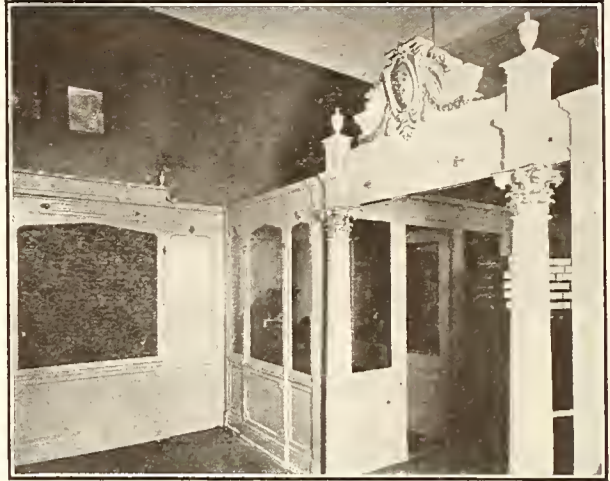
104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.



MORRIS MUSIC SHOP, 130 Fordham Road, N.Y.C.

Hearing Rooms
Record Racks
Service Counters
Display Cases
Musical Instrument
Cases
Sheet Music Cases

Write us for particulars



GRIMLER CO., 2554 Broadway, N. Y. C.

ZIMMERMAN-BITTER CONSTRUCTION CO.

Offices, Factories and Warerooms: 325-327 E. 94th St., New York City

Tel: Lenox 2960

ATLANTA

Review of Trade—Consoles in Favor—Distinctive Record Advertising—News of the Month

ATLANTA, GA., October 9.—The talking machine trade in this territory has not yet started the season's business to any marked degree. There is a widespread feeling that the trade will develop rather late and many dealers are postponing the purchase of their Fall requirements until the demand is actually upon them. Such a policy will result in a congestion of orders, with the resultant shortage of supply, especially of the console design, the most popular type on the market at present.

The Victor announcement of consoles with flat tops is a recognition of the popularity of this style, which, in the opinion of talking machine dealers, will largely supersede the present horizontal type because of greater attractiveness and utility. In consequence dealers are eagerly awaiting the initial supply, but to date none have arrived in this territory.

M. O. Giles, who has been spending the past month here co-operating with the Okeh jobber, the J. K. Polk Furniture Co., has left for Cincinnati. He and Mr. Brockman made a very successful automobile trip throughout the Piedmont section of the Carolinas, opening a satisfactory number of Okeh accounts.

John Mohl, assistant manager of the Columbia Graphophone branch here, has returned after a month's absence to resume his duties incident to the coming season's business.

The consolette is maintaining its popularity. Cable-Shelby-Burton Co., at Birmingham, is one of the prominent music houses in the Southeast featuring this cabinet.

Goodhart-Tompkins Co. here has featured the latest Victor release, "Three o'Clock in the Morning," by using a specially illuminated dial. Its distinctive effect created a demand which made this record the best seller of the month.

The Haverty Furniture Co.'s success in disposing of three or four hundred period consoles proves the universal acceptance of this style. The buying public is eager to purchase these designs when offered at a moderate price.

The recent appearance of De Wolf Hopper in the repertory of Gilbert & Sullivan's light operas was taken advantage of by local dealers who called public attention to their selections from the Mikado and Pinafore, etc.

An advertising campaign in behalf of Okeh records has been inaugurated in the local papers which carry a well-displayed advertisement featuring some of the recent "hits" under which were alphabetically listed the names of the dealers who handle this product. It is understood that the advertisements are to be run weekly.

FINE STARR EXHIBIT AT FAIR

Anderson Piano Co., Distributor of Starr Products, Stages Attractive Display at New York State Fair in Syracuse

SYRACUSE, N. Y., October 9.—The Anderson Piano Co., of Utica, New York, distributor of the Starr phonographs, Gennett records and Starr pianos, had a very effective display of Starr products at the State Fair, this city, late in September. A number of models of Starr phonographs, pianos and a variety of Gennett records were on display and were commented upon by hundreds of visitors to the fair. Volume of tone possible through the use of the new Starr Concert Amplifier was demonstrated with the Starr Style X phonograph, and the latest Gennett records were heard continuously throughout the great exhibition building.

SEEK TO CONTINUE ARTO BUSINESS

Hearing on Petition to Have Receiver Continue Business for Another Ninety Days to Be Held in Newark, N. J., on October 16

The creditors and stockholders of the Arto Co., Orange, N. J., have been ordered to show cause before the United States District Court, Postoffice Building, Newark, N. J., at 10:30 a. m., on Monday, October 16, why the receiver of the company should not be authorized to conduct the business for a further period of ninety days from October 9, 1922.

In announcing the hearing it is reported that during the period from January 1, 1922, to September 30, 1922, the receiver realized a profit of \$10,382.16 on the business, and that during the period from May 1 to September 30 the income from the business was \$70,078.35, with disbursements of \$75,243.54.

CUPID CAPTURES HOWARD LYONS

Howard Lyons, connected with the sales staff of the W. H. Lyons establishment, wholesalers and retailers of Edison Amberola records and phonographs, musical instruments, etc., of Chicago, Ill., and Miss Beatrice Sherbourne, of Milwaukee, Wis., were recently married and are now on their honeymoon in Wisconsin.

CANTOR ROITMAN COLUMBIA ARTIST

R. F. Bolton, director of the recording laboratories of the Columbia Graphophone Co., New York, announced this week that arrangements had been completed whereby Cantor David Roitman would become an exclusive Columbia artist. Cantor Roitman is well known throughout Europe and even though he has been in



Cantor David Roitman

this country only a short time he has already won enthusiastic praise among the Jewish people throughout the country.

Cantor Roitman was only twenty-three years of age when he became Cantor of the largest synagogue in Wilna, Russia, and four years later was appointed Cantor of one of the most important synagogues in Petrograd. He won fame at a concert that he gave at the Petrograd Conservatory and added considerably to his prestige by composing a number of hymns which he sang in Petrograd and Odessa. Cantor Roitman also composed selections for the piano, violin and cello which became very popular.

RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

Manhattan Recording Laboratories
48 West 39th St. New York

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway N. Y.

ROBERT PORTER'S WORK IN CHICAGO

Field Sales Manager for Columbia Co. Visits Chicago Headquarters

Robert Porter, field sales manager for the Columbia Graphophone Co., New York City, visited the Chicago office last week, where he presided over a sales meeting held by the Chicago sales staff. Several splendid plans for Fall and Winter were discussed and laid out by Mr. Porter to the Chicago sales staff that are expected to produce sales totals this Fall and Winter that will be greater than ever. He reports that the Chicago office is very optimistic as to Fall and Winter prospects, and all indications point to a very fine business.

NEW ABELOWITZ STORE

An attractive Brunswick shop was opened October 14 at 1315 St. Nicholas avenue, New York City, by A. Abelowitz, to be known as the Abelowitz Phonograph Shop. The opening was the occasion for a great gathering of Mr. Abelowitz's friends.

A BOSTON INCORPORATION

The Moore Phonograph Co., of Boston, Mass., has been chartered in that State, with a capital of \$175,000. Incorporators are: F. R. Wood, I. A. Ordway and C. H. Gilmore.

BUYS LYRIC MUSIC CO.

Ezra B. Jones, formerly with the Glen Bros.-Roberts Piano Co., has purchased the phonograph and record business of the Lyric Music Co., No. 2524 Washington avenue, Ogden, Utah. Sonora phonographs and Vocalion records are handled.

The Chicago Phonograph & Supply Co., of Chicago, Ill., has filed a certificate testifying to the dissolution of its business.

CHARLES R. CONNELL PASSES AWAY

Charles R. Connell, president and treasurer of the Scranton Button Works Co., manufacturer of talking machine records, passed away at his home in Scranton, Pa., recently. Mr. Connell's loss is keenly regretted by many friends in the trade.

KENNEBEC MUSIC CO. ORGANIZED

The Kennebec Music Co. has been formed in Portland, Me., and a certificate of incorporation has been filed. Directors of the company, which has a capital stock of \$15,000, are: Charles R. Cressey, president; Charles B. Snow, treasurer, and George E. Gerry. Musical instruments of all kinds will be handled.

RILEY TRUSTEE FOR STEWART CO.

William H. Riley was appointed trustee of the bankrupt Stewart Phonograph Co., at a recent meeting of creditors at the offices of George H. Crowe, referee in bankruptcy, Binghamton, N. Y.

NEW COLUMBIA ARTIST ANNOUNCED

The latest addition to the long list of famous artists who record exclusively for the Columbia Graphophone Co., is Cameron McLean, Scottish baritone. Mr. McLean is planning a concert tour of Canada, after which he will appear in New York.

J. M. IRVIN WITH SONORA CO.

J. M. Irvin, former general manager of the Brunswick Shop, Buffalo, N. Y., has been made assistant to sales manager Frank J. Coupe, of the Sonora Phonograph Co., Inc.

C. C. Hicks has been appointed traveling representative of the Victor Talking Machine Co., with headquarters in Minneapolis, Minn.

ALL SET FOR THE BIG DANCE

Annual Dance of Talking Machine Men at Hotel Pennsylvania on October 30 Promises to Be Most Successful Event in History of Organization—Noted Orchestras to Be Heard

The members of the Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, together with their friends, are all set for the annual dance of that organization, to be held at the Hotel Pennsylvania on Monday evening, October 30, and which, from every indication, will prove the most successful affair of the sort held in the history of the Association.

The committee in charge of the dance have been working steadily for many weeks in preparing the program and securing the various orchestras and artists for the evening with the result that those who attend will be privileged to dance to the music of such noted recording aggregations as the All Star Trio, Benny Krueger's Orchestra, Club Royal Orchestra, Dixieland Jazz, Happy Six, Isham Jones' Orchestra, Markel's Orchestra, Paul Whiteman's Orchestra, Ray Miller's Orchestra, Ted Lewis' Band, Vincent Lopez Orchestra and the Yerke's Flotilla Orchestra.

The tickets for the dance will be sold at one dollar each and the advance demand indicates that the pasteboards will be at a premium.

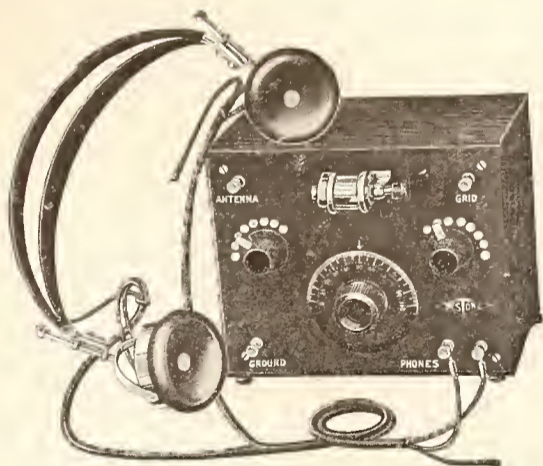
NEW SONORA DEALERS

Recent additions to dealers handling the Sonora line include Samuel Mulwitz & Sons Furniture Co., Portchester, N. Y.; the Trinity Talking Machine Shop, New York City, and Rosenbaum's department store, Pittsburgh, Pa.

The affairs of the Gaelic Phonograph Record Co., Inc., 40 West Fifty-seventh street, New York, have been placed in the hands of a creditor committee, which has recommended settlement on a 20 per cent basis.

Music Lovers Will Enjoy "Listening In" With Bestone Radio Receiving Sets

Our Profit-Opportunity for Phonograph Dealers



Bestone No. 707 Combination Crystal Detector and V. T. Set

Is primarily a Vacuum Tube Set being so wired that connection with a tube assures maximum efficiency. The Crystal Detector, mounted on Bakelite panel, eliminates use of "A" or "B" Batteries. With tube connection this set has a receiving capacity of 300 miles. All apparatus enclosed in beautiful mahogany finished cabinet, and internal wiring fully insulated with spaghetti tubing.

Wave length—600 meters.
Dimensions: 7½" x 5¾" x 5¼".
List price (including Bestone 2,200-ohm headset), \$25.00.

Executive Offices:
476 Broadway, New York



Undoubtedly one of the greatest markets for radio sets will be through the Phonograph Dealer.

The reason is apparent: Phonograph Dealers have the experience and organization to render the most desirable service—in demonstration and installation—to Radio buyers.

Bestone Radio Sets are scientific in construction and exceptionally attractive in appearance. Their clearness of tone, volume, and extreme sensitivity afford maximum enjoyment of Radio concerts, educational lectures, etc. Selling prices range from \$25.00 to \$125.00.

Send for Illustrated Catalog.



Bestone V. T. No. 702 Receiving Set

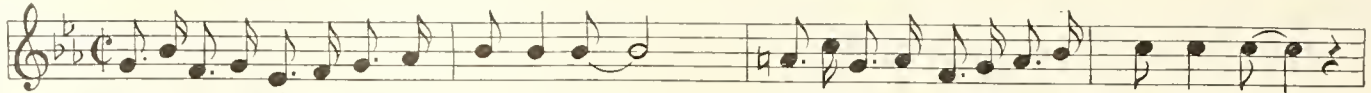
Characterized by exceptional quality of design, materials, and scientific accuracy. Prominent features are clarity of tone, simplicity of control, selective tuning, and the elimination of distortion. Includes all standard Bestone apparatus mounted on a genuine Bakelite panel machine engraved and bevelled. Enclosed in handsome mahogany finished cabinet. Spaghetti tubing fully insulates all internal wiring.

Wave length—600 meters.

Dimensions: 5½" x 11½" x 6¾".

List price (including Bestone 2,200-ohm headset), \$42.50.

HENRY HYMAN & CO. Inc., 212 W. Austin Avenue
Manufacturers Chicago, Ill.



Syn-co-pate your feet you dog gone strut-tin' hound.

No-one can com-pete when you are strut-tin' 'round.

Struttin' at the Strutter's Ball

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

A Creole Fox Trot
HEAR IT NOW!

PORTLAND, ORE.

Building Boom Augurs Well for Trade—11,000 Talking Machines Arrive via Panama Canal—Sales Increase—Consoles in Demand

PORTLAND, ORE., October 4.—Building activity in Portland this year will break all records in the city's history. This was apparent when the city's building inspector announced that the aggregate of permits issued for the first nine months had reached the sum of \$18,544,330. The previous record was in 1910, when permits totaled \$20,886,202 for twelve months.

The last week in September the intercoastal steamer, "Edgar F. Luckenbach," steamed into Portland from Philadelphia via the Panama Canal, having on board 11,000 talking machines and over 1,000 pianos for distribution on the Pacific Coast, and Portland received her share of the instruments before the "Luckenbach" left port.

The talking machine and record business has taken a big jump and all dealers report an increase of sales as compared with the same period of last year. The console models continue to be the big attraction and the demand for all period types shows no abatement.

The newly renovated talking machine department of the Meier & Frank Co. was formally opened to-day with thousands of visitors calling to inspect the remodeled quarters. Twelve

audition rooms and two large demonstration rooms have been installed. Record racks have been placed in the middle of the department with a service counter adjacent thereto. The front of the department is used for the display of the Victor, Columbia, Vocalion and Edison machines. The department has been done in ivory and the booths furnished in wicker settees, with a bright touch of color given by beautiful floor lamps. Taupe velvet carpet covers the entire floor space. Wm. Hodecker, manager, is installing a complete line of Victor foreign records and will be able to meet the demand of the European and Oriental element in Portland. Mr. Hodecker has added Miss Charlotte Clecley and Kathryn Rogan to his sales department.

The Oregon Music Dealers' Association held its annual monthly meeting Friday, September 22. E. B. Hyatt, president, was out of town and W. A. McDougall, vice-president, held the chair. No important business was transacted, but a good get-together meeting was held.

A. C. Ireton, Pacific Coast manager of the Edison Phonograph, Ltd., was a Portland visitor from San Francisco and while here called

a meeting of all Edison dealers from Oregon, Washington and Idaho. A luncheon was held at the Hotel Multnomah and a most interesting and instructive talk was given by Mr. Ireton. Four Edison models were demonstrated to the dealers by Mr. Ireton, one console, one small machine and two uprights. The Reed French Piano Co., Meier & Frank and the Hyatt Talking Machine Co. are the three representative Edison houses of Portland.

The Reed French Piano Co. announces the first Edison tone test of the season, to be given under its auspices, at the Municipal Auditorium, November 15, with Hervey Hindermyer, tenor, and the Dann Trio as assisting artists. Mr. Hindermyer will sing in comparison with the Edison and will also give several solo numbers.

Mrs. Helen Briggs, for three years assistant in the Victrola department of the Seiberling-Lucas Music Co., has been placed in full charge to take the place of Wm. A. Hodecker, who recently resigned to take charge of the Meier & Frank phonograph department. Hallie Erwin, formerly with the Thomas Music Co., of Marshfield, Ore., has been appointed assistant to Mrs. Briggs.

Louis Mack, for ten years a successful sheet music dealer of Portland, and who for several years has been doing business in the Bush & Lane store, has moved to 124 Broadway. In addition to sheet music he will now carry a complete line of the musical merchandise accessories and the Starr phonographs and Genett records.

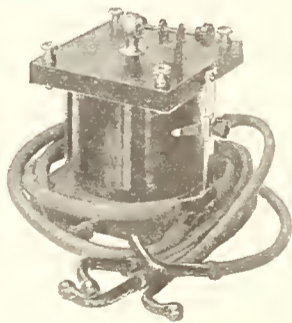
L. D. Heater, jobber in phonograph accessories, who for several years has done business at Twelfth and Washington streets, has moved to 357 Ankeny street. He handles the Strand and Portophone machines. He still retains his warehouse at Twelfth and Washington.

H. H. Princehouse, for six years assistant manager of the Lipman, Wolfe & Co.'s piano and phonograph department, has gone into the retail business for himself at 86½ Broadway. He is handling talking machines and pianos.

The G. F. Johnson Piano Co. had a most attractive exhibit at the recent Oregon State Fair and its display of the Cheney console model, No. 120, created much interest. The

THE BEE RADIO SET

\$7.50
Retail



COMPLETE
For two to hear

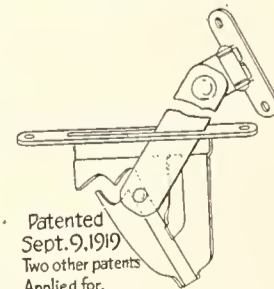
No Phones Required. A Combined Crystal Set with Phone and Sound Connections for Two Listeners.

Can be used also with head phones. Can be used as an auxiliary phone in connection with V. T. Sets for several persons to hear

The Greatest Value on the Market
A Quick Seller. Regular Discounts to Dealers

F. W. MATTHEWS, 167 Bloomfield Ave.
BLOOMFIELD, N. J.

SECOND YEAR SUCCESSFUL LEADER



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

order. The hinges are made in two styles—flexible and bent. 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

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

booth, in charge of Mr. Johnson and Miss Eva Richmond, was surrounded at all hours of the day by an interested audience. All-day concerts were given on the Ampico and the Cheney and they both proved a most excellent medium of advertisement.

The phonograph department of Lipman, Wolfe & Co., Roy Feldenheimer, manager, reports a brisk business. The bulk of the sales were in the Sonora and Brunswick machines, which were of period styles, said Mr. Feldenheimer. The department has recently acquired the agency for the new Steger phonograph.

J. C. Gallagher, manager of Bush & Lane Piano Co., when asked how business was, said, "We went over the top in all departments last month. Sales of the Bush & Lane phonograph exceeded our highest expectations."

P. J. Heintz, manager of the phonograph department of Powers Furniture store, reports excellent business for September, with a 30 per cent increase over September of last year.

A. J. Kendrick, general sales manager for the Brunswick Co., of Chicago, was a visitor to Portland recently and called on the trade in and around Portland, in company with M. Davis, district manager. Mr. Kendrick, who made an extensive tour, reports finding a wonderful spirit of optimism everywhere he visited.

J. M. Dvorak, representing Lyon & Healy, of Chicago, whose headquarters are in Los Angeles, was a recent Portland visitor on his return South after making an extensive trip throughout the Pacific Northwest looking for business for Lyon & Healy, of which, he says, he was able to get a big share.

Mrs. "Billy" Watts, for the past four years popular in the record sales department of the Wiley B. Allen Co., has resigned and will take a complete rest after an operation for appendicitis.

Genevieve Peck, who for the past sixteen weeks has been traveling as advance agent for the Ellison-White Chautauqua circuit, has returned to her duties in the record department of the Hyatt Talking Machine Co.

Here's a good one told by one of the young record salesladies of the Hyatt Talking Machine Co.: A customer came into the store the other day and asked for the "Remnants of Ireland." Some tall, fast thinking was necessary when it flashed upon her that there was an Edison record labeled "Reminiscences of Ireland." It was produced and the sale made.

DELZELL VISITS COLUMBIA CO.

Well-known Denver Columbia Dealer in Gotham to Talk Over Fall and Winter Plans

An important visitor to the Columbia Graphophone Co. recently was C. A. Delzell, manager of the Denver branch of the Columbia Stores Co., dealer in Columbia Grafonolas and Columbia records. Mr. Delzell expects to spend some time at Columbia headquarters to talk over plans for the Fall and Winter campaign on Columbia products which has already been started by his company. In making this long trip East Mr. Delzell is planning to make this sojourn one of pleasure as well as of business and expects to return to Denver with many ideas that are bound to show tangible results this Fall and Winter. He is regarded by the Columbia Graphophone Co. as a high-class merchandiser of Columbia products and has made a success of retailing Columbia Grafonolas and records in the West.

OPEN NEW REPAIR SHOP

H. F. McCann, formerly service manager for the Sonora Phonograph Co., New York, and David Meyers, recently connected with the United Retail Stores Corp., have formed a new concern which will be known as the Phonograph Service Co. This company, which will conduct a repair shop, specializing in dealers' work, has opened offices and laboratories at 71 West Broadway, New York.

RETURNS FROM WESTERN TRIP

A. J. Coté, President of Outing T. M. Co., Returns From Successful Trip—Several New Jobbers Appointed—Business Grows Better

MT. KISCO, N. Y., October 5.—A. J. Coté, president and general manager of the Outing Talking Machine Co., of this city, returned yesterday from a two weeks' trip, which included a visit to the leading trade centers in the South, together with a visit to the Middle West as far as St. Louis. In a chat with The World Mr. Coté stated that conditions were improving everywhere, especially in the Western section, where he appointed several new jobbers for the Outing portable phonograph.

Mr. Coté was glad to find that the jobbers and dealers are selecting their portable lines with extreme care and are showing a preference for products that can be merchandised at a fair margin of profit with a fair discount to the wholesaler and retailer. The Outing factory is now going ahead at full speed and nothing is

being left undone to give the company's jobbers and dealers efficient service and co-operation.

WILSON MUSIC CO.'S NEW STORE

STEVENS POINT, WIS., October 9.—The Wilson Music Co., G. M. Farrin, manager, is moving from its quarters in Boston's Furniture Store into attractive warerooms in the Hotel Whiting on Strong avenue. Among the instruments handled are the Ampico, a complete line of pianos and player-pianos, sheet music, talking machines and records.

NEW STORE FEATURES PHONOGRAPH

SHELBYVILLE, IND., October 2.—A new music store has been opened at 38 East Broadway by Omer Bausback, formerly with the Pearson Piano Co., who has been connected with the piano business for a number of years and is widely versed in piano retailing. A complete line of Baldwin pianos, as well as a stock of talking machines, will be handled.



"One handle handles it"

Outing

TALKING MACHINE

Perfection in a Portable Phonograph

◆ ◆

Made in Mahogany and Fumed Oak Finishes

Patent Pending
Size: 8 in. x 14 in. x 15 in.
Weight: Complete, including album, 22 lbs.

THE OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality. Built to give years of satisfactory service.

JOBBERS:

- | | | | |
|--|--|--|--|
| <p>GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.</p> <p>CABINET & ACCESSORIES CO.,
145 East 34th St.,
New York, N. Y.</p> <p>BRISTOL & BARBER
3 East 14th St.
New York, N. Y.</p> <p>A. C. ERISMAN CO.,
174 Tremont St.,
Boston, Mass.</p> | <p>GEO. C. ULRICH & CO.
56 Estey Bldg.,
Philadelphia, Pa.</p> <p>ART EMBROIDERY CO.
Louisville, Ky.</p> <p>IROQUOIS SALES CO.
210 Franklin St.,
Buffalo, N. Y.</p> <p>UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.</p> <p>DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.</p> | <p>VOCALION CO. OF OHIO
Cincinnati, O.</p> <p>VOCALION CO. OF OHIO
Cleveland, O.</p> <p>BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.</p> <p>WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.</p> <p>STEWART T. M. CO.,
Indianapolis, Ind.</p> | <p>J. K. POLK FURN. CO.
294 Decatur St.,
Atlanta, Ga.</p> <p>M. & M. DISTRIBUTING CORP.,
5 So. Wabash Ave.,
Chicago, Ill.</p> <p>STERLING ROLL & RECORD CO.
137 W. 4th Street,
Cincinnati, O.</p> <p>RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.
Richmond, Va.</p> |
|--|--|--|--|

There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.

Outing

TALKING MACHINE CO., Inc.

A. J. COTE, President
MT. KISCO, N. Y.

Dealers in Mexico and Cuba should send orders and inquiries to
R. C. ACKERMAN
291 East 162nd Street New York, N. Y.

Foreign Export—CHIPMAN LIMITED
8-10 Bridge Street New York City
Cable Address, CHIPMUNK, New York



METHODS OF DEVELOPING RECORD AND ROLL BUSINESS

Comparatively Few Retailers Are Enjoying the Fall Possibilities Offered Them in the Record and Player Roll Field, According to C. C. Baker, Because of Failure to Know the Business

This very interesting paper by C. C. Baker, of Columbus, O., was read before the second day's session of the Music Merchants' Association of Ohio at its annual convention held recently in Toledo, and points out some of the weaknesses which are all too prevalent in the merchandising of rolls and records, together with some valuable suggestions for correcting the same.

What is the fundamental part of your business? What does your business depend upon and what do most owners of business pay the least attention to? Will automobiles run without gas? Will a watch run without a main-spring? No. Owners of music stores will continue to go on indefinitely without the intelligent merchandising of records for talking machines and music rolls for their player-pianos—not all maybe—at least the majority will. How many men here could go to their stores tomorrow, take charge of records and rolls and intelligently order the same to insure their customers real service and at the same time balance their stock so that a profitable turnover is achieved? Remember that you are not the only one selling records and rolls. They can be bought at many other places than in your store, therefore you are confronted from the standpoint of your customer with service only. The player-piano or the talking machine is no more than a piece of furniture without music rolls or records. Rolls and records are such a fundamental part of the business that attention must be paid to the kind of rolls and records sold if the interest in player-pianos and talking machines is to be perpetuated. How many automobiles would there be on the boulevard if watered gasoline were sold? Gasoline that would not produce real efficiency of the car is no good if the owner did not get power out of it. There is not one of you that would think of putting on a tuxedo coat and going without your shoes polished. Yet you will run a music store and turn the roll and record department over to some one and know little about it yourself. You are not in a position to advise them because of the little knowledge you have of it—because you have always found it a side issue and do not get into it yourself. You must remember if you expect to sell more player-pianos and talking machines it is necessary for you to put more energy, more hard work and real intellect back of your record and roll department. I believe I am making a correct statement when I say there are more idle player-pianos and talking ma-

chines to-day than live ones. I mean, by this, the owners of player-pianos and talking machines are not buying new records and better records, thereby injuring your new business to such an extent that it is alarming. Some of us are merchandising a record or roll of an inferior quality, thinking we are making a little profit, but the boomerang from such merchandising is doing more harm than any of us realize.

Perpetuating Good Music

I am going to ask all of you to reflect and give a little thought to this statement. For the success and the future of our business we must perpetuate the right kind of music so the non-owner of a talking machine or player-piano will be proud to be the possessor of one. I had a customer ask me the other day why I did not carry the cheap records. I said, yes, the cheap records had the same tune, but I could take him out to-day to a restaurant and get two steaks, cut from the same rump, have them cooked by two different cooks, one who knew how to cook a steak and the other that just cooks steaks. You are able to eat one and the other you are not because it is badly prepared. It does not necessarily mean because it is the same tune you get the same music any more than you might partake of the one steak the cook has spoiled because he did not understand how to cook it. If any music dealer who is in the business for his own selfish gain will go home and figure his overhead expense on each cheap record which he sells he will find there is no profit and the only thing he is doing is injuring his own business as well as the rest of us.

Some Startling Experiences

This Summer I called on twenty-five music stores of which I have a memorandum. Now, get this. I walked into the store, went to the record or roll department, usually both, and asked this simple question: "What have you in a good record?" The results were that twenty-three immediately suggested "Stumbling," "Nobody Lied" or a similar number. Remember, I asked for a good record. Two of them asked me my classification, what I would like to hear. Both of these were in the northern woods of Wisconsin, and I want to tell you, gentlemen, that some of you in this room may be owners of the very stores I called on. What have you done? You have loaded up the users of records and rolls with a bunch of popular stuff. You have actually sold the popular stuff instead of increasing the future of our business with better music. Some of you think you made additional sales. Every customer to whom you sold these records would have bought them anyway and you are

out the profit you might have had if you had sold better music, thereby being instrumental in helping the advancement of better music. If you carry a good line of records or rolls regardless of make you will find that you have but one thing to sell, and that is service. What is service? Service covers a smile, a "thank you" and many other little courtesies which are necessary to sell any line of merchandise successfully. We must use this kind of service to be successful and it must be embodied in our every sales movement. In addition there are two essential items that cover service in the music business. First, to have the record or roll which is asked for in the line you carry. Second, the art of suggestion. There will be times you may be out of the number that is called for and a special order should be taken and followed up, not put on a notebook and put aside for a week or two, but should be ordered immediately so your customers may be telephoned to, or drop them a post card telling them you have the merchandise they desired. The amount invested to carry a complete line will be repaid from the profits of your additional sales, also rendering a service to your customer, and your store will soon be known as a record and roll store in place of a store to shop for records or rolls. What about the art of suggestion? This, with a complete stock of rolls or records, is your profit.

The Value of Radio

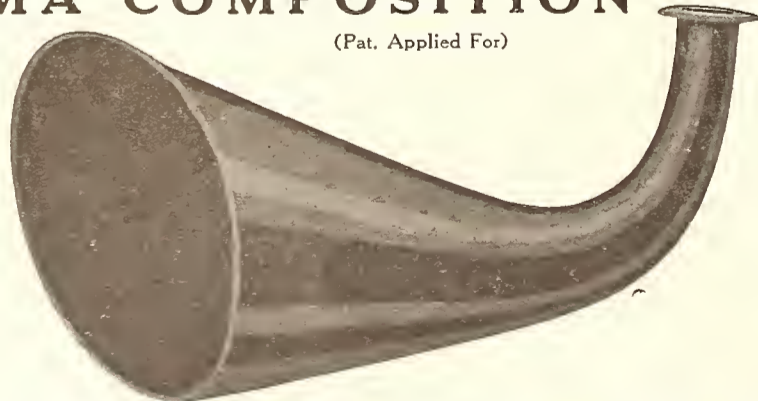
There has been developed a wonder of the age, the biggest help to our business that has ever been given to it, and that is radio. What could be better for your business than a well-rendered song of "Sweet and Low" or a wonderful orchestra playing an overture being broadcasted into millions of homes by the way of radio? Every listener appreciates it and the radio has caused a desire in every listener to hear that selection again, but in radio they may never hear it again. So radio will sell records and rolls if you will follow up the opportunity. Every selection that goes out by radio is the biggest incentive for the listener to buy a record of that individual selection. This will illustrate the art of suggestion. Radio has suggested to millions selections that are made on our records.

Every boy is interested in radio and he is a prospect for a player-piano or talking machine. Radio travels fast. It is in the air, it is everywhere. We must watch close and take advantage of the opportunity of our best salesman which is constantly working for us. We must give more time, put more energy in our record and roll departments and intelligently merchandise the life of our business.

Do not wait for a day or a week or a month to start some of the things which will help build up your business. Do you realize that in less than three months the holiday business will be a thing of the past? Get ready for the holiday business. Sit up at night if necessary to plan some aggressive way to let your customers and those whom you hope to have as customers know you are anxious to serve. Here is a holiday suggestion that you should take advantage of. Over half of the Victory 4¾ per cent bonds will be redeemed by the Government December 15. Look ahead to getting some of that money. Your banker can tell you about how many thousands or how many millions will be paid out at that time by the Government. In my home town of Columbus, counting Franklin County into the total, approximately \$10,000,000 will be paid out. In addition to that money the United States Government will redeem in cash the war savings stamps which fall due January 1, 1923. Your postmaster can tell you about what sum of money is going to be paid out in this way. In Franklin County the total is \$3,500,000. Of course some of that will be reinvested, but some of it will be used to purchase the things which the women folks and the men folks have been denying themselves for many, many months, and with proper business suggestion on your part it will be records, player rolls, talking machines and player-pianos, and I am going to get some of that money.

SCOMA COMPOSITION HORN

(Pat. Applied For)



The best reproducer ever manufactured will not give a phonograph a loud natural tone if the horn is not exactly right. Equip your cabinets with the SCOMA COMPOSITION HORN. You will know you are right and your sales will multiply. SCOMA COMPOSITION HORNS are scientifically correct. They are quickly and easily installed and cost no more than a common wood horn. Write to-day for a sample, put it in a cabinet for test against what you are now using. Its tone will be a revelation. Manufactured by

Eckophone Co.

**75 Rockwell Place
BROOKLYN, N. Y.**

Ogden's Sectional Phonograph Store Equipment

As Simple as A. B. C.—Construction and Finish the Best

THE MYSTERY AND HIGH PRICES for Sound-Proof Booths are all "Bunk." Booths were used for various purposes before the Phonograph or Talking Machine was invented. For the Talking Machine Dealer they are Service Items, very important for increasing sales and necessary to Up-to-Date Merchandising.

OGDEN'S SECTIONAL EQUIPMENT comes to you at the lowest possible cost, sold direct from the Factory to you at a manufacturer's profit only and without branch office or salesman's expense added.

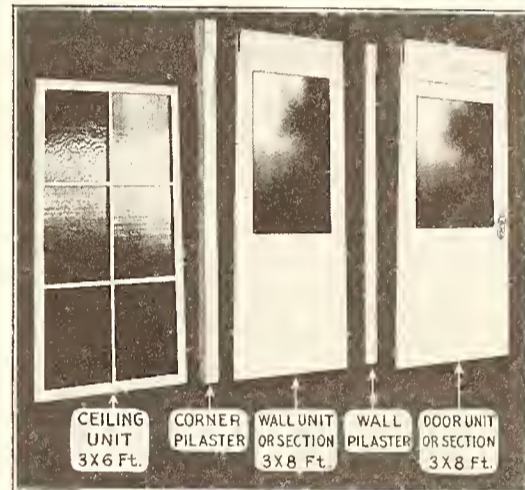


OGDEN'S SECTIONAL STORE EQUIPMENT.

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., (Plan No. 5) For Corner of Store \$315.00. Against Side Wall \$365.00. Without Wall Contact \$415.00. (Complete as illustrated.)

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.



Room units made to fit sound tight

Price of Ogden's Sectional Units

Record rack, No. 1-S, each.....	\$40.00
Paneled ends, each.....	5.00
Record sales counter, No. 1-S, each.....	80.00
Record sales counter, No. 2, each.....	60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



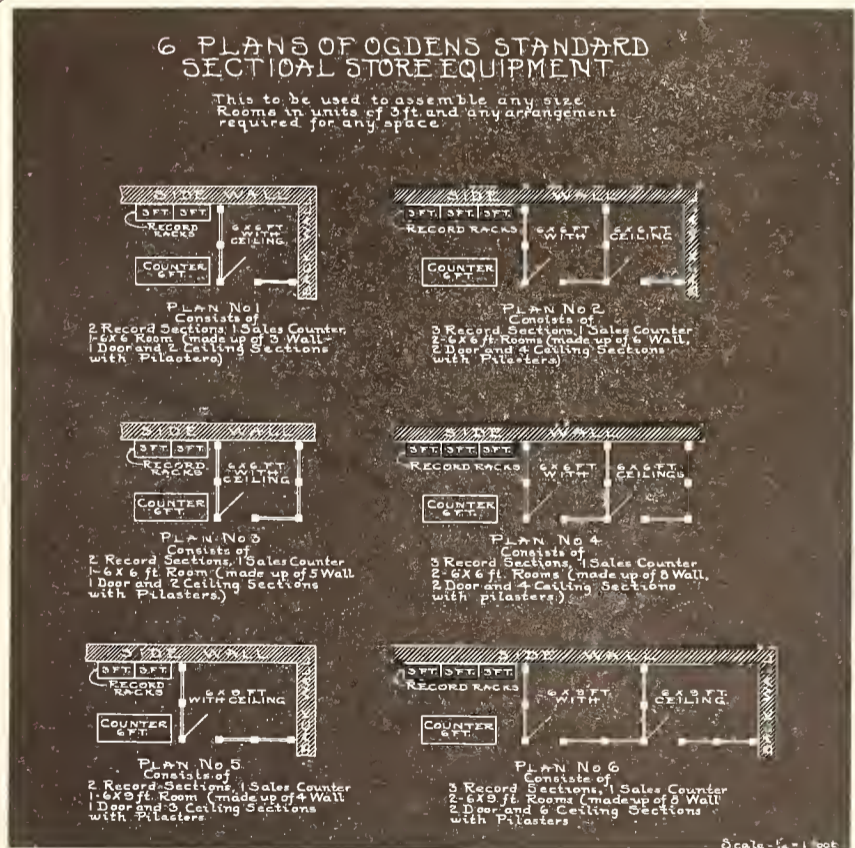
FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 32" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth..	\$275.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	425.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	305.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths. .	460.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth..	315.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths..	475.00



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."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

LOS ANGELES

Series of Concerts Attracts Wide Attention—George E. Brightson, Sonora President, Dined by Barker Bros.—Month's News

LOS ANGELES, CAL., October 4.—From a truly musical standpoint, the most remarkable series of concerts was held during the Summer months in this city at the Hollywood Bowl and was attended by tens of thousands of persons. Some forty concerts were given stretching over a period of ten weeks from the beginning of July to the middle of last month. Eighty-five members of the Philharmonic Symphony Orchestra, with the famous Alfred Hertz as their conductor, played musical selections of the highest type only and the crowds showed their appreciation by enthusiastic plaudits and loud clapping.

These concerts were the result of one woman's conception—Mrs. J. J. Carter, who first originated them and who was instrumental in their success. We might add that Mrs. Carter publicly thanked the Music Trades Association of Southern California, whose members advertised, boosted and sold tickets for its support, and she declared that this assistance and help contributed immensely towards the final success.

Now, we would also like to mention that one of the chief causes of the success of these concerts was the fact that so many people are familiar with the great overtures and other masterpieces, which they have heard and learned to love through talking machine records.

Banquet to Sonora President

Barker Bros., who enjoy the exclusive sale of Sonoras in this city, gave a dinner to George E. Brightson, president of the Sonora Phonograph Corp., the details of which are mentioned elsewhere in this issue. Among those present was F. B. Travers, president of the Magnavox Co., Pacific Coast distributor of the Sonora,

who, in a brief address, praised Barker Bros. for their success in the sale of Sonoras. He pointed out that over one-third of the entire stock of these instruments shipped to the ten Western States for which the Magnavox Co. is the distributor were sold by Barker Bros.

Mr. Brightson, in a brief talk, outlined the efforts of the Sonora organization in the production of instruments of highest quality and emphasized that sales should be made in such a way that buyers would be impressed with the high quality of these machines. J. W. Boothe, general manager of Barker Bros.' music department, acted as chairman. Clarence A. Barker, vice-president of Barker Bros., outlined the development of their music department, which, he pointed out, was due in a large measure to the activities in talking machine merchandising.

A. G. Farquharson, secretary of the Music Trades' Association of Southern California, who had been specially invited to attend, explained the activities and uses of the Association, to which Mr. Brightson replied by congratulating Southern California on having such an organization and declared that similar co-operation was needful in all parts of the country.

Brunswick Sales at New Level

The local branch of the phonograph division of the Brunswick Co. reports that sales for August and September exceeded all anticipations. Howard Brown, local manager, states that he considers himself very fortunate in being able to obtain shipments, with almost no interruption, in spite of the critical transportation conditions which have recently existed. Mr. Brown also reported that he had recently engaged John T. Murphy and Harry L. Ream as

members of the sales force. Both are men of long experience in the talking machine wholesale business.

Walter S. Gray Visits South

Walter S. Gray, president of the Walter S. Gray Co., distributor of talking machine accessories and supplies, motored from San Francisco last month, accompanied by Mrs. Gray. He reports excellent business all down the Coast and is specially gratified with the sales of the Strand phonograph, for which his company is the California jobber.

Sherman, Clay & Co. in New Quarters

C. H. Ruggles, manager of the local branch of Sherman, Clay & Co., is to be congratulated on the splendid new quarters, at Santee and Tenth streets, which have been completed for his offices and warerooms and into which he has, at last, been able to move. The building itself was carefully planned and measures up to all requirements, while the furnishings and equipment are exceptionally fine and impressive.

New Phonograph Manager at Fitzgerald's

Clarence H. Mansfield has been appointed manager of the Brunswick and Edison phonograph department of the Fitzgerald Music Co. Mr. Mansfield was well known in Dallas, Tex., where he was president and manager of a phonograph store. He was also president for one term of the Dallas Music Trades Association.

Miss Cross Leaves for San Francisco

Miss Donzella Cross, special representative of the Educational Department of Sherman, Clay & Co., left on October 1 for San Francisco after a long stay in the Southern California territory. She will be very much missed by Victor dealers, to whom she has rendered splendid service; the lists of overtures and classical selections, played at the Hollywood Bowl concerts, which were compiled by her and sent out with mailing lists by dealers, have proved wonderfully productive in selling high-class records.

Walter Camp's Records Boosted

E. J. Lawn, representing the Walter Camp's exercise records, spent three or four weeks in

Columbia A-2 Grafonola and The Long Console

Here is your chance, Mr. Dealer, to cash in *again* on all the Columbia A-2 Model Grafonolas that you have sold. Every owner can make a handsome console out of his A-2 Grafonola in a jiffy with one of these Long Console cabinets.

The A-2 Grafonola slips easily into one compartment of the Long Console, through the back, no bother, no trouble. Cash in on this easy way to make another sale.



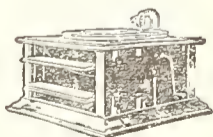
Style 601
\$27.00



Style 603
\$29.00



Style 608
\$30.00



Columbia A-2
Grafonola



Style 610
\$28.00

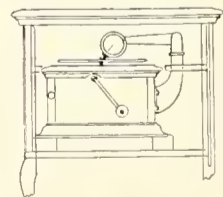
Specifications

Long Consoles are 36 inches long, 34 inches high and 22 inches deep.



Style 610

Open doors showing arrangement of interior as used in 608 and 610.



The Geo. A. Long Cabinet Co., Hanover, Pa.

this territory demonstrating and promoting the sales of Walter Camp's records, assisted by his daughter, Miss Lawn. Mr. Lawn is a talking machine dealer in Hollister, Cal.

Orange County Dealers' News

J. H. Padgham & Son Co., Santa Ana, have disposed of their jewelry stock and will devote their entire efforts to the sale of the Brunswick phonographs. They have recently equipped, in the most modern and up-to-date fashion, a new Brunswick shop on North Main street. J. H. Padgham, Ray Stedman, Mr. Morrison and Miss Mitzel compose the personnel.

Carl G. Strock, Santa Ana, has received a very large shipment of the new Edison period models and is most enthusiastic over their appearance and sales possibilities.

The Orange County Piano Co. has been appointed a Cheney phonograph dealer in Santa Ana. Manager Crawford reports a number of sales.

Messrs. Dunham and Knipe, of Anaheim, Edison and Sonora dealers, have returned home after an extended trip in the East. They are affiliated with the Danz Piano Co.

Nelson Edgar reports excellent business at his Brunswick Shop in Orange.

A new Victor dealer has opened in Orange, the Sawyer Music Co., Ernest T. Sawyer, proprietor.

OCCUPYING HANDSOME NEW HOME

Cabinet & Accessories Co. Now Settled at 3 West Sixteenth Street, New York

The Cabinet & Accessories Co. is now settled in its new quarters at 3 West Sixteenth street, New York. These new offices, showrooms and stockrooms cover not only far more floor space



3 W. 16th Street

than formerly, but far surpass them in both attractiveness and facilities. The Cabinet & Accessories Co. is the only business tenant in the five-story white marble building located at the above address and illustrated herewith. Situated on the first floor above the street, easy access is gained by both stair and elevator. The entrance, in figured marble and handsome electric fixtures, would grace many a Fifth avenue residence. An entire floor is occupied, the front of which is devoted to salesrooms and office purposes. Three particularly large windows admit a maximum of light.

Otto Goldsmith, president of the company, and Miriam Goldsmith, treasurer, have their desks located on this floor and the arrangement of the showrooms gives excellent display to the full line of accessories carried by the company. The rear part of the floor has been systematically arranged with storage bins to hold supplies and an efficiently laid-out shipping room provides excellent facilities for the prompt filling of orders. The growth of this business from a one-room office in the Flatiron Building to the present large quarters is a distinct tribute



Model 17

Former Price, \$200
New List Price, \$100

**EMERSON'S
FOUR
BEST MODELS**



Model 20

Former Price, \$250
New List Price, \$135

**With Revised List
And New Prices**

Nothing can be said that has not already been said, concerning the quality of this remarkable phonograph.

The Cabinet-Work is of Grand Rapids construction and workmanship. The finish and tone are wonderful.

The equipments are all gold-plated, with the round amplifying horn, and carry the record-filing album device.

*Write us for Special Dealers'
Discount and act quickly!*

Player-Tone Talking Machine Co.



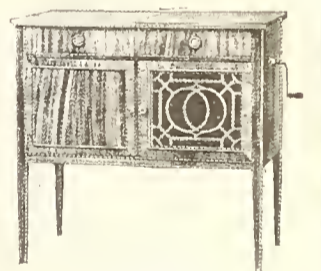
Model 40

Former Price, \$350
New List Price, \$150

**Offices and
Salesrooms**

967 Liberty Ave.

**PITTSBURGH
PENNA.**



Model 30

Former Price, \$285
New List Price, \$135

to the untiring efforts and fair business methods of both Mr. and Miss Goldsmith and their associates.

DOING BIG VICTOR BUSINESS

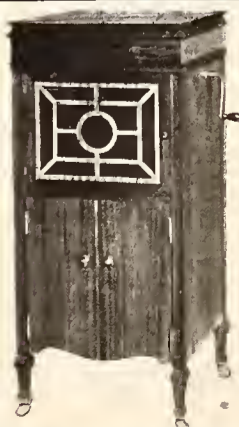
RIDGEWOOD, N. J., October 9.—A one hundred per cent increase in business so far this year is

reported by J. A. Bliesenick, proprietor and manager of the Ridgewood Talking Machine Co., Victor dealer, of this city. Mr. Bliesenick has adopted an aggressive attitude in his merchandising policies which is meeting with excellent results.

SALES FOLLOW MAIL DRIVE

ELIZABETH, N. J., October 9.—Rapid strides forward are being made by the Victor talking machine department of McManus Bros. here. Manager Evans, of this department, attributes much of his success to the fact that he is constantly bombarding prospective customers with direct-by-mail literature. A circular recently sent out by Mr. Evans requested patrons and prospects to call for the new Victor puzzle. The response was encouraging and this was made more effective by a special window display.

Many people can go to sleep right beside work.



Important Notice

TO

**Dealers and Jobbers of Talking Machines
Quality Cabinets From \$35.00 up**

Let Us Furnish Your Requirements—Buy Now

THE H. LAUTER COMPANY

*Manufacturers of Emerson and Pathe Cabinets
Also Lauter Console Talking Machines*

INDIANAPOLIS

INDIANA

AN IMPORTANT NEW MOVE

New York Evening Mail Starts Department on "Getting the Most Out of Your Phonograph" Under Auspices of Chas. D. Isaacson

Charles D. Isaacson, famous for his excellent work for music as editor of the Music Page of the New York Evening Mail and prior to that as editor of the New York Globe Music Page and manager of the Globe concerts, has inaugurated an important and interesting weekly department in the Mail under the caption, "Getting the Most Out of Your Phonograph." The department occupies a page and is made up of articles regarding the leading recording artists and the music they record, together with suggestions regarding the selection of records and record programs for special purposes.

NEW OUTING JOBBERS ANNOUNCED

MOUNT KISCO, N. Y., October 5.—A. J. Coté, president of the Outing Talking Machine Co., announced this week that the following jobbers had been added to the list of Outing representatives: M. & M. Distributing Corp., 5 South Wabash avenue, Chicago, Ill.; Stewart Talking Machine Co., Indianapolis, Ind., and the Sterling Roll & Record Co., Cincinnati, O. Mr. Coté also stated that a number of additional jobbers would be announced in the near future covering important sections throughout the country.

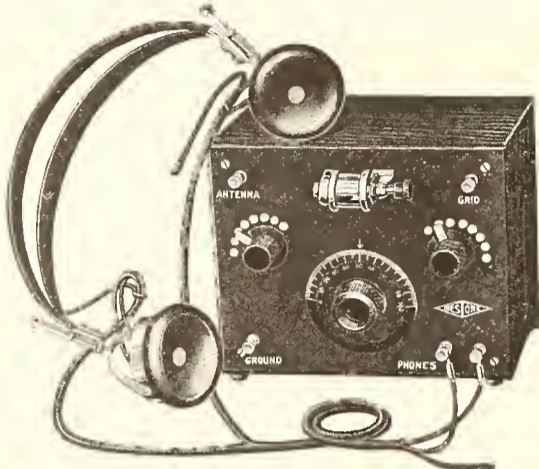
HANDLES "TALKERS" AND RADIO

MARSHALL, Mo., October 9.—The Kelley-Vawter Jewelry Co., talking machine dealer of this city, has installed a line of radio receiving sets and supplies. W. A. Vawter, a member of the firm, who is in direct charge of the radio and talking machine departments, is working on the theory that handling radio supplies is not only profitable, but this is especially so where talking machines are handled, provided there is co-operation between departments.

INTRODUCE "BESTONE" RADIO SETS

Henry Hyman & Co. Announce Two Types, a Crystal Detector and a Vacuum Tube, Which Will Be Extensively Advertised

Henry Hyman & Co., Inc., New York City, well known in the manufacturing field of high-grade electrical specialties for household and commercial use, are announcing to the trade this month a line of radio receiving sets that is expected to have a strong appeal to talking



The "Bestone" Radio Set

machine dealers throughout the country. Hyman & Co. with their large organization have had an experience covering many years in the manufacturing of electrical specialties and this new addition to their line will be manufactured with every facility necessary to produce a product of a high type in both appearance and efficiency.

These radio receiving sets are to be of two types, one of the crystal detector type while the other will be a vacuum tube type set. The firm have adopted for a name for these radio products the word "Bestone," which they are planning to advertise extensively and make it a household word in every section of the country. In addition to the complete radio receiving

units they will also carry a large stock of individual parts for the construction of radio sets by amateurs and are prepared to deliver to dealers immediately. Plans at present call for an intensive drive on the vacuum tube set which they propose to feature as the leader in their line and are expecting to place this particular set along with other sets in their line in talking machine dealers' stores everywhere.

MAGNETIC DANCERS MAKE BIG HIT

BOSTON, MASS., October 9.—The National Co., of this city, manufacturer of talking machine toys, is experiencing a good demand for its newest offering, the Magnetic Dancers, which are made on a distinctly different principle from the other toys in the line. Whereas Ragtime Rastus, Boxing Darkies and the other toys are operated from the turn-table spindle, the Magnetic Dancers are placed on the side of the turn table and operated through friction from the edge of the turn table with a revolving magnet in the center. With the various dancing plates included in the set the dancing couple will either fox-trot, waltz or two-step as desired. The Magnetic Dancers are produced well in time for the holiday trade and it is expected that a large volume of business will be done in that period with this new talking machine toy.

VISITS COLUMBIA OFFICES

An important visitor to Columbia headquarters recently was H. N. Ferguson, manager of the Minneapolis branch, who was here conferring with the officials of the Columbia Co. and discussing Fall and Winter plans. While East Mr. Ferguson took advantage of the annual reunion of the 79th division, which was being held at Atlantic City, having served in this well-known outfit during the war.

Harry Cuddeback, head of the Da-Lite Electric Display Co., Toledo, O., manufacturer of signs for Victor dealers, was in New York recently.

A SENSATIONAL OFFER

2100

High Grade Phonographs are to be disposed of immediately at a

Tremendous Sacrifice

if taken

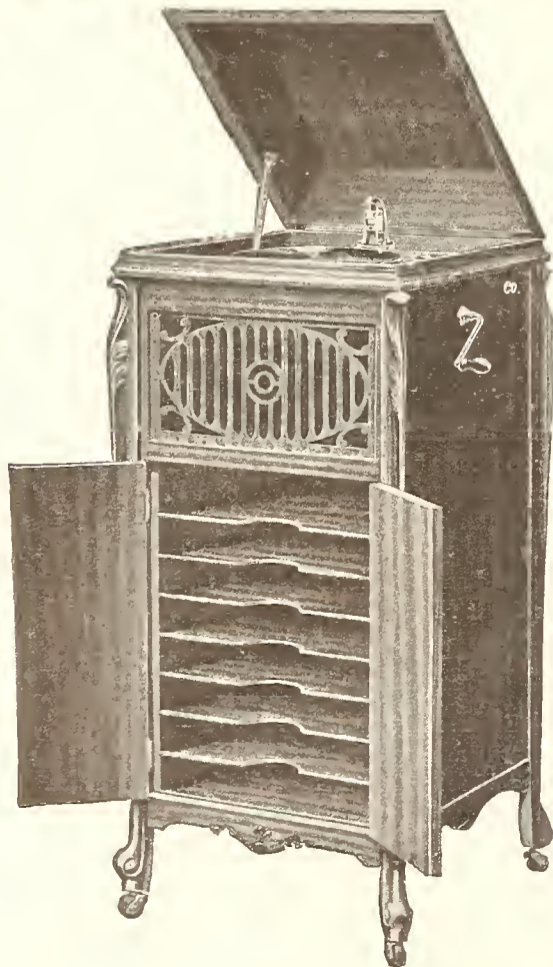
AT ONCE

These Beautiful Instruments are the product of the Famous Knittel Co.'s Quincy, Ill., factory.

We have purchased the entire output of this well-known concern and must dispose of it immediately.

The chance of a lifetime if taken at once. These instruments may be had with or without motors, tone arms, etc. The assortment consists of 75% mahogany finish and the balance in oak.

WRITE—WIRE OR CALL TO-DAY.



Model E. 50" High, 23" Wide, 24" Deep

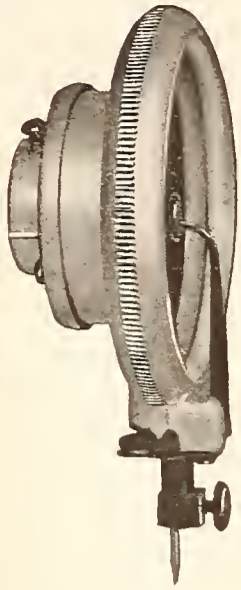


Model C. 46" High, 20" Wide, 21" Deep

THE CHICAGO PHONOGRAPH REALIZATION

1427 Carroll Avenue CHICAGO, ILL.

Appointments may be made with our Chicago Office for Meetings at Quincy.



A QUALITY SOUND BOX

Here is a sound box that has won a reputation for its quality features of design, construction and tone.

It reproduces a full, mellow, resonant tone of unrivalled volume and clearness.

Good enough for the highest-class phonographs and cheap enough for the lowest-priced machines.

Get acquainted with the superior qualities of the Presto rubber-hub sound box and you will realize why it has been adopted by the leading independent manufacturers.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.



INCREASED EQUIPMENT DEMAND

Zimmerman-Bitter Construction Co. Filling Many Important Contracts—Outlook Good

The Zimmerman-Bitter Construction Co., New York, manufacturer of store equipment for the talking machine dealer, is exceedingly busy at this time installing new equipment in various shops throughout the city. The plant, at 325 East Ninety-fourth street, has been working overtime in order to catch up with the amount of work on hand, and officials of the company state that it will be some weeks yet before they will have completed orders already secured. Mr. Bitter, who spends considerable time visiting the trade in the interests of his company, is well pleased with the general outlook. He stated they will be kept busy during the entire Winter, which reflects the confidence talking machine dealers have in the value of improved equipment as a sales factor.

Among the many new installations this company has made during the past two months is that of Landay's Forty-second street store, which it expects to complete this month. This installation is one of the largest yet erected by the company and calls for the renovation of practically the entire store. Twelve new booths have been constructed with a large number of musical instrument cases, sheet music racks and in addition includes the complete equipment of the Landay radio department. Some work is being done also in the offices at this store and when all is completed it will be one of the most elaborately equipped talking machine retail stores in New York City. In addition to the Forty-second street store equipment the company is now manufacturing and installing one of the most unique store show windows in the Landay Newark store. This is being done in a zenithan block effect which when completed gives an appearance of old English stone construction which is admirably adapted for the display of Victor talking machines and records. This show window is unique and admirably conceived.

Another installation which has just been completed is that of the Sterling Piano Co., at 81 Court street, Brooklyn, which consisted of the fitting up with modern booths and display rooms in the three floors of this store. A feature of this construction is that each booth will be constructed of a different design representing different periods of architectural design. Some of them will be used for the display of pianos as well as talking machines.

The company has just completed the installation of private hearing rooms and general equipment in the retail store conducted by Theodore Jospe at Oyster Bay, L. I. Also several changes have been made in the Glen Cove store of Mr. Jospe which the Zimmerman-Bitter Co. constructed for him.

Among the most recent of the contracts secured by this company is that of the University Music Shop, Burnside avenue, New York City,

which calls for a complete store equipment of hearing rooms, display rooms, record racks and counters. This is to be equipped in a distinctive Zimmerman-Bitter design.

RADIO CORP. BUYS \$1,000,000 HOME

Manufacturer of RCA Products Purchases Ten-story Building—New Home Will Be Known as the "Radio House"

The Radio Corporation of America, manufacturer of RCA products, purchased last week the White Oil Building at 64-68 Broad street, New York. This building, in which are now housed some of the offices of the Radio Corporation, will probably be known as "Radio House," and will be the point from which all messages from and to the United States will be sent and received. The building is ten stories high and contains 43,000 square feet. Its purchase price involved approximately \$1,000,000. Transoceanic traffic has already been centered there and it is understood that the executive offices of the company, which are now located in the Woolworth Building, will eventually be established at the "Radio House."

It was also announced recently by the company that new stations were being built and soon would be established at Warsaw, Poland; Marconi (formerly Coltano) Italy and in Sweden.

RETURNS FROM VACATION

O. F. Benz, record sales manager of the Columbia Graphophone Co., New York City, was away from his desk the last two weeks in September enjoying his annual vacation, which he spent in the White Mountains. Mr. Benz left New York City by automobile and toured through New England and made a permanent stop in the White Mountains for a period of ten days, after which he motored back to New York and to his desk. This trip was a most enjoyable one for Mr. Benz and he comes back to his desk ready to carry out intensive plans for Fall and Winter Columbia record business.

SONORA EXPORT MANAGER HOME

C. A. Richards, manager of the export department of the Sonora Phonograph Co., returned to New York last week after an extended trip from many of the important countries of Europe. Mr. Richards states that the demand in Europe for American-made phonographs is rapidly growing, and on this trip he added many dealers to the lists of European firms selling Sonoras. His reports regarding general conditions are decidedly optimistic and Sonora is making rapid progress in European countries.

The Kimball Piano Co. has opened a branch store in Kenosha, Wis., under the management of Joseph Cardinal. Kimball phonographs, pianos, etc., are handled.

NINE CLASSES OF CREDIT RISKS

Family Where Head of House Is in Reputable Business Heads List as Ideal Risk

Applications for personal charge accounts may be classified by the careful merchant into nine groups, credit managers have decided. Risks may generally be determined beforehand by this method to the extent that merchants may know how much credit to extend. The nine classes of risks are:

A man engaged in a reputable business for himself, or the wife of such a man, who has satisfactory accounts at other stores and good bank connections, is an almost ideal risk.

Virtually as good is the case of a man who for a number of years has been connected in a responsible capacity with a reliable, long-established concern.

A less satisfactory risk is the small "hole in the wall" household, with a \$100 bank account and friendly references, but giving every evidence of living up to the last cent.

Further down the scale is the man who has a minor position with a concern or the one who holds a good job, but who is extremely extravagant and lives entirely beyond his means.

Next is the single man who "breezes" into the office, leans over the desk and says very confidentially, "I want the account for accommodation, don't you know," and then proceeds to buy out the store.

The single woman with little or nothing to fall back on in a financial way follows next.

Then come school teachers and other city employes to whom sales are made largely on the strength of their position, because in the event of a forced settlement their salaries can always be garnisheed.

Professional people, doctors, lawyers, artists and others whose incomes are fairly large, but undependable as to date of its receipt and who as a class lack to a certain degree the proper sense of financial obligation.

Last come separation cases, the most important of which is the woman about to break away from the husband, but who wishes to provide herself first with plenty of clothing at her husband's expense.

RECEIVER FOR INTERNATIONAL RADIO

Samuel R. Kessler has been appointed custodial receiver for the International Radio Corp., of 42 Branford Place, Newark, N. J., by Judge Charles F. Lynch. An order was issued requiring the directors of the company to show cause why the injunction should not be made permanent.

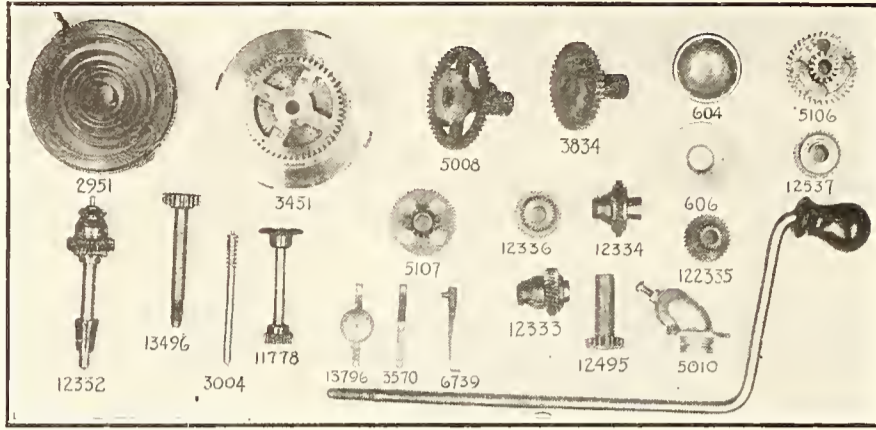
It is charged that the corporation represented that it had acquired the assets of the P. W. P. Mfg. Co., which it was said had a nationwide reputation. An affidavit by Alanson F. Bartlow stated that the corporation had been engaged in the manufacture of apparatus for two months before March, 1922, with \$3,600 assets.

MAIN SPRINGS—PARTS FOR ALL MOTORS—MACHINES

COMPONENT PARTS FOR COLUMBIA MOTORS

COLUMBIA

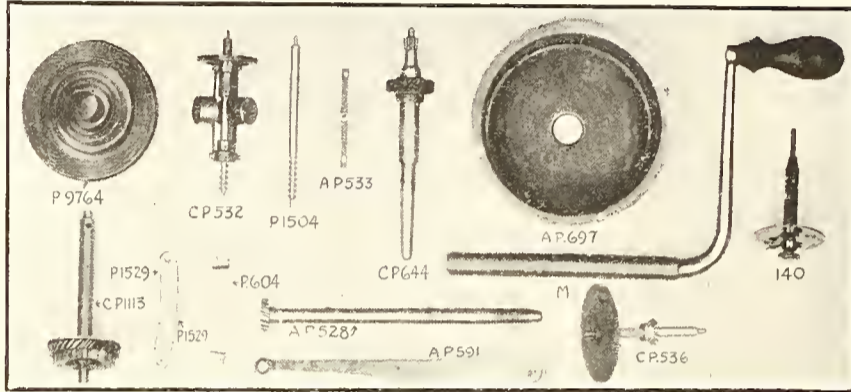
No.	Description	Price each
2051	Columbia main springs	\$0.33
3451	Columbia spring barrel head...Complete	0.75
5008	Spring barrel winding gear, old style..	0.75
3834	Spring barrel winding gear, new style..	0.75
604	Needle cups	Per 100 2.00
606	Needle cup covers.....	Per 100 1.00
5106	First intermediate gears.....Complete	0.40
5107	Second intermediate gears.....Complete	0.40
12537	Worm gear for single-spring motor.....	0.40
12336	Bevel pinion single-spring motor.....	0.25
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.....Per 100	1.00
6739	Stylus bar	Complete 0.35
5010	Universal attachment	0.35
13228	Winding crank, 3 sizes.....	Per 100 1.00
	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



COMPONENT PARTS FOR MEISELBACH MOTORS

MEISELBACH

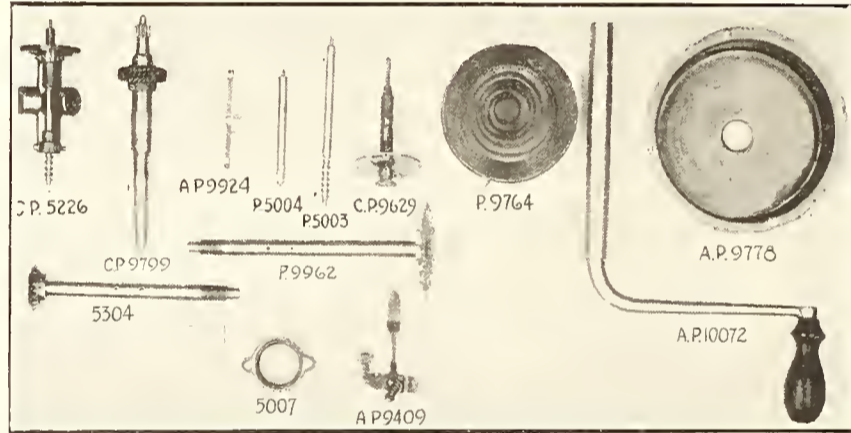
No.	Description	Price each	
P9764	Main springs for motors 16, 17, 19..	\$0.50	
P9765	Main springs for motor No. 12.....	0.30	
CP532	Governor	Complete 1.50	
P1504	Governor shaft, new style.....	0.50	
P1505	Governor shaft, old style.....	0.50	
AP533	Governor ball	Complete 0.10	
CP644	Turntable shaft Nos. 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.....	0.60	
P1529	Brake lever, bottom plate.....	0.10	
P604	Brake lever, top plate.....	0.10	
AP528	Winding shaft for Nos. 16, 17, 19....	0.50	
AP529	Winding shaft, straight cut Nos. 16,	17, 19	0.50
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	



COMPONENT PARTS FOR HEINEMAN MOTORS

HEINEMAN

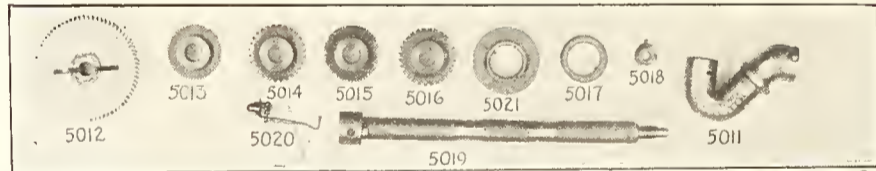
No.	Description	Price each
CP5226	Governor	Complete \$1.50
AP9799	Turntable shaft	Complete 1.50
AP9924	Governor balls, 33; 77; 44.....	0.10
AP9925	Governor balls for No. 36.....	0.10
P5004	Governor pinion for No. 0.....	0.25
P5003	Governor shaft	0.50
CP9629	Speed indicator	0.45
P9764	Main spring for No. 33 or 77.....	0.33
P9765	Main spring for No. 36.....	0.25
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
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



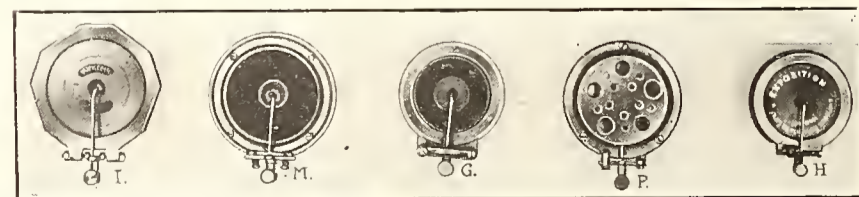
COMPONENT PARTS FOR VICTOR MOTORS

VICTOR

No.	Description	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.....	0.25
5017	Rubber back for No. 2 sound box.....	0.25
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.....	0.25
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



PARTS FOR VARIOUS MAKES



PARTS—HARDWARE

No.	Description	Price each
5001	Crown gear for Bliok motor.....	\$0.25
5001	Crown gear for Mclophone 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.....	0.45
	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...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

Monthly Price List Main Springs of Highest Quality

Description	Price each	
2 in. x 0.22 x 16 ft., Meisselbae 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.	0.33	
1 in. x 0.25 x 16 ft., oblong hole, for Meissel-	bach, Sonora and Krasberg.....	0.50
1 in. x 0.28 x 10 ft., for Columbia	0.33	
1 in. x 0.22 x 10 ft., for Columbia	0.30	
1 in. x 0.20 x 13 ft., for Victor	0.33	
1 in. x 0.20 x 13 ft., for Victor, bent arbor....	0.33	
3/4 in. x 0.23 x 10 ft., for Bliok 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	
3/4 in. x 0.25 x 11 ft., for Edison	0.22	
1 in. x 0.25 x 19 ft., for Brunswick	0.60	
1 in. x 0.22 x 9 ft., for Meisselbach No. 12..	0.30	

MICA DIAPHRAGMS

Description	Price each
1 23-32 in. Victor Ex. Box, first 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 Meisselbae box.....	0.22
2 1/2 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

Description	Price each
Pathé, very best, loud tone, genuine.....	\$0.12
Patbé, 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

Description	Price each
Brilliantone, all tones.....Per 1000	\$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Gilt-edged Needles, per package.....	0.05
Wall Kane Needles, per package.....	0.05

ATTACHMENTS

in Gold or Nickel-Plated

Description	Price each
Kent, for Victor arm	\$0.25
Kent, for Edison with C box.....	2.50
Kent, without box for Edison.....	1.00
Universal old style, for Victor tone-arm....	1.15
For Columbia, plays Vertical records.....	0.25

MOTORS

Description	Price each
Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
No. M-4 complete with 12-in. turntable.....	\$6.25
No. 3., complete with 12-in. turntable.....	7.50
No. 33, complete with 12-in. turntable.....	8.50
Imported single-spring, 10-in. turntable.....	2.25

STONE ARMS

Description	Price each
No. K, with sound box.....	\$1.25
No. P, nickel-plated without sound box.....	2.75
No. P, gold-plated.....	4.50
No. M, ton arm, Meisselbae sound box.....	4.75
No. M, gold-plated	7.50

SOUND BOXES

Description	Price each
No. B-1 Bliss Sound Box, fit Victor.....	\$1.25
No. B Balance, fit Victor.....	0.75
No. F Favorite, fit Victor.....	1.75
No. I Nickel-plated, loud and clear.....	3.00
No. 1 Gold-plated, loud and clear, for Victor..	4.50
No. M Nickel-plated, mellow tone, for Victor..	1.75
No. M Gold-plated, mellow tone, for Victor..	2.25
No. G Nickel or gold-plated, fit Victor.....	1.00
No. P Gloria patent, extra loud.....	3.00
No. P Gloria, gold-plated.....	4.00
No. H Imported nickel-plated.....	1.25

ILSLEY LUBRICANT

Description	Price each
5-lb. Can	\$1.75
1-lb. Can	0.40
4-oz. Can	0.15

DELIVERY ENVELOPES

Description	Price each
40-lb. Brown Kraft 10-in. per 1,000.....	\$7.50
40-lb. Brown Kraft 12-in. per 1,000.....	9.50

GENUINE

HOHNER HARMONICAS

Description	Price each	
1896 Marine Band, any key, per doz.....	\$4.50	
1896 Full Concert, per doz.....	10.00	
214 1/2 Vestpocket Flap, per doz.....	3.60	
151 Marine Band Tremolo, per doz.....	8.00	
606 Echo (double-sided), per doz.....	10.00	
34B The Old Standby, per doz.....	4.00	
132 Hohner Band, per doz.....	4.25	
Complete revolving stand with 3 doz. Harmon-	icas, 32 inches high, mahogany.....	26.50

FAVORITE MFG. CO., 105 E. 12th St., New York City

Telephone 1666 Stuyvesant

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—Retail manager will consider change of position with Christian concern, wholesale or retail. Concern must represent Victor line. Nine years' successful managing and road work. Excellent sales ability. Highest credentials. Prefers Philadelphia, Baltimore or Washington territory. Address "Box 1208," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman. Live-wire Brunswick phonograph salesman for work on outside in city of 50,000 in Michigan. Write stating past experience, etc. Address "Box 1209," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—By man thoroughly familiar with all branches of record manufacture from matrix to finished product. Able to install all equipment and build up organization to produce a high-grade record at minimum cost. Address "Box 1214," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED EIGHT SALESMEN—We need eight salesmen to cover several States. These men must be now employed and making not less than eight thousand a year. If interested in bettering your earning power answer this ad at once. This company is seventeen years in business and doing an excellent talking machine business. Sales office, Chicago. Address "Box 1216," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Thoroughly experienced and capable sales manager with executive ability and initiative to assume full charge of a retail Victrola store dealing primarily with the Jewish trade. State full qualifications, past experience and salary. Address "Box 1217," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMEN—A side line that will double your earnings without interfering with your present work. Sample easy to carry and demonstrate. Every talking machine dealer will stock the CLARAVOX for Christmas. Endorsed by leading dealers. (See ad on page 123 of this publication.) Then write us for proposition. The Claravox Co., Youngstown, O.

WANTED—Canvasser and salesman to sell genuine Victrola and records. Must have experience, salary and commission. Reference required. One that resides in the city of New York or Brooklyn need only apply. Address "Box 1219," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Retail store manager, having eight years' experience handling Victor and Columbia merchandise and musical instruments, possesses executive ability, resourcefulness and broad business experience, married, can furnish unquestionable reference. City or country preferred. Address "Box 1191," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

PHONOGRAPH MANAGER AVAILABLE—Man, age 31, with university training and seven years' experience in the phonograph and piano business, wholesale and retail, wants position as manager of live phonograph department. Employed at present, but desires to make change, where opportunity is greater. Thoroughly familiar with the standard lines of phonographs and their record catalogs. Good executive, who knows how to sell and advertise musical merchandise. All references. Address "Box 1218," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Manager, experienced in all lines, single, twenty-five years of age, desires immediate change. Best of references. Address "Box 1211," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SPRINGS

VICTOR

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 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.....		.35

HEINEMAN

1"x.025x12' motors.....	No. 33 & 77	.33
1 3/16"x.026x19', also Pathé.....		.75
1 3/16"x.026x17'.....	No. 4	.59

MEISSELBACH

7/8"x10' motors.....	No. 9 & 10	.29
1"x9' motors.....	No. 11 & 12	.29
1"x16' motors.....	No. 16, 17 & 19	.49

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'glar hole, regular...	No. 201	.45
1"x.025x18', rect'glar hole, regular...	No. 401	.65
1"x.025x16', rect'glar hole.....		.58

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes.		.49
1"x16' motor 3 and 4 on outer end.....		.60

EDISON DISC

1 1/2"x.028x25', regular size disc motors.....		1.47
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

SMALL MOTORS

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. spring 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
Columbia Gov. spring screws, No. 439.....	per 100	.92
Columbia Gov. spring 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.

"RECORDION" PHONOGRAPH

of standard value—past and present—five upright—three console—1923 models. Offering the greatest dealer's opportunity.

At Your Service

COLUMBIA MANTEL CO.

175-177 Powers St. BROOKLYN, N. Y.

Real merit wins—The "Recordion" has it.

PARTNER WANTED

Eastern concern operating music, player roll and record departments in department stores has an excellent opportunity for active and experienced young man who can invest \$25,000 to \$50,000. Must have the best of references. Address "Box 1213," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Non-set automatic stop for sale outright or on royalty basis. For particulars apply to "O. E. L." care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Standard opera records, also motors, tone arms, parts, anything required in the phonograph line we sell at reduced prices. We also buy anything you have to sell. Mandell & Co., 88 Rivington St., New York, N. Y.

POSITION WANTED—Man, age 30, seven (7) years' experience talking machine manufacturing, desires manufacturing or willing to be taught sales end. No objection to traveling. Address "Box 1207," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

NEW INVENTION

An inventor and a genius with a high established reputation in the phonograph industry has perfected an automatic phonograph which can be manufactured at low cost, seeks to assign his invention on royalty or outright to a firm with sufficient capital to start manufacturing. The machine has all the modern equipments, which mainly consist of a sure automatic stop, a push button record-selecting mechanism and repeating device. The construction of the magazine, which adds to safe-keeping of the records, is worth the price alone. Address "Box 1212," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

If you call on the talking machine trade you can add to your income by handling our line of accessories and specialties. We want a man in every State to represent us also in the following cities:

- | | | |
|------------|-----------|---------------|
| Chicago | Brooklyn | St. Louis |
| Cleveland | New York | Minneapolis |
| Pittsburgh | Detroit | San Francisco |
| Boston | Baltimore | Kansas City |

Write at once for full particulars

INTERSTATE SALES COMPANY
Manhattan Bldg. Milwaukee, Wis.

FOR SALE

Large national manufacturing concern desires to dispose of entire stock of phonographs—1,000 in all. These are high-grade cabinet phonographs with standard equipment and are divided in three models, standing 43 inches, 45 inches and 47 inches high.

To anyone interested in purchasing the entire lot we will make a very exceptional proposition. Address "Box 1215," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Completely Equipped Record Factory

All machinery of latest type, built in many cases from exclusive designs. Entire plant laid out by competent engineers to operate at highest possible efficiency. Address "Box 1181," care The Talking Machine World, 373 Fourth Ave., New York.

10,000 RECORDS

of standard make. Fine assortment in lots of 100 or more, 22 1/2 cents. Favorite Mfg. Co., 105 East 12th St., New York City.

(See next page (164) for other classified ads.)

GOLD SEAL RECORD



REPEATER

"THE MONEY MAKER"

Nothing to adjust.
Just lay it on the record and play.

Nothing to get out of order. Will not harm your record.

PRICE
\$1

PRICE
\$1

GET YOUR ORDERS IN EARLY FOR THE FALL BOOM

Early Orders Mean Early Sales
SEND YOURS IN TO-DAY

Why Wait? Your Jobber Can Deliver Gold Seals Now

GOLD SEAL CO., Inc.

105 W. 40th St. New York City

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by *Andrew H. Dodin*

ASCERTAINING TURNTABLE SPEED

New York, September 30, 1922.

Editor, The Talking Machine World:

I find that at least two of the companies manufacturing machines and records insist that the speed of reproduction must be the same as speed of recording to insure perfect results. In one case this speed is given at seventy-six revolutions per minute and the other at seventy-eight. I have a device for ascertaining the correct speed, but would like to know whether it should be operated while the record is playing or with the reproducer at rest and the record running free. I imagine that the pressure of the needle in the groove, even though light, would tend to retard the speed of the motor somewhat. An answer to this would be appreciated.

John H. Rogers.

Answer—The speed should be ascertained while the machine is in operation, that is, with the weight of the sound box bearing upon the record surface, through the needle point. It is obvious that, were you to count the revolutions of the turntable running free, you are not meeting the condition that exists when playing a record. The moment the needle is placed upon the record the speed is retarded, and it takes a few revolutions of the record for the motor to pick up and gain its full speed. You may contend that a very powerful motor, one, for instance, with three springs, has enough pull or power to overcome the friction of the needle and the weight of the sound box. No doubt it will have, but in placing on the market a device of this kind it would be advisable to meet all existing conditions, and in constructing it in such form that it can be placed on the machine while actually playing a record would make it absolutely dependable under all conditions.

* * * * *

CLEANING THE RECORD SURFACE

Dayton, O., September 5, 1922.

Editor, The Talking Machine World:

A member of our club has presented us with an old style Edison cylinder machine with which we want to make records of our dance orchestra. We purchased several blank records and made some attempts to make a record, with the result that blanks are all used up. As there is no device on the machine for cutting off the surface of the record we would like to know if there is any way that we can clean them so that we can use them over again. We would be pleased to hear from you.

Dayton Athletic Club, Henry Meyers, Sec'y.

Answer—Take a piece of absorbent cotton, well soaked in kerosene, and rub the surface of the record lengthwise (without too much pressure). A few minutes' constant rubbing will give you a new surface on the record, which will be as good as if it were shaved on a record-shaving machine. Clean well with a piece of clean, dry cotton.

IMPROVEMENT IN ACCESSORY FIELD

BOSTON, MASS., October 9.—A decided improvement in the accessory field is noted by the Lansing Sales Co., of this city. This enterprising concern has built up an excellent business and reputation through the high-class distribution of many of the best-known accessories in the field. The improvement of labor conditions throughout New England and the nation at large has had a stimulating effect on business, and Henry Smith, head of the organization, is putting into effect an energetic sales campaign which is fully covering the Fall and holiday seasons.

BEE RADIO SET MAKES ITS DEBUT

Many Requests for Retail Agencies Follow Exhibit at Newark Radio Show

F. W. Matthews, head of the Wax & Novelty Co., 167 Bloomfield avenue, Bloomfield, N. J., who is well known in talking machine recording circles, has recently become interested in radio activities. He has been making a series of experiments in an endeavor to produce a radio receiving set which would sell at an exceptionally popular price, but which would afford entertainment to two or more members of the home.

Mr. Matthews displayed his new receiving set at the recent radio show in Newark, N. J., and it met with so much success that dealers in that territory began immediate negotiations for its retail sale. Mr. Matthews is marketing his product under the name The Bee Radio Set. It is complete and is equipped with two listeners. However, these may be increased if the purchaser is so minded. This product, it is claimed, is probably one of the most popular-priced successful radio receiving sets on the market, particularly so when the number of persons who can take part in the entertainment is considered.

SIMPLEX TO HAVE DEALERS' IMPRINT

The Kirkman Engineering Corp., New York City, manufacturer of the Simplex circular record cleaner, has made the important announcement that these cleaners may hereafter be obtained in quantity lots with dealers' imprint if

so desired. The Kirkman Engineering Corp. placed this product on the market many years ago and previous to the World War. With the exception of the war period, when the production was somewhat curtailed, the popularity and sales of the cleaners have enjoyed steady growth. The dealers' imprint upon these cleaners will now allow them to be used as souvenirs at openings and other special events as well as a good selling accessory.

Thomas Kirkman, president of the company, reports that K-E automatic stops are also enjoying heavy demand and is entirely optimistic over future business conditions.

IMPROVING CONDITIONS EVERYWHERE

H. Marjorie Brown, of C. Bruno & Son, Inc., Victor wholesaler, New York City, recently returned to Bruno headquarters from an extensive trip covering most of New York State and Pennsylvania. She found conditions in both these territories not only greatly improved, but very promising as regards the future. Miss Brown's methods of providing special service to the Victor dealer in his various sales problems have been much appreciated and her visits are always looked forward to throughout the trade.

SONGSTER PHONO. CO. CHARTERED

The Songster Phonograph Co., of Duluth, Minn., has been granted a charter of incorporation, under the laws of the State, with a capital stock of \$50,000. Incorporators are: J. E. Williams, W. L. Lindell and Glen S. Lockes.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING

(Continued from page 163)

VICTOR STORE FOR SALE

Exclusive store in town of 125,000 has Conn line. Big opportunity for general music business. Middle West. Address "Box 1210," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

PHONOGRAPH BOOTHS FOR SALE

Six (6) in white enamel. Bought from the National Music Stores, Philadelphia. Cost \$3,000, will sell \$350.00 F.O.B. Philadelphia. Fred A. Brown, 203 West Allegheny Ave., Philadelphia, Pa.

FOR SALE

The first responsible party making a reasonable offer for a nearly new music and voice Magnavox outfit can have it sent subject to approval. A perfect working instrument, but have no present use for it. Cost \$140. Graham Piano Co., Cortland, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Gramophone Dealers' Association Revives Hire-Purchase Question—Three-to-One Exchange Evil Doomed to Extinction—Progress in Wireless Field Suspended Pending Settlement of Proposed Association—Many Dealers Booking Space for British Industries Fair—Distribution Plans for the New World Record Make Favorable Progress—Facilities for Private Recording—New "Gem" Needle Makes Its Bow—Introduces Novel New Record Album to the Trade—The Duophone, a New Gramophone, Arouses Interest in Trade

LONDON, ENGLAND, October 4.—A gradual re-awakening to the vast trade possibilities of the system of hire-purchase has taken place since the war. At the instance of two or three gramophone manufacturers some retailers have embarked upon initial schemes and find the result highly encouraging. Presently the channel of hire-purchase will be used to a more general extent because its development is now under consideration by the Gramophone Dealers' Association. The subject is regarded as of enormous importance to all sections of the trade and was tabled for discussion at the Association's annual meeting September 29. Most traders believe that the hire-purchase system of trading has come to stay. That being so there is a general desire to arrive at an understanding for the introduction of a common method of working policy which may be adapted to the best interests of the whole industry. Considerable divergence of opinion prevails as to the best system. For instance, "His Master's Voice" institution has adopted a

plan whereby the customer makes an initial payment of 10 per cent of the cash price, the balance being payable over a period of twelve months and subject to interest at 2d. in the pound only on the outstanding amount each month. The Sonora people adopt a different way. They charge 5 per cent on the cash price, divided into twelve equal payments monthly, or any first payment by the customer is deducted from the cash price, add 5 per cent to the balance, which is payable in six or twelve equal monthly instalments.

As to the merits of either system it is difficult to lay down any very definite opinion because what may suit one locality or class of public will not another. The general adoption of one system or a combination of the two, so to establish a rock foundation of working principle, is, however, necessary. To thresh out this matter from every angle of viewpoint is the determination of the G. D. A. That it will arrive at a satisfactory solution of the many difficult aspects of the question I hope and believe.

The Three-to-One Exchange Doomed

With about twenty different records on the market, all publishing up to a dozen new titles each month, it is not surprising that the average retailer is thrown into a state bordering upon confusion. If he runs only three or four different makes, to be up to date and successful, it means the monthly stocking of a number of each new issue. Some of these, a good many, in fact, prove out-and-out duds from a sales viewpoint, and within a few months the dealers' shelves are loaded with more or less dead stock.

This represents his profit on other record sales which should be in the bank or available for business development. What does he do? He goes to the maker and requests an equitable exchange of these duds for records that the public want. The manufacturer is sorry; he has borne the expense of making these records, reminds his dealer that in no other industry are goods exchanged, and finally winds up with an offer to take back one unsalable disc at par value providing that for each one so exchanged an order is placed for two others. In other words the dealer who wants to clear, say, 200 dead records, must find room for 600 right off, probably 50 per cent of which are either very slow sellers or unsalable. Not being allowed to sell the dud stock at cost the unfortunate dealer is forced into accepting a three-to-one exchange. Thus, month by month, is the position aggravated, until eventually the "unscrupulous" retailer takes the bull by the horns and secretly disposes of the dud records at a cut price or otherwise clears his stock.

To sum up: Retail trade is restricted, the maker loses orders, bad debts accumulate, price cutting is encouraged and the whole business disorganized. After considerable pressure it may be said that record manufacturers now admit the grievance of retailers is justified and the necessity of doing something to remedy it. The case calls for the adoption of a broad policy reacting advantageously for all sections of the trade. No half measures will do. Any solution must take into consideration the interests of maker, jobber and dealer. There is a pro-

(Continued on page 166)



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DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Akti-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
liaghatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarbarger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Buluwayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenço
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orsini 2, Milan.

**EGYPT (Also for the Sudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 165)

posal on foot for the establishment of a regular semi-annual exchange of a certain percentage of records purchased each six months, this to be on a free basis of par value. It is for the manufacturers to agree.

The Wirelessness of Gramophone Dealers

Development of the wireless broadcasting scheme is still in suspense. As I reported last month the whole matter is more or less in the hands of a combination of firms which, under official direction, are forming a company. The result of their deliberations has materialized in the submission of "articles of association" to the Postmaster General, who in turn has raised objections to certain of the combine's proposals. Some of these, as expected, take the form of a monopoly and if put into operation would exclude and restrict British manufactures in addition to all imports from foreign countries. Very naturally a storm of protest has been raised against the suggested introduction of restrictions at a time when freedom of action (within limits) would result in a vast expansion of what is, to the public and the music trade at any rate, quite a new business and form of entertainment. Pending a settlement along definite and acceptable lines the Postmaster General has seen fit to suspend the further issue of licenses for receiving sets. Thus manufacturing and selling is practically at a standstill. Gramophone dealers who at first evinced considerable enthusiasm are losing interest and, in fact, the development of wireless trade has received a setback from which it will take some time to recover. The general belief is that the Government has given too free a hand to the combine and strong measures are necessary to secure an easement of the situation.

Edison Trade in Great Britain

Edison disc business in this country is to be speeded up. The sale of such high-class products is at present in the hands of a few prominent dealers, but the London office will shortly offer inducements that will enlist the interest of a wide circle of dealers.

As regard the Amberol machines and records, important price reductions are announced by a London firm of jobbers.

The Next British Industries Fair

The B. I. F., to use its common abbreviation, will be held as usual at the White City, Shepherd's Bush, next February. Musical instrument firms are now booking space and my inquiries go to show that it will be more representative of the whole trade than was the case at the last exhibition. There are certain restrictions as to the exhibit of foreign goods and the percentage of foreign parts that may be incorporated into exhibits of (so called) British manufacture. With an increasing improvement of trade the next B. I. F. should create a wide interest among traders the world over.

Unique New "His Master's Voice" Model

Of exceedingly pleasing appearance is the

new horizontal grand model just announced by the Gramophone Co. The casework, in mahogany, presents one of the most graceful designs known in the trade. Were it possible I should like to show an illustration, as no word description could describe adequately its remarkable beauty. It is now being shown in the windows of prominent London and Provincial dealers and from all accounts has properly commanded most enthusiastic praise.

The New Long-playing Record

As reported last month arrangements for marketing the World records are making good progress. Recently I visited the company's works on the riverside at Mortlake, comprising a picturesque old mansion of over forty rooms adapted admirably to the business requirements of the different departments. Cromwell Works, as the name implies, bespeaks an association with history. Oliver Cromwell's house stood on the site and indeed a part of it still remains in the form of an old ivy-covered wall. The present house, which is well over a century old, stands in extensive grounds—some six acres. The whole aspect of the place is decidedly rural.

Received by the managing director, Pemberton Billing, and in company with A. E. Hughes, sales manager, a tour of the works was made. The company's organization appears to have been planned out most effectively. There are two finely equipped recording rooms, reception and concert rooms, music library, store and stock rooms, general offices, etc., apart from managerial and departmental sections. Nothing has been left to chance, the most up-to-date systems having been installed and put into operation to promote efficient handling of the big trade anticipated.

The product itself may be described as revolutionary, since on one side of a twelve-inch record it is possible to imprint up to fifteen minutes of music, speech or song. As soon as the output of World records is sufficient to meet the home demand a selling campaign will be inaugurated in the American and other overseas markets.

Private Recording

Facilities for the private individual to record his or her own voice have been somewhat scarce. But to-day there are two firms in existence catering to this class of business. The first was the Darbycord Studios, run by Sinkler-Darby, whose experience dates back a couple of decades or more. Now we have the great music publishing house of Darewski entering the field. In this new business—or shall I call it a profession?—there are vast possibilities. A permanent phono record of your child's voice—a little song or recitation, a lecture on your favorite subject, a sermon, an electioneering or political speech, sales arguments; indeed, there are a hundred-and-one uses to which private recording may advantageously be put. It is even suggested as substitute for a Christmas card to send a personal message of greeting appropriate to the

season or upon any other suitable occasion. An excellent idea, certainly. It is all just as easy as going to a photographer's. The cost is a little different, though, all things considered, quite moderate. For a dozen ten-inch records the charge is six guineas, extra discs at 3s. 6d. each. A dozen twelve-inch would run you into nine guineas, with 5s. 6d. for each extra record. The scheme is going very well, I am told, and patrons seem quite satisfied "to hear themselves as others hear them" via the Darewski service.

A New Gramophone Needle

Samples of a new needle called "The Gem" have been received. Being gold-plated it is of good appearance with medium taper point. The makers guarantee the tempering of this gramophone needle "to be identically the same as used for high-class surgical needles." I have tested the Gem on different records and should say that it doesn't miss much. Certainly every engraving on a record is reproduced to advantage and traders out to stock reliable "points" are quite safe with the Gem. It is the product of the Chemical Sundries Manufacturing Co., of Manchester, which, by the way, showed considerable enterprise in exhibiting at a recent wireless show in London. Here I had an interesting chat with Mr. Robson, who is not unknown in the States. This gentleman is an enthusiastic gramophone man of ideas. His "Glissoline," claimed to impart a new lease of life to old records, seems to have made "a palpable hit," judging by the manner in which it is advertised and sales results.

An Unspillable Record Album

Messrs. J. E. Hough, Ltd., of Edison-Bell fame, have introduced a new line of record albums which they call the Unspillable. It is built upon the expanding screw principle and so will carry up to 18 ten or twelve-inch discs. The album opens out flat and there is a pull-out index for easy selection of any record desired. Such a unique line is bound to appeal strongly and already good orders have been placed by the dealers.

A New Zonophone Program

This month's new record program of Zonophone issues is of a varied and pleasing quality. Among the vocals we must give pride of place to Sir Harry Lauder's new songs, which will doubtless prove as popular as the great artist himself. As a fact the two are inseparable. "Bella, the Belle o' Dunoon" and "Saturday Night" on G. O. 57 makes a really entertaining record and presents Sir Harry at his best. 2240 carries "Harlequin" and "Tom o' Malmesbury," a couple of attractive songs well rendered by Leonard Hubbard, baritone. Sweet-voiced Sydney Coltham, tenor, sings "Still as the Night" and "Farewell to Summer" in duet with Leonard Hubbard. Their voices blend harmoniously and both songs are rendered throughout with pleasing effect. On 2246 Melville Gideon sings and accompanies two of his own

(Continued on page 167)

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FROM OUR LONDON HEADQUARTERS—(Continued from page 166)

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compositions, "If Winter Comes" and "Meanderin'." "Sunshine Bay" and "Wherever You Are" figure on record 2244 by Stuart Vaughan.

A couple of good selections by the Black Diamond Band are heard to advantage on record 2238. Described as a vocal waltz, "Drifting" is one of those ear-haunting compositions which will most certainly figure on every dance program this season. This chorus is twice sung by Stuart Vaughan as interlude between the fine rendering of the Black Diamonds. This band is responsible for another pleasing selection on the obverse, "The Sheik," an Arabian fox-trot. Altogether a very satisfactory list of which the above only forms a part.

The Duophone

This is a new gramophone just marketed here. The dual achievement which the name implies is represented by a double tone arm and twin sound boxes. Joined together, edge on as it were, the first diaphragm carries what is called a treble stylus, the second being equipped with a stouter bar for the bass. Both run into a single needle holder. By means of the double sound box arrangement sound is directed along separate channels or tone arms to the resonating chamber. This unique system is but one of several new features incorporated in the Duophone gramophones which are put up in choicely designed cabinets of different woods and styles. By the pressure of a knob on the outside of the cabinet the motor can instantly be stopped and the needle lifted off the record simultaneously. Quite a useful device.

At a recent and well-attended demonstration to members of the press the Rt. Hon. Earl of Hardwicke took the chair. Amid much enthusiasm several kinds of records were played and it was very evident by the applause of

those present that the Duophone well justified its ability to distil sweet music with remarkable fidelity. The inventor, C. Leslie Newland; Wm. Noon, managing director, and other officials of the company were well pleased with the results of this public christening of the Duophone.

Miscellaneous Notes of Interest

Mme. Tetrizzini is once more with us. She has brought with her Signor Toto Amici, said to be a wonderful player of the guitar, who will accompany Madame when she makes some new H. M. V. records. A novel combination.

The Sonora agents here, Keith Prowse & Co., Ltd., announce that the price of Melodie model is reduced from £23 10s. to £19 10s. A pleasing effect of improved British-American money exchange.

The Vocalion record people have made a competitive move here by reducing the price of several labels and reclassifying others.

Notwithstanding a certain amount of opposition to the working basis of the hire-purchase scheme introduced by the Gramophone Co., Ltd., it is going stronger than ever. The success of this scheme, I am informed, justifies its continuance. To make it more widely known and appreciated the scheme is being generously advertised throughout the press.

Trade rumors that the Guardsman record is defunct are denied by Messrs. Lugton & Co., this city, who inform me that as owners of the trade-mark, matrices, etc., they are carrying on, making new issues monthly.

At the last Leipzig Fair the Gramophone exhibitors numbered twenty-seven. Many more exhibit at the Spring show.

Big sales are anticipated for the Regal records of the U. S. Naval Reserve Band just issued by the Columbia Co.

J. E. Hough, Ltd., announce a reduction in the prices of their Edison-Bell Discaphones and all orders are now executed on carriage-paid terms.

As bearing upon the industrial situation and the spending power of the people it is good news that during August a reduction of over five points in wholesale prices has been registered, while the price of industrial materials fell by 1 per cent.

Each week, too, shows a reduction of the number of unemployed. On August 28 the total

of wholly unemployed was 1,331,400, being 2,289 less than in the preceding week and 492,333 below the figures recorded in January. Also there is a reduction of the number of short-time workers receiving relief.

The newspapers here have been devoting much space to the effect of the new import tariff adopted by America. Traders this side naturally raise strong objection to an increase of your tariff scale, averring that it will result in the almost entire exclusion of British manufactures from the U. S. A. markets. A political cloak, too, is thrown over many of the arguments raised against what is described as an economic problem. In comparison with other trades the amount of musical goods exported from this country to America is of negligible quantity. Nevertheless it is felt that your increased tariff duty will bar the export of British musical products.

VALUES ON CANADIAN IMPORTS**Amended Form of Oath and Certificate of Value to Be Required After October 1**

WASHINGTON, D. C., September 30.—An amended form of oath and certificate of value will be required by the Canadian Government for importations to Canada beginning October 1, according to advices received by the Department of Commerce. The most important change is the elimination of the following clause relating to fair market value from Oath Form 2, Certificate Form M and Declaration Form N:

"And that such fair market value is not lower than the wholesale price of the said goods at the said time and place, and that in the case of new or unused goods such fair market value is not less than the actual cost of production or similar goods at said time and place, plus a reasonable profit thereon;" and by adding the following paragraph to Forms M and N:

"That each article on this invoice is bona fide the produce or manufacture of the country specified on the invoice in the column provided for that purpose."

A column will now be required on Forms M and N, for the entry under general tariff, showing the country of manufacture or production.

A talking machine shop has been opened in the Y. M. C. A. building in Burlington, Vt., by C. W. Ross.

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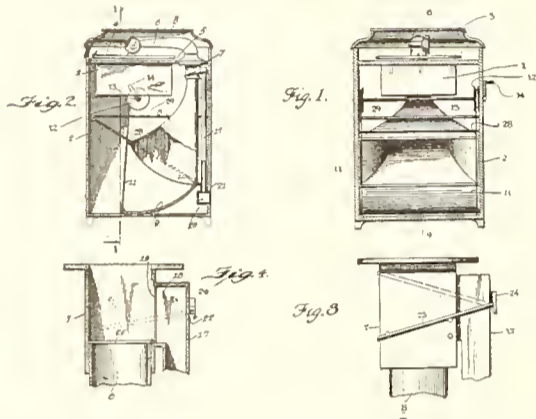
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 10.—Phonograph.—Severin Joel Rognlie, Lewiston, Mont. Patent No. 1,420,668.

This invention is an improvement in phonographs and has for its object to provide mechanism for connection with a phonograph of any character, for providing a greater variety of tone, wherein, in addition to the main horn, there is an auxiliary trumpet horn opening at the back of the cabinet to produce a distant, trumpet effect. In the drawings: Figure 1 is a vertical section through a phonograph cabinet



provided with the improvement; Fig. 2 is a similar view at right angles to Fig. 1; Fig. 3 is a side view of the connection between the trumpet horn and the main horn or amplifier; Fig. 4 is a vertical section of the same.

Sound-recording and Reproducing Machine.—Wm. E. Birket, Peoria, Ill. Patent No. 1,422,022.

This invention relates to sound-recording and reproducing machines, having especial reference, however, to certain mechanism in connection with the motor thereof and the so-called "tone arm," by which to govern the speed of rotation of the turntable upon which the record-disc is carried.

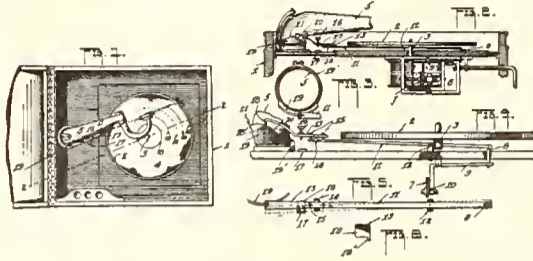
In present-day motor-operated machines the turntable is rotated at a certain definite speed. That is to say, the shaft carrying said table, in one type of machine at least, is driven at the arbitrary speed of seventy-eight revolutions per minute. This shaft speed, or any other speed, for that matter, means, therefore, that the record-disc must have the same speed. At the inner end or terminal of the scroll this rate of travel for the disc beneath the stylus is perhaps desirable, but at the margin of the disc the travel beneath the stylus is exceedingly rapid, which means, for purposes of comparison, that at said margin or the starting end of the scroll a recorded sound will be very long and two recorded sounds will be very widely spaced from one another, whereas at said inner terminus these recorded sounds will be short and lie very close together.

Now, were the impressions at the margins and over the entire intervening surface of the disc as closely placed as at the said inner terminus of the scroll it is clear that a much longer "record" could be produced in the same length of scroll for any given diameter of disc. And that this may be done it is necessary that the rate of travel of the disc beneath the stylus be the same at all times without respect to the position of such stylus.

The main object of the invention, therefore, is that of providing mechanism for so controlling the motor, whatever its type, that the speed of travel of the disc beneath the stylus will be the same at all positions of the latter between the beginning of the scroll and the terminus thereof, both in a recording and reproducing machine.

In the accompanying drawing Figure 1 is a plan of a conventional type of sound reproducing machine; Fig. 2 is a sectional elevation of part of the same on a larger scale taken on

line 2—2, Fig. 1; Fig. 3 is a cross section of a tone-arm and a cam attached thereto; Fig. 4 is an elevation similar to Fig. 2 in which the parts are produced on a larger scale; Fig. 5 is

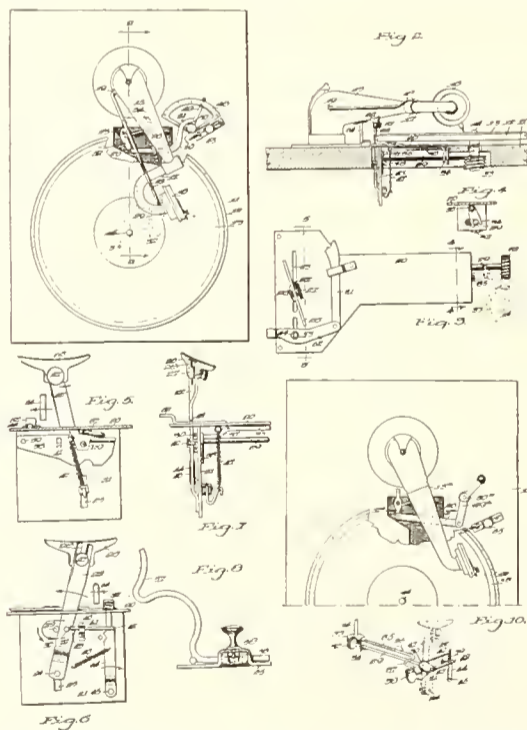


a plan of certain mechanism shown in the previous figures, and Fig. 6 is a transverse section, in elevation, of a part shown both in Fig. 5 and some of the other figures.

Apparatus for Resetting Sound Reproducers. Jacob J. Riser, Shelbyville, Ind. Patent No. 1,421,568.

The present invention relates to mechanism for automatically repeating the reproduction from the record of a sound-reproducing apparatus, and the object is to provide a relatively simple structure which can be readily placed upon and will properly operate the usual mechanism of an apparatus of the above character.

In the accompanying drawings Figure 1 is a plan view of one well-known type of reproducing apparatus, showing the novel mechanism in place; Fig. 2 is a sectional view on the line 2—2 of Fig. 1; Fig. 3 is a plan view of the reproducer return mechanism; Fig. 4 is a detail sectional view on the line 4—4 of Fig. 3; Fig. 5 is a cross-sectional view taken substantially on the line 5—5 of Fig. 3; Fig. 6 is an end elevation of the structure shown in Fig. 3; Fig. 7 is a side elevation; Fig. 8 is a view in elevation of



the stop abutment; Fig. 9 is a perspective view somewhat diagrammatic in its character of the operating mechanism; Fig. 10 is a plan view of a slightly modified form of construction.

Correction Device.—Frank C. Hinckley, Bridgeport, Conn., assignor to the Columbia Graphophone Co., same place. Patent No. 1,421,472.

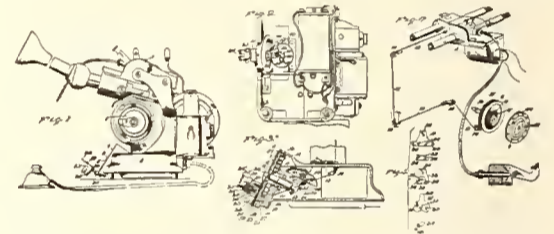
This invention relates to so-called "correction devices" for sound-recording and sound-reproducing machines, and it has for an object to provide an improved device of this character which may be manipulated with ease and speed, and which is simple in construction, inexpensive to manufacture and install, and efficient in operation.

This application is a division of application Sr. No. 156,044, filed March 20, 1917.

Stated broadly, the invention comprises, in combination with a record-tablet support and a sound box movable across a record-tablet mounted thereon, a correction device comprising a support for a correction sheet, which is preferably rotatable, one or more markers for coaction with a correction sheet on said support, preferably mounted for movement into and out of operative relation with said support, and means for causing relative movement of said support and marker or markers simultaneously with and in proportion to the movement of the sound box across the record-tablet. When a plurality of markers are employed they are preferably so positioned as to coact respectively with different paths on the correction sheet, and also preferably so constructed as to make marks or indentations directed to the same point on a scale.

The invention is capable of receiving a variety of mechanical expressions, one of which is shown on the accompanying drawings, but it is to be expressly understood that the drawings are for purposes of illustration only and are not to be construed as a definition of the limits of the invention.

In said drawings Figure 1 is an elevation of a sound-recording or reproducing machine provided with a correction device in accordance



with the present invention; Fig. 2 is a bottom plan view of the machine; Fig. 3 is an enlarged vertical section of the correction device; Fig. 4 is a perspective showing somewhat diagrammatically the operative connections between the sound-box carriage and the correction-sheet support; and Fig. 5 is a detail of certain elements of the correction device.

Talking Machine.—Delaware J. Hood, Philadelphia, Pa. Patent No. 1,422,712.

The object of this invention is to provide a talking machine and a support and enclosure therefor, so adapted one to the other as to enhance the beauty of the whole, reduce the required floor space and at the same time provide an amplifier of relatively large area.

The invention comprises a talking machine, all the parts of which, including the motor, sound record table, tone arm and amplifier, are mounted on the rear of a door which may constitute the front of an enclosure. The enclosure may be portable, the amplifier being arranged vertically above the record table and opening through the upper part of the door itself, thereby directing the sound into the upper portion of the room.

A preferred embodiment of the invention is shown in the accompanying drawings, wherein—Figure 1 is a front view of the invention;

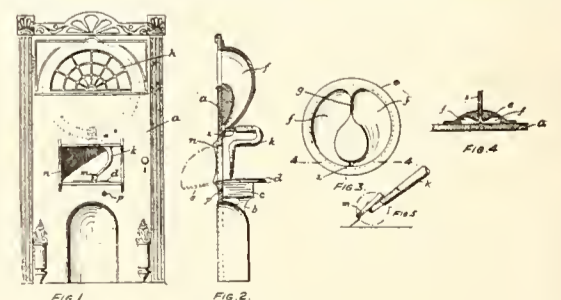


Fig. 2 is a sectional view; Fig. 3 is a detached front view of the sound amplifier; Fig. 4 is a detail sectional view through a portion of the door and the portion of the amplifier adjacent

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 168)

thereto; and Fig. 5 is a detail view of the adjustable sound box.

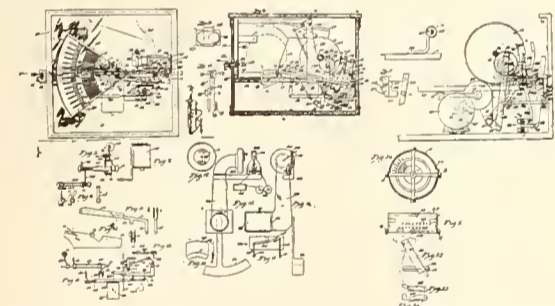
Automatic Phonograph.—Hadwen Swain, San Francisco, Cal. Patent No. 1,422,321.

This invention relates to an automatic phonograph.

It is the principal object of this invention to provide a phonograph adapted to be actuated to consecutively or selectively play a series of phonograph records.

The invention contemplates the use of a disc magazine which operates in conjunction with a mechanism for selectively removing the discs from the magazine and placing them in playing relation to a reproducing mechanism for consecutive or continuous playing, thereafter restoring the disc to the magazine after the playing operation and discontinuing the operation of the motor by which the entire apparatus is driven, said mechanism also embodying means for automatically adjusting the tone arm to records of varying diameters.

The example in the drawings: Figure 1 is a view in plan disclosing the phonograph case within which is positioned the disc magazine, the reproducer mechanism and the timing apparatus connecting the magazine and said mechanism; Fig. 2 is a view in vertical section as seen on the line 2—2 of Fig. 1, particularly disclosing the mechanism for controlling the discs and whereby they are transferred from the magazine to the turntable and thereafter returned. Fig. 3 is an enlarged view in plan illustrating the coin control mechanism. Fig. 4 is a view in end elevation illustrating the stop arm for receiving the records and further disclosing the manner in which this arm is oscillated to accommodate records of various diameters; Fig. 5 is an enlarged fragmentary view illustrating the timing mechanism of the apparatus; Fig. 6 is an enlarged view in side elevation illustrating the cam by which the magazine escapement is operated; Fig. 7 is a view disclosing the gear latch mechanism; Fig. 8 is a fragmentary view in plan illustrating the disc return mechanism; Fig. 9 is an enlarged view disclosing the magnet by which the disc



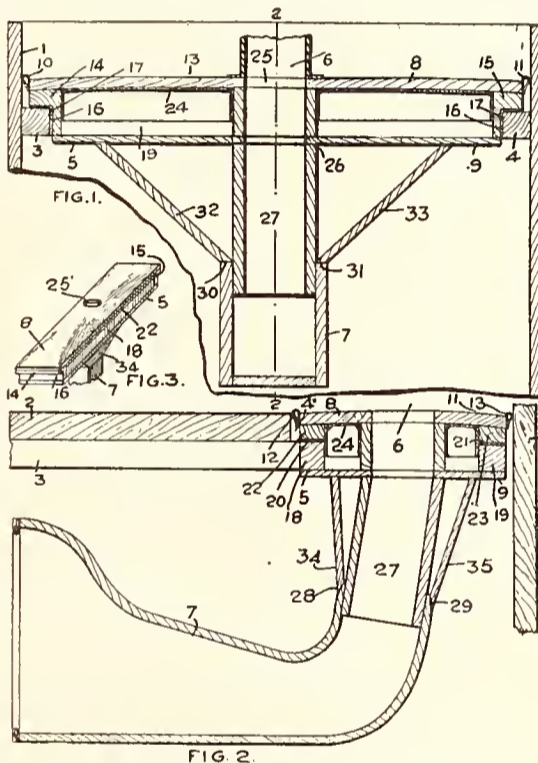
return is effected; Fig. 10 is a view in elevation illustrating the shifting yoke used in the disc return mechanism; Fig. 11 discloses views in side and end elevation of the lower disc runway; Fig. 12 discloses views in side and end elevation of the upper disc runway; Fig. 13 is a view in elevation illustrating the disc centering mechanism as seen transversely of the machine; Fig. 14 is a view in elevation illustrating the connecting members by which the centering pin is operated, as shown in Fig. 13; Fig. 15 is an enlarged view of the reproducing arm and the contact members carried thereby as well as the electrical connections to said contact members; Fig. 16 is

a view in end elevation of the reproducer arm; Fig. 17 is a diagrammatic view of a phonograph disc proper with the stop members which the present invention requires; Fig. 18 discloses views in plan and side elevation of the stop member, which is applied to the phonograph disc; Fig. 19 is a view of a switch member; Fig. 20 is a view in plan illustrating a circular disc magazine; Fig. 21 is a view in elevation illustrating the ratchet holes therealong; Fig. 22 is a view illustrating a lock plate in its operative and inoperative positions; Fig. 23 is a view in elevation illustrating the magazine feed pawl; Fig. 24 is a view in elevation illustrating the magazine lock pawl.

Phonograph. James Shaw, Toronto, Ontario, Canada. Patent No. 1,422,310.

This invention relates to improvements in phonographs, and the object of the invention is to devise means for increasing the tonal qualities of the instrument, to take away all harshness and to mellow and enrich the tone.

Figure 1 is a cross-sectional view through the upper portion of the phonograph cabinet showing the device located therein; Fig. 2 is a sec-



tional view on line 2—2, Fig. 1; Fig. 3 is a diminutive perspective view of the device for increasing the tonal qualities of the instrument.

Record Turner for Phonographs. Glenn R. Knick, Troy, Ohio. Patent No. 1,422,989.

This invention relates to new and useful improvements in phonographs and particularly to mechanisms for manipulating the records thereof.

One object of the invention is to provide a mechanism by means of which a record will be lifted from the turntable, turned over, and replaced on the turntable.

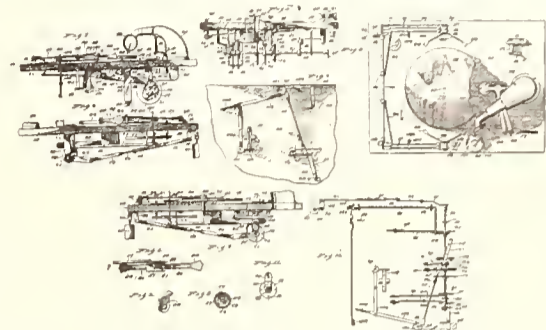
Another object is to provide a mechanism whereby the sound box and tone arm will be lifted from the record, when the inner groove has been reached, the record lifted and turned over, the record replaced on the turntable, and the sound box and tone arm moved into position for playing the other side of the record.

A further object resides in the provision of means for adjusting the mechanism for operation with either a ten or twelve-inch record.

In the drawings:

Figure 1 is a side elevation of the mechanism, the top board and turntable being shown in connection therewith; Fig. 2 is a side elevation viewed from the opposite to that of Fig. 1; Fig. 3 is an elevation looking toward the back of the tone arm; Fig. 4 is a top plan view, a portion of the turntable being removed; Fig. 5 is a bottom plan view of the top or motor board, showing the portions of the mechanism mounted thereon; Fig. 6 is a vertical sectional view through the device, on the line 6—6 of Fig. 4, showing the record gripping means and the spring engaging the flattened portion of the

shaft thereof; Fig. 7 is a vertical sectional view through the device on the line 7—7 of Fig. 3; Fig. 8 is an enlarged detail view of the tripping pawl means, in connection with the ratchet wheel, of the record turning arms; Fig. 9 is a detail view of the blocks by means of which the record gripping arms are regulated to grip

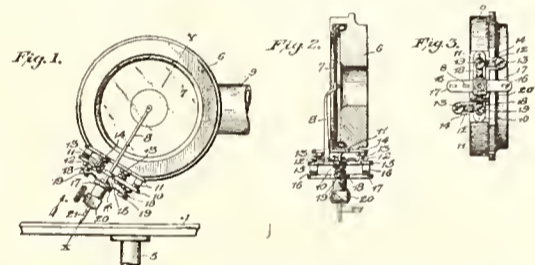


a ten-inch or twelve-inch record; Fig. 10 is a horizontal sectional view taken on the line 10—10 of Fig. 1, just below the lower face of the motor board; Fig. 11 is a detail view of the gear 72 and the pawl means carried thereby.

Phonographic Sound Box. Louis J. Bergdoll (by judicial change Bergson), Philadelphia, Pa. Patent No. 1,423,387.

It is an object of this invention to provide a phonographic sound box, for use with the usual types of phonographic and other similar sound-reproducing machines, that from a record will reproduce music and faithfully, and that will avoid to a minimum the production of sound occasioned by the usual scratch or contact interference of the stylus-point or equivalent on the record.

With this object in view, the invention provides between the sound box and stylus-point means so arranged as to absorb shocks imparted



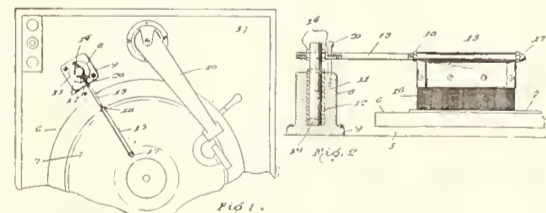
by inequalities in the record to the stylus-point in a plane substantially parallel with that of the diaphragm.

Figure 1 is a view in elevation; Fig. 2 is a sectional view on the line X—Y, Fig. 1; Fig. 3 is a view of parts as seen when looking in the direction of the arrow, Fig. 1.

Brush for Talking Machines. Thomas S. Grow, Allentown, Pa. Patent No. 1,324,523.

This invention relates to a brush device used in connection with talking machines for sweeping the record discs thereof and thus dislodging and removing all dust and other foreign particles from the grooves of the disc in which the needle works.

The invention has for its object to provide a very simple and efficient brush device of the



kind stated, which can be readily attached to the machine, and which is so positioned that it does not interfere with the proper operation of the machine.

In the drawing: Figure 1 is a plan view of a phonograph partly broken away, showing an embodiment of the device and Fig. 2 is an elevation of the device partly in section.

Mrs. Hilda Murphy, formerly with the R. L. Berry Music House, Springfield, Ill., is now connected with the record department of Block & Kuhl, Victor dealers, of that city.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York
TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for November, 1922

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18925 Life's Railway to Heaven, Charles Harrison-Clifford Cairns 10
The Harbor Bell, Charles Harrison-Clifford Cairns 10
18942 Away Down SouthPeerless Quartet 10
Way Down Yonder in New Orleans, Peerless Quartet 10
18943 All Over Nothing at All, Aileen Stanley-Billy Murray 10
I'll Stand Beneath Your Window Tonight and Whistle.....Aileen Stanley-Billy Murray 10
18944 For the Sake of Auld Lang Syne, Lewis James 10
Call Me Back, Pal o' Mine...Charles Harrison 10
- ### DANCE RECORDS
- 18928 After a While—Fox-trot, All Star Trio and Their Orch. 10
I'm Happy—Fox-trot, All Star Trio and Their Orch. 10
18945 When the Leaves Come Tumbling Down—Fox-trot.....Clyde Doerr and His Orch. 10
Zenda—Fox-trot.....Zez Confrey and His Orch. 10
18946 Chicago—Fox-trot, Paul Whiteman and His Orch. 10
Early in the Morning Blues—Fox-trot, The Virginians 10
18947 Suez—Fox-trot.....Clyde Doerr and His Orch. 10
I Wish I Knew—Fox-trot, Clyde Doerr and His Orch. 10
18948 Stuttering—Fox-trot.....Benson Orch. of Chicago 10
Those Longing for You Blues—Fox-trot, Benson Orch. of Chicago 10
18949 I'll Build a Stairway to Paradise—Fox-trot, Whiteman and His Orchestra 10
You Remind Me of My Mother—Fox-trot, Whiteman and His Orch. 10
18950 I Found a Four Leaf Clover—Fox-trot, Paul Whiteman and His Orch. 10
Two Little Ruby Rings—Fox-trot, Paul Whiteman and His Orch. 10
- ### VOCAL AND INSTRUMENTAL RECORDS
- 45329 Lilly Dale....Olive Kline and Criterion Quartet 10
The Gypsy's Warning.....Elsie Baker 10
55176 Don Juan (Part I) (Strauss), Symp. Orch. under Direction of Albert Coates 12
Don Juan (Part II) (Strauss), Symp. Orch. under Direction of Albert Coates 12
55177 Don Juan (Part III) (Strauss), Symp. Orch. under Direction of Albert Coates 12
Don Juan (Part IV) (Strauss), Symp. Orch. under Direction of Albert Coates 12
18926 Ross' Double Shuffle...“Black Face” Eddie Ross 10
Ross' Juba.....“Black Face” Eddie Ross 10
- ### RED SEAL RECORDS
- FRANCES ALDA, *Soprano*
66093 The Singer.....Elsa Maxwell 10
LUCREZIA BORI, *Soprano*—In Italian
87346 Così fan Tutti—In uomini, in soldati (School for Lovers—In Lovers and in Soldiers for Constancy You Look!).....Mozart 10
SOPHIE BRASLAU, *Contralto*
66084 Somebody Loves Me!.....Hattie Starr 10
FEODOR CHALIAPIN, *Bass*
88661 Boris Godounov (Farewell of Boris) (Farewell, My Son, I am Dying).....Moussorgsky 12
EMILIO DE GOGORZA, *Baritone*
66094 Waiting for Your Return, Genise-De Curtis-Caesar 10
GERALDINE FARRAR, *Soprano*
87348 Si mes vers avaient des ailes (Were My Song With Wings Provided), Victor Hugo-Reynaldo Hahn 10
FLONZALEY QUARTET
74693 Quartet in G Major—Finale.....Mozart 12
BENIAMINO GIGLI, *Tenor*—In Italian
66095 Pauliaci (Vesti la giubba) (On With the Play), Leoncavallo 10
JASCHA HEIFETZ, *Violinst*
(Piano accompaniment, André Benoist)
66097 Zapateado (The Cobbler) (Spanish Dance), Sarasate 10
MARIA JERITZA, *Soprano*—In German
74776 Flying Dutchman—Traft ihr das Schiff (A Ship the Restless Ocean Sweeps).....Wagner 12
FRITZ KREISLER, *Violinist*, and HUGO KREISLER, *Violoncellist*
(With piano accompaniment)
87379 Serenade.....W. Jeral-F. Kreisler 10
JOHN McCORMACK, *Tenor*
66096 Oh Sleep! Why Dost Thou Leave Me? (From “Semele”)Handel 10
IGNACE JAN PADEREWSKI, *Pianist*
74777 The Maiden's Wish (Chant polonais), Chopin-Liszt 12
PHILADELPHIA ORCHESTRA
(Leopold Stokowski, Conductor)
66098 Moment Musical.....Schubert 10
The following records were released September 22. They will appear in the November, 1922, Supplement.
18941 Mr. Gallagher and Mr. Shean (Part I), Ed Gallagher and Al Shean 10
Mr. Gallagher and Mr. Shean (Part II), Ed Gallagher and Al Shean 10
18940 Three O'Clock in the Morning—Waltz, Paul Whiteman and His Orch. 10
Oriental—Fox-trot, Paul Whiteman and His Orch. 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 80185 La Gioconda, “Voce di donna, o d'angelo” (Voice of Angel or Mortal) (Ponchielli) Contralto Solo.....Jeanne Gordon 10
80392 Where My Caravan Has Rested (Lohr)—Soprano and Contralto Duet, Rosa and Carmela Ponselle 10
A6220 Magic Flute, “Possente Numi” (Oh Isis and Osiris) (Mozart)—Bass Solo, Jose Mardones 12
Nabucodonosor, “Del futuro nel hujo discerno” (The future o'ercast I see) (Verdi)—Bass Solo.....Jose Mardones 12
49899 Scenes De La Csarda, No. 12 (Hubay)—Violin Solo.....Duci de Kerekjarto 12
A3685 Cradle Song (Brahms-Grainger)—Piano Solo.....Percy Grainger 10
Spoon River (American Folk Song) Masters-Grainger—Piano Solo.....Percy Grainger 10
A3677 Sally in Our Alley (Bridge)—Instrumental Quartet.....London String Quartet 10
Cherry Ripe (Bridge)—Instrumental Quartet.....London String Quartet 10
A3678 I Loves You Mister Coon (Browne)—Banjo and Piano Accompaniment—Baritone Solo.....Harry C. Browne 10

- De Colored Barbecue (Browne)—Orchestra and Banjo Accompaniment—Baritone Solo.....Harry C. Browne 10
A3691 Princeton Songs—Medley No. 1.
1. The Orange and the Black.
2. Steps Song.
3. Princeton Cannon Song March. (Carter '88, Hewitt and Osborn, '07) Male Quartet.....Shannon Four 10
Princeton Songs—Medley No. 2.
1. Princeton Forward March.
2. Princeton Jungle March.
3. Going Back to Nassau Hall. (Clark, '05)—Male Quartet.....Shannon Four 10
A3687 Kitten on the Keys (Confrey)—Piano Duet.....Frank Banta and Jack Austin 10
A Bunch of Keys (Richman)—Piano Duet, Frank Banta and Jack Austin 10
A3679 The Blackbird (Irish Song Dance)—Irish Pipes, Violin and Piano Trio, Ennis, Morrison and Muller 10
Medley of Irish Reels: 1. The Bag of Potatoes—2. Temple House Reel—3. Pigeon on the Gate—Irish Pipes, Violin and Piano Trio, Ennis, Morrison and Muller 10
A3697 Coal Black Mammy (St. Helier)—Fox-trot.....Eddie Elkins' Orchestra 10
Tempting (Gumble and Monaco)—Fox-trot.....Eddie Elkins' Orchestra 10
A3695 Mary Ellen (Simon and Berg)—Fox-trot, Ray Miller and His Orchestra 10
Who'll Take My Place (When I'm Gone) (Fazioli)—Fox-trot, Ray Miller and His Orchestra 10
A3693 Don't Bring Me Posies (Rose)—Fox-trot, Frank Westphal and His Rainbow Orchestra 10
State Street Blues (Thompson and Williams)—Fox-trot, Frank Westphal and His Rainbow Orchestra 10
A3689 Wonderful You (Edwards)—Fox-trot, Ray Miller and His Orchestra 10
Suzanna (Davis and Gottler)—Waltz—Incidental Singing by Lewis James, Prince's Dance Orchestra 10
A3681 Thru' the Night (Logan)—Waltz, Prince's Dance Orchestra 10
Love's Lament (Piquet)—Waltz, Prince's Dance Orchestra 10
A3680 Hawaiian Nightingale (De Leath)—Waltz —Xylophone Solo.....Jess Libonati 10
Isle of Zorda (Nurnberg-Hagen)—Fox-trot —Xylophone Solo.....Jess Libonati 10
A3694 I'll Stand Beneath Your Window Tonight and Whistle (Benson, McHugh, Price), Al Jolson, Comedian 10
When You and I Were Young Maggie Blues (Frost and McHugh), Van and Schenck, Comedians 10
A3692 I'm Nobody's Gal (From “Strut Miss Lizzie”) (Creamer and Layton), Dolly Kay, Comedienne 10
Sweet Man o' Mine (Turk and Robinson), Dolly Kay, Comedienne 10
A3699 My Honey's Lovin' Arms (Meyer)—Ray Miller's Novelty Orchestra Accompaniment—Tenor Solo.....Frank Crumit 10
I Wish I Knew (You Really Loved Me) (Spencer, Anderson, Bryant)—Ray Miller's Novelty Orchestra Accompaniment —Teno Solo.....Frank Crumit 10
A3698 Nelly Kelly, I Love You (Intro.: “The Voice in My Heart,” from “Little Nellie Kelly”) (Cohan)—Medley Waltz, Prince's Dance Orchestra 10
You Remind Me of My Mother (From “Little Nellie Kelly”) (Cohan)—Tenor Solo.....Charles Hart 10
A3696 Sugar Blues (Williams)—Comedienne and Jazz Band, Leona Williams and Her Dixie Band 10
The Meanest Man in the World (Milady's Blues)—Comedienne and Jazz Band, Leona Williams and Her Dixie Band 10
- ### MID-MONTH LIST
- #### DANCE MUSIC
- A3690 Early in the Morning (Brown and Klages) Fox-trot.....Ray Miller and His Orchestra 10
Dixie Highway (Donaldson)—Fox-trot, Ray Miller and His Orchestra 10
A3688 Tricks (Confrey)—Fox-trot, Eddie Elkins' Orchestra 10
Are You Playing Fair? (Cohen and Siegrist)—Fox-trot, Eddie Elkins' Orchestra 10
A3676 Hot Lips (Busse, Lange and Davis)—Fox-trot.....Ted Lewis and His Band 10
I Love You, Sweet Angeline (From “Strut Miss Lizzie”) (Creamer and Layton)—Fox-trot.....Ted Lewis and His Band 10
- #### POPULAR SONGS
- A3682 Oh! Is She Dumb (Gottler), Eddie Cantor, Comedian 10
Susie (Kalmar and Ruby), Eddie Cantor, Comedian 10
A3686 Call Me Back, Pal o' Mine (Dixon)—Tenor Solo.....Lewis James 10
While the Years Roll By (Austin)—Male Quartet.....Criterion Quartet 10

EDISON DISC RE-CREATIONS

- 50975 The Trail To Long Ago, John Young and George W. Reardon 10
There's Silver in Your Hair (But There's Gold Within Your Heart).....Lewis James 10
50976 Dinnie Donohue, the District Leader—Irish Monologue.....William Cahill 10
Save a Little Dram for Me.....Duke Rogers 10
50977 The Bird of Gold.....Reed Orchestra 10
Adieu.....Reed Orchestra 10
50978 Flanagan's Real Estate Deal—Vaudeville Specialty.....Steve Porter 10
From Here to Shanghai.....Collins and Harlan 10
50979 Since First You Smiled on Me, Herbert C. Tilley, Jr. 10
Grandfather's Clock, Helen Clark, Walter Scanlan and Chorus 10
50980 (a) Rigaudon, Op. 49, No. 2 (b) Schon Rosmarlin—Piano Solo.....Olga Steeb 10
Valse Arabesque—Piano Solo.....Andre Benoist 10
51019 To-Morrow Land Waltz Medley (Intro: “Another Waltz”) Piano Solo Ernest L. Stevens (a) Peruvian Triste (b) Pan-American Waltz—Piano Solo.....Carlos Valderrama 10
80726 Voice di donna (La Gioconda).....Rosa Olitzka 10
80727 Forgotten—Violin, Violoncello, Flute and Harp, Losey's Instrumental Quartet 10
- Massa's In De Cold, Cold Ground—Violin, Violoncello, Flute and Harp, Losey's Instrumental Quartet 10
80728 Crossing the Bar.....Criterion Quartet 10
We're Going Home Tomorrow.....Metropolitan Quartet 10
82267 Sorgi, o Padre—Bianca e Fernando, Claudia Muzio 10
Pace, mio Dio!—La Forza Del Destino, Claudia Muzio 10
82268 Madamina! Il catalogo—Part 1—Don Giovanni, Arthur Middleton 10
Madamina! Il catalogo—Part 2—Don Giovanni, Arthur Middleton 10
- ### FLASHES
- 51037 Hot Lips—Fox-trot.....Ernest L. Stevens Trio 10
Love Sends a Little Gift of Roses—Valse Sentimentale.....Ernest L. Stevens' Trio 10
51042 The Magic Mirror—Waltzes, Ernest L. Stevens' Trio 10
Hesitation—Waltz Valse Boston, Ernest L. Stevens' Trio 10
51045 Are You Playing Fair?—Fox-trot, Broadway Dance Orchestra 10
Stuttering—Fox-trot...Broadway Dance Orchestra 10
51047 Love's Symphony—Fox-trot, Harry Raderman's Orchestra 10
Burning Sands—Fox-trot, Harry Raderman's Orchestra 10
- ### RELEASED ON ORDER
- 51043 Tricks—Fox-trot.....Broadway Dance Orchestra 10
Mammyland—Fox-trot.....Ernest L. Stevens' Trio 10
51044 Down Old Virginia Way, Walter Scanlan and Helen Clark 10
When the Moon is Shinin' Down in Alabam, Al Bernard and Frank Kamplain 10
51046 Mentra Gwen, the Stars in Heav'n Are Bright.....R. Festyn Davies 10
O! Byddai'n Haf O Hyd.....R. Festyn Davies 10

EDISON AMBEROL RECORDS

- 4615 Hurry Along, Liza, With Me, Al Bernard and Ernest Hare 10
4616 The Maid From the Highlands, American Symphony Orchestra 10
4617 If a Picture I Could Paint.....Walter Scanlan 10
4618 (a) Rigaudon, Op. 49, No. 2; (b) Schon Rosmarin—Piano Solo.....Olga Steeb 10
4619 When the Robin Calls His Mate, Harvey Hundermyer and Chorus 10
4620 A Country Fiddler at Home...Charles Ross Taggart 10
4621 Not Half Has Ever Been Told, Metropolitan Quartet 10
4622 Nocturne in A Flat, Op. 290.....Reed Orchestra 10
4623 Hymns My Dear Old Mother Sang to Me, William Krafft and Chorus 10
4624 Kindness.....The Harmony Four 10
4625 Just Keep On Smiling, J. Harold Murray and Chorus 10
4626 Coo-Coo—Fox-trot from Al Jolson's “Bombo,” Al Jolson, Comedian 10
4627 Ham and Eggs.....Collins and Harlan 10
Green Bros. Novelty Band 10
- ### TWO BOHEMIAN SELECTIONS
- 9868 Smes Cesko-Slovakych pisni—Cis 1 (Medley of Czecho-Slovak Folk Songs)—No. 1—Houslove Solo (Violin).....Milan Lusk 10
9869 Slovenske a Cesko pisne (Slovak-Czech Folk Songs) Houslove Solo (Violin).....Milan Lusk 10
- ### AMBEROL HITS FOR NOVEMBER
- 4646 Two Little Wooden Shoes—Fox-trot (From “Spice of 1922”).....Broadway Dance Orchestra 10
4647 With His Umpah on the Umpah Isle, Collins and Harlan 10
4648 I'll Stand Beneath Your Window Tonight and Whistle—Fox-trot (from “Spice of 1922”), Green Bros. Novelty Band 10
4649 My Old Hawaiian Home, Palakiko's Hawaiian Orchestra 10
4650 Say It While Dancing—Fox-trot, Broadway Dance Orchestra 10

BRUNSWICK RECORDS

THIRTY-FIRST RELEASE

- 15025 Zaza-Zaza (“Zaza, Little Gypsy”) (Piccola Zingara) (Leoncavallo)—In Italian, Baritone with Orchestra.....Giuseppe Danise 10
Zaza-Buona Zaza (“Dear Zaza”) (Leoncavallo)—In Italian, Baritone with Orchestra, Giuseppe Danise 10
50016 On Wings of Song (Mendelssohn-Liszt)—Pianoforte Solo.....Leopold Godowsky 10
Tarantella Venezia E Napoli (Liszt)—Pianoforte Solo.....Leopold Godowsky 10
13054 Snowy Breasted Pearl (Robinson)—Tenor with Orchestra.....Theo Karle 10
Off in the Stilly Night (Moore Stevenson)—Tenor with String Quartet.....Theo Karle 10
25013 Racheim (“Mercy”) (Brown-Mana Zucca)—In Yiddish, Soprano with Orch.....Dorothy Jardon 10
Yom Kippur (“Cry of Attonement”) (Silberstein-Silberta)—In Yiddish, Soprano with Orchestra.....Dorothy Jardon 10
5166 Danny Deever (Kipling-Damrosch)—Baritone with Orchestra.....Richard Bonelli 10
Clang of the Forge (Vaughan-Rodney)—Baritone with Orchestra.....Richard Bonelli 10
5165 Messiah (He Shall Feed His Flock) (Handel)—Contralto with Orch.....Elizabeth Lennox 10
Elijah (Oh, Rest in the Lord) (Mendelssohn)—Contralto with Orch.....Elizabeth Lennox 10
5169 Cavalleria Rusticana (Selection) (Mascagni)—Concert Band.....Vessella's Italian Band 10
Faust (Soldiers' Chorus) (Act. IV—Scene I) (Gounod)—Concert Band.....Vessella's Italian Band 10
2322 Lovely Lucerne (Leigh-Godin)—Violin with Orch.....Fredric Fradkin 10
Three o'Clock in the Morning (Terriss-Robledo)—Violin with Orch.....Fredric Fradkin 10
2312 Irish Reels (Medley No. 2) (“Guilderoy”) (“Straight Reel Jig”) (“Harvest Home”) (“McDonald's Reel”) (College Hornpipe”) (“Some Distance from Prussia Reel”)—Violin and Accordion.....Dan Carroll-Mario Perry 10
Irish Jigs (Medley No. 2) (“Endearing Young Charms”) (“Life Is All Checkered”) (“Brisk Young Lad”) (“O'Gaff”) (“Sprig of Shil-lalal”) (“Top of Cork Load”) (“Country Dance”) (“Auld Lang Syne”)—Accordion Solo.....Mario Perry 10
2313 The World Is Waiting For the Sunrise (Lockhardt-Seitz)—Fox-trot, for dancing, Isham Jones Orch. 10
Eleanor (Lamb-Deppen)—Fox-trot, for dancing, Isham Jones Orch. 10

A NOVEMBER RELEASE

ZENDA FOX TROT

THE COAST TO COAST SENSATION

from Rex Ingram's

"PRISONER OF ZENDA"

Published by **BELWIN, Inc.**, 701 Seventh Avenue, New York, N. Y.

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 170)

2314 Are You Playing Fair? (Cohen-Siegrist)—Fox-trot, for dancing.....Isham Jones Orch. Say It While Dancing (Davis-Silver)—Fox-trot, for dancing.....Isham Jones Orch. 2315 Blue (Clark-Leslie-Handman)—Fox-trot, for dancing.....Bennie Krueger's Orch. Haunting Blues (Hirsch-Busse)—Fox-trot, for dancing.....Bennie Krueger's Orch. 2316 I'll Build a Stairway to Paradise (Intro.: "I Found a Four Leaf Clover" from George White's Scandals) (De Sylva-Francis-Gershwin)—Fox-trot, for dancing..Carl Fenton's Orch. Truly (Davis-Rose)—Fox-trot, for dancing, Carl Fenton's Orch. 2317 Panorama Bay (Clarke-Monaco)—Waltz, for dancing.....Carl Fenton's Orch. Thru the Night (Logan)—Waltz, for dancing, Carl Fenton's Orch. 2318 Dixie Highway (Kahn-Donaldson)—Comedienne with Orch.....Marion Harris Brother'n-Law Dan (Jordan)—Comedienne with Orch.....Marion Harris 2319 Way Down Yonder in New Orleans (From "Spice of 1922") (Creamer-Layton)—Comedienne with Orch.....Margaret Young True Blue Sam (Brown-Donaldson)—Comedienne with Orch.....Margaret Young 2320 Come Along (From "Ziegfeld Follies of 1922") (Creamer-Layton)—Male Quartet with Orch., White Way Quartet My Buddy (Kahn-Donaldson)—Baritone and Male Quartet with Orch., Ernest Hare and Male Quartet 2321 Call Me Back, Pal o' Mine (Perricone-Dixon)—Tenor and Baritone with Orch., Charles Hart-Elliott Shaw Mary Dear (De Costa-Jerome)—Tenor and Male Quartet with Orch., Billy Jones and Male Quartet 2311 Tricks (Confrey)—Fox-trot, for dancing, Isham Jones Orchestra Dancing Fool (Snyder)—Shimmy One-step, for dancing.....Isham Jones Orch.

AEOLIAN CO.

VOCALION RECORD
Operatic Selections
A24031 Le Lied D'Ossian (Orch. Accomp.) (From "Werther") (In French)—Tenor, Colin O'More 10
Le Reve (From Manon) (Massenet) (Orch. Accomp.)—Tenor.....Colin O'More 10
52042 Addio Alla Madre (From Cavalleria Rusticana) (Aeolian Orch. Accomp.) (Mascagni) (In Italian)—Tenor.....Giulio Crimi 12
SACRED SELECTIONS
A14425 There is a Green Hill Far Away (Gounod) (Orch. Accomp.).....Betsy Lane Shepherd 10
Safe in the Arms of Jesus (Doane) (String Quartet and Chimes Accomp.), Aeolian Mixed Quartet 10

INSTRUMENTAL
A14430 Old Black Joe (Intro.: "Old Folks at Home")—Hand Saw Duet. Sam Moore-Horace Davis 10
Annie Laurie (Intro.: "Believe Me If All Those Endearing Young Charms")—Guitar Duet.....Sam Moore-Horace Davis 10
52041 Scherzo Tarantelle (Wieniawski, Op. 16)—Violinist.....Sasha Culbertson 12
STANDARD SELECTIONS
30161 I Passed by Your Window (Taylor-Brake) (Aeolian Orch. Accomp.)—Soprano, Evelyn Scotney 10
A14413 Dream Faces (Hutchison) (Orch. Accomp.)—Tenor.....Lewis James 10
Good Company (Adams-Mackay) (Orch. Accomp.)—Tenor.....Lewis James 10
A14418 In the Time of Roses (Reichart) (Orch. Accomp.)—Soprano.....Grace Kerns 10
The Carnival (Molloy) (Orch. Accomp.)—Soprano.....Helen Barr 10
A14419 Ben Bolt (English-Kneass) (Orch. Accomp.)—Baritone.....Elliott Shaw 10
Sweet Genevieve (Tucker-Cooper), The Melody Male Quartet 10
A14420 Stack of Barley Medley (Irish Dance)—Violin, Piccolo, Piano.....McNamara Trio 10
Irish Hornpipe Medley (Intro.: Riley's Hornpipe, Irish Dance; Rights of Man, Red Haired Boy)—Violin, Piccolo, Piano, McNamara Trio 10
A14423 Last Night (Kjenelf) (Orch. Accomp.)—Tenor.....Carsten Woll 10
The Sturdy Norseman (Walker-Gretry) (Orch. Accomp.)—Tenor.....Carsten Woll 10
A14424 Baby (Bertrand Brown) (Orch. Accomp.), Helen Clark 10
Calm as the Night (Mattullath-Bohm) (Orch. Accomp.).....Betsy Lane Shepherd 10
The Rosary (Nevin)—Harp Solo, Elena DeMarco 10
The Mocking Bird (Winner)—Violin and Piano Duet, Lowell Aistrup and Elena DeMarco 10

SOME FOREIGN AND OTHER SELECTIONS
A14414 Nofrio al Museo (Humorous—Talking) (In Sicilian..Giovanna De Rosalie e Compagnia Nofrio al Serraglio (Humorous—Talking) (In Sicilian..Giovanni De Rosalia e Compagnia 10
A14421 Eil Racheim (Giblod-Friedsell) (In Hebrew) (Orch. Accomp.)—Tenor..Stanislaus Berini 10
Leebe tzu Kinder (Rumshinsky) (In Hebrew) (Orch. Accomp.)—Tenor...Stanislaus Berini 10
A14422 Du Gamle Mor (Grieg) (In Norwegian) (Orch. Accomp.)—Tenor.....Carsten Woll 10
Paal Paa Hangen (Norwegian Folksong) (In Norwegian) (Orch. Accomp.)—Tenor, Carsten Woll 10

POPULAR SONGS
A14427 While the Years Roll By (Jack Austin)—Tenor and Baritone Duet, Charles Hart and Elliott Shaw Childhood Days (Dave Franklin) (Orch. Accomp.)—Tenor.....Billy Jones 10
A14428 My Buddy (Walter Donaldson) (Orch. Accomp.).....Arthur Burns 10
Mary Dear (Some Day We Will Meet Again) (W. K. Jerome) (Orch. Accomp.)—Tenor, Charles Hart 10

TALKING SELECTIONS
A14429 Cohen Becomes a Citizen (Silver)—Talking, Monroe Silver 10
Cohen on the Radio (Silver)—Talking, Monroe Silver 10

DANCE SELECTIONS
A14415 The Mikado (Aeolian Symphony Dance) (Arranged by Adrian Schubert), Yerkes' S. S. Flotilla Orch. 10
H. M. S. Pinafore (Aeolian Symphony Dance) (Arranged by Adrian Schubert), Yerkes' S. S. Flotilla Orch. 10
A14416 Parade of the Wooden Soldiers (From "La Chauve-Souris") (Leon Jessel) (Conducted by Adrian Schubert)—Fox-trot, Metropolitan Dance Players 10
Carmen (Aeolian Symphony Dance) (Arranged by Adrian Schubert), Metropolitan Dance Players 10
A14417 Way Down South (Harry Akst)—Fox-trot, Emil Coleman and His Montmartre Orch. 10
Gee! But I Hate to Go Home Alone (James Hanley)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
A14431 Japanese Moon (Austin Hamilton)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
All Over Nothing at All (James Rule)—Fox-trot.....Yerkes' S. S. Flotilla Orch. 10
A14432 The Yankee Doodle Blues (Gershwin-Ceaser-DeSylva)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
Suez (Ferdie Grofo)—Fox-trot, Emil Coleman and His Montmartre Orch. 10
A14433 While the Years Roll By (Jack Austin)—Waltz.....The Bar Harbor Society Orch. 10
Down Old Virginia Way (Oleman and Gillette)—Waltz, The Bar Harbor Society Orch. 10
A14434 I Found a Four Leaf Clover (From "Scandals of 1922") (George Gershwin-D. S. DeSylva)—Fox-trot.....Selvin's Orch. 10
I'll Build a Stairway to Paradise (From "Scandals of 1922") (George Gershwin-B. G. DeSylva)—Fox-trot.....Selvin's Orch. 10
A14435 Nellie Kelly, I Love You (From "Little Nellie Kelly") (George M. Cohan) (Vocal Chorus by Elliott Shaw)—Waltz, The Bar Harbor Society Orch. 10
You Remind Me of My Mother (Intro.: "Till My Luck Comes Rolling Along") (From "Little Nellie Kelly") (George M. Cohan)—Fox-trot.....The Bar Harbor Society Orch. 10

ORKEH RECORDS

DANCE RECORDS
4664 Aida (From Opera "Aida") (Verdi) (Special arrangement by J. Bodewalt Lampe)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. Anitra's Dance (From "Peer Gynt Suite," No. 1, Part 3) (Edward Grieg) (Special arrangement by J. Bodewalt Lampe)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
4654 Sweet Indiana Home (Walter Donaldson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
The Yankee Doodle Blues (George Gershwin)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
4660 Neath the South Sea Moon (From "Ziegfeld Follies of 1922") (Louis A. Hirsch-Gene Buck-Dave Stampo)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Just Because You're You—That's Why I Love You (Roy Turk-J. Russell Robinson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
4662 Dancing Fool (Ted Snyder)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Dixie Highway (Walter Donaldson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10

4655 Jump Steady Blues (Millard E. Coffin-Percy Terry)—Fox-trot, The Original Six (Geo. F. Kelly, Director) Sing Song Man (Cliff Friend-Con Conrad)—Fox-trot, The Original Six (Geo. F. Kelly, Director) 10
4656 Alabama Blues (Libbie Williams Mehr)—Fox-trot.....Markels Orch. 10
Blue-eyed Blues (Billy Fazioli)—Fox-trot, Markels Orch. 10
4659 Rock Me in My Swanee Cradle (Eleanor Young-Harry D. Squires)—Fox-trot, Markels Orch. 10
Learning to Love (Gerald Arthur)—Fox-trot, Glantz and His Orch. 10
4661 Georgette (Ray Henderson)—Fox-trot, Rega Dance Orch. 10
Mary-Ellen (Since I Fell in Love With You) (H. Jolson-H. Simon-H. C. Berg)—Fox-trot, Rega Dance Orch. 10
4665 Night (Benny Davis-Seymour Simons)—Fox-trot.....Markels Orch. 10
Who'll Take My Place (When I'm Gone)? (Billy Fazioli)—Fox-trot.....Markels Orch. 10
4663 Houston Blues (Geo. W. Thomas)—Fox-trot, Joseph Samuels Jazz Band 10
Hot Lips (Instrumental conversation by Joe (clarinet) and Jewels (cornet) (Henry Busse-Henry Lange-Lou Davis)—Fox-trot, Tampa Blue Jazz Band 10
4658 Alabama Blues (Libbie Williams Mehr)—Popular Blues Vocal, Mamie Smith and Her Jazz Hounds 10
Mamie Smith Blues (Mamie Smith-Milo Rega)—Popular Blues Vocal, Mamie Smith and Her Jazz Hounds 10
VOCAL RECORDS
4653 Home, Sweet Home (John Howard Payne-Henry R. Bishop)—Mixed Quartet With Orch.Gounod Mixed Quartet 10
Annie Laurie (Lady John Scott)—Male Quartet, With Orch.Shannon Four 10
4657 Why Should I Cry Over You? (Ned Miller-Chester Cohn)—Tenor With Orch..Billy Jones 10
Kicky-Koo (You for Me—Me for You) (Joe Young-Sam M. Lewis-Geo. W. Meyer)—Tenor, With Orch.Billy Jones 10
INSTRUMENTAL
4652 Hawaiian Paraphrase (Intro.: "Aloha Oe," "Ka Ui Kaulana o Ka-Uhiwai," "One Two Three Four") (Arranged by Justin Ring)—Standard Hawaiian Instrumental—Hawaiian Imitations by Virginia Burt, Virginia Burt and Co. 10
Flower of Hawaii (Pua O Hawaii) (Jeanne Gravelle-Bob Haring)—Popular Hawaiian Instrumental—Incidental Voice and Hawaiian Guitar Imitations by V. Burt, Virginia Burt-Frank Ferrera and Co. 10
3018 Voices of Spring Voca di Primavera) (Frühlingsstimmen) (Johann Strauss), Marek Weber and His Orch. 12
Flattergeister (Johann Strauss), Marek Weber and His Orch. 12
(Recorded in Europe)
SACRED SONGS
4651 All Hail the Power of Jesus' Name (O, Holden)—Male Quartet With Orch..Shannon Four 10
Ten Thousand Times Ten Thousand (Rev. J. B. Dykes)—Male Quartet With Orch., Shannon Four 10

PATHE FRERES PHONOGRAPH CO.

(ACTUELLE RECORDS—OPERATIC)
025085 At Dawning (I Love You).....Yvonne Gall 10
Annie Laurie.....Yvonne Gall 10
025086 El Contrabandista—Piano Solo.....Joseph Lhevinne 10
Eccossaises—Piano Solo.....Joseph Lhevinne 10
025087 II Trovatore "D'Amore Sull'Ald Rosse (In Italiano.....Claudia Muzio 10
Vissi D'arte (Prayer of Tosca) (From "Tosca") (In Italian).....Claudia Muzio 10
STANDARD VOCAL
020819 The Sunset Trail of Gold.....Arthur Wilson 10
Call Me Back, Pal o' Mine.....Charles Cinway 10
020815 Macushla.....Ernest Davis 10
My Wild Irish Rose.....Ernest Davis 10
SACRED
020816 Yom Kippur.....Leo Krassin 10
Israel.....Leo Krassin 10
UKULELE
020817 Down Old Virginia Way—Ukuleles and Violin.....Nick Lucas' Ukulele Trio 10
Ji-Ji-Boo—Ukuleles and Violin, Nick Lucas' Ukulele Trio 10
INSTRUMENTAL
020818 Two Hungarian Poems, No. I.—Violin Solo, Dezzo Szigeti 10
Two Hungarian Poems, No. II.—Violin Solo, Dezzo Szigeti 10
DANCE
020826 To-morrow—Fox-trot, Hazay Natzy and His Orchestra (Jack Green, Director) 10
Away Down South—Fox-trot....Dance Orchestra 10
(Continued on page 172)

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 171)

020821 All Over Nothing At All—Fox-trot,
Majestic Dance Orchestra
When the Leaves Come Tumbling Down—
Fox-trot.....Long Beach Society Serenaders
020827 Nellie Kelly, I Love You (From "Little Nellie
Kelly")—Waltz,
Alexander Bros. Xylophone Band
Lovely Lucerne—Waltz,
Alexander Bros. Xylophone Band
020828 I Found a Four-Leaf Clover (From "George
White's Scandals")—Fox-trot,
Max Terr and His Orchestra
I'll Build a Staircase to Paradise (From
"George White's Scandals")—Fox-trot,
Max Terr and His Orchestra
020829 You Remind Me of My Mother (From "Little
Nellie Kelly")—Fox-trot,
Long Beach Society Serenaders
Japanese Moon—Fox-trot,
Majestic Dance Orchestra
020823 Viens Pres De Moi—Tango Fox-trot,
Hazay Natzy and His Orchestra
La Seduccion (Tango Argentino)—Tango,
Hazay Natzy and His Orchestra
(Jack Green, Director)
020824 I'm Always Stuttering—Fox-trot,
Don Parker's Western Melody Boys
Yankee Doodle Blues—Fox-trot,
Don Parker's Western Melody Boys
020830 Homesick—Fox-trot,
Don Parker's Western Melody Boys
Childhood Days—Fox-trot,
Max Terr and His Orchestra
020825 I Wish I Could Shimmy Like My Sister Kate
—Fox-trot.....Original Memphis Five
Got to Cool My Doggies Now—Fox-trot,
Original Memphis Five
POPULAR VOCAL
020836 For the Sake of Auld Lang Syne..Arthur Wilson
While the Years Roll By.....Frank Sterling
020837 The Trail to Long Ago,
Charles Conway and Arthur Wilson
I'll Stand Beneath Your Window Tonight
and Whistle.....Warren Mitchell
020838 If You Don't Think So You're Crazy,
Harry Blake and Robert Judson
Struttin' at the Strutters' Ball,
Harry Blake and Robert Judson

PATHE FRERES PHONOGRAPH CO.
(Pathé Records)

DANCE
20826 To-morrow—Fox-trot.....Hazay Natzy's Orchestra
(Jack Green, Director)
Away Down South—Fox-trot....Sodero's Orchestra
020821 All Over Nothing At All—Fox-trot,
N. Glantz and His Orchestra
When the Leaves Come Tumbling Down—
Fox-trot.....Jos. Samuels' Orchestra
020827 Nellie Kelly, I Love You (From "Little Nellie
Kelly")—Waltz...Green Bros. Xylophone Band
Lovely Lucerne—Waltz,
Green Bros. Xylophone Band
020828 I Found a Four-Leaf Clover (From "George
White's Scandals")—Fox-trot,
Max Terr and His Orchestra
I'll Build a Staircase to Paradise (From
"George White's Scandals")—Fox-trot,
Max Terr and His Orchestra
020829 You Remind Me of My Mother (From "Little
Nellie Kelly")—Fox-trot..Jos. Samuels' Orchestra
Japanese Moon—Fox-trot,
N. Glantz and His Orchestra
020823 Viens Pres De Moi—Tango Fox-trot,
Hazay Natzy and His Orchestra
La Seduccion (Tango Argentino)—Tango,
Hazay Natzy and His Orchestra
020824 I'm Always Stuttering—Fox-trot,
Don Parker's Western Melody Boys
Yankee Doodle Blues—Fox-trot,
Don Parker's Western Melody Boys
020830 Homesick—Fox-trot,
Don Parker's Western Melody Boys
Childhood Days—Fox-trot,
Max Terr and His Orchestra
020825 I Wish I Could Shimmy Like My Sister Kate—
Fox-trot.....Original Memphis Five
Got to Cool My Doggies Now—Fox-trot,
Original Memphis Five
POPULAR VOCAL
20836 For the Sake of Auld Lang Syne.....Charles Hart
While the Years Roll By.....Elliott Shaw
020837 The Trail to Long Ago,
Lewis James and Charles Hart
I'll Stand Beneath Your Window Tonight
and Whistle.....Vernon Dalhart
020838 If You Don't Think So You're Crazy,
Billy Jones and Ernest Hare
Struttin' at the Strutters' Ball,
Billy Jones and Ernest Hare

GENNETT LATERAL RECORDS

4933 Tricks (Confrey)—Fox-trot,
Joe Samuels and His Master Players
Chicago (Fisher)—Fox-trot...Bailey's Lucky Seven
Down Old Virginia Way (Olman-Gillette)—
Waltz,
Hudson Pavilion Orch., Jack Lawson, Director
Truly (Davis-Rose)—Fox-trot,
Bailey's Lucky Seven
4935 Hot Lips (Busse-Lange-Davis)—Fox-trot,
Bailey's Lucky Seven
Rosa (Brown-Egan)—Fox-trot,
Joe Samuels and His Master Players
4936 Palakiko Blues (Ferera and Franchini)
Hawaiian Guitars
O Solo Mio (Capua) (Ferera and Franchini)
Hawaiian Guitars
4898 My Wonderful Dream (Pounds-Gahriel)—
Baritone.....Homer Rodeheaver
In the Garden (Miles)—Baritone and Con-
tralto.....Rodeheaver and Asher
4899 Carry Your Cross With a Smile (Ogdon-
Gahriel)—Baritone.....Homer Rodeheaver
Happiness (Hendricks-Gahriel)—Baritone,
Homer Rodeheaver
4946 While the Years Roll By (Lewis-Young-
Austin)—Tenor and Soprano....Hart and Bates
For the Sake of Auld Lang Syne (Graff-Burns-
Ball)—Tenor and Soprano....Hart and Bates
4938 Sister Kate (Pirone)—Fox-trot,
Ladd's Black Aces
You Can Have Him, I Don't Want Him
(Tracey-Dougherty)—Fox-trot,
Ladd's Black Aces
4939 Louisian' (Meskill-Daly-Spencer)—Fox-trot,
Hazay Natzy and His Orchestra
Coal Black Mammy (St. Helier)—Fox-trot,
Hazay Natzy and His Orchestra

4940 Nellie Kelly (Cohan)—Waltz,
Hazay Natzy and His Orchestra
Love's Lament (Piquet)—Waltz,
Hudson Pavilion Orch., Jack Lawson, Director
Lewis James sings the chorus
4942 Say It While Dancing (Davis-Silver)—Fox-
trot.....Joe Samuels and His Master Players
When the Leaves Come Tumbling Down (How-
ard)—Fox-trot,
Joe Samuels and His Master Players
4943 Oogie Oogie Wa Wa (Won't You Be My Lit-
tle Eskimo?) (Gottler)—Fox-trot,
McMurray's California Thumpers
Blue (Clarke-Leslie-Handman)—Fox-trot,
McMurray's California Thumpers
4944 Call Me Back, Pal o' Mine (Perricone-Dixon)
—Tenor.....Sam Ash
I Wish There Was a Wireless to Heaven
(Manuel-White-White)—Tenor.....Lewis James
4945 Three o'Clock in the Morning (Terriss-Rohledo)
—Tenor.....Billy Jones
Coal Black Mammy (Cliff-St. Helier)—Bari-
tone.....Ernest Hare
10065 Come Where My Love Lies Dreaming (Foster),
Henry Moeller and Male Chorus
The Sunshine of Your Smile (Cooke-Ray)—
Tenor.....Henry Moeller
S4937 Gennett Blues (J. A. Palacios) (De la Revista
"Exploracion Presidential")—Fox-trot,
Nathan Glantz y su orquesta
Fox Del Silhido (De la "Revista Moderna")—
Fox-trot.....Nathan Glantz y su orquesta
4941 Rasch Steh'n Wir Vom Lager Auf (Volkslied-
Duett)...Bruder Joseffy-Mit Orchesterbegleitung
O Susanna (Volkslied-Duett).
Bruder Joseffy-Mit Orchesterbegleitung

EMERSON PHONOGRAPH CO.

DANCE
10546 Tricks—Fox-trot.....Glantz and His Orchestra
Hot Lips—Fox-trot.....Emerson Dance Orchestra
10547 I'm Just Wild About Harry—Fox-trot,
Glantz and His Orchestra
You Remind Me of My Mother (From Musical
Production "Pretty Nellie Kelly")—Fox-trot,
Emerson Dance Orchestra
VOCAL
10548 Yankee Doodle Blues—Tenor Solo..Irving Kaufman
Homesick—Tenor and Baritone Duet,
Irving and Jack Kaufman
STANDARD
10432 Love's Old Sweet Song—Brass Quartet,
Jules Levy, Jr.'s Brass Quartet
Blue Bells of Scotland—Brass Quartet,
Jules Levy, Jr.'s Brass Quartet
CLASSIC
02032XP L'estudiantina Waltz.....Emerson International
Symphony Orchestra
Poet and Peasant Overture,
Emerson International
Symphony Orchestra
02030XP Dance of the Flower (Tschaiowsky),
Emerson International
Symphony Orchestra
Second Hungarian Rhapsody (Liszt),
Emerson International
Symphony Orchestra
JEWISH RELEASES
13217 As Men Shmiert Furt Men.....Ruhin Doktor
Ich Kenn Dus Nit Vershtehen.....Ruhin Doktor
13218 Frauen Zindigen in Menner Oich....Simon Paskal
Gotiniu Wiess Joisher.....Simon Paskal
ITALIAN RELEASES
12118 L'America.....Ria Rosa
Surdato Napulitano.....Ria Rosa
12119 Silenzio Cantatore.....Raffaele Balsamo
Serenata a Maria.....Raffaele Balsamo
RECENT POPULAR HITS
10538 Dancing Fool—Fox-trot..Emerson Dance Orchestra
Soothing—Fox-trot.....Sydney Kleefeld Orchestra
10539 Nohody Lied—Fox-trot...Strand Dance Orchestra
Coo Coo—Fox-trot...Empire State Dance Orchestra
10540 The Sneak—Fox-trot.....Globe Music Masters
Say It While Dancing—Fox-trot,
Globe Music Masters
10541 Just Because You're You—Fox-trot,
Globe Music Masters
Fascination—Fox-trot...Emerson Dance Orchestra
10542 Georgette—Fox-trot.....Sydney Kleefeld Orchestra
Parade of the Wooden Soldiers—Fox-trot,
Strand Dance Orchestra
10543 Call Me Back, Pal o' Mine—Waltz,
Lauer's Orchestra
Swanee River Moon—Waltz,
Empire State Dance Orchestra
10536 Some Sunny Day—Fox-trot,
Samuels' Music Masters
Sunshine Alley—Fox-trot...Samuels' Music Masters
10530 Three o'Clock in the Morning—Waltz,
Erdody and His Orchestra
Wana (When I Wana You No Wana)—Fox-trot,
Emerson Dance Orchestra
10544 Old Kentucky Moonlight—Sung by
Lewis James and Elliott Shaw
My Cradle Melody—Sung by.....Crescent Trio
10545 Mary Dear—Sung by.....Charles Harrison
Sweet Indiana Home—Sung by
Lewis James and Elliott Shaw

BANNER RECORDS

DANCE RECORDS
1104 Sister Kate—Fox-trot.....Original Memphis Five
Chicago—Fox-trot.....Roy Collins' Orch.
1105 Why Should I Cry Over You?—Fox-trot,
Majestic Dance Orch.
When the Leaves Come Tumbling Down—
Fox-trot.....Majestic Dance Orch.
1106 Blue—Fox-trot.....Samuels' Music Masters
Yankee Doodle Blues—Fox-trot..Roy Collins' Orch.
1107 Away Down South—Fox-trot..Imperial Dance Orch.
I'm Always Stuttering—Fox-trot,
Moulin Rouge Orch.
1108 You Remind Me of Your Mother ("Little
Nellie Kelly")—Fox-trot...Imperial Dance Orch.
The World Is Waiting For the Sunrise—Fox-
trot.....Metropolitan Dance Players
1109 Time Will Tell ("Sally, Irene and Mary")—
Fox-trot.....Roy Collins' Orch.
When All Your Castles Come Tumbling Down
(Intro: Syncopate "Molly Darling")—Fox-
trot.....Samuels' Music Masters
1110 Struttin' at the Strutters' Ball—Fox-trot,
Moulin Rouge Orch.
Vamp Me—Fox-trot.....Moulin Rouge Orch.
1111 Are You Playing Fair?—Fox-trot,
Majestic Dance Orch.
A Little Love—Fox-trot....Majestic Dance Orch.
1112 Love Sends a Gift of Roses—Waltz,
Clark's Marimba Band
Call Me Back, Pal o' Mine—Waltz,
Clark's Marimba Band

POPULAR VOCAL RECORDS
1113 For the Sake of Auld Lang Syne—Tenor Solo,
Orch. Accomp.....Hugh Donovan
Childhood Days—Tenor Solo, Orch. Accomp.,
Bert Trevor
1114 Cowbells—Comedy Song, Orch. Accomp.,
Aileen Stanley
No Wonder I'm Lonesome—Comedy Song,
Orch. Accomp.....Aileen Stanley
STANDARD RECORDS
2053 Chautauqua at Pun'kin Centre—Monologue,
Cal Stewart
Uncle Josh and the Soldier—Monologue,
Cal Stewart
2058 By the Brook—Violin Solo, Piano Accomp.,
Margaret Lorenzo
Swing Song, Violin Solo—Piano Accomp.,
Margaret Lorenzo
2061 Second Regiment Connecticut March,
Banner Military Band
Washington Post—March....Banner Military Band

REGAL RECORDS

DANCE RECORDS
9364 Why Should I Cry Over You?—Fox-trot,
Hollywood Dance Orch.
When the Leaves Come Tumbling Down—Fox-
trot.....Hollywood Dance Orch.
9365 Sister Kate—Fox-trot.....Original Memphis Five
Chicago—Fox-trot.....Moulin Rouge Orch.
9366 Blue—Fox-trot.....Samuels' Music Masters
I'm Always Stuttering—Fox-trot,
Moulin Rouge Orch.
9367 Vamp Me—Fox-trot.....Moulin Rouge Orch.
Away Down South—Fox-trot,
Continental Dance Orch.
9368 Struttin' at the Strutters' Ball—Fox-trot,
Original Memphis Five
Yankee Doodle Blues—Fox-trot,
Majestic Dance Orch.
9369 When All Your Castles Come Tumbling Down
(Intro: Syncopate "Molly Darling")—Fox-
trot.....Samuels' Music Masters
The World Is Waiting for the Sunrise—Fox-
trot.....Metropolitan Dance Players
9370 Time Will Tell ("Sally, Irene and Mary")
Fox-trot.....Majestic Dance Orch.
You Remind Me of Your Mother ("Little Nellie
Kelly")—Fox-trot.....Continental Dance Orch.
9371 Call Me Back, Pal o' Mine—Waltz,
Xylo Novelty Orch.
Love Sends a Gift of Roses—Waltz,
Xylo Novelty Orch.
POPULAR VOCAL RECORDS
9372 No Wonder I'm Lonesome—Comedy Song,
Orch. Accomp.....Aileen Stanley
Cowbells—Comedy Song, Orch. Accomp.,
Aileen Stanley
9373 For the Sake of Auld Lang Syne—Tenor Solo,
Orch. Accomp.....Charles Harrison
Childhood Days—Tenor Solo, Orch. Accomp.,
Arthur Fields

WILLIAM B. MURRAY TO WED

DAVENPORT, IA., October 7.—The engagement of William B. Murray, manager of the Victrola Shop in the Harned & Von Maur Store and well known to the talking machine trade in this section of the State, to Miss Laura Barry, of this city, has been announced, and Mr. Murray is receiving the congratulations of his many friends. Miss Barry is in charge of the record department, where she has achieved considerable success. The wedding is scheduled for October 16.

POPULAR IN SOUTH AMERICA

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., manufacturer of needles of this brand name, reports generally good business. The volume of business from South American countries, where Spanish is the spoken language, has reached such proportions that the familiar Well-Kane packages, counter display stands, cartons, etc., are now printed in Spanish as well as English. These Spanish-printed cartons, etc., are also available to dealers in Spanish-speaking sections of this country.

DEMAND HAS GREATLY INCREASED

NEW HAVEN, CONN., October 9.—A considerably increased demand for its product was reported by the Bell Hood Needle Co., of this city, to a representative of The World. The Bell Hood needle has been on the market for several years and it was stated that it is proving an excellent sales item to the many dealers carrying the line. A number of new dealers have been added this season. The future business outlook is reported to be very encouraging.

TO CONTINUE BUSINESS

W. H. Hill, jeweler, of Punxsutawney, Pa., has sold the talking machine and record department of his business to Samuel X. Jordan, who will continue it.

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Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
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Detroit, Mich., Columbia Graphophone Co., 115 State St.
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Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 121 West 20th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
Spokane, Wash., Columbia Stores Co., 161 South Post St.
St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
Tampa, Fla., Tampa Hardware Co.

Headquarters for Canada:
Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.
Montreal, Que., Columbia Graphophone Co., 824 St. Denis St.

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ISSUE OF THE WORLD**

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The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

- | | | |
|---|---|---|
| Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated. | Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated. | Style 3 All parts of Tonearm and Reproducer are Plated. |
| No. 1 New Scotford Tonearm and Superior Reproducer . Nickel \$7.00 Gold \$ 9.00 | No. 2 New Scotford Tonearm and Superior Reproducer . Nickel 7.75 Gold 10.00 | No. 3 New Scotford Tonearm and Superior Reproducer . Nickel 8.50 Gold 11.00 |
- Samples Prepaid at the Above Prices*

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Specification Sheet and Quantity Price List

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Monroe and Throop Streets

CHICAGO, ILLINOIS

Announcing

The

NEW EDISON

London Group

The recent addition to the NEW EDISON line of the London Group, comprising four new, popularly-priced models, opens up new sales possibilities for Edison dealers everywhere.



See Pages 36-37 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—Kipp Phonograph Co.

IOWA
 Des Moines—Harger & Blish.

LOUISIANA
 New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
 Boston—Pardec-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 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 373 Fourth Ave., New York, November 15, 1922

Victrola

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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"

Victor Talking Machine Company, Camden, N.J.



Queen Anne
\$250



Baby Grand
\$200

The Nation's Family Christmas Gift

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Every Sonora sold by a dealer during the coming holidays is going to mean many new friends for years to come.

Sonora is the happiness-bringing Christmas gift, because of its splendid, tried and true *quality*. Of all purchases the Christmas gift should be the most carefully selected—it must bring *satisfaction*.

That is why hundreds of thousands who have heard of Sonora's beautiful, matchless tone—who are reading the advertisements of Sonora popular models—who recognize the wonderful price advantages of this great instrument—are making Sonora the Christmas gift supreme.

A Sonora agency is the Christmas Gift you should make to *yourself*—NOW. Deliveries can be had if you order promptly. Write or wire today.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

“The Highest Class Talking Machine in the World.”

The Talking Machine World

Vol. 18. No. 11

New York, November 15, 1922

Price Twenty-five Cents

OPENS MANY NEW SONORA ACCOUNTS

Griffith Piano Co., Sonora Distributor, of Newark, N. J., Places Sonora With Live Dealers—Intensive Drive Now Under Way

NEWARK, N. J., November 8.—The Griffith Piano Co., Sonora wholesaler for the State of New Jersey, is extremely busy at this time taking care of Sonora dealers throughout the State. Plans formulated a short time ago which called for an intensive campaign are now bearing fruit and very gratifying results in sales of all models of Sonora phonographs are being enjoyed. Herbert Young, who has been doing special work for this progressive wholesaler, and who recently joined the organization, is spending considerable time with dealers everywhere, helping them make plans for the holiday rush and putting their stores in first-class shape. This service is keenly appreciated by Sonora dealers, who have been materially helped in many ways.

Mr. Young in his trips around the State has found dealers very optimistic concerning business this Winter and prophesies one of the most prosperous seasons on record. Sales of all Sonora models have been very gratifying and especially so has this been true in the sales of the Marquette, Lafayette and Queen Anne models, which were recently added to the Sonora catalog.

Several new Sonora dealers have been established, including H. Pinsky & Son Co., which conducts a live talking machine store on Broadway, Camden, N. J. This new account is one of the largest yet secured by the company and in a short time will be housed in a large new store which Mr. Pinsky is erecting a few blocks from his present location. A complete line of Sonora models has been installed by Mr. Pinsky, who is engaged in a vigorous sales drive. The Sonora was featured by him in a very attractive window display, which created considerable interest. Other new dealers are Fred Michaelis, who has conducted a talking machine business for some time past on Jackson street, Jersey City, and the Hyde Music Shop, 366 Central avenue, Jersey City; Weeguahic Music Shop, at 1001½ Bergen avenue, Newark, which has taken on the complete Sonora line. This concern was introduced to the Newark public by an informal opening, which was attended by a large number of people. F. Allen, of the Griffith Piano Co., accompanied by Herbert Young, were in charge of the opening. Another dealer opened recently is the store conducted by A. Renenschneider, of this city. This store carried a very attractive window display, resulting in the sale of a Queen Anne \$250 Sonora model and an Imperial \$150. Attractive literature was distributed to a large number of persons and numbers of the Sonora walking dolls were given away.

GERALDINE FARRAR'S RECITAL TOUR

Geraldine Farrar, famous Victor artist, started on a concert tour last month, appearing in a number of cities, among them Portland, Ore., where Victor dealers took advantage of her appearance to feature her recordings for the Victor Co. Victor dealers in other cities where the artist is scheduled to sing should take advantage of this opportunity of tying up with Miss Farrar in advertising and window displays, thus profiting from her appearance.

CROSBY BROS. REMODELING STORE

TOPEKA, KAN., November 2.—Crosby Bros. department store is improving its music department by thorough reorganization and remodeling. The phonograph department, in which Edison machines and records are featured, is being moved to the front of the mezzanine floor. Miss Sally Knight has been placed in charge.

GREAT RADIO BROADCASTING STATION AT AEOLIAN HALL

Radio Corp. of America to Erect Station on Roof as Central Broadcasting Headquarters—Will Broadcast Two Programs at Different Wave Lengths Simultaneously

Formal announcement has just been made of the consummation of arrangements by the Radio Corp. of America for the erection of a most powerful and complete broadcasting station on top of the Aeolian Building, 29 West Forty-second street, New York. The announcement has aroused great interest not only among radio fans, but among those interested in the promotion of music.

Negotiations for the erection of the station have been pending nearly a year and were closed last month. The erection of the station has already begun and it is expected to be in operation within a very short time.

The selection of Aeolian Hall as the metropolitan headquarters of the combined broadcasting of the larger companies promoting this industry in this city was made after a survey of all possible locations in New York City. There were a number of severe requirements in locating this station, in that it will probably be not only the largest and most powerful of its kind, but also serve as a model for radio activities throughout the world. The Radio Corp., which will operate this station in conjunction with the companies of which it controls the sale of their products, will here create an entirely new standard of broadcasting music. Hence it was absolutely necessary to find a building with a clear aerial path and one so centrally located that it be accessible to all artists participating in broadcasting. It was also of great importance that

the building itself be a representative one in the minds of the public.

On the roof of the Aeolian Building will be erected two 100-foot skeleton towers and between them will be stretched the aerial for transmitting this radio service. On the sixth floor of the building large quarters have been leased for the studios of the Radio Corp., where all of the programs will be carried out, and these, in turn, will be relayed to the roof from where the power transmission will take place. The Radio Corp. engineers have prescribed equipment of the most modern character for this station, and when in operation it will for the first time send out two concerts simultaneously, using different wave-lengths. Thus an owner of a radio receiving set will be able to choose between two different programs.

The choice of Aeolian Hall as site for a central broadcasting station is a happy one, for not only is the equipment of the Hall with its magnificent pipe organ and other resources ideal for the purpose, but it will make a special appeal to the artists who participate in the broadcasting programs.

The Aeolian Co. has for some time past taken a very active interest in the preparation of broadcasting programs and has been instrumental in having a number of its exclusive Duo-Art and Vocalion record artists demonstrate their talents via radio, either in person or through the medium of their recordings.

DEVELOPING SALES OF ACCESSORIES DURING HOLIDAYS

Energetic Drive on Accessories Should Be Made an Integral Part of Holiday Campaign—Proper Presentation Will Find the Public in a Receptive Mood, Especially at This Season

With the holiday season almost at hand and dealers everywhere preparing elaborate advertising and sales campaigns to bring their wares forcibly before the public, the question of pushing accessories, no doubt, will be overlooked by many. Most of these drives will take the form of urging the public to consider talking machines and records as gifts. It is safe to say, however, that many merchants have given little or no thought to pushing equally hard the many talking machine accessories now on the market which add so greatly to the effectiveness and enjoyment of the instrument.

Now, accessories, especially at this time, can be made an important part of the business and, moreover, since quick stock turnover measures profit the dealer will be given an opportunity of disposing of stock which has graced his shelves for some time, thus realizing a profit on his investment and at the same time providing greater enjoyment to his customers from their talking machines and opening up possibilities for increased record sales.

How to do this is the question, but the answer is simple enough—merely advertising and window displays along the same lines used in the holiday campaigns on talking machines and records. It is not necessary to devote exclusive advertising space to accessories alone, but a

portion of all advertising should, in the most attractive and forcible manner possible, call the attention of the public to the necessity of certain accessories, such as sound boxes, record albums, record repeaters, record brushes, etc., for the enjoyment of their instruments.

Nor is it necessary to devote an entire window display to accessories. The power of suggestion is a great force and a window in which a talking machine, a few records and accessories are displayed in such a manner that the necessity of each for the other is brought out will produce results. Placards, neatly printed, could be used to advantage in showing a display to explain the functioning of each accessory and be used to suggest certain accessories as gifts.

Every organization is made up of a certain number of units and no business can be an outstanding success if certain units of the business are pushed to the exclusion of others. It is a game of co-operation and true co-operation in the talking machine business means quick turnover on each unit, i. e., talking machines, records, accessories. A fair-sized stock of accessories takes a considerable investment, and while not nearly as large as that required for a complete machine stock or record library no merchant can afford to neglect this branch of his business.

MANILA DEALER VISITS NEW YORK

O. S. Cole, Vice-president of France & Goulette, Inc., Manila, P. I., Calls at World Sanctum

A visitor to New York this month was O. S. Cole, vice-president of France & Goulette, Inc., of Manila, Philippine Islands. This firm has been in business for a number of years, handling Sonora phonographs and musical instruments of all kinds, and Mr. Cole's visit to the metrop-

olis was a combined business and pleasure trip. While here he visited several recording companies with the object in view of becoming the local agent for a line of talking machine records.

Business in Manila has shown a decided increase recently, according to Mr. Cole, who visited The World offices while in town. He declared that although the first months of the present year were exceptionally dull in the musical field the steady increase in trade during the last few months indicates a bright future.

Meeting the Problem of Maintaining the Owner's Interest in the Talking Machine

One of the chief problems of the dealer in musical instruments of the automatic and semi-automatic types, such as talking machines or player-pianos, is that of maintaining the interest of the purchaser in the instrument so that he may prove a good customer for records and rolls. It is found, in many cases, that six months represent the average period during which the family takes a really active interest in their talking machine or the player-piano, and after that time the instrument is played only at intervals and the interest in the buying of new records and rolls begins to wane.

It is for the purpose of keeping the owner interested in his instrument that retailers are so strongly advised to feature records of the better sort—records that will be as interesting and timely ten years from now as they are today, for when a substantial library of such records can be placed in a home it means that the instrument will be kept more or less in steady operation and the demand for the popular numbers of the current monthly lists will keep up in proportion.

To build up a record library that will have the proper appeal to the individual owner requires a considerable amount of intelligent study on the part of the dealer or his salesmen. It is not sufficient for him to go through the record catalog and pick out a score or a hundred good records at random, but he must endeavor to select records of a character that will appeal directly to the individual he seeks to interest. It is not essential that the owners have a broad musical education to be interested in records of good music. On the contrary, the individual with only a limited musical knowledge is frequently found to be partial to records of certain classes—such as violin and 'cello solos, trio or quartet numbers, or vocal records of a particular sort, or by a certain favorite artist or artists.

Also it happens frequently that the average talking machine dealer is too well content in confining himself to the handling of the monthly record releases and in featuring better records only in his own store to develop and carry on any definite campaign that has for its object the building up of record demand six months or a year hence. He finds for himself that by selling a sufficient number of machines each

year he creates new record customers and gets from them a fairly satisfactory volume of business. The fact that machine buyers of last year are often missing from his list of regular customers does not worry him as it should.

Although it is estimated that there are over six million talking machines in use, or rather in homes, in the United States, or one machine for every three or four families, and instruments continue to be produced and sold at the rate of several hundred thousand annually, the point of satiation, so far as the talking machine is concerned, seems to be far in the future. However, the thinking minds of the industry have been and are considering ways and means for

Waning Interest of Patrons in Their Instruments Can Best Be Checked by Purchase of Better Music

keeping the business on a healthy permanent basis, at some time in the future when the instruments themselves are not so greatly in demand as at the present time. All such plans for insuring the permanence of the trade naturally rest on record distribution. Even under present conditions the average talking machine owner cannot be kept interested in his instrument continually and the problem, therefore, must be threshed out from the present-day angle, so that future emergencies may be met intelligently.

It can be said with truth that every piece of music, among the classics and semi-classics, that has real merit has already been recorded in one form or another. The talking machine record catalogs offer a wealth of music greater than the world has ever known before. Simply to have

it in a catalog, however, is not sufficient. It is by the establishment of comprehensive and valuable talking machine record libraries in the home that the permanence of the industry can be assured.

There are those who see in the campaign being carried on for the advancement of music a solution of the problem through the development of a greater appreciation for music among the masses, but we must not lose sight of the fact that the talking machine itself has been more of a contributor to this cause of musical advancement and increased musical appreciation than it has benefited therefrom.

The problem for the future, summed up, is that of making the talking machine an object of interest in the home, not only for three or six months, while it is new and novel, but for a period of years. The profits of the industry lie primarily in record sales, and the record sales of the future will depend upon this maintenance of continued healthy interest.

GRAINGER COMPOSING IN DENMARK

Percy Grainger, the celebrated pianist and Columbia artist, is now in Denmark visiting Evald Tang Kristensen, Denmark's greatest collector of folk songs and folk lore. Grainger and Kristensen have motored through the country accompanied by a phonograph of the old cylinder type and in the course of seven days collected no less than eight melodies, many of them of great antiquity and rarity. It is not at all improbable that Mr. Grainger will embody these folk songs in compositions which will be heard later the world over.

BUSH & GERTS ADD BRUNSWICK LINE

DALLAS, TEX., November 6.—The Brunswick line of phonographs and records has been added to the lines handled by the Bush & Gerts Piano Co., this city. The Bush Temple of Music, 1311 Elm street, which was constructed following a fire last June, is considered one of the finest music houses in the Southwest. On the opening day an unusually attractive window display featuring the Brunswick line created considerable comment.

THE TALKING MACHINE'S HELPMATE



SAVE MONEY

The cost of manufacture of albums is steadily rising. Cloth, paper, etc., are all costing more.

Buy Now

The prices of NYACCO albums will not be raised while our stock of raw materials, bought at the former prices, lasts. Order enough now to take care of your holiday business.



The Only Loose-Leaf Record Album on the Market

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
174 Tremont St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.

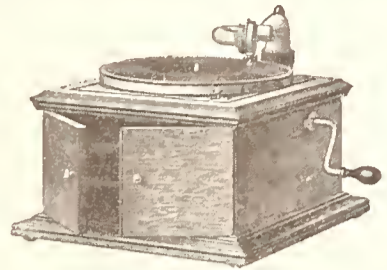
Western Coast Factory Representative, E. R. DARVILL—Munson Raynor Corp., 315 S. Broadway, Los Angeles, Cal.

Victor supremacy is the supremacy of performance

Its evidence is all around you. The unequalled group of famous artists, the perfection of the Victrola, the great variety of instruments and entertainment—and the success of dealers in Victor products everywhere.

Victor Wholesalers

- | | |
|--|---|
| Atlanta, Ga.....Elyea Talking Machine Co.
Phillips & Crew Piano Co. | Mobile, Ala.....Wm. H. Reynolds |
| Baltimore, Md.....Cohen & Hughes
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc. | Newark, N. J.....Collings & Co. |
| Birmingham, Ala...Talking Machine Co. | New Haven, Conn..The Horton-Gallo Creamer
Co. |
| Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine
Co. | New Orleans, La...Philip Werlein, Ltd. |
| Brooklyn, N. Y....American Talking Mach. Co.
G. T. Williams Co., Inc. | New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerhocker Talking Ma-
chine Co., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co. |
| Buffalo, N. Y.....Curtis N. Andrews
Buffalo Talking Machine Co.,
Inc. | Oklahoma City,
Okla.Oklahoma Talking Machine
Co. |
| Burlington, Vt....American Phonograph Co. | Omaha, Nebr.....Ross P. Curtice Co.
Mickel Bros. Co. |
| Chicago, Ill.....Lyon & Healy
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co. | Peoria, Ill.....Putnam-Page Co., Inc. |
| Cincinnati, O.....Ohio Talking Machine Co.
The Rudolph Wurlitzer Co. | Philadelphia, Pa...Louis Buehn Co., Inc.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Cleveland, O.....Cleveland Talking Machine
Co.
The Eclipse Musical Co. | Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co. |
| Columbus, O.....The Perry B. Whitsit Co. | Portland, Me.....Cressey & Allen, Inc. |
| Dallas, Tex.....Sanger Bros. | Portland, Ore.....Sherman, Clay & Co. |
| Denver, Colo.....The Knight-Campbell Music
Co. | Richmond, Va.....The Corley Co., Inc. |
| Des Moines, Ia....Mickel Bros. Co. | Rochester, N. Y....E. J. Chapman Co. |
| Detroit, Mich.....Grinnell Bros. | Salt Lake City, U..The John Elliott Clark Co. |
| Elmira, N. Y.....Elmira Arms Co. | San Francisco, Cal.Sherman, Clay & Co. |
| El Paso, Tex.....W. G. Walz Co. | Seattle, Wash.Sherman, Clay & Co. |
| Honolulu, T. H....Bergstrom Music Co., Ltd. | Spokane, Wash. ...Sherman, Clay & Co. |
| Houston, Tex.....The Talking Machine Co. of
Texas | St. Louis, Mo.....Koerher-Brenner Music Co. |
| Jacksonville, Fla..The French Nestor Co. | St. Paul, Minn....W. J. Dyer & Bro. |
| Kansas City, Mo...J. W. Jenkins Sons Music
Co.
The Schmelzer Co. | Syracuse, N. Y....W. D. Andrews Co. |
| Los Angeles, Cal...Sherman, Clay & Co. | Toledo, O.....The Toledo Talking Machine
Co. |
| Memphis, Tenn....O. K. Houck Piano Co. | Washington, D. C..Cohen & Hughes
E. F. Droop & Sons Co.
Rogers & Fischer |
| Milwaukee, Wis....Badger Talking Machine Co. | |
| Minneapolis, Minn..Beckwith, O'Neill Co. | |



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 100
\$150
Mahogany, oak or walnut



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or oak



"HIS MASTER'S VOICE"

Victrola

REG. U S PAT. OFF

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company
Camden, New Jersey

Unpreparedness Is the Foe of Opportunities in Modern Business :: :: By H. A. Beach

Vice-President Unit Construction Co.

The spectacular recovery of talking machine business during the past two months should once and for all put at rest those "doubting Thomases" who, because the buying public found it necessary to declare a holiday on things not absolutely essential in order to get its wind after the strenuous war-time period, entertained and expressed fear that the talking machine would no longer hold sway in the realm of music and that it was time for them to hunt other fields of profit and endeavor. Unfortunately there were quite a number of dealers who held such views and it was probably they who prevented a quicker return to prosperity than has actually been experienced.

Now that we are back again—and surely no one can doubt it—why not look the future squarely in the face determining that we are through with the silly idea that this business has its limitations and buckle into the harness for the strongest pull ever made for the returns that we all know the talking machine is capable of giving.

Yes, and why not give to the limit, as your respective positions allow, for the furtherance of the high public regard for the talking machine and help it to forever maintain its standing in the American home as The Musical Instrument Supreme.

Remember, Mr. Dealer, full satisfaction in business does not come from participation in profits alone, for the real satisfaction comes from the thought of being a contributor to the general scheme of things. Therefore, if you intend to rest your business on a good solid foundation and expect to derive happiness from this delightful and profitable business take an interest in its uplift and give full quota to help-

ful advertising, develop and put behind your line all the promotional strength and prestige your position will permit and see that the trade name of your line is a by-word in your community, well linked with your own honestly earned reputation. By such means only are you going to become a "stockholder" in this big enterprise.

Happily many added refinements are to be noted this year among the standard lines and

Every Department of the Business Should Be Thoroughly Overhauled to Adequately Meet Growing Trade

the dealer is in much better position as a result to meet the demands of his discriminating customers. The fact is that the up-to-date talking machine store is a veritable art shop, not to be surpassed by those shops handling any other high-class art objects. The transformation from those stores of ten years ago is truly remarkable. We cannot help but wonder what the next ten years hold forth.

Getting back to trade conditions the writer knows of no better barometer for this industry

than the business in which he is involved, for the simple reason that the average dealer does not make expenditure in added store equipment unless satisfied that the "times" justify.

To say business has been active for the past two months and more is putting it mildly. The Unico plant is a veritable beehive and hurry-up orders are coming in to us every day, usually with an advance query by wire of "When can you ship?" Invariably the answer is "Immediately." This typifies the state of mind of the average dealer. He had waited for the break and now that it has arrived he is determined not to get caught napping if he can help it.

If your house is not in order—

If your sales force is not recruited to proper strength to meet busy times—

If your store is not properly arranged to take care of a volume of business—

If your sales facilities are in any way inadequate—

If your own and your sales people's minds are not adjusted to the new era we have just entered, get busy now, for there is no time to lose.

Opportunity waits for no unprepared man; it comes, and if preparations for its coming have been made it will tarry, if not, there are other places to go.

NORDSKOG CO. CHARTERED ON COAST

The Nordskog Co., of Santa Monica, Cal., has been granted a charter of incorporation under the laws of that State, with a capital stock of \$100,000. It is announced that this concern will engage in the talking machine and record business in an extensive way.



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

Victor supremacy is the supremacy of performance



Victrola VI
\$35
Mahogany or oak



Victrola IX, \$75
Mahogany or 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. 90
\$125
Mahogany, oak or walnut



Victrola No. 120
\$275
Victrola No. 120, electric, \$315.00
Mahogany or oak



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 230
\$375
Victrola No. 230, electric, \$415
Mahogany



Victrola No. 240
\$115
Mahogany or walnut



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company
Camden, New Jersey

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, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

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**Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York**

NEW YORK, NOVEMBER 15, 1922

EQUIPPED FOR APPEAL TO BUYING PUBLIC

THE predictions made early in the year regarding an unusually active Fall and holiday season in the talking machine trade are proving to have been well founded and the retailers throughout the country handling the leading lines of instruments and records have begun to realize the soundness of the advice offered by manufacturers and wholesalers some months ago to order early and liberally in order to avoid the troubles that come with a shortage of stock. This shortage has already made itself apparent in the machine field and promises to become more serious as the peak of the holiday demand approaches.

Meanwhile the dealers have, through the efforts of manufacturers, been placed in an ideal position for making an unusually strong appeal to the buying public and doing a great volume of business. In the matter of machines there have been put on the market, during the past year by the leading manufacturers, a number of new and very desirable styles, particularly in horizontal or console models, at prices that enable the leaders to appeal to all tastes and pocketbooks.

Then, too, just as the Fall business gets really under way, the Victor Co. announces the largest and most comprehensive record exchange plan in the history of the trade, cutting out over a thousand recorded selections, practically 20 per cent of the entire catalog, at a cost to the company estimated at \$2,000,000. The Brunswick Co. has also announced a record exchange which is calculated to clear the dealers' shelves of slow-selling numbers and give them a chance to invest in and exploit records of a more popular character. The Columbia Co's cut-out took place in the Summer.

The record exchanges coming at this particular time not only serve to clear out slow-selling records, but release for the dealer tied-up capital running into hundreds and, in many cases, thousands of dollars. This comes about through the fact that the record exchange makes it possible for the dealer to replenish his record stock without the expenditure of cash, and the money that would ordinarily go for the purpose of such new record stock can be used for the purchase of more machines or for the development of business along other lines.

In announcing record exchange plans the various companies show in a most tangible manner their interest in the dealer's welfare and their desire to place him in a position to keep his stock in shape

to produce quick and profitable turnovers. It is to be admitted that this interest is in a sense selfish for the prosperity of the manufacturer naturally rests upon the prosperity of the dealer, but the trade is to be congratulated upon the fact that the manufacturers, whose ability and foresight have made the industry what it is, realize those things that are necessary to keep it active and healthy. For a company to recall and destroy \$2,000,000 worth of records requires courage and foresight.

With record stocks in first-class shape at holiday time talking machine dealers will be in a position to take full advantage of opportunities for business building and to get all the sales that are in sight. This improved record situation will, in some way at least, offset losses of sales that are in prospect because of the scarcity that will develop in certain types of machines. Altogether it looks as though the talking machine business during the next few months will be of a volume that will make history.

KEEPING IN TOUCH WITH MUSICAL EVENTS

THE formal opening of the musical season occurs this month, and from now until next Spring we will hear the greatest artists in the world in opera, and artists equally as great in both instrumental and vocal recitals. A large number of these artists are widely known in the talking machine trade and in the musical world generally through their records, and it behooves the dealers to keep in close touch with their activities and so shape their publicity plans and window displays as to tie up with the work of these celebrities and capitalize their reputation and fame.

There have been some complaints that only a very small percentage of the dealers in our industry pay heed to this advice. Whether because of indifference or lack of comprehension of the value of tying up with these musical events, the fact remains that a great many dealers have not done as much as they might in utilizing these effective sales means.

Keeping in touch with the artists and utilizing their activities in a popular way emphasizes not only the importance of the talking machine but its artistic position in the musical world. It impresses those skeptically inclined with the wonderful position which the talking machine occupies as a real interpreter of the music of the great masters as well as the favorites in the popular field. It also conveys the fact that the talking machine is to-day a tremendous factor in the development of musical knowledge and appreciation.

As a matter of fact talking machines and records have accomplished more in this direction than all the other mediums in the music trade and profession combined. Hence every dealer should deem it a duty to develop his business along lines that will tie up with musical affairs. He should be a leader in the community. He should keep in touch with music advancement in the broad sense of the word and should be interested in every band or orchestral concert, every community sing and every music memory contest which occurs in his community. Every affair of this kind creates a direct interest in the instruments that produce music, and among such instruments the talking machine stands well to the front. For the next six months great operatic and orchestral organizations and singers and instrumentalists of international fame will be strongly in evidence, and the dealer is not doing his duty to himself or to the industry if he ignores them.

SHORTER TERMS AND MORE CASH DESIRABLE

IN many lines of business where fixed prices do not obtain, either through definite agreement or general understanding, prices are regulated chiefly by the law of supply and demand. When goods are scarce there is a tendency to take advantage of the situation and jack up the price, while on the other hand when goods are plentiful competition forces the shaving of prices. In the talking machine trade a shortage of stock does not bring with it an opportunity for increasing prices from the fact that prices of various models are well advertised, nationally and locally, and the advertised price is invariably the maximum price.

Talking machine dealers, however, can and should take advantage of the machine shortage that already exists in some localities, and promises to develop in others, to shorten terms and hold out for cash wherever possible. When there is a surplus of machines it takes courage to chance the loss of a sale rather than let the instrument go out on terms that run over a year, but when the

dealer has only a limited number of machines to offer he owes it to himself to demand and hold out for cash or terms that are well within reason.

He must bear in mind that the instruments sold between now and Christmas cannot in many cases be replaced until after the first of the year, and if he has let them go out of his store on a basis of \$3 or \$5 a month he is going to feel pretty badly if he is later compelled to turn down cash-paying prospects for machines of that particular type. The manner in which the average dealer handles the question of terms during the next couple of months will have a direct bearing on whether or not he realizes the profit that should be his as a result of an unusual business opportunity. If, on the other hand, he is content to have a safe full of installment paper in lieu of cash that is his lookout.

TIMELY RECORD MERCHANDISING SUGGESTIONS

EVERY once in so often the daily papers carry news stories telling of renewed activities of those who, for one reason or another, feel that they are called upon to save the nation from the "curse of jazz," and who announce through appropriate propaganda that they plan to elevate the character of the popular songs of the day. At more or less regular intervals also, the various associations in the music industry, local and national, put forth a demand for better music and discuss seriously the question of featuring sheet music, rolls and records of better grade, to the exclusion of jazz and popular music. Fortunately for the trade, however, business is conducted primarily for profit, and even those who are loud in their condemnation of the low musical taste of the public realize that over 80 per cent of the roll and record business, particularly, is in popular music.

While making up the bulk of their monthly lists from the popular music, the record and roll manufacturers are not paradoxical when they urge that the retailers devote their attention largely to the exploitation of classics and semi-classics of the more permanent type. The logic of their position lies in the fact that popular numbers sell themselves, while music of the other sort must be sold to the public or at least exploited to a point where the buying public gains an appreciation of its real value.

One prominent dealer in the West makes it a rule in his establishment for the salesman to recommend some standard or semi-classic record whenever he is asked by a customer for something that is good. This particular dealer realizes that the bulk of his business is in popular numbers but also realizes that they sell themselves. His argument is that by pushing records of the higher grade numbers he is really creating an extra sale because the customer is going to buy the popular record anyhow without solicitation.

Popular records, of course, are what keep the average talking machine store running profitably, and the fact that every sale of high-class records makes profit over and above operating expenses should prove a distinct inducement to the dealer and his salesmen

THE Talking Machine World offers a prize of ten dollars monthly for the next three months for the best article of from four hundred to five hundred words from a dealer, salesman or traveler setting forth an original and practical idea, or a proven plan, for selling or exploiting talking machines or records, or improving collections. The contests will close on the first day of December, January and February. One dollar each will be paid for all articles which do not win prizes, but which are deemed worthy of publication because of the ideas they contain. The plans or ideas must be practical and tested. Address articles to "Contest Editor, Talking Machine World, 373 Fourth Avenue, New York."

to concentrate on that department of the business. If selling effort must be put forth it can just as well be used where it is needed rather than where it is really unnecessary.

FORCING THE ISSUE IN HOLIDAY TRADE

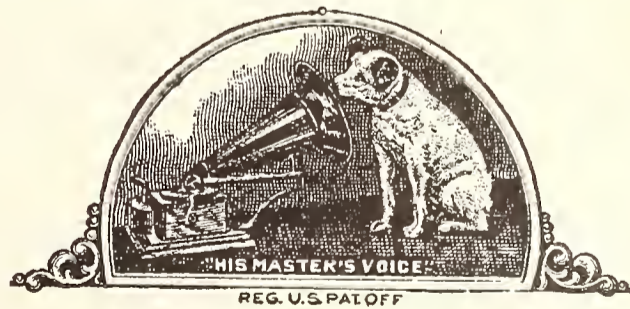
THE Christmas buying season will be well under way when the next issue of The World comes out, and it is timely to suggest that dealers throughout the country should give most careful attention to the perfecting of ways and means of interesting the public in talking machines, records and accessories to a greater extent this year than ever before. While talking machines and records have grown in favor as Christmas gifts, their sales in this connection can be increased a thousand per cent provided dealers display more intelligence and enthusiasm in bringing their merits to the attention of the purchasers in their locality.

With ample stock on hand dealers should start their advertising and window campaigns early. They should let the public know exactly how it can be served around the holiday season, and why talking machines and records are most acceptable gifts—how they act as a constant reminder of the thoughtfulness and generosity of the donor and afford unending pleasure.

There are plenty of arguments to be adduced in favor of talking machines and records as Christmas presents, and it is the duty of the small dealer as well as the large dealer to go after this holiday trade and capture his share of it. It will be well for dealers to analyze the sales field from every viewpoint, and by their methods and policies convince the public that their store is the store to visit and to do business with. The buying mood must be cultivated and this should not be difficult because there are so many good reasons why people should express their sentiments of affection and greetings through music.



'PHONE FITZROY 3271-2-3



At Your Service

We predicted big business and a shortage of Victor merchandise for this Fall. Both predictions are proving true, but Ormes' service is demonstrating its value to Victor dealers at this important time. The big Holiday season is ahead. Again we will have the opportunity to forcefully demonstrate what Ormes' "exceptional" service really means.

Who's your Victor jobber?

ORMES, Inc.

15 West 37th Street

New York

Four Merchandising Suggestions Worthy the Consideration of Dealers :: By Frank H. Williams

There ought to be a talking machine in every restaurant and in every candy store in your city with a good supply of records which could be played by customers free of charge whenever they felt like doing so.

Most candy stores realize that a little music in the store is a big asset. It attracts people as almost nothing else will. And there's no doubt in the world that music supplied by the talking machine is particularly adapted for such establishments. So there should be no very great difficulty in making sales to these stores.

With the restaurants there might be a little more difficulty, due to the fact that the owner would be compelled to pay a royalty to the publishers of all copyrighted selections. Prospects should be apprised of this fact during the course of the sales talk. A good sales argument follows:

"You say you never heard of the average popular restaurant using a talking machine in this way. Well, is that any reason why it shouldn't be started? You know, of course, how valuable music is to the bigger restaurants of the larger cities in getting more patronage. You know that these bigger restaurants employ special orchestras and make a big thing of their musical programs. And, surely, if music is a fine thing for the bigger restaurants it will also be a good thing for the smaller restaurants. People like music with their meals. By putting in a phonograph and letting the customers themselves play the machine, if desired, you will be giving your patrons music in as wide a variety as possible and also attracting trade."

Of course, whenever you do put a talking

machine in a local candy store or restaurant you should play up the fact in your newspaper advertising and use each sale as an argument why other institutions of the same class should buy machines from you for the same purpose.

Selling the Returned Vacationist

A wide-awake dealer in a Western city worked a stunt the other day which is worth noting. He got in touch with the people in his com-

Practical Pointers on Varied Opportunities for Increasing Trade in Talking Machines, Records and Supplies

munity who had been away on vacations for the Summer and who had now returned to their homes. The idea behind such a plan was that the majority of these people had heard and appreciated talking machine music during their vacations and might now be in a mood favorable to the purchase of machines and records for their own homes.

The salesman who made the personal call used this line of argument: "No doubt a phonograph added greatly to your Summer enjoyment. It helped you dance and made the evenings pass more pleasantly. Isn't this the case?"

In most instances the answer was in the affirmative, which encouraged the salesman to descant as follows: "Of course talking machines are important in adding to the delight of the Summer vacationist, but they perform their greatest service in making homes happy in the Winter time. There is nothing like music around the house to cheer one up. Let us prove this contention by putting a talking machine in your home for a demonstration."

If it developed that the person to whom this talk was being addressed already owned a machine then the salesman swung the conversation around to the selling of records and emphasized the wonderful array of new records which had been placed on the market in the past three or four months, placing special emphasis on certain records which, he felt from his conversation, the party was interested in.

This salesman found that the people who had come back from vacations and were fixing up their homes for the Winter were in a very receptive frame of mind for the purchase of machines or, where they had them, of records. The experience of this dealer is worth passing along to others. It is not yet too late, because the majority of home people do not commence to arrange their apartments for Winter occupancy until late in November.

Tying Up With Orchestras and Recitals

Now that the Fall is here the alert dealer handling talking machines and records should keep in close touch with the local song recitals and particularly with the programs of the popular orchestras which are playing in the hotels and halls where dancing is greatly in vogue. For instance, study the program played at some local hotel or dance hall and note the pieces that are most in favor by the dancers. Select the records of these pieces and place them in your show window with a placard reading like this: "The patrons of the So-and-So hotel or dance hall are crazy about these selections," and follow it up with another window card talk to the effect that "The most popular dance music now being played by the ——— orchestra at the ——— hotel or dance hall is to be found here on these records. Why not get these selections and dance to them in your own home? You will then understand their popularity."

This sort of window display would be timely and unusual, and for this reason would be sure to attract a greater amount of attention and would be certain to insure larger sales.

Again, when some high-class song recital or instrumental recital by famous artists of international reputation is given there should be a complete "tie-up" with these concerts, and this could be easily done because the leading artists are now represented in the catalogs of the leading record manufacturers. This "tie-up" calls for a unique and artistic window display and arrangement of records of the artists, featuring especially the songs or numbers they are singing or playing. It also calls for window-card publicity setting forth the importance and value of the records. This kind of publicity not only interests, but it also advertises to the public the fact that the dealer is decidedly up to date.

Using the Window as a Salesman

"I find that the oftener I change my window displays the more business I do," said a suc-

(Continued on page 12)

VICTOR YEAR 1922

The Best in our History

Based Upon

IDEAS—MERCHANDISE—SERVICE

VICTROLAS VICTOR RECORDS IN ALL LANGUAGES
VICTOR NEEDLES VICTOR PARTS

KNICKERBOCKER TALKING MACHINE CO., Inc.

Metropolitan Victor Wholesalers

138 West 124th Street

New York

Telephone: 0275-0276-6890 Morningside

FOR A PEERLESS CHRISTMAS

OUR ENTIRE PLANT IS AT YOUR SERVICE

GIFTS

Thousands of dollars are spent each holiday season in gifts.

How much of this money will find its way into your cash register this year?

That depends solely on your ability to place alluring gift offers before each visitor during the Christmas Period.

Peerless, the album, containing an appropriate selection of records, labeled with our classification system, is the one irresistible gift.

Put the records up in groups and price them complete, "\$5.00 for this assortment, including the Peerless." And have other assortments for \$6 and \$7 and one at \$10.50, shown in the window and on the sales floor.

It's one way to cinch the "last minute" purchaser who ordinarily spends his money for candy or cigars.

Phil Ravis

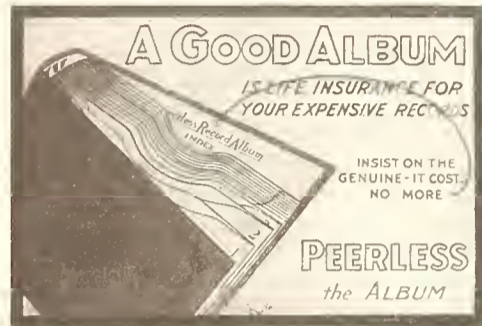


Every machine, workman and department of the Peerless organization is now keyed-up to give immediate attention to all "last minute" orders.

No dealer who desires a stock of

PEERLESS —the Album

with which to capitalize this Season's opportunity can possibly have any regret.



A Postal will bring this sign to you in the next mail—WRITE

Our personnel has been enlarged to not only adequately fulfill our regular customer's requirements, but additions in manufacturing capacity guarantee a most satisfactory service to all new friends.

Wire your album requirements at our expense, and let us demonstrate what is meant by "Peerless Service."

PEERLESS RECORD CARRYING CASE



will add to your Christmas sales. Every record owner is a possible purchaser of this fine case.

Accommodating 25 ten or twelve-inch records, this case, substantially built, with brass trimmings, suit-case handle and double strap fasteners, will find favor with a large majority of your customers.

Manufacturers of:—

- | | |
|--|--|
| Peerless De Luxe Albums | Peerless "Classification Systems" |
| Peerless All Grades of Record Albums | Peerless Record Album Sets for All Make Machines |
| Peerless "Big Ten" Albums | Peerless Record Stock Envelopes |
| Peerless Record-Carrying Cases | Peerless Delivery Bags |
| Peerless Interiors for Victrolas and Phonographs | Peerless Supplement Envelopes |
| | Peerless Photo Albums |

It Does Make A Difference What Album You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

FOUR MERCHANDISING SUGGESTIONS

(Continued from page 10)

successful Middle Western dealer in talking machines. "My store," continued this dealer, "is located on a side street where the people passing the store are 'regulars'—that is, the folks who pass my store on one day are pretty sure to be the same folks who will pass my store on the following day and on the next and so on. This means that when I arrange a window display the majority of the folks passing my store during the course of a week or two weeks will see the display on the first day and after that will pay no further attention to my show windows until I have something else on display. So when I change my displays frequently I am doing just that much more to attract the attention of the 'regulars' and sell them goods.

"I find, too, that it is much the best plan to make the window displays just as different from one another as possible. For instance, if I have a display in which red is the predominating color I see to it that the next display is blue or green or some other color as its foundation. Also, if I have been showing phonographs in one display I see to it that in my next display the main thing exhibited is records. And so on with all of my displays.

"It doesn't take such a tremendous amount of time and attention to change displays with the required frequency. In fact it is possible to so regulate the window trimming that it will be done at odd moments during the day when there is nothing else doing around the store. It is a splendid way of putting in time which would otherwise be used in loafing or in waiting for something to turn up.

"For my own part I am thoroughly sold on this proposition of frequent changes of window displays and I believe that it would be as successful for other stores in getting more business as it has been for me."

NOW IT IS MUSIC IN THE MORNING

Walter Camp's "Daily Dozen" set to music on Health Builders' records, has been credited for having greatly increased the talking machine playing day. In an article in a local New York newspaper it is stated "where the disc used to swing into action at 5, 6 and 7 o'clock in the evening it now starts at 5, 6 and 7 o'clock in the morning." Although the article is written in a somewhat facetious vein, it decidedly gives credit to the great popularity of the health building course and its rapid growth to almost universal use.

EDISON VIEWS PALLO PHOTO PHONE AT G. E. PLANT

Thomas A. Edison Examines New Talking Moving Picture Machine at Plant of the General Electric Co., in Schenectady, N. Y., in First Visit in Twenty-five Years

Thomas A. Edison, who has dealt in marvels all his life, was amazed at some of the things he saw in the General Electric Co. laboratories in Schenectady, N. Y., on his visit recently, in company with his son, Charles Edison, and Mrs. Edison—his first in twenty-five years.

He saw a mercury boiler so much more efficient than steam that when it is perfected it will mean a saving of one-third in coal used to produce power. He saw a machine for registering the voice by light on a moving picture film that has unlimited possibilities of development—including talking-movies. And he saw vacuum tubes that have in them the germ of greater things than the world has yet known in electrical science.

Dr. Irving Langmuir, inventor of the vacuum tubes, which very recently took the place of enormous alternators in wireless stations, showed him some of the big lamps he and his assistants have been working on. Edison bent his hands around them, gestured and talked of the difficulties of making them, for he had tried to and failed for lack of time.

The radio room held a lot of the vacuum tubes which Mr. Edison had heard of and wanted to see almost more than anything else in the place. The evolution by which they were changed from air-cooled to water-cooled tubes, so that they could be built larger and larger to carry more and more power, was explained. In the room were two lines of pieces of wood strung on wires, which waved up and down to make a visualization of energy waves as they are built up on the receiving antennae of a wireless plant.

The Pallo Photo Phone, the machine which registers sound on a moving picture film so that voices and music may be reproduced in ordinary wireless loud-speaking phones and may be developed into talking movies in which the picture and sound would be perfectly synchronized, was demonstrated to Mr. Edison by the inventor, C. A. Hoxie.

This machine, while still in the experimental stage, has had great things predicted for it. The record is made by causing the sound waves to produce vibrations on a minute mirror. A beam of light reflected by the mirror strikes a photographic film kept in motion and which, when developed, shows a band of white with delicate markings on the edges which correspond to the

sound reproduced. On account of the small mirror, its low inertia, and other factors, it is possible to produce a sound record which includes the very delicate overtones which give quality to music and speech and which, it was said, had not been so successfully accomplished by any other method of recording sound waves.

The reproduction of the sound from the film is accomplished by moving the film in front of a delicate electrical device which produces an electromotive force that varies with the amount of light falling upon it. By a combination of vacuum or electron tubes an apparatus has been produced which responds to variation in the light falling on it with a speed so high that it can only be compared with that of light itself, or with the speed of the propagation of wireless waves in space. Therefore when this film is moved continuously in front of such a device, the device produces an electric current corresponding very accurately to the original sound wave.

This electric current may be used to operate a telephone or loud speaker, and has been used to operate the radio transmitting station WGY of the General Electric Co.

Mr. Edison was asked to talk into the machine, so that a record of his voice on the film might be made, but he declined.

"You can't get me to talk, even on a phonograph," said the inventor of the phonograph.

The visit of Mr. Edison to the General Electric Co. laboratories was made the subject of wide comment in the newspapers, for these giant buildings cover the site of Mr. Edison's first plant and much of his earlier work was carried on there. Indeed, quite a number of men who worked with Mr. Edison in his early inventions are still on the staff of the General Electric Co. and his visit was like a family reunion. He received an enthusiastic greeting from the 17,000 or more employes of the great electric plant.

FEDERAL RECORD CORP. FUNCTIONS

Despite Serious Damage by Flames, Albany, N. Y., Manufacturer of Records Continues Operations—Master Records Saved

ALBANY, N. Y., November 7.—Although serious damage was suffered by the Federal Record Corp., manufacturer of talking machine records, to its offices and factory in this city last month, there has been practically no cessation of business. In a chat with *The World*, J. P. O'Brien, general manager of the concern, said:

"Fortunately, our entire catalog of master records has been saved and we have contracted for and are now receiving a big supply of working molds from them. Pressing and shipping arrangements have already been concluded and we are taking care of our customers on our complete catalog without the slightest delay. Our laboratory in New York City is recording its usual schedule and our November 1 list will be right up to the minute, as usual.

"Temporary executive offices were established here on the very day of the fire and while we were badly handicapped for a few days we managed to keep functioning and to take care of our going business. We have made no definite plans for a change of quarters and business will continue in the usual way until further notice."

SONORA DEALER VISITS NEW YORK

George Geake, who sells the Sonora in Albuquerque, N. M., in large numbers, and who is famed in that part of the country not only as an energetic dealer, but as a musician of unusual accomplishment, was in New York for a few days last week and visited the Sonora offices. Mr. Geake says the great Southwest is going to do more than its share of phonograph-buying during the present season and that the business outlook is excellent.

Sonora DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island and the lower Hudson Valley

Greater City Phonograph Co., INC
311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

The superiority of the **Sonora** is as marked
as the ease with which it sells.



REG. U. S. PAT. OFFICE

The name RADIOLA is a trademark which is the property of the Radio Corporation of America and which is registered in the U. S. Patent Office. It designates only the radio receiving sets of the Radio Corporation of America.

The name RADIOLA is not only an identifying symbol and, therefore, a protection to the public, but also a guarantee that the radio set to which it is applied embodies the latest approved results of scientific research conducted on behalf of the Radio Corporation of America.

Among R C A distributors are the following famous music houses:

ALBANY RADIO CORPORATION, Albany, N. Y.
 LANDAY BROS., Inc., New York City
 LYON & HEALY, Chicago, Ill.
 W. F. FREDERICK PIANO CO., Uniontown, Pa.

Radio  **Corporation**
of America

Sales Department, Suite 2076
 233 Broadway, New York, N. Y.

District Office
 10 South La Salle St., Chicago, Ill.

Big Possibilities for Xmas Trade in Juvenile Machines and Records :: By Wm. Bliss Stoddard

It is none too early to begin to feature Christmas gifts, for on all sides one hears the slogan, "Do your Christmas shopping early." Especially is this true of the substantial gifts that run to two figures at least. (I am not speaking at this time of the regulation phonograph, which is having a wonderful sale this season.) When it comes to buying what parents consider a "toy" that costs more than ten dollars the majority want a little time to consider. Once they are educated to the idea that quality toys are the cheapest in the long run they buy willingly, but the majority are from Missouri and want to be "shown." For that reason the dealer handling juvenile talking machines and records should begin his publicity campaign early in the season.

The modern idea, fostered by all interested in the training of children, is that toys should be constructive, and every gift should be one that a child could use to some purpose. Such being the case children's phonographs can be given wide publicity. They fit in well with the exploitation of all nursery supplies and furniture and have already been the subject of several attractive displays, which, with modifications, could be used to advantage by many other dealers throughout the country.

The J. L. Hudson Co., of Detroit, showed a nursery with light-hued rugs and flowered panels on the walls. At one end was a little table set for tea, with several dolls in chairs and a little mother hovering near. At the other end was a juvenile phonograph, tinted blue, upon

which an older girl was placing a record, while a small lad was listening to the music. From the rear was coming another girl, bringing a record. On the floor were a number of juvenile records, including several of those from the Bubble Books. A large card in the midst of the display called attention to the price of the juvenile cabinet—\$25. This firm also sent out picture-card postals to a long list of children,

Toy Talking Machines Offer Dealers a Wide Avenue for Adding to Profits During Holiday Shopping Season

on which this window scene was reproduced, inviting the little ones to come down to see the actual display, and added:

"When you give a doll's party to some of your little friends you, of course, want music. Here is a phonograph, just like mamma's big one, that will enable you and your companions to sing and dance and have a big time gen-

erally. Results greatly exceeded expectations."

The Bon Marche of New Orleans was another firm that gave wide publicity to juvenile phonographs and records through its essay contest. In the department was erected a little house, with actual doors and windows, but so low that only youngsters up to ten could enter. This was fitted up with children's furniture, and in the drawing room was one of the juvenile phonographs. On Saturdays there was a little girl who acted as hostess, who met the kiddies at the door and conducted them through the house, ending with the living-room, where she played several selections for them on the phonograph. But to go back to the contest: This playhouse was given a good send-off in the Bon Marche ads, and three prizes were offered of \$15, \$10 and \$5 each for the best essay, not to exceed 500 words, telling of the interesting things in the playhouse and elsewhere in the department. It was not necessary for children to make any purchases in order to enter the contest, but, of course, they had to come to the store and look over the merchandise, and it is safe to say that few of them went home without telling their parents of some particular item that met their fancy—and while the results were not immediate many a parent remembered this wish when it came time to do the Christmas shopping.

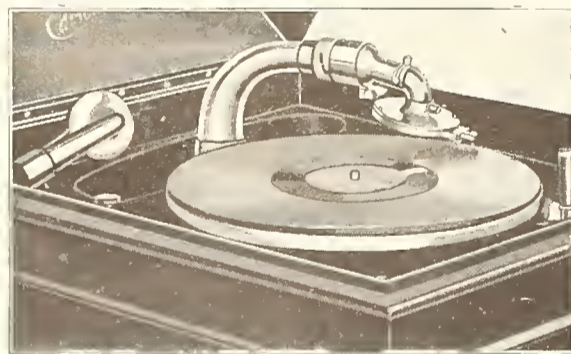
Buescher's, of Cleveland, was a third firm that carried out the idea of pushing juvenile phonographs, though they went a step further and brought in the Bubble Books, which have been



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 Vertical Cut Records on Edison Phonograph

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."

If your jobber does not handle, write us.

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 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

154 W. Whiting St., Chicago

so popular for several seasons past. Their ad, which was admirably arranged typographically, was addressed to all children, and read:

THE BOOK THAT SINGS

—It sounds rather impossible, but see the Bubble Book for kiddies, with its nursery rhymes, prettily illustrated, and just at the right section, where the jolly miller begins his song, a small record is enclosed, and one may read the words in the Bubble Book while the record is being played.

These Bubble Books, as well as other juvenile records, were demonstrated every Saturday in November by a boy and a girl, one of the children's phonographs being used for this purpose. In order to call these records and cabinets to the attention of those who might not have seen the ad they arranged a big window which they fitted up as a nursery. The floor was covered with a rag rug, while the walls were of gray with felt figures appliqued upon them. There was a complete set of children's furniture, with a small phonograph cabinet occupying the center of the stage, so to speak. On the table were piled a number of the Bubble Books and records, while a little girl in white was placing a record on the phonograph. A big card down front read, "Children's Console Model," and one on the wall called attention to two new Bubble Books just issued. Juvenile records were scattered over the chairs and floor and a Victor dog looked out from among the ferns banked at either end. On two Saturday afternoons, one in October and one in November, the firm pulled off a stunt that almost blocked traffic. Most of the furniture was taken out of the window, the little phonograph moved to one end and the services secured of four little dancers, who danced to the music of the machine, operated by a fifth child. The evident pleasure the youngsters took in the music—at intervals they sang as well as danced—was one of the best selling ideas ever put out, for every mother and father who watched them had it brought home to them how much pleasure their own children could get out of such an instrument.

JOHNSTOWN FIRM ADDS EDISON LINE

Steele & Harris, Inc., Remodel Store to Handle Edison Line of Phonographs and Re-creations as Result of the Greatly Increased Demand

JOHNSTOWN, PA., November 2.—The complete line of Edison re-creations and phonographs has been added to the stock of Steele & Harris, Inc., one of the leading music houses of this section. The concern has secured a special store for the display of pianos and the main show-rooms have been remodeled and modernly equipped for the advantageous display of phonographs and records. Mr. Steele, one of the members of the firm, has been engaged in the music business for a number of years, having been associated at one time with the W. F. Frederick Piano Co., of Pittsburgh. While his attention has been directed mainly to the merchandising of pianos in the past, he states that the increasing demand for both pianos and talking machines resulted in his decision to add a complete line of the latter and make this an important branch of his business.

FURFURAL FROM CORNCOBS

Bureau of Chemistry Announces By-products Obtained From Corncocks—Furfural Can Be Used in the Manufacture of Records

WASHINGTON, D. C., November 6.—Six years of persistent research at the Bureau of Chemistry of the Department of Agriculture has resulted in establishing the fact that a number of interesting and useful by-products can be derived from the humble corncob. Chief among these is a colorless oily liquid called furfural. One use of furfural would be as a cheap and satisfactory substitute for formaldehyde, as used in combination with carbolic acid in making a synthetic compound which is used for the manufacture of talking machine records, varnishes, etc.

GOOD REASONS FOR PROSPERITY

Evidence of Prosperity Throughout the United States Abounds in Late Bank Figures Presented by Officials of Federal Government

WASHINGTON, D. C., November 3.—Further evidence of the increasing prosperity and public thrift of the people of the United States and their ability to buy more talking machines this Winter than ever before in history is to be found in the fact that savings bank accounts throughout the country have climbed to a new high mark, according to reports received by Comptroller of the Currency Crissinger.

There are now 5,782 national banks in the continental United States carrying savings accounts or operating savings departments in which \$3,046,054,000 in savings deposits are credited to 8,873,327 depositors to whom the banks are paying interest at an average rate of 3.75 per cent, the reports show.

These figures, compared with June 30 last year, show an increase of 162 banks which are featuring this kind of business, an increase of 764,085 depositors and \$88,499,000 in deposits, and represent the greatest amount of savings deposits ever reported by national banks.

New York leads all cities in the total deposits, Chicago coming second with little more than half as much deposited in its banks, although they outnumber the New York banks, twenty-four to sixteen. Eastern States rank first in the number of depositors and total deposits, with the middle Western States second.

MISCHA ELMAN PLANS TO WED

Mischa Elman, world-famous violinist, and exclusive Victor artist, has become engaged to Mildred Stone, a sister-in-law of Rudolph Polk, also a violinist, according to a recent announcement. The artist met Miss Stone at Lake Placid, N. Y., following his return from an extended concert tour in the late Spring.



Who Writes Your Policy?

Will you be thankful on November 30th, this year?

Pearsall Service is "Thanksgiving Insurance."

Ask any Pearsall dealer—he'll tell you.

"Desire to Serve—Plus Ability"

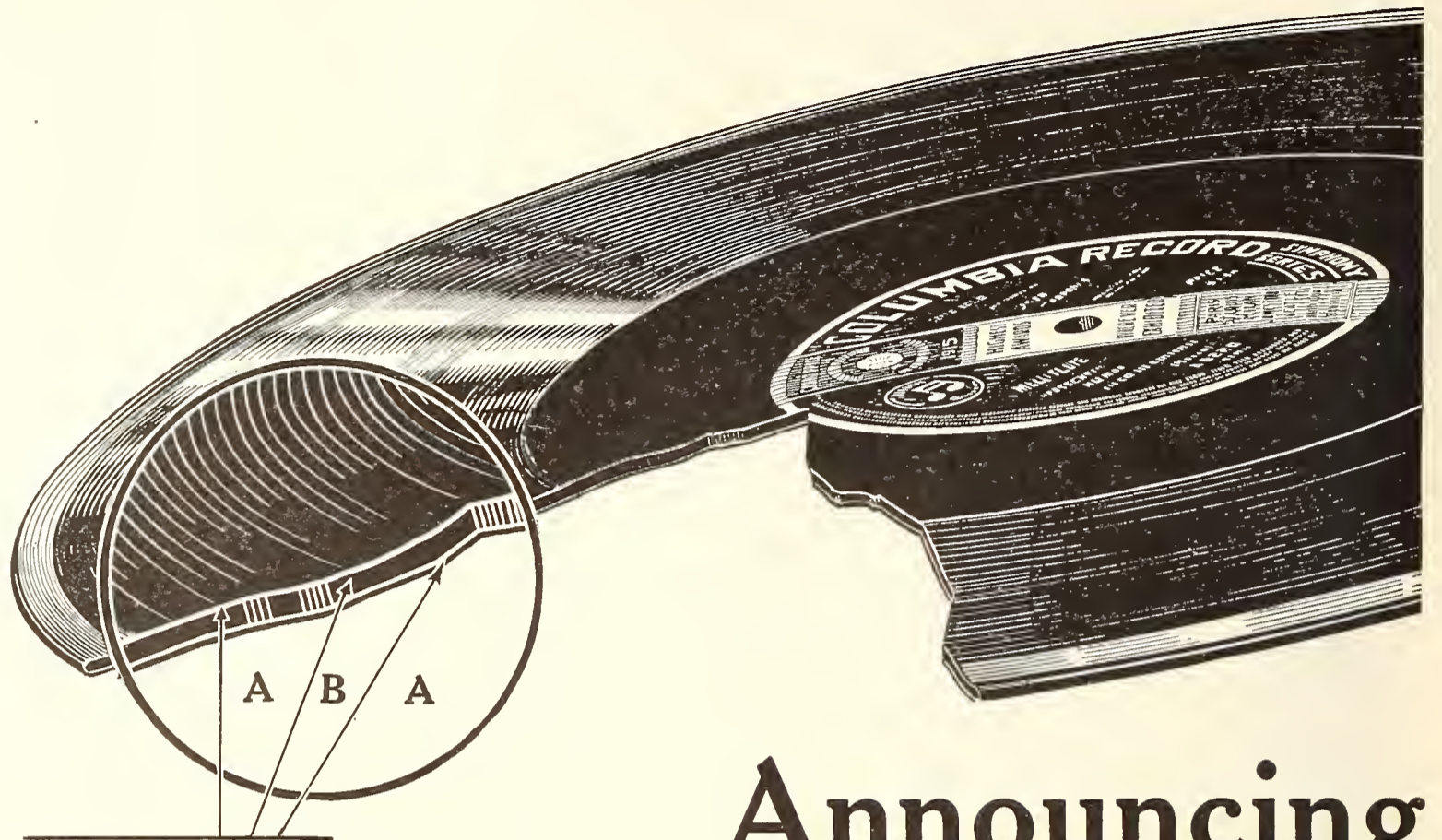
10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



This illustrates the laminated construction of the new process Columbia Records.

- A**—illustrates the much smoother playing surfaces which are made of a new substance over which the needle travels almost inaudibly.
- B**—illustrates the much harder centre core which resists warping.

Announcing Columbia

ON October 31st we announced to the public, in full-page newspaper space, the achievement of a great advance in phonograph record manufacture—The New Process Columbia Record—which after years of experiment we present to the world—*perfected*.

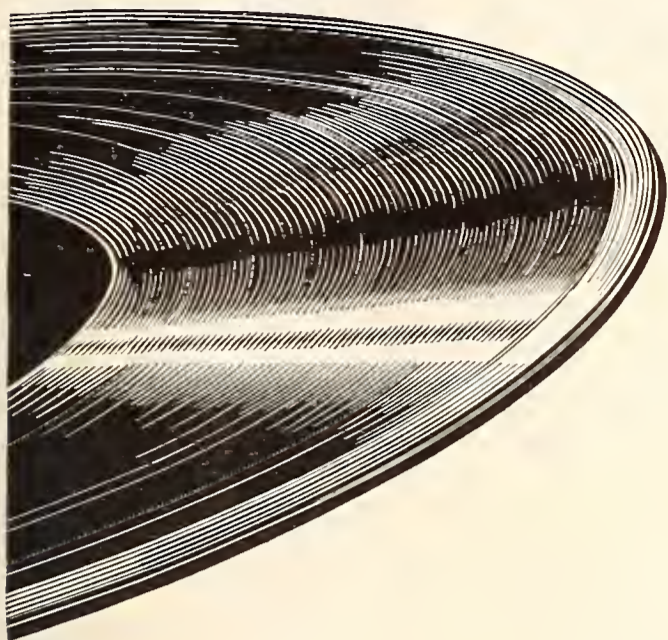
New Process Columbia Records are practically free from surface noise, of greater durability, of crystal-clear tone.

These things are made possible by the use of a new surface material, ultra fine in texture and marvelously smooth; our patented three-ply laminated construction and our superior recording proficiency.



Columbia

NEW PROCESS



ROSA PONSELLE is perhaps the most dazzling meteor in the history of grand opera. Hers has been called the "voice of voices." Ponselle makes records exclusively for Columbia.



TO HEAR Pablo Casals is to have born in one an utterly new conception of the magnificence and beauty of the violoncello in the hands of a master. Casals makes records exclusively for Columbia.

New Process Records

New Process Columbia Records challenge comparison with any phonograph record made, in any department of music. You may prove this to your complete satisfaction by playing New Process Columbia Records in direct competition with records of the same selections as produced by other record manufacturers.

The public has noticed the improvement in Columbia Records during the last several months. It will be quick to appreciate their present superiority.

As examples of this new quality we list the following selections.

COLUMBIA GRAPHOPHONE CO., *New York*

Put These New Process Columbia Records to the Hardest Comparison Tests!

Song of India. From "Sadko."	Rosa Ponselle.
49920	12-inch \$1.50
Mattinata. ('Tis the day). (Leoncavallo)	Riccardo Stracciari.
79720	10-inch \$1.00
Uncle Ned.	Oscar Seagle and Male Quartette.
Little Old Log Cabin in Lane.	Oscar Seagle.
A-3582	10-inch \$1.00
Canzonetta. (Op. 6, D'Ambrosio).	Toscha Seidel.
49689	12-inch \$1.50
Two Little Stars.	Barbara Maurel.
Calm as Night.	A-3643
	10-inch \$1.00
Mignon-Connais tu le pays (Thomas)	Jeanne Gordon.
80186	10-inch \$1.00
Irish Love Song.	Cyrena Van Gordon.
My Laddie.	A-3617
	10-inch \$1.00
Would God I Were the Tender Apple Blossom.	Pablo Casals.
80159	10-inch \$1.00

RECORDS

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

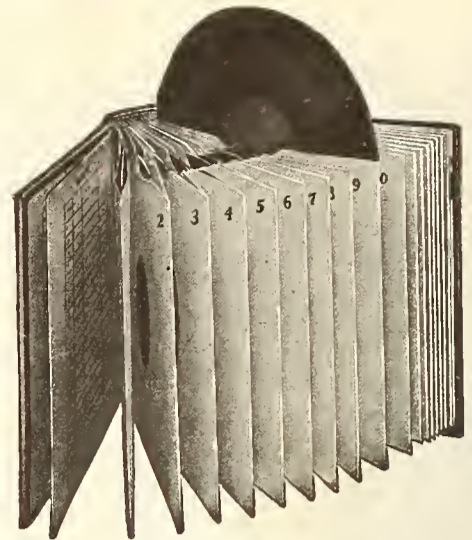
To the Trade:

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

EXHIBITS AT FOOD AND HOME SHOW

Talking Machine Department of Hahne & Co. Attracts Interest Toward Its Line of Talking Machines—Cashes in on the Appearance of Paul Whiteman's Orchestra on Halloween

NEWARK, N. J., November 3.—The talking machine department of Hahne & Co., one of the leading department stores in this city, under the able management of J. Blake, recently staged an exhibition at a Food and Home Show, in the First Regiment Armory here, which proved a decided success, not only from the standpoint of publicity, but because of the number of live prospects secured and the number of sales which could be traced directly to the exhibit. Victor, Sonora and Widdicomb machines were attractively displayed.

Mr. Blake also cashed in on the appearance here of Paul Whiteman and his orchestra at the First Regiment Armory. Mr. Whiteman played for the benefit of the United War Veterans on Halloween and this event was played up by the Hahne & Co. talking machine department in its advertising. Mr. Blake also succeeded in placing a Victrola at the entrance to the armory over which was a placard announcing that Paul Whiteman was a Victor artist and his records could be obtained at the Hahne & Co. talking machine department.

Business in the Hahne & Co. music department has shown a decided improvement during the past month and in order to give better service to customers in the talking machine department H. Hopping, an experienced salesman, has been added. Mr. Hopping was formerly connected with Chalmers & Co. and the L. Bamberger talking machine department.

The business man who continually goes around with a chip on his shoulder is hurting no one but himself. He is courting failure.

SPECIALIZES IN FOREIGN RECORDS

New Store of the Canton Music Co., Canton, O., Giving Particular Attention to That Line—Has Very Attractive Quarters

CANTON, O., November 6.—With the opening of the new store of the Canton Music Co. in the East Tuscarawas street arcade, Canton's music industry now boasts of a store offering the trade a department where foreign talking machine records are available. This is said to be the only local establishment specializing in this particular service.

This music shop, located in the heart of the new East Tuscarawas street retail shopping district, features three talking machine lines, Columbia, Vocalion and Brunswick. Records of the same make are also carried by the store. Steinway pianos, Pianolas and other makes of pianos are also among the featured lines. Two attractive record booths have been installed for the convenience of the trade.

Sam Mirkin, late of the international record department of the Columbia Graphophone Co., Cleveland branch, and a man of varied experience in the talking machine field, is manager of the new shop.

C. A. RICHARDS HONORED

C. A. Richards, manager of the Sonora Phonograph Co.'s export department, who has just returned from a four months' trip to Europe, was decorated on October 16 by F. Quattrone, formerly the Italian High Commissioner in the United States, and was made a Chevalier of the Order of the Crown of Italy. This honor was conferred on Mr. Richards by the Italian Government in recognition of his services to the Allies from 1917 to 1919 as director of the Bureau of Exports, and later as a member of the War Trade Board.

CAMERON McLEAN WITH COLUMBIA

Scottish Baritone Signs to Record Exclusively for Columbia Graphophone Co.

The Columbia Graphophone Co., New York, announced recently that Cameron McLean, eminent Scottish baritone, had been added to the fast growing list of Columbia artists. Mr. Mc-



Cameron McLean

Lean has already appeared at several concerts in leading trade centers and at Detroit achieved one of the outstanding successes of the season. At the present time Mr. McLean is contemplating a Canadian concert tour and in all probability will appear in this city at the Hippodrome or in Carnegie Hall under the auspices of the combined Scottish clans.

Never judge a customer by his clothing. Many a shabby eccentric has a well-filled purse.



Patented
1914

Patented
1914

Are You Prepared?

Keen competition is the keynote for the Fall business of 1922. Goods of quality will rule the day. If you handle goods of high quality—particularly Boston Albums—you need have no fear of the future. Your business is assured. Boston Albums are made right—To satisfy your most exacting customers.

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

Your Holiday Business Will Be Greater

and Your Turnover Twice as Fast

if—

You Profit by these Facts

Okeh releases the greatest number of dance records. Okeh discovered Mamie Smith, made the negro record business possible and is supreme today in the negro field.

The Okeh repertoire of foreign language records is the finest in the United States. These records were recorded by *native* artists in their own homeland. They are genuine!

Okeh has available recordings by world-famous artists and organizations. These recordings were made in Europe, *the home of opera*.

Okeh factories are working day and night, the best proof of the tremendous demand for Okeh Records.

Okeh Records are fast, easy sellers. The average Okeh dealer turns his stock over *six times* a year.

And finally, our sales figures prove that the demand for Okeh Records is increasing every week. You will have calls for them, so order amply *now*, because for the holidays you'll need—

Okeh Records

The Records of Quality

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

NEW YORK





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 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 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.

NEW VICTOR RECORD BOOKLETS

First of Series of Booklets Designed to Help Machine Owner Build Up Well-balanced Library Just Issued by Victor Co.

The Victor Talking Machine Co. has just issued the first of a new and interesting series of booklets designed to promote the understanding and sale of records of the higher class, including those of operas and the classics.

The first booklet is entitled "Music Everybody Wants to Know" and is devoted to the listing with proper descriptive matter of numbers from various operas, including "La Boheme," "Aida," "Carmen," "Faust," "Madama Butterfly," "Rigoletto," "Tosca" and several others. A short paragraph gives a brief description of the opera, following which are listed the records with their numbers and some pertinent comment. The new booklet is of a size that makes it ideal for slipping into regular-sized envelopes and is intended for general distribution among talking machine owners by retail dealers.

The new series of booklets is designed to assist those talking machine owners who desire to build up well-balanced libraries, but are unable to make decisions from among the thousands of records listed in the regular Victor catalog. When records of certain types are separated and exploited by themselves it is found that the record purchaser can make a selection with little trouble. The booklets should be of decided value in promoting Red Seal business.

Put service above profits if you want profits.

Four-Minute Conference on Business Topics

No. 7—Your Profits and How to Be Sure of Them

[This is the seventh of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

Profits are a very important consideration with every business concern. Without profits, which are steady and sufficient in amount, business integrity cannot be maintained and expansion and progress are impossible.

In fact, if profits are too small, the business is likely soon to be embarrassed for ready cash for the reason that the overhead will eat up this small margin rapidly, actually leaving the business at a standstill. When a business stands still decay has set in and the end is in sight.

A great many firms make the mistake of thinking that extreme business and a large volume denote prosperity. This may or may not be the case. It cannot be emphasized too strongly that prosperity is gauged not by the volume done, but rather by the profits made.

However, this need not necessarily be a high percentage of profit, for it is often better business judgment to be satisfied with a modest percentage and to encourage volume, thus making sure that the aggregate amount of profits reaches a satisfactory sum. In other cases where supplies or service move more slowly it becomes necessary to plan for a larger profit in order to keep the balance level.

It is almost a truism that profits are insured through three avenues. The first is careful buying, the second is the elimination of waste and the third is economical selling and distribution.

It often happens that a busy executive or business man will buy supplies where he bought them last, or, having waited until their use is immediately necessary, is compelled to purchase at the most available source of supply or where the goods can be obtained quickly.

This lack of looking ahead and of anticipating one's needs is an expensive habit, for oftentimes a higher price must be paid than can be obtained elsewhere, or goods must be purchased and delivered by expensive means. Even the smallest concern should take careful consideration of the importance of the official purchasing agent and hold this individual responsible for the condition of stock supplies. Even when it is not advisable to purchase in advance the purchasing agent of the firm should at all times be posted just where goods can be secured at short notice and the cost. This will prevent false moves and the innumerable annoyances consequent thereto.

The elimination of waste includes wise business management and all it stands for. It is wasteful to put a man in one job or at one task who can do another one better. It is wasteful to fail to articulate the routine of the day's work so as to produce the best results. It is wasteful to keep on the payroll individuals

who are not earning their own wages and a profit for the firm.

It is sure to be mighty expensive not to have some one person in the organization who fills the position of a local efficiency expert to keep a weather eye to windward in order to see that everything is made the best use of, short cuts employed, by-products used up, methods speeded up and details involving expense worked out on an accurate and scientific basis. All too many firms lose heavily because they guess that this or that is about right in place of actually knowing.

The profits which arise from careful selling are satisfactory. To oversell a customer is to prejudice him against the firm and its goods. To neglect a patron is to invite competition. To be passive in selling is to give the other fellow who is more aggressive a "head start." An accurate knowledge of the field, timely approach through advertising and personal touch and prompt follow-up work are all necessary in the present condition of business.

The expense of distribution can be such as to lower the profits substantially. Orders improperly filled, which necessitate many returns, are expensive. Loose collection methods increase the cost of doing business. And credits extended too long are a menace.

Actual delivery work should be an exact affair so that the cost of delivery is known and can be taken into account in fixing the original price. Careless deliveries which have not been figured out as to what they represent eat up profits very fast.

On the whole it is safe to lay down the principle that easy business makes difficult profits, and that careful, efficient and far-sighted business methods insure ample and permanent profits.

VOCALION DISTRIBUTOR IN QUEBEC

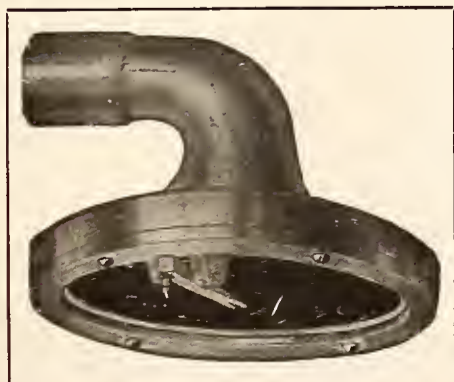
Charles Culrose, of 610 St. Catherine street, West, Montreal, Quebec, has been appointed distributor of Vocalion phonographs and records for the Province of Quebec by the Scythes-Vocalion Co., Ltd., of Toronto. This move insures the Vocalion dealers of the Province of Quebec of getting direct and efficient service when and as desired.

NEW YORK SOME CITY

New York is the leading manufacturing city of the country, producing one-twelfth of the total value of manufactured products of the country, and leading Chicago by 45 per cent and Philadelphia by 150 per cent, according to an analysis by the Merchants' Association of the 1919 census of manufactures by the Department of Commerce.

Beautiful in Design
No Loose Parts

Perfect in Tone
Flexible Stylus



THE
"VICSONIA"
REPRODUCER

A recognized medium for the PERFECT playing of EDISON DIAMOND DISC records on VICTROLAS or GRAFONOLAS. Made in Nickel and Gold Plate

Sample Reproducer in Nickel Finish Sent on Receipt of \$4.50

VICSONIA MFG. CO., Inc., - 313 E. 134th Street, New York, N. Y.

The Immense Sales Opportunities for Dealers in the Foreign Record Field :: By A. G. Griffen

When one considers the millions of people of foreign birth in America, many of whose affiliations, to a large extent, remain foreign, and then considers what a paucity of effort has been made toward reaching this vast army of people by talking machine dealers with the object of making sales of talking machines, and particularly foreign records, it must be conceded that there has been a large amount of neglect or lack of appreciation of the great market that exists as well as of the opportunities of increasing profits from this source.

The trouble probably lies in the fact that few dealers take the time and the mental exercise necessary to analyze the great opportunities

that prevail. In the first place there exists in every city, town and hamlet a number of people who have so recently come to America from the lands of their birth that they have been unable to grasp the intricacies of our language. Then there are the others, composed principally of foreigners who had reached maturity before they immigrated to this country, who have no desire and, in many instances, lack the ability to learn a new language. This condition is further augmented by the fact that persons of any nationality, like the Italians, Greeks, Spaniards and Germans, for example, usually manage to colonize a certain portion of the city which they have chosen for their homes.

Now the chances are fifty to one that these people often long for the music of their homeland. They want to hear the folk songs and operas sung in a language which they can fully understand and appreciate. The majority of them do not know that they can satisfy their desires and secure this music through the medium of the talking machine. No one has approached them and the probabilities are that they are just a little bit timid about entering an attractive store. Probably they have tried it, and the fact that they were unable to clearly understand the English language eliminated the possibility of their buying at that time. Also there are many clerks who do not accord these customers the proper amount of attention and courtesy because they are poorly dressed. At any rate the fact remains that few talking machine establishments can boast that they do any decent amount of business with foreigners. Nevertheless the field is rich and awaits development.

One dealer has built up his foreign record department to large proportions through making a sincere effort to reach the Italian people in his territory. Not only that, but he has sold a vast number of machines to these people and the sales are growing. True, they are not the most expensive machines, but many of them are medium in price and the total per year is surprising. This dealer has secured the services of a young Italian salesman. This man speaks perfectly good English also and when he is not engaged in attending to the wants of his Italian clients he attends to other customers. At periodical intervals he goes over to the Italian quarter of the city where he has made himself very well known and liked and spends the day mingling with these people and calling upon them. He invariably returns to the store with a substantial amount of business secured. He understands the people with whom he is dealing, thereby appreciably reducing the risk of making unsatisfactory sales.

After having read this article, think the matter over, analyze your opportunities in this branch of the business and go to it.

INCREASES FACTORY FACILITIES

National Metals & Depositing Corp. Making Rapid Progress—Capacity Increased 300 Per Cent This Year—Outlook Is Excellent

In a chat with *The World* recently M. G. Lumsden, secretary and treasurer of the National Metals & Depositing Corp., Mt. Vernon, N. Y., manufacturer of masters, mothers and stampers for talking machine records, stated that the company had again increased the capacity of its plant; the new increase being approximately 100 per cent. Since January 1 the company has increased its factory facilities practically 300 per cent.

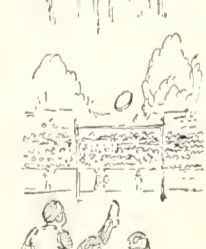
Mr. Lumsden stated that they have added many new customers during the past few months and that judging from all indications this activity will continue well into Spring. The fact that the company has concentrated on an important phase of the industry has enabled it to give exceptional service and co-operation to its clientele and practically all of its new business has resulted from the recommendation of satisfied customers.

FILANTE SUCCEEDS MORGAN

A. R. Filante has succeeded C. W. Morgan as manager of the talking machine department of L. Bamberger Co., one of the leading department stores in Newark, N. J.



MAGNAVOX



After the
**THANKSGIVING
DINNER** *hear the voice
of the Outer World*

THE above illustration, appearing in Magnavox National Advertising in November (a total of more than seven millions of circulation) carries a strong selling thought which you can profitably use with your trade.

Magnavox Radio, the Reproducer Supreme, is not manufactured to help sell any one make of receiving set, but to complete the service rendered by every set of good quality.

The tone quality and sound volume make Magnavox Radio the logical product for the music store Radio Department.

R-2 Magnavox Radio with 18-inch horn: this instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, etc. . . \$85.00

R-3 Magnavox Radio with 14-inch horn: the ideal instru-

ment for use in homes, offices, amateur stations, etc. \$45.00

Model C Magnavox Power Amplifier insures getting the largest possible power input for your Magnavox Radio.

2 stage AC-2-C . . \$80.00
3 stage AC-3-C . . 110.00

Our New Publication *The MAGNAVOX* explains our profitable selling plan in detail. Write for it.

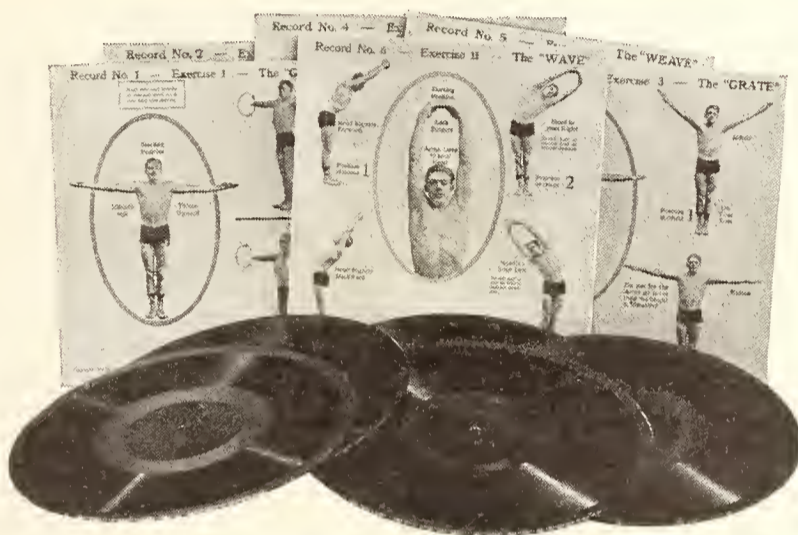
The Magnavox Co., Oakland, California
New York: 370 Seventh Avenue

MAGNAVOX RADIO
The Reproducer Supreme

Big Christmas Sales

Made on

Walter Camp's "Daily Dozen"



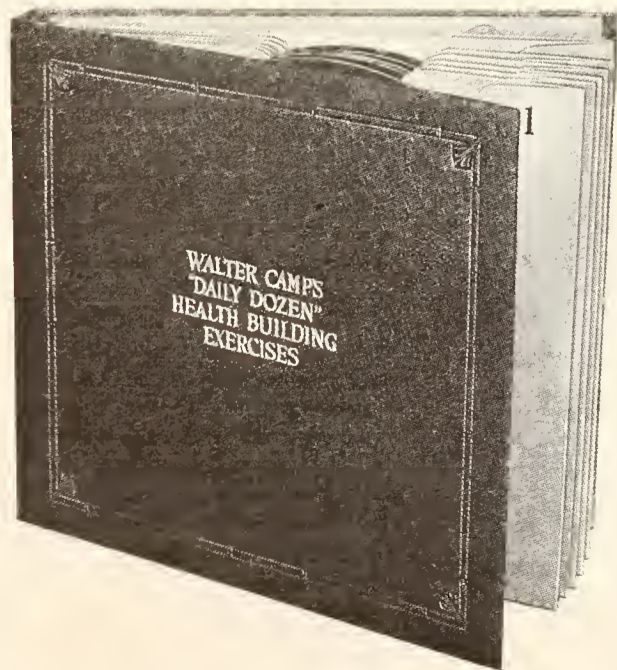
Last year one dealer sold 10 sets of Walter Camp's "Daily Dozen" to a single purchaser—he bought them as Christmas presents for friends.

Many dealers made sales of from 2 to 5 sets to individual purchasers for Christmas Gifts.

The price was then \$15.00. Now it is only \$10.00.

At this price the "Daily Dozen" constitutes a popular and highly valued Christmas Gift. **Your customers will demand the genuine and original "Daily Dozen."**

CASH IN ON THIS DEMAND



All dealers should feature the "Daily Dozen" with strong window and store display this Christmas season.

Place your order for your holiday stock NOW!

Health Builders

INCORPORATED

Department W 11

334 Fifth Avenue - New York

VERY DECIDED IMPROVEMENT IN THE SALES OF RADIO

More Favorable Atmospheric Conditions Resulting in Satisfactory Broadcasting Prove a Decided Factor in Increasing the Sales of Radio Sets—Some Interesting Radio Facts

There has been a decided revival in radio sales within the past few weeks. This in a large measure is due to the ideal static conditions which now prevail. Only recently a radio musical program broadcasted in Newark, N. J., was picked up in London, England, and ships en route across the Atlantic Ocean were reported as enjoying this concert played in the United States. Long-distance concerts are being heard with great distinctness these days and in one instance a Davenport, Ia., broadcasting station gave a concert in which a local orchestra was utilized and it was heard in many Eastern points as clearly as if the band was playing in the homes of the listeners.

With such splendid reception already taking place, one can well look forward to many delightful hours of entertainment from stations hundreds of miles away as the crisp, cold Winter weather approaches, making radio king of the air as the static of Summer vanishes into the regions of the equator.

Why is the cold atmosphere of Winter so superior for radio to the heat of Summer? This question is answered by the radio editor of the New York Times in this wise: It has been estimated that the sun's rays absorb about 70 per cent of the strength from the radio waves. During the Summer months the sun's strength is at a maximum in the Northern section, the duration of daylight is longer, and, therefore, absorption of radio's strength reaches its highest point. The heat of Summer greatly influences the amount of electricity or static in the air, producing atmospheric disturbances which cause interference to radio. Then comes Winter, with the strength of Old Sol at a minimum in the north, long cold Winter nights and practically no static.

The Ideal Atmospheric Conditions

The long hours of darkness and the cold atmosphere represent the ideal condition for ex-

cellent radio transmission and reception. Radio fans who installed sets during the Summer are now feeling the greatest thrill and fascination the ether creates when they tune for some near-by broadcasting station which they have been accustomed to hear throughout the Summer and instead of the familiar call they hear the clear sound of a strange voice announcing the strains of music about to be broadcast from a station hundreds of miles away, on the Pacific Coast or from a city along the Gulf of Mexico.

The difference between daylight and darkness in the effect upon radio communication, especially in relation to spark signals, is well known to commercial operators on ship or shore. Many times a vessel only a few miles off the Irish coast will be able to establish communication at night with a station along the American shore. Transmission may be perfect throughout the hours of darkness and then suddenly fade as if something were wrong with the transmitting or receiving apparatus. The experienced operator knows that the sudden silence is merely an indication of dawn far off in the east where the ship is, although the eastern sky may be as black as the west along the Atlantic seaboard. Then when darkness falls again the ship's messages return probably with greater intensity than the night before because it has been moving nearer to the United States.

The Amazing Speed of Radio

The sound of a singer's voice or the music of an orchestra travels through the air at a little more than 1,000 feet a second. If the same sound is sent through the microphone of a radiophone broadcasting station it travels through the ether at the same speed as light, 186,000 miles a second. The circumference of the earth is 25,000 miles, so the radio wave carries the sound around the world approx-

imately seven and one-half times in the twinkle of an eye.

A radio message spoken in New York can be heard in Portland, Ore., in one-sixty-second of a second. If sound unaided by radio were capable of carrying the message it would take four and two-fifths hours to reach Portland. In that time the radio message would be nearly three billions of miles out in space, far beyond Neptune. It takes eight minutes for light to reach the earth from the sun. It would take the same length of time for a radio signal to bridge that distance. While the radio message was speeding on toward Old Sol a sound message would reach only about 100 miles, if it could travel that far. A radio message flashed to the North Star to-night would not reach its destination for fifty years, so far is the polar star from the earth.

Another example of the tremendous velocity of radio waves is illustrated in the following. Suppose in broadcasting the world's series at the Polo Grounds Grantland Rice spoke through a powerful megaphone at the same time his words struck the transmitter to be broadcast from WJZ. Through the megaphone the address of the speaker could probably be heard distinctly 1,000 feet from him. Again comparing the two rates of speed, or sound and radio, it will be found that a radio listener 500 miles away will hear the voice from the Polo Grounds many fractions of a second before any one at the edge of the crowd only 1,000 feet away from the speaker. Almost before the crack of the bat knocking out a home run echoed through the grandstand and the ball dropped into the bleachers the radio audience hundreds of miles distant would have the news before the player crossed the plate to record the circuit drive.

Radio operators on ships in the Pacific have often demonstrated the terrific speed of radio waves by receiving the midnight time signal from Honolulu, and then, by a quick adjustment, and at the same tick of the watch, caught the noontime signal from Nauen, Germany.

EDISON ARTISTS SCORE IN TEXAS

W. W. Dyer, Manager of Edison Shop, Dallas, Tex., Secures Services of Artists

DALLAS, TEX., November 2.—W. W. Dyer, wide-awake manager of the Edison Shop, one of the most active phonograph stores in this city, recently was instrumental in bringing to the Coliseum two Edison artists, namely, Miss Helen Davis and Victor Young. A feature number was staged at the Coliseum, consisting of some songs by the artists and comparison tests with the same selections reproduced on an Edison phonograph. This number not only proved to be one of the hits of the week, but it was instrumental in creating much valuable publicity for the Edison machines and also the Edison Shop. This establishment has enjoyed a steadily growing business as a result of its aggressive sales policies.

SINGING SOOTHES INSANE PATIENTS

Experiment Financed by Empire State at Manhattan State Hospital for the Insane Is Successful—Chicago Soprano Sings

The State of New York recently engaged Miss Ethel Pamminga, of Chicago, whose soprano voice has a peculiar pitch, to sing at the Manhattan State Hospital for the Insane, on Ward's Island, in an attempt to relieve some of the inmates of their obsessions.

Dr. Marcus Heyman, superintendent of the hospital, called the young woman on the advice of famous alienists, who say that a certain pitch of a certain voice has the ability to ease defective brains. The experiment proved a decided success.

The King Edward School, Edmonton, Alta., has just installed a fine model of a Starr phonograph for the purpose of teaching musical appreciation and physical exercise.



Newest Model **Latest Improvements**

The Modernola

Most Modern of Phonographs

Something Different.
A Special Feature Machine.
Solid Woods—No Veneers.
As Good as the Best.
Better Than Many.

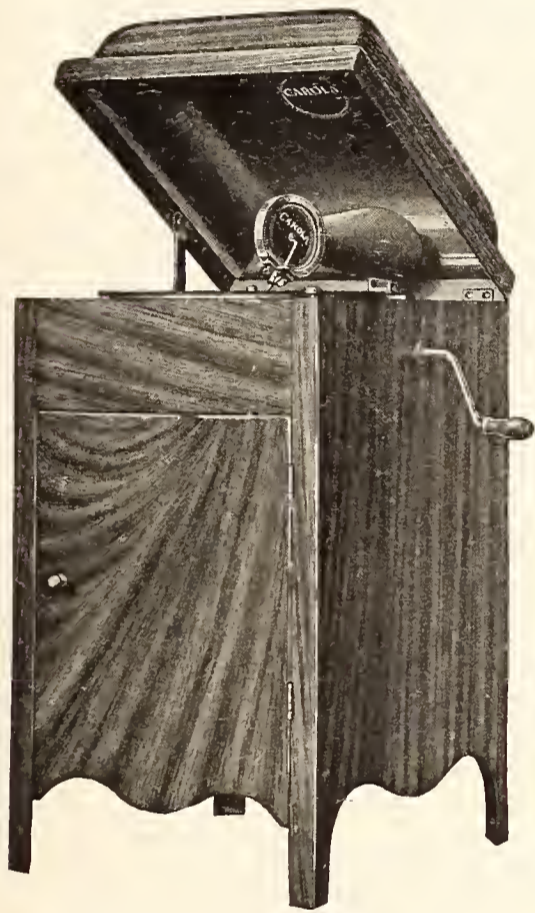
WANTED. A few more live dealers.
 Exclusive territory given.

Write Department H.
MODERNOLA CO., JOHNSTOWN, PA.
The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.

The Biggest Little Phonograph in the World

The New Cabinet **CAROLA** Phonograph

"The Nightingale of Phonographs"



An embodiment of many remarkable new and exclusive features in the art of phonographic rendition.

While the new CAROLA weighs only seventeen pounds and occupies less than a square foot of floor space, it is *not a toy* but a full-fledged talking machine which delivers full rich tones the equal of machines costing many times the price.

CAROLA is built for service, both musically and mechanically.

CAROLA reproducer is full sized, carefully made on the most modern principles and is easily the equal of those found in many high-priced machines.

CAROLA amplifier embraces new and logical principles. The tone is carried from the reproducer through a special violin fibre horn to the convex lid of the phonograph, which acts as the amplifier and throws the sound outward and upward—the logical way for sound to travel.

CAROLA motor is sturdy, noiseless, self-lubricating and is the result of long experiment. It is absolutely guaranteed to withstand the most vigorous tests and we invite detailed examination by your mechanic.

Sells especially well with physical culture and children's records.

The new CAROLA plays all lateral cut disc records of all sizes *perfectly*.

Retail Price \$20

Liberal trade discounts.

Send for a
Sample of the
new
CAROLA
Liberal Discount



THE CAROLA COMPANY

310 Lakeside Avenue, N. W.

Cleveland, Ohio

Pertinent Suggestions Designed to Speed the Flow of Xmas Gift Dollars :: By Lester G. Herbert

Be ready for the Christmas shoppers in good season. In fact, in selling musical goods, an early start is absolutely necessary, for where an outlay of any considerable amount is to be depended upon, the customer must be allowed time for selection and decision. So begin your advertising and Christmas window displays in good season in order to let people know that you are on the map and ready to serve. Suggest, even urge, the making of early selections. Expect more business this year than ever before—and then plan to get it. Take your goods, your service and the selling opportunities of the season seriously. Be convincing in your publicity and in your selling efforts when you come face to face with the prospect for musical supplies.

Make your establishment an easy one in which to buy during Christmastime. It is true that the majority of people are in a buying humor, but most of them have to stretch their dollars as far as possible. Remember this. Emphasize the many advantages of music in the home and the good values you have to offer at the present time.

Provide places for the people who drop in to sit down. Many of these people have been going from store to store and are tired. See to it that there are seats enough for those who wish to use them. Make it easy for the person who has a number of parcels to put them safely to one side while an instrument is being tried or good music listened to.

Incidentally, find out, if you can do so tactfully, just what members there are in the family of the one whom you are trying to please and to sell. If, for example, there are young people it is easy to suggest that a talking machine and good records always help to content the young people at home and are an admirable means of entertaining their friends; that an acquaintance with the works of the good musical composers is an education and a wonderful means of refinement; that music and its beneficent influence sweeten character and actually build health.

If there are only husband and wife in the family the arguments may be advanced that many a quiet evening of real pleasure together will be

possible; that guests will enjoy the music also, and that appreciation of professional music will be all the greater and keener because of the familiarity in the home with the finer musical themes.

Be ready to cash in on the opportunity to sell music and all that music means to those who show an interest by coming into your place of business.

The Value of a Special Advisory Helper

Remember that for the average individual the Christmas season is a very busy one. There are endless details for the housewife, the mother and the business woman and the business man to attend to. This is the reason that a Special Advisory

The Bell on the Cash Register Will Ring a Merry Accompaniment to Xmas Chimes Where Early Plans Are Made

Helper, advertised as such, or by his or her own name, should prove a distinct business-builder.

The public is informed that anyone who cannot come in person may call for the service of the Special Advisory Helper and obtain such help free of charge. For example, Mrs. Jones is tied up because of a recent illness, but she would like to buy a dozen new records as one of her Christmas gifts for her son and daughter. If she can talk with the Advisory Helper as to the new selections and tell the kind of music she prefers she can order these without coming to the store.

Or old Mr. Blakeley, who is laid up with the rheumatic gout, may have the idea that he would like a large and much finer phonograph than the

one the family now owns. If he can make an appointment and have the Advisory Helper call upon him and talk the matter over and find out just what he has in mind he will be willing to have a machine sent up for demonstration and purchase if it pleases.

Or someone who has a silent piano which has scarcely spoken since the family of young people grew up and went away may be interested to talk over the expense and benefit of a player-piano as a special Christmas celebration. Once a musical instrument is actually in a home the strong tendency is to keep it there and the Advisory Helper can nearly always arrange for such a demonstration if the prospects warrant.

Why Not Use a Slogan on Music?

Why not use a slogan this year which will be absorbed by the buying consciousness of the public? Such a slogan becomes an educator and leads to actual buying. For example, "Say It With Flowers," "Gifts That Last" and "Try the Drug Store First" have been repeated until they really are worth a very large amount of money in themselves. Why not a music store slogan such as "Make Home Happy With Music," or "Music and Joy Are Twins," or "Good Music Is a Taste of Heaven," or "The Best Gift of All Is the Gift of Harmony—MUSIC."

Talking Machine as a Gift

More and more is the public coming to appreciate the common-sense idea of offering Christmas gifts which are capable of giving lasting pleasure. Happily, the fashion is out of date which favors a lot of dust-catching "ornaments," foolish bric-a-brac and strange things which few want after they get them. Changing conditions of life call for simplicity rather than for the multiplication of things to handle and care for. To-day the Christmas gift is most favored which will give pleasure and continue to give pleasure indefinitely. Can anything fill this bill better than the wherewith to produce sweet melodies, rollicking tunes or soul-stirring music?

Attractive Displays Make Sales

Make goods talk for themselves by the manner in which they are displayed. A window made up entirely of one kind of products badly set in rows will not speak nearly as eloquently as the window in which a few of the items are placed in their natural settings. Suggest the use of the goods by the surroundings and, where possible, indicate prices or the range of prices. There are many people so practical-minded that they need to connect the article they are interested in closely with the number of dollars which will buy it.

Distinctive Christmas Advertising

Make Christmas advertising individual. Study to achieve that art which will enable people to recognize your publicity as yours—even if the name and business address were cut from it, just as your friends would recognize you although you may not carry a sign card or sandwich board announcing your name. Individualized publicity is the sort which arrests attention, focuses interest on the lines you are offering and brings customers to your doors ready to be interested in what you have to say.

Make it a rule that salespeople shall thank their Christmas patrons with a smile. It is an easy habit to acquire and a valuable one. Then when the holiday buying period has ended the smiling habit may become so natural that it will persist.

At this time use the usual newspaper space yourself for an announcement of appreciation for the generous response of the buying public—if you can honestly do so—and promise continued effort of service of an acceptable character. Suggest that your firm will go on striving for the business embodiment of the highest ideals in all its branches. Make the announcement reasonably brief, but in every instance let it ring true.

(Continued on page 26)



**BRUNS
MADERITE**

Cover, Straps Attached



QUALITY PLUS At Moderate Prices

Prices on BRUNS MADERITE Phonograph Moving Covers have been lowered but the quality is of the same high standard.

BRUNS MADERITE Moving Covers are made of excellent materials throughout—strongly constructed to give maximum service and satisfaction.

Quality considered, BRUNS Moving Covers are now more reasonably priced than others. We maintain, though, that nothing really good can be had cheap. Cheapness is the antithesis of quality. We aim to give the best possible value consistent with highest grade material and workmanship—less we can't do—more you can't ask.

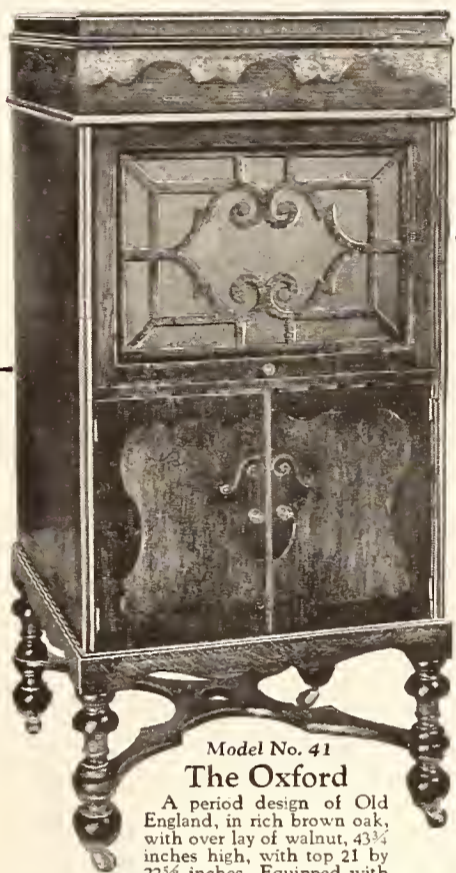
*Literature and prices furnished on request.
Order direct or through your jobber.*

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

50 Ralph Ave., Brooklyn, N. Y.

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

Feature these Beautiful Models of
The CHENEY
for Fall and Holiday Trade



Model No. 41
The Oxford

A period design of Old England, in rich brown oak, with over lay of walnut, 43 3/4 inches high, with top 21 by 22 3/4 inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200
 East of the Rockies

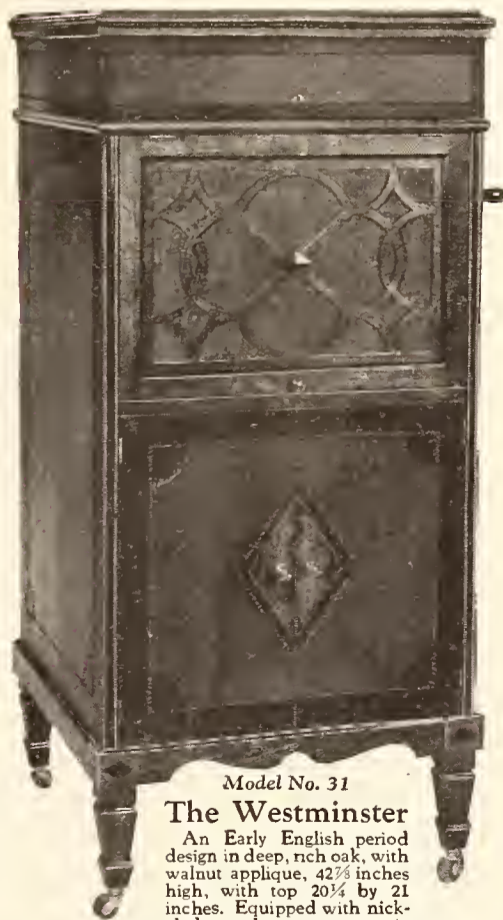


Model No. 117

The Abbottsford

A beautiful mahogany art model in Queen Anne period design, 34 1/2 inches high, with top 21 1/4 by 42 1/2 inches. Equipped with double-spring motor, counterbalance cover, automatic stop, steel and jewel needles, two reproducers, gold-plated metal parts, and six albums.

Retail price \$300
 East of the Rockies



Model No. 31

The Westminster

An Early English period design in deep, rich oak, with walnut applique, 42 3/8 inches high, with top 20 3/4 by 21 inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, steel and jewel needles, two reproducers, shelves for records, and compartment for album.

Retail price, \$150
 East of the Rockies

Two-Tone Cabinets
Are Universally Popular

The models shown on this page — to the minutest detail — exemplify the beauty of cabinets, unusual mechanical precision and perfection of tone which *is* The Cheney. In interest of design, beauty of finish, and range of price, they satisfy all the varied demands of your trade:

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptionally good sellers.

At the prices now established for The Cheney the values you can offer are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its superiority of tone — *which cannot be duplicated* — at the price of an ordinary phonograph.

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY • CHICAGO

TO SPEED FLOW OF XMAS DOLLARS
(Continued from page 24)

Well in advance of the Christmas rush plan to suggest in newspaper, by direct-by-mail letters to a selected mailing list or in such other ways as you may deem advisable, to **MAKE THIS A MUSICAL CHRISTMAS.** Point out how much the season could be made to count for if every home would increase its possibility of harmony and musical pleasure. Again suggest that, instead of a lot of small gifts often purchased with hesitation for fear they will not please—that funds be pooled, if necessary, and a truly worth-while purchase in the way of musical equipment be made. This will be something which all can enjoy and will cater to the æsthetic sense of the family, help to furnish in a refined manner and will actually increase the cash assets of the home.

Encourage Volume Purchases

Encourage volume purchases on the part of each customer. Frequently the conversation of the prospect will offer definite buying "leads" as to

what will be of further and immediate interest.

For example, the customer who has purchased records may be interested in a record-cleaning brush, some automatic attachment or possibly in another instrument entirely. For some reason or other, boys and young men are especially fond of stringed and wind instruments and even the showing of some of these in a sympathetic manner may bring that same customer back to buy a harp for the daughter, a saxophone for the son, a long-anticipated violin or possibly a fine new piano. Encourage volume purchases and be ready to show goods, but do not over-urge.

Handling Complaints Because of Delays

Delays are likely to occur at Christmastime. This is partly due to the immense amount of shopping, mail, expressage, etc. However, the business management which addresses itself specifically to the working out of details will prevent needless delays. At this time of year particularly people are anxious and displeased if promises are not kept and deliveries not made promptly. Make it evident that you will do all in your power to keep any promise made and if unavoidable delays arise in spite of you telephone and make frank explanations.

A Few Good Rules to Follow

Make it a rule that those who do not buy, even though they may take a good deal of time and attention, will be just as pleasantly treated as if they reached buying decisions. They are likely to come back, you know, and in any event we cannot expect to sell to everyone every time.

Those who make belated small purchases may often be encouraged to take home such parcels as they can carry without inconvenience. The inquiry during this period of, "Do you wish to take this with you?" will often meet with the ready "Yes, I think I will," or, "I might as well." When delivery expenses are saved, money is saved. Of course, with some purchases this is impossible.

Stress values and ultimate satisfaction, pointing out, if need be, that purchase price actually disappears in time, although the goods themselves and the pleasure and satisfaction they represent remain long after that price is forgotten.

Avoid carefully the impression in advertising or actual salesmanship method of "I am after your money." That always causes a withdrawal of confidence. Serve rather to throw out the cordial suggestion, "We are here to help you buy just what you want and it is our pleasure to do it." Remember that helping the customer buy is quite as important an angle as helping the store sell. When we sell with only that thought in mind we seldom win customers who come back. When we help customers buy in the right way we have made friends and the store is the gainer.

Love and kindness are the Christmas impulses. They are the instincts which actuate the gift-making at this season of the year and the desire to do for others. When your own business expresses this same spirit of kindness and friendliness, people feel at home, have confidence in what you say and offer and so sales resistance is removed.

Christmas Gifts to Patrons

Plan some little Christmas surprise for your patrons. It may be a card of greeting used as a package enclosure. It may be a souvenir which will be kept and valued. One firm gave aluminum thimbles in a little Christmas box. Each thimble bore the words, "Say It With Music. Merry Christmas," and the firm name. Another firm gave celluloid rulers of good quality with this message:

"Make It a Rule to Have Music Every Day in Your Home—Then Christmas Will Last the Whole Year Through." These rulers were only given to those purchasing over a certain amount.

Location and class of trade determine whether such a plan is a good one or not, but, after all, people are very much alike and enjoy the thrill of the unexpected.

What would you think if your boss preached constantly about the harm done by salesmen losing their tempers and then the very first time an irate customer entered the store lost his?

DAVENPORT CABINET WORKS RUSHED

Steadily Increasing Demand for Davenola Phonograph Noted—Changes Made in Plant

DAVENPORT, IA., November 6.—The Davenport Cabinet Works, of this city, manufacturer of the Davenola phonograph, has increased its production to capacity to meet the steadily growing demand for these instruments experienced during the past few weeks. To fill the influx of orders the forces of this concern are working overtime.

Some changes were recently made in the factory, which has 23,100 feet of floor space, including the installation of the heavier machinery in the basement. Cabinet work is done on the first floor and the finishing and installation of motors on the second floor. The phonographs manufactured by the company, in mahogany, quartered oak and walnut, have made rapid strides in public favor and all indications point to the steady continuance of the demand for these products.

THE PORTABLOOP



Size 24 x 27 inches over all

You Will Carry It
This Fall
Why Not Stock It
Now?
We Can Make Prompt
Deliveries

List Price \$10.00



210 Central Avenue

Mr. Edison Man:—

Don't Say

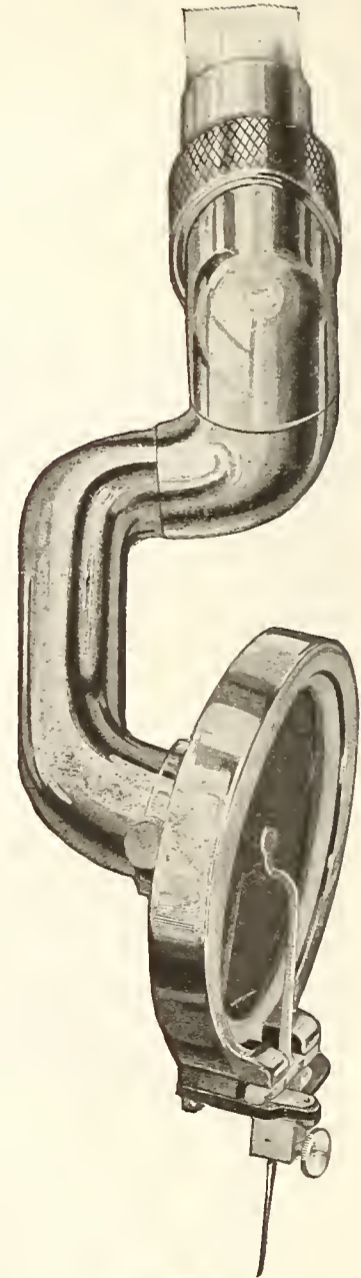
"KAN'T," say "KENT"

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.



The Diamond Juvenile Console with the Heineman Motor

a real musical instrument
for children

Cabinet is substantially made of selected hardwoods and veneers—24 inches high, 14 inches wide and 28 inches long.

Finish is beautifully enameled in gray, blue, ivory and mahogany. Grille is in blue or old rose silk.

Motor is by Heineman—cut gears, cast frame, absolutely guaranteed. Removable motor board.

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records of 10 inches or smaller. Particularly adapted to children's records such as Bubble Books.

*List Price, \$25 each
Pacific Coast—\$30 each*

Last Call for Holiday Delivery!

The Diamond Record Service Rack Sells More Records



Made with 2 sections, one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in less time. Overcomes breakage. Hangs on wall. Keeps booth neat.

No. 1 size (illustrated) 27½ inches high, 9½ inches deep, 16 inches wide. Gray or ivory—\$5. Mahogany—\$6.

No. 2 size 27½ inches high, 9½ inches deep, 28 inches wide. Gray or ivory—\$7.50. Mahogany—\$9.

*To Guarantee Shipment Orders Must Be in
Our Hands Not Later Than November 27th!*

WE are still able to supply a few more dealers with the fast-selling Diamond Juvenile Consoles for Holiday delivery, but orders must be in hand not later than Monday, November 27th to guarantee shipments in December.

And don't forget that the Diamond Juvenile Console is equipped with a *real Heineman talking machine motor!*

Don't overlook the Christmas profit possibilities in this wonderful little machine. Not only does it sell itself, but it exerts a new influence on the sales of both juvenile and regular records.

Tear out this page as a reminder and write or wire your order today.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd St., New York **Factories: Oswego, N. Y.**

DIAMOND DISTRIBUTORS

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.

Cabinet & Accessories Co.
145 East 34th St., New York

Consolidated Talking Machine Co.
227-229 N. Washington St., Chicago, Ill.

Munson, Rayner Corporation
315 So. Broadway, Los Angeles, Cal.

C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

BEST RECORDING

EXPERIENCED SPECIALISTS

LOUD AND CLEAR

LAST WORD IN QUALITY

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



SUPREME COURT DENIES PETITION

Refuses Petition of Victor Co. to Review Case Against Starr Piano Co.

WASHINGTON, D. C., October 30.—The United States Supreme Court has denied the petition of the Victor Talking Machine Co. for a review of the case of the Victor Talking Machine Co. against the Starr Piano Co., in which the former brought suits for infringement of Claims 6 and 8 of the Johnson patent relating to records.

The District Court dismissed the Victor Co.'s bill of complaint for alleged lack of invention and abandonment and the Circuit Court of Appeals later upheld the decree of the District Court. The Victor Co. then filed its petition with the Supreme Court with the result already stated.

SOWDERS-BOLLING CO. FORMED

EVANSVILLE, IND., November 4.—A new musical instrument house in this city is Sowders-Bolling Piano Co. at 13 and 15 Main street. The members of the firm are L. S. Bolling, who operates a large musical house at Fort Worth, Tex., and Theodore Sowders, who has been a resident of Evansville for many years.

The new company will carry a large line of pianos and musical instruments, including the Bush & Lane, Waltham, Smith & Barnes and Jesse French. The company will also handle Brunswick talking machines and a complete line of records and accessories.

MILLS CABINET CO. BANKRUPT

The Mills Cabinet Co., an Illinois corporation, with headquarters at Racine, Wis., has filed a voluntary petition in bankruptcy. Liabilities are listed at \$110,304 and assets are estimated at \$111,268.

BRUNSWICK RECORD EXCHANGE PLAN WINS MUCH FAVOR

Dealers Permitted to Return Brunswick Records Not Exceeding 10 Per Cent of Record Purchases for Preceding Three Months—A Radical Move of Great Importance to the Dealer

CHICAGO, ILL., October 28.—The Brunswick-Balke-Collender Co. has recently announced a Brunswick record exchange plan which is one of the most important sales ideas that have been introduced to the trade for some time past. By means of this plan Brunswick dealers will be permitted to return Brunswick records not exceeding 10 per cent of the dealers' total record purchases for the preceding three months. Any records listed in the current Brunswick catalog are eligible for return.

A dealer will be credited against his return on the basis of 90 per cent of the purchase price

or wholesale value of these records and will be required to order a quantity of records equal to the credit allowance on those returned, series for series. His exchange order may call for any records listed in the catalog except those on the previous two release lists immediately preceding the month in which the exchange is effective.

Returns of records will be allowed quarterly and must be made within ten days of date of notice and the first exchange will be effective January, 1923, based on October, November and December purchases.

FILM COMPANY URGES TIE-UP

Goldwyn Pictures Corp. Enlisting Victor Dealers to Tie Up With Film Release of Rupert Hughes' Interesting Story, "Remembrance"

The Goldwyn Pictures Corp. are enlisting the aid of Victor talking machine dealers in tying up their advertising with the latest release of the film corporation based on the Rupert Hughes story entitled "Remembrance." The Goldwyn Corp. urges dealers to feature in their advertising and in special window displays standard and past popular records appropriate to the time and locale of the story. The film, of course, is appearing in moving picture houses all over the country and the Goldwyn forces are enlisting the co-operation of the dealers through the film exchanges and theatres for the benefit of both the moving picture houses and the dealers. It is pointed out that this will afford an opportunity to exploit very popular records of twenty years ago, as well as some of the late releases.

ANCILLARY RECEIVERS APPOINTED

Federal Court in Trenton, N. J., Appoints W. C. Matlock and Louis Jersawit Ancillary Receivers for Remington Phonograph Corp.

TRENTON, N. J., November 1.—Judge Lynch in the U. S. District Court has appointed William C. Matlock, of this city, and Louis Jersawit, of 2 Rector street, New York, as ancillary receivers for the Remington Phonograph Corp., New York, a Delaware corporation. The receivership followed a bill of complaint filed in the Federal Court here recently by James S. Holmes, vice-president and a director of the Remington Corp., who stated that he was a creditor to the extent of nearly \$3,000. The complaint was also made on behalf of other creditors. Mr. Jersawit was some time ago appointed by Federal Judge Knox, of the New York District, as receiver in equity for the assets of the Remington Corp. Creditors are asked to file their various claims on or before January 23.

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 Direct Personal Letter Is a Strong Medium for Increasing Sales :: By Arthur H. Foster

The point has been emphasized repeatedly in connection with selling by mail that the direct personal letter is many times more effective than the best possible circular letter in interesting the prospect and actually closing the sale. Naturally, the direct personal letter is more expensive, particularly in the matter of time and labor, than the form letter, but the experience of those who have tried both types generally indicates that the cost per sale under the special letter plan is the lowest.

There are many ways in which the talking machine dealer can use the direct letter to advantage for each new shipment of records and each new record supplement presents many opportunities for the dealer who is alive. The retailer who is acquainted with the musical tastes of his customers can put that knowledge to good advantage while going over the new advance record lists, and when he comes across records that he knows will appeal to certain of his customers it is a more or less simple process to dictate a letter to them something as follows: "Just ran across several new records by (artist's name) entitled (name of selection) that I think will interest you. Will you not drop in and hear them or may we send a messenger with the records to your home for a demonstration?"

A talking machine dealer near New York, who also handles music rolls, has adopted a very excellent and profitable system for interesting his customers in new records and rolls by his special letter appeal. This dealer sends a well-worded letter to the customer in which he refers to past sales and to the fact that he has received some new records or rolls that fit in well with the customer's previous selections. The last paragraph of the letter reads: "We would like to have you hear these rolls (or records) and if you will fill out the enclosed card we will send someone to demonstrate them for you at your home at the appointed hour."

Accompanying the letter is a post card, self-addressed and ready to mail, bearing the paragraph: "Kindly send your representative on _____ date at _____ o'clock to play the records (or rolls) or (title of pieces) for my approval." All the customer need do is sign and mail the card and the salesman plays the rolls or records in his own home for his benefit at the time he himself has selected.

The dealer reports that the sales results are close to 100 per cent, for the customer, as a rule, feels more or less under obligation to buy the rolls or records after the dealer has gone to so much trouble to have him hear them. Where only one record or roll is sold each time the sales expense would be prohibitive, but the profits lie in the fact that when making the call the salesman carries with him from a half dozen to a dozen other new and carefully selected records likely to appeal to the customer and generally gets rid of several, if not all, of them before leaving the house.

Another factor that offsets the selling expense

Greater Expense and Labor Worth While in View of Resultant Profits and Reputation for Good Service

is the fact that those who have received this special service are naturally favorably inclined to that particular dealer and not only visit his store whenever they themselves feel the urge to buy some new rolls and records, but urge their friends to do so.

When special letters are referred to it does not mean necessarily that each customer should receive a personal letter written only for him. As a matter of fact, the dealer who goes into the matter thoroughly can so classify his customers that a half dozen letters can be drafted and sent to the entire list, each letter appealing to a certain type of client and giving him the impression that it was written for his own particular benefit.

The important thing, however, is that the letter must be typed separately and written to the individual. The ordinary type of mimeographed letter simply filled in with a ribbon of

the same color will not do, for even the non-business person will quickly recognize the deception.

A Western dealer who does a very substantial business through the medium of the mails has found that the customer who, when he comes into the store, is likely to favor violin solos or particular classes of vocal selections or orchestral records almost exclusively, does not necessarily respond with enthusiasm if the dealer calls his attention only to records of those particular types which have just been issued or have become available. In fact, the customer who favors the classics will, with surprising frequency, buy a record of a popular number of merit if it is called to his attention, for he does not always favor a one-sided library. Such songs as "Smilin' Through," and instrumental selections, such as "Three o'Clock in the Morning," can frequently be sold to the lover of McDowell or Grieg, if he is made acquainted with their tunefulness.

One of the main things to be considered is that there is no fixed formula for solicitation of business by mail. There are certain factors that experience has shown will prove effective in many instances and there are certain things to avoid, as experience has shown. The average dealer must, however, depend upon his common sense, his selling ability and his understanding of the people with whom he does business to make a campaign by mail either through form or personal letters really effective.

MAKING EXTENDED BUSINESS TRIP

N. Cohen, president of the Wall-Kane Needle Mfg. Co., left recently for an extended trip embracing many of the principal cities of the country, in the interest of Wall-Kane needles. This ten-record needle is enjoying good demand and good distribution through the medium of jobbers located at strategic points throughout the country.

A POISONOUS FORMULA

Mix a few ounces of laziness with equal parts of pessimism, disregard for the feelings of customers, the public-be-damned attitude and uncontrollable temper and you have failure.



JUST OUT POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records at 75c. Each

- | | | | |
|--|--------------------------|--|--------------------------|
| 1063—E' Piccerella
Palomma | Ciaramella
Ciaramella | 1057—Acqua Mmocca
Son bella agli occhi vostri | Ciaramella
Ciaramella |
| 1085—Tarantella d' 'e Vase—(Duetto)
La Penitente ed il Confessore | | 12 INCH RECORD AT \$1.25 | |
| 1077—Cuscienza
Sunate Manduline | Godono
Godono | 10009—Canzona Marinaresca
Leggenda del Mare | Godono
Godono |



New Hits Released the 15th of Each Month

WORD ROLLS AT \$1.25

INSTRUMENTAL ROLLS AT \$.90

- | | | | | | |
|---------------------------|---------------|-----------------------------|-------------|---------------------|--------------|
| 242—Notte | E. A. Mario | 238—Chi giuoca con le donne | Genise-Lama | 241—Amore mio—Waltz | V. Ricciardi |
| 237—Napule: Punto e basta | Bovio-Valente | 042—Perduta | F. Pennino | 060—Messina—Mazurka | F. Pennino |

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

ITALIAN BOOK CO., Music Dept., 145 Mulberry St., NEW YORK, N. Y.

Phonographs VOCA

Special Announcement

THE Vocalion line at all times offers dealers the special advantages exclusive to Aeolian-made products. Added opportunity of *increased* sales-value is announced in the two new console models just released, representing the highest value in period phonographs at the lowest possible price. All Vocalion standards are here maintained—the full rich tone—the wonderful Grad-uola tone-control and the unsurpassed beauty of Vocalion case designs.

Let us give you further particulars regarding the Vocalion line. Write for price-list of the new period styles.

Two New Period Vocalions Phenomenally Low-Priced



Style 1638



Style 1640

The AEOL

NEW YORK

LION Red Records



A VOCALION RED RECORD HEADLINER JOHN CHARLES THOMAS

The great American baritone, John Charles Thomas, returned this month from a sensational European success. After his three London recitals, the critics unanimously pronounced his voice the most beautiful one heard there this season.

The Vocalion Records of John Charles Thomas are gold mines of sales-values for Vocalion representatives. This popular baritone represents the *quality* of all artists exclusively Vocalion.

Red Records By John Charles Thomas

Abide With Me.....No. 30118 10" \$1.25	On the Road to Mandalay 30135 10" \$1.25
Canzonetta — From "The Love Letter".. 30145 10" 1.25	Out Where the West Begins 30116 10" 1.25
Danny Deever 32110 12" 1.75	Pagliacci—Prologue .. 52024 10" 1.25
Elijah—It Is Enough. 52028 12" 1.75	Sweetest Story Ever Told 30122 10" 1.25
The Holy City..... 52037 12" 1.75	Tommy Lad 30133 10" 1.25
In the Gloaming..... 30110 10" 1.25	Vale (Farewell) 30156 10" 1.25
Little Girls, Goodbye. 20001 10" 1.00	Will You Remember? —From Maytime... 30136 10" 1.25
Little Mother o' Mine 30131 10" 1.25	
The Lost Chord..... 52025 12" 1.75	
Mother o' Mine..... 30127 10" 1.25	

Distributors

Vocalion Records

- MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
- SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh, Pa.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- STREVELL-PATERSON HARDWARE
CO., Salt Lake City, Utah.
- MOORE-BIRD CO.,
Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.

Vocalion

- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- PENN VOCALION CO.,
16 W. King St., Lancaster, Pa.
- CLARK MUSICAL SALES CO.,
324 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.
- THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.
- LOUISVILLE MUSIC CO.,
529 S. 4th St., Louisville, Ky.
- THE AEOLIAN CO.,
1004 Olive St., St. Louis, Mo.
- GUEST PIANO CO.,
Burlington, Iowa.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
826 Nicollet Ave., Minneapolis, Minn.

I A N Company

CHICAGO

ASK TO HEAR IT



THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

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



The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

ON THE USE OF SLANG

By EDWARD FRASER CARSON

Many young men to-day seem to have an idea that to speak correctly is effeminate. They seem to think that it is a mark of manhood to use slang. They think it smart to adopt for everyday use the language of the sporting pages of the alleged comic sheets.



Edward Fraser Carson

If these chaps could only hear themselves as others hear them, or better, if they were to hear their sisters and mothers use such language, they would quickly see how far from smart it sounds, and it might be that they would be minded to mend their ways.

There may be—I don't say "are," but "may be"—times and places where the use of slang

is justified, but surely it has no place in business, and the young salesman who sprinkles his talk with the jargon sacred to Mutt and Jeff, Crazy Kat and Ignatz Mouse stamps himself at once as being handicapped by a single-track intelligence, and is lacking in that degree of good breeding which one must possess if he hopes to climb far up the ladder of a successful business career.

This was brought home to me a few days ago in one of the big specialty shops on Fifth avenue. A young woman was waiting for change for a purchase she had made, and she pleasantly remarked to the sportive young cashier that it was a fine day. He replied:

"You sure said a whole mouthful, kid, I'll tell the world."

I wondered then whether that same young cashier would have made that same remark to his employer. I wondered what the young man would have thought had he heard his mother say that. And I wondered if he would say

that to his mother under the same circumstances.

American slang, I grant, is expressive. It gets "right down to brass tacks," but it frequently, if not usually, does "jar" the sensibilities.

A slang word or phrase may convey a world of meaning like the portmanteau words of Lewis Carroll, but as a rule the more highly meaning is thus crystallized the more objectionable the word is in the ears of refined people.

It is true, too, that many slang words become assimilated into the English language until they finally come into perfectly proper use. But this is no reason for anyone's setting himself—yes, or herself—the task of hastening this process. The life of slang words is a case of the survival of the fittest. If the word is needed in the language the better to express an idea, it will, in time, come into its own.

The language you use when in your own home, or away from your place of employment, is, of course, your own business, but if you have real ambition to succeed you will set a watch on your tongue at all times, even at home, that you may have assurance that it will not slip during business hours.

The English language contains half a million words, more or less. Surely you can find among them words to express your ideas without assaulting the ears and insulting the intelligence of all who are unfortunate enough to be compelled to listen.

MUSIC DEALER DECLARED BANKRUPT

Receiver Appointed for Business of J. H. Rupert, of Ridgway, Pa.

PITTSBURGH, PA., October 31.—Judge W. H. S. Thomson, of the United States District Court, adjudged J. H. Rupert, music dealer of Ridgway, Pa., a bankrupt. James H. Thompson was named as referee in bankruptcy and a hearing of the creditors was held at the referee's office in St. Marys, Pa., during the week. Mr. Rupert has been engaged in the music business for many years. The bankruptcy proceedings were instituted by Mr. Rupert. Liabilities are given as \$8,826.54 and assets \$2,107.25.

There are two kinds of discontent in this world—the discontent that works and the discontent that wrings its hands. The first gets what it wants and the second loses what it has. There's no cure for the first but success; and there's no cure at all for the second.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard

VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

WINS PRIZE WITH FAIR EXHIBIT

M. Johnson, of Ironwood, Mich., Captures the First Award for Display at County Fair

As a result of giving careful attention to the decoration and arrangement of his booth at the Gogebic County Fair, M. Johnson, successful music dealer of Ironwood, Mich., captured first prize for the best display. The features of



Johnson Exhibit Which Won Prize

Mr. Johnson's exhibit were several popular models of Vocalion phonographs, which were kept going steadily, playing the latest Vocalion record successes, and the result was a number of sales and many excellent prospects. A Gulbransen player-piano was part of the exhibit.

CHENEYS FOR CONTEST WINNERS

Music Memory Contest Which Closed Recently in Detroit a Big Success—Those Who Won

DETROIT, MICH., October 31.—The prizes contributed to the Music Memory Contest held in this city by the Cheney Talking Machine Co., through the Michigan distributors, The Van Korn Shower Co., have been awarded to the



Winners in Music Memory Contest

winners, who appear in the photograph from left to right, as follows.

Miss Esther Beach, winner of a No. 31 Cheney (\$150), awarded as the fourth prize in the Professional Class. She is a piano teacher and reader.

Miss Mary Sinclair, winner of a No. 41 Cheney (\$200), awarded as first prize in the General Public Class.

Miss Thelma Hull, winner of a No. 6 Cheney (\$325), awarded as first prize in the Sunday School Class. Miss Hull is a capable pianist.

Mr. Ralph L'Amoreaux, winner of a No. 41 Cheney (\$200), awarded as first prize in the General Public Class. He has played a violin for seven years.

Miss Margaret MacArthur, winner of the second prize in the Women's Clubs Class. She is an accomplished pianist and has a very pleasing contralto voice.

BRISTOL AUDIOPHONE REPRODUCER

Waterbury Manufacturer Introduces Device Which Amplifies and Improves the Tone Quality of the Talking Machine—Active Campaign to Introduce Device Now Under Way

WATERBURY, CONN., November 6.—The Bristol Co., of this city, has placed a comprehensive campaign behind the Bristol Audiophone phonograph record reproducer outfit. This reproducer and loud speaker form a combination that is giving excellent results. The Audiophone, or loud speaker, is built on the same high-class principles as the Bristol Audiophone used for radio purposes. Together with the Audiophone is the Audiophone phonograph reproducer, a special reproducer which can be used independent of the regular talking machine reproducer. The Audiophone reproducer is claimed to amplify and improve the tone quality and gives a large volume of sound. It is so built that it may be attached instantly to any make of phonograph without mutilating it in any way. A loud and soft sound control is also available and where a large hall is used a number of loud speakers can be attached to the one reproducer, thus thoroughly disseminating music throughout the space. If so desired, a hand speech announcer may be included in the outfit for announcement purposes and speeches.

The Audiophone reproducer has been developed for a number of years. William H. Bristol, president of the company, has given much of his personal attention toward the perfecting of this instrument. The Bristol Co., manufacturer of the Audiophone, occupies a large group of factory buildings situated on the outskirts of Waterbury and has built up an excellent reputation covering a period of many years in interior recording thermometers and other instruments. Its experience in the building of delicate and finely sensitized instruments has stood this company in good stead in the development of the Audiophone.

H. L. Griggs, sales manager, and J. B. Kelsey, assistant general sales manager, are devoting their entire energies to the promotion end of the business with excellent results. Branch offices of the company are to be found in all of the principal cities of the country.

F. O. SEXTON OPENS VICTOR SHOP


WASHINGTON, D. C., November 2.—The F. O. Sexton Co., which recently opened a Victrola shop at 647 H street, N. E., with a large stock of machines and records, is the first Victor retail establishment to open in this section of the city. The business is located in one of the busiest sections of the city and, according to reports, a considerable trade has already been built up. F. O. Sexton, head of the enterprise, is well known here, having been prominently connected for years in an important capacity with the War Department.

LONG DISTANCE RECORD SHIPMENT


PITTSFIELD, MASS., November 6.—The champion long distance shipment of talking machine records ever made from this city was recently made by Wood Bros., who shipped a number of records a distance of 16,000 miles to a mission in Africa. Wood Bros. have made many foreign shipments.




**REGAL
50c
RECORDS**
boost business
for the big and
little store alike.




In New York, the Bronx Record Store, an establishment one year young, on a floor space measuring 30 ft. long by 30 ft. wide, sold over 100,000 Regal Records since Christmas of last year.



A store in Detroit writes: "We have sold thousands of them and are well satisfied with the results."



From Baltimore we hear: "Since placing Regal Records on sale the business of our record department has increased materially."



Three instances typical of national results. Regal increases your sales—it insures your profits.
Are you interested in exclusive territory?

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

**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.



BRAINS, NOT BEAUTY, AN ASSET

Many Dealers Favor Women With Good Looks When Selecting Saleswomen — Brains in Every Instance Should Be First Consideration

A fact worthy of note is the increasing number of young women entering the sales end of the talking machine business. The personnel of almost every talking machine establishment includes one or more women and the dealer is now faced with the problem of selecting the correct types of saleswomen and training them in the art of salesmanship. This is one phase of the business which has been neglected in many instances. The woman clerk should be trained to become a real saleswoman. Of course much depends upon the character of the women selected. It is a fact that men are often influenced in their selection of women by beauty and pay entirely too little attention to quality of mind.

Good looks may be an asset, but salesman-

ship is a greater asset. A beautiful women with little else in her head excepting vanity is a poor investment. What is desirable is the woman, regardless of her looks, who is ambitious enough to put some real intelligence to work in the merchandising of talking machines and records. Of course where the rare combination of beauty and brains is secured so much the better for the dealer. What the merchant desires above all else is sales, and applicants for positions on the sales force should be selected only for their sales ability or their potentialities in this direction.

A MOST ARTISTIC FOLDER

From the Mead Co., Birmingham, Eng., we are in receipt of a very handsomely printed folder in colors of the latest designs of table grands and Model De Luxe gramophones— attractively designed instruments which should make a strong appeal, thanks to this unusually artistically printed literature.

JOHN CHARLES THOMAS RETURNS

Noted Baritone and Vocalion Artist Achieves Triumph in London—Enthusiastically Received at Recital at Aeolian Hall Here

John Charles Thomas, noted baritone and light opera star and exclusive Vocalion Red Record artist, arrived in New York on October 11 after several months spent abroad for the



© Bain News Service

John Charles Thomas

purpose of studying under DeReszke and other noted teachers. While in Europe Mr. Thomas found the opportunity of giving several recitals, three of them in London, where he achieved remarkable success. One of his feats was to fill the famous Albert Hall, London, to capacity with an enthusiastic audience.

Mr. Thomas' first recital upon his return to New York was given at Aeolian Hall on Sunday, October 15, and the newspapers were loud in their praise of his performance and particularly upon the improvement shown in his voice and in the handling thereof. In commenting upon the recital the New York Times said: "Should be a successor to Bispham if yesterday's big matinee house at Aeolian Hall voted truly."

Mr. Thomas plans to give a number of recitals during the season and is scheduled to make a number of new Vocalion records that should prove unusually interesting to an increasing army of admirers.

MUSIC LEADS IN ACCOMPLISHMENTS

Girls of a Middle Western State almost unanimously place music as their favorite accomplishment. In the course of a careful study of girl life in the open country of the State the question was asked: "What is your favorite accomplishment?" Out of 269 replies 238 named music. Embroidery, the second choice, had only nine votes in its favor.

Shady business methods only originate in a crooked, unwholesome mind.



No. 2500
2000 Ohms
\$6.00

No. 2501
3000 Ohms
\$7.00

Concealed Cord Tips

THIS is an important feature of the Manhattan Headset. Concealed Cord Tips have two real advantages:

The first is the elimination of all possibility of unbalancing the receiving set and decreasing the strength of the headset signals by having the hand come in contact with exposed cord tips or terminals. The loss of strength due to this contact is often as great as 50%.

Manhattan Headsets have concealed cord tips.

By enclosing the cord tips, all obstructions on the outside of the receiver are removed and the smooth molded case will not scratch the handsomest furniture.

The Manhattan Headset case is free from obstructions.

In addition, the cords of the Manhattan Headset are designed with two other important features.

1. Strain on the terminals is relieved by a tie-cord attached to a small eyelet in the case.
2. The polarity of the cords is indicated and the terminals within the receiver case marked. This permits the headset to be correctly connected in the circuit to give the best results.

Manhattan Radio Headsets are a quality product that build consumer good will. With the Red Seal Battery Contest now running and Radio sets and Manhattan Headsets as the prizes—you are losing a wonderful opportunity if you are not displaying them on your shelves and in your window to use the Contest to sell Manhattan Headsets and Red Seal Batteries. Wire your jobber TODAY for an additional supply.



Makers of the famous Red Seal Dry Batteries

NEW YORK
17 Park Place

CHICAGO, ILL.
114 So. Wells St.

ST. LOUIS, MO.
1106 Pine St.

SAN FRANCISCO
604 Mission St.

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO

Brunswick Exclusive Dance Orchestras



JOSEPH C. SMITH
New York



ARNOLD JOHNSON
New York



CARL FENTON
New York



BENNIE KRUEGER
New York



GENE RODEMICH, St. Louis

*Brunswick Records
can be played on
any phonograph*

THESE are some of the famous musical organizations that have made Brunswick Dance Records the standard of the world. The ever-increasing demand for their recordings show how perfectly they interpret the catchy dance music of the hour. These orchestras are made up of some of the most sought after dance musicians in the country, and each group has its own personal following of admirers.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI TORONTO

BRUNSWICK PHONOGRAPHS AND RECORDS

Gentlemen—let us present Cameron McLean, the latest Exclusive Columbia Artist. Mr. McLean hails from bonnie Scotland with a hankle o' Scotty songs that smell o' the heather on the braes.

"Lass o' Mine" and "Leezie Lindsay" are his first two numbers. Both on record A-3703.

Columbia Graphophone Co.
NEW YORK



INTERMOUNTAIN VICTOR DEALERS HEAR NOTED SPEAKERS

Thomas Holland, of Glenn Bros.-Roberts Piano Co., Made President at Conclave of Intermountain Victor Dealers' Association in Salt Lake City—J. J. Davin, Principal Speaker

SALT LAKE CITY, UTAH, November 3.—The convention of the Intermountain Victor Dealers' Association, held here early in October under the auspices of the John Elliott Clark Co., was unquestionably the most successful and most resultful meeting in the history of the organization. The attendance totaled about seventy-five dealers and salesmen, many of them coming over six hundred miles to participate.

John Elliott Clark, assisted by Fred A. Bain and Miss Bess B. Jackson, who has charge of the Butte branch store, extended a hearty welcome to the visitors and did everything in their power to make their stay enjoyable.

Important Topics Discussed by Speakers

The meeting came to order with an address by President Thomas Holland in which he discussed conditions past, present and prospective and impressed on the dealers the necessity for continuous forceful efforts for the purpose of scoring during the coming holiday season and Winter the greatest business in the history of the trade in Intermountain territory.

Henry M. Adkinson, of the Chamber of Commerce, in discussing the business outlook, told the dealers of the increase in the production and prices of wool, cattle and minerals, stating that silver was at its highest price in the history of the State to-day. He stated there was a constant betterment which should be reflected in the ability of the people of the State to buy such necessities for the home as talking machines, records and musical instruments of all kinds. His remarks were couched along most optimistic lines and were favorably received.

W. C. Winder, speaking on "The Victor Dealer's Opportunity," referred to the wonderful service the Victor dealer and his sales force are rendering humanity in bringing music into the lives of the people and stated that in accomplishing this there was a greater satisfaction than merely a monetary one—that they were elevating the tastes of the community and inculcating a desire for the best in music.

Fred A. Bain, secretary of the Association, spoke in his usually able and interesting way on "Cultivating Prospects." He gave a number of examples to illustrate his viewpoint and the

dealers present were evidently greatly interested in the ways and means set forth for developing their business.

Martin L. Pierce, president of the Hoover Suction Sweeper Co., presented the paper, "If I Were a Victor Dealer," and it was well received inasmuch as it gave the view of an outsider on the opportunities that should present themselves to the live talking machine dealer. Mr. Pierce's views were most timely and occasioned much favorable comment.

The next speaker was John Elliott Clark, of the John Elliott Clark Co., who dwelt at some length on the importance of "Knowing Your Goods." He emphasized the importance of dealers getting below the surface of their business and securing the fullest information regarding Victor products, both machines and records. The dealer or salesman who can enlighten the customer as to the composer of a certain vocal number, or the opera from which a number is taken, and whose general information on the latest Victor designs and products is such as to interest the buyers, has certainly a great advantage over those who have given little or no attention to the business.

New Officers Elected

The first business of the afternoon was the election of officers, which resulted as follows: Thomas Holland, of the Glenn Bros.-Roberts Piano Co., Ogden, Utah, president; Lester Taylor, of Taylor Bros. Co., Provo, Utah, vice-president; Fred A. Bain, of the John Elliott Clark Co., Salt Lake City, secretary-treasurer; George Tiss, of the Sampson Music Co., Weiser, Idaho, and Gerald Beesley, of the Beesley Music Co., Salt Lake City, were elected members of the executive committee.

The principal speaker of the afternoon was James J. Davin, secretary of the Reincke-Ellis Co., Chicago, who gave one of his usually interesting and stimulating talks. His wide practical experience in the talking machine business and his range of traveling from coast to coast, which has brought him into the closest intercourse with leading men in the talking machine business and their methods of merchandising,

have made him, in truth, an expert whose views are based on practical knowledge and not theory, hence his talk to the dealers was a real man-to-man analysis of ways and means of developing business along the most progressive lines. Questions were invited from the dealers present and Mr. Davin enlightened all who desired information on varied phases of modern merchandising. A most interesting and helpful discussion followed from which everyone derived a great deal of profit. This phase of the meeting was unique in that it was informal and "loosened up" the ideas of a great many dealers who ordinarily would not be inclined to participate in a formal way.

Other speakers were Albert Shenkney, who discussed "Advertising and Its Possibilities"; Charles Pike, who spoke on "Ordering Records"; Lester Taylor, who discussed "Sales Demonstration"; Bess B. Jackson, of Butte, who spoke most interestingly on the subject of "Selling Records." Her remarks were couched along admirable lines. They were informative and stimulative and were well received by those in attendance. The question-box discussion closed the program.

Banquet and Entertainment Closes Convention

In the evening the visiting dealers and their ladies were the guests of the John Elliott Clark Co., Victor distributor, at the banquet and entertainment which was given at the Newhouse Hotel. Mine host of the Newhouse provided an appetizing feast which was accompanied by cabaret dancing and Mr. and Mrs. L. P. Christensen, devotees of Terpsichore, gave a number of new ballroom dances which were greatly enjoyed by the guests.

The convention covered practically two days and the visitors and their friends were taken on a tour through the city and vicinity. The Utah copper mines, the greatest in the world, were visited and the experience greatly enjoyed. In fact, nothing was overlooked to make the visit to the Intermountain Victor Dealers' Association Convention one of pleasure and profit. Everyone present expressed his appreciation of the attention, time and efforts devoted by John Elliott Clark and his associates to make this reunion one of the red-letter conventions of the talking machine industry in the Intermountain territory.

RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. *We Solicit Your Business*

Manhattan Recording Laboratories
48 West 39th St. New York

Okeh Records

OUTING PORTABLES
GRANBY PHONOGRAPHS
MASTER TONE TALKING MACHINES
NEEDLES

Okeh — Truetone — Wall-Kane
Tonofone — Gilt Edge

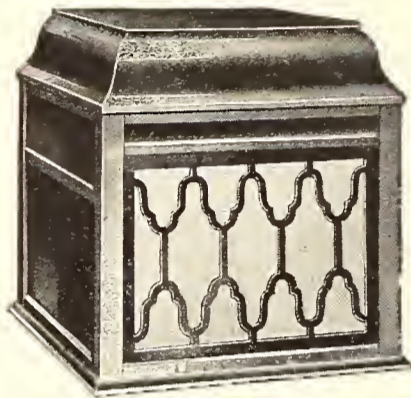
Delivery Bags, Accessories, etc.
Complete Stocks—Prompt Service

IROQUOIS

IROQUOIS SALES CORPORATION
Wholesale Distributors
210 Franklin St. BUFFALO, N. Y.

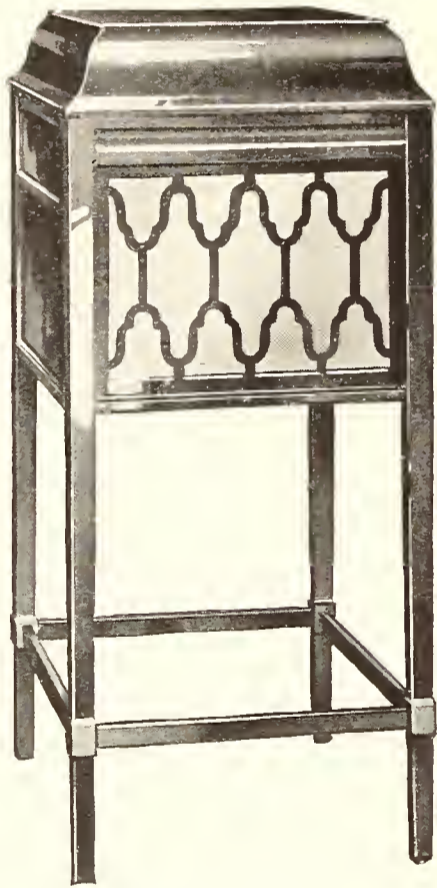
The Matchless NEW EDISON

In Lower-Priced Models



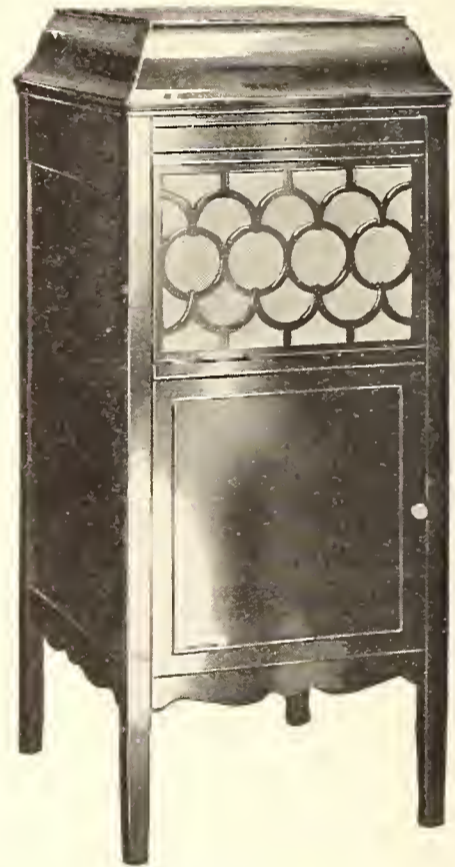
London No. 1
List Price \$60.00

Width	17½ inches
Depth	18½ "
Height	19½ "



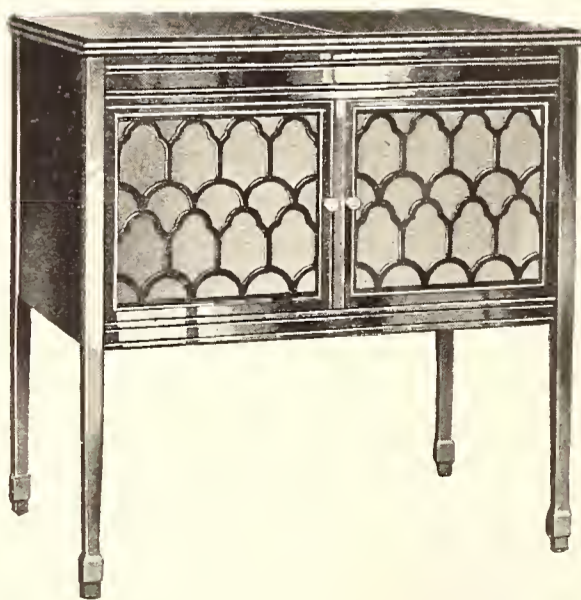
London No. 2
List Price \$75.00

Width	17½ inches
Depth	18½ "
Height	40 "



London Upright
List Price \$100.00

Width	17½ inches
Depth	18½ "
Height	42½ "



London Console
List Price \$135.00

Length	35 inches
Depth	20½ "
Height	35 "

The NEW EDISON London Group Removes the Price Barrier

THE addition of the London Group to the Edison line widens its range of prices, and brings the remarkable New Edison within the financial reach of every home.

Each of these four models carries the musical improvements made possible by Mr. Edison's \$3,000,000 research, maintaining at low prices the unequalled Edison standard.

Your possible New Edison market is now practically unlimited.



THOMAS A. EDISON, INC.
ORANGE, NEW JERSEY



Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Thanksgiving as a Sales Stimulator

DON'T forget Thanksgiving, November 30, when planning your window and store displays. Your sign may read, "After the Thanksgiving Dinner . . . a (name of machine). Come in now and choose yours!" With some orange crepe paper, ears of yellow corn, chestnut burrs and some of those painted roast turkeys sold by the novelty shops you can arrange an effective display as a reminder of the approaching holiday. A few concrete suggestions on how to stimulate business by building your sales campaign around Thanksgiving follow:

The opportunity to get something for nothing is one few people can resist. And if the object to be given away is alive and moves haughtily—and is a turkey of giant size—and the month is November—and since everybody in every family insists that turkey is a necessity for November 30—why, it is a sure thing that everybody who hears about this matter will be interested at once. Get a big, live turkey (about twenty pounds), and put it in the window with appropriate cards, etc. Then circularize your customers, telling them that the turkey will be given free to some one who purchases at your store between November 20 and November 29. Each purchaser during these days will get a numbered coupon. The numbers to be given purchasers should have duplicate stubs on which the customer's name, address and phone number can be inserted, so you can notify the winner promptly. It will be a good plan to get the winner to the store and you can arrange with the staff photographer of your local paper to take a picture of the winner with smiling countenance standing alongside the turkey. And if you are very diplomatic you might get a flashlight of the family of the winner eating the big bird on Thanksgiving Day. The papers will doubtless be glad to run these photos with a news item giving you excellent publicity. Save all the stubs, for they will make a good permanent list of record prospects, etc. Give several prizes of different weight turkeys if your volume of business warrants. Here is a unique plan which will attract scores of interested buyers to your store and will build up your November sales nicely.



The Arrangement of the Window

ARRANGE the window as a turkey roost. There will be the house for the turkey, grass on the floor; little trees or twigs in the background, and, as part of the landscape, erect two miniature bill boards. Have this wording:

New November Record Hits Are Here Hear	The Biggest Stock—The Best Service Your whole family will be delighted if you win this bird. Every buyer here has a chance. Come in!
---	--

On a long, white strip of paper extending the whole width of the window and placed about eight feet from the ground have this message:

Every customer from November — to November — will receive a number coupon. You get a coupon for each purchase—whether you buy a paper of needles or a talking machine. On November — we shall draw the lucky number. It will win this noble bird. Buy your talking machine, records, needles, etc., here now. Get a coupon. You may be the winner!

On the outside of the window, at the lower right corner, paste a sheet listing latest records, and also paste up several (empty) needle envelopes. At the lower left corner paste a sheet carrying these words: "Here is music for every family and a wonderful meal for one family—possibly YOURS!"



A Letter to Your Mailing List

SEND the following letter to your mailing list: "Dear Sir or Madam—November is the month of Thanksgiving. Everyone who has been away tries to get home to make the family

circle complete and to see loved ones again—also to partake of real home cooking.

"In our window is a handsome turkey weighing about twenty pounds—and it will be given FREE to one of our customers.

"Every purchaser here from November 20 to November 29 will be given a number ticket with each purchase, whether the article bought be a paper of phonograph needles or a talking machine. On November 29 we shall draw a lucky number and the person holding this number will receive this turkey with our compliments.

"Call here now for whatever you need in music and save the numbered coupons which you receive. You may be the winner!

"Very truly yours,

_____"



A Letter to Heads of Families

MAIL this letter to women with homes and families—owners of talking machines:

"Dear Madam—Although a record may be played scores of times without losing much of its beauty, it is unwise to play records to death. It is very easy to become tired of both the record and the talking machine if one selection is played over and over again.

"It is wisdom to purchase new records from time to time. They freshen up your record library and give you the pleasure you should get from your instrument.

"Thanksgiving Day is the time when you'll want new selections because everyone in the family will be home. You may have guests and after the big meal they'll need music for entertainment.

"We have here the just-issued numbers, as well as many of the older ones (with some of which you, perhaps, are not familiar). Call now and select your new records to give enjoyment to your family and friends. Our stocks are exceptionally complete and you'll like our courteous, intelligent service. We hope to see you soon.

"Respectfully yours,

_____"



Another Thanksgiving Suggestion

HERE is another display worthy of any store: In the center of your window place a cabinet model machine. On top of it set a card with a heading: "Thanksgiving Day Offer—This Model with \$10 in Records (Your Choice)—\$10 Down." On either side of this machine set large signs of upright shape. These may be of rich brown color with lettering in white and borders of orange and gold. The two signs read as follows:

In 1620

The Pilgrims, founders of our nation, planted their standard on New England shores and forever dedicated their lives and their country to liberty, political and religious. On the day after their first harvest in the new land was gathered they assembled in their little meeting house and devoutly gave thanks to God for the blessings He had bestowed. This was the first Thanksgiving Day.

In 1922

Our nation, grown mighty in material and spiritual resources, blessed with abundant harvests, comforts and conveniences beyond anything the Pilgrims knew, gives thanks for the greatest of all blessings—MUSIC—the comforter in sorrow, the consoler in loss, the bringer of joy, the destroyer of care. You may truly give thanks on November 30 if there is MUSIC in your home.

At the foot of the "1620" sign place an ear of field corn, a small pumpkin, a sheaf of wheat, a few bright red apples and other fruits of harvest time. At the foot of the "1922" sign place an open record album with loose records scattered about in a heap to balance the heap at the foot of the "1620" sign. If your window is a large one, add several talking machines of various models, with a card on each one featuring a special Thanksgiving term offer. These small cards should all be the same in color scheme and design as the two big signs. The effect is much enriched if the background is draped in the same brown color, with gold and orange ribbons on narrow strips of crepe paper loosely hanging down.

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.

FREE ADVERTISING FOR WIDE AWAKE DEALERS

Impresad

ON EVERY RECORD
REG. U. S. PAT. OFFICE

Mr. Dealer:- Do You Use The "Impresad?"

"Impresad" means Free Advertising for Live Phonograph Record Dealers.

Print your name in the blank space around the label on every record sold. Let that record go out and tell the world you are in the business of selling phonograph records, pianos, musical instruments or whatever you sell.

Do you realize what it means and how many records would carry your message in one, five or ten years? How firmly and rapidly your name is associated with your business.

There is no publicity or no advertising which you can buy that will place your name in the home as does the "Impresad."

The casual buyer, the transient customer, the fellow who forgets and all the rest, are continually reminded of your name and business. Newspapers, circular letters, delivery envelopes and all others find a resting place in the waste basket once read, but the "Impresad" goes on working for you day and night.

The price you pay for imprinting a few thousand delivery envelopes will pay for an "Impresad" outfit.

Order an outfit now, make up for lost time, begin at once to accumulate advertising. If you only sell one record a day it means three hundred advertisements working for you at the end of a year.

Outfit for printing all but Victor Records-----\$20.00
Outfit for printing Victor Records and all others-----\$25.00

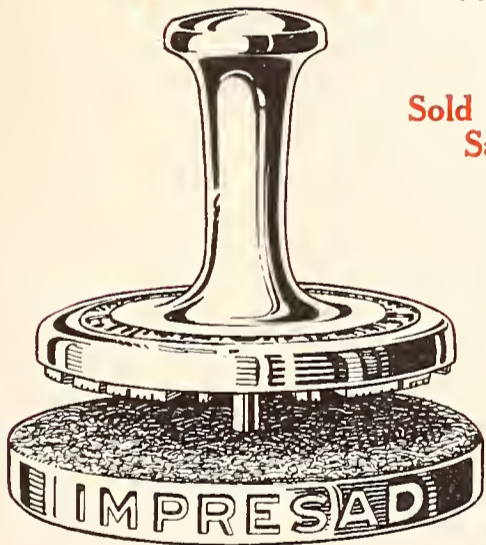
Full Directions on Each Outfit
Patented In U. S. and Foreign Countries

Sold On Our Free Trial Plan. If Not Satisfactory After Thirty Days' Trial Return It At Our Expense

W. H. WADE

Patentee and Manufacturer
311 S. Wabash Ave.
CHICAGO, ILL.

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



Print Lettering You Want For Stamp In Here—Make It Plain

FIRMS WITH WHOM WE HAVE NO ACCOUNT PLEASE GIVE REFERENCE

Date-----

W. H. Wade,
Patentee and Manufacturer,
311 So. Wabash Ave., Chicago, Ill.

Please forward by Parcel Post one IMPRESAD Outfit for printing
.....Records for which () agree to pay

(Give Make of Record)
{ \$20.00 for all but Victor Records }
{ \$25.00 for Victor and all other Records } with the understanding and agree-
ment that if same does not prove entirely satisfactory and just as represented
at the end of thirty days same can be returned and all money and charges
will be refunded.

Name.....
Street.....
City.....

A CLEVER PUBLICITY STUNT

Brandeis Store in Omaha Brings Victrola and Records to the Attention of Diners in Store Restaurants in an Unusual Manner

OMAHA, NEB., November 8.—One of the cleverest stunts to bring the talking machine and records forcibly to the attention of the public was recently put into effect by the J. L. Brandeis & Sons department store of this city.

These restaurants are usually crowded and Peter G. Spitz, manager of the talking machine department, decided to cash in on this through the medium of carefully arranged concerts.

Subtlety was used in the arrangement of the program. Instead of featuring the talking machine and records so prominently that the character of the performance would bear the earmarks of an ad, the program for one day was opened with a piano selection.

IMPORTANT RADIO COMBINE

World-wide Radio Merger Sponsored by Radio Corp. of America—Will Give America Control of Air—Main Office Is in New York

A \$170,000,000 combine of American, British, German, French and Argentine radio stations, giving America control of international air communication, was announced recently by the Pan-American Wireless Co. and officials of other large corporations involved.

Representatives of all the corporations and nations involved will participate in the management here, the main office to be in the Woolworth Building, New York, where the Radio Corp. of America maintains its executive offices.

ANOTHER KNICKERBOCKER TRUCK

Victor Distributor in Upper New York Increases Delivery Service for Holidays

A new rapid delivery truck has been added to the delivery system of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City.

THE SALES VALUE OF THE WINDOW

Strand Temple of Music Is a Believer in Sales-creating Power of the Window and Arranges Artistic Displays That Greatly Interest

ALBANY, N. Y., October 31.—The windows of the Strand Temple of Music, in this city, have always been given particular attention by the management.

A short time ago the camping scene suggested



Gallagher & Shean Display in Strand Temple of Music Window

by C. Bruno & Son, Inc., Victor wholesalers, New York City, was used with excellent results. Another window which attracted much attention was the Gallagher & Shean window, which is illustrated herewith.

The Thearle Music Co., of San Diego, Cal., has added the Cheney line of phonographs. A vigorous sales campaign in the interest of this line has been planned.

PUSH THE SALE OF HALL FIBRE NEEDLES

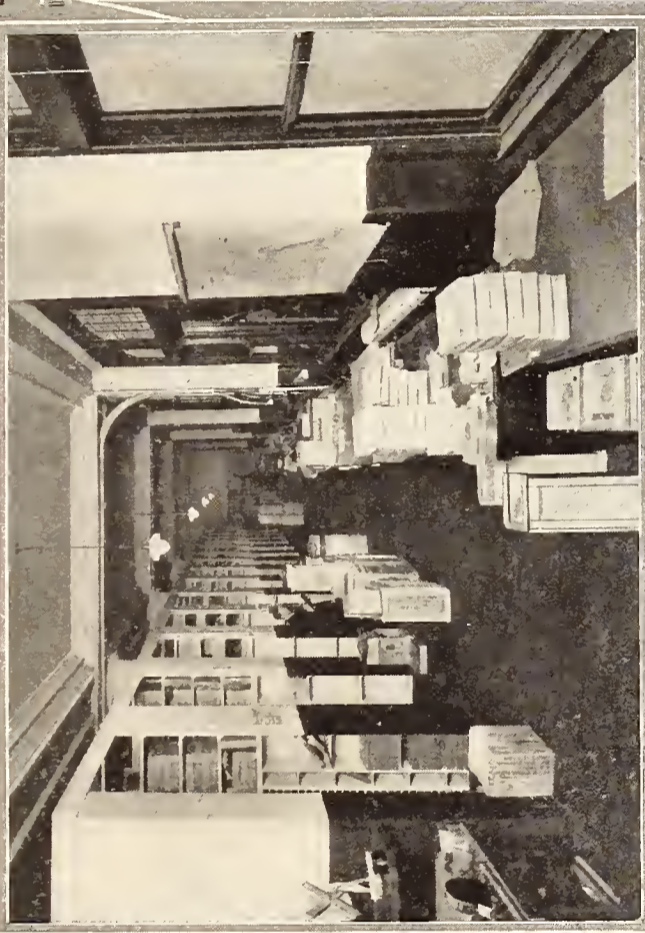
and enjoy larger and steadier profits. Take our word for it now and your customers' pleased admission later that the tonal qualities of the only FIBRE NEEDLE licensed for sale in the UNITED STATES and their absolute freedom from the scratching sound, which so often mars reproduction, causes such pleasure and satisfaction as to create the desire for new selections.

HALL MANUFACTURING CO. Successors to B & H FIBRE MFG. CO. 33-35 W. Kinzie St. Chicago, Ill.



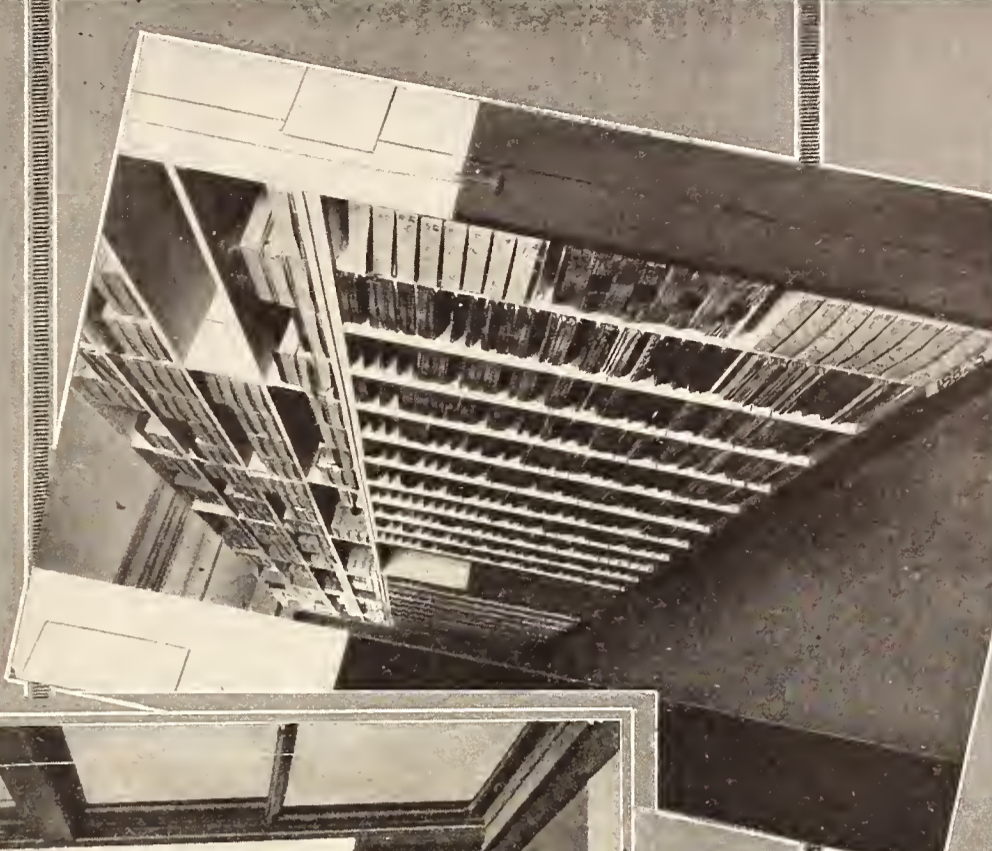
Date.....
Jobber's Name
Address
Gentlemen:—Please forward via.....
.....CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.
.....CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.
.....CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.
DEALER'S NAME
ADDRESS

Completeness in both Equipment and Stock Enables Us to give Unusual Service to Blackman Victor Dealers!

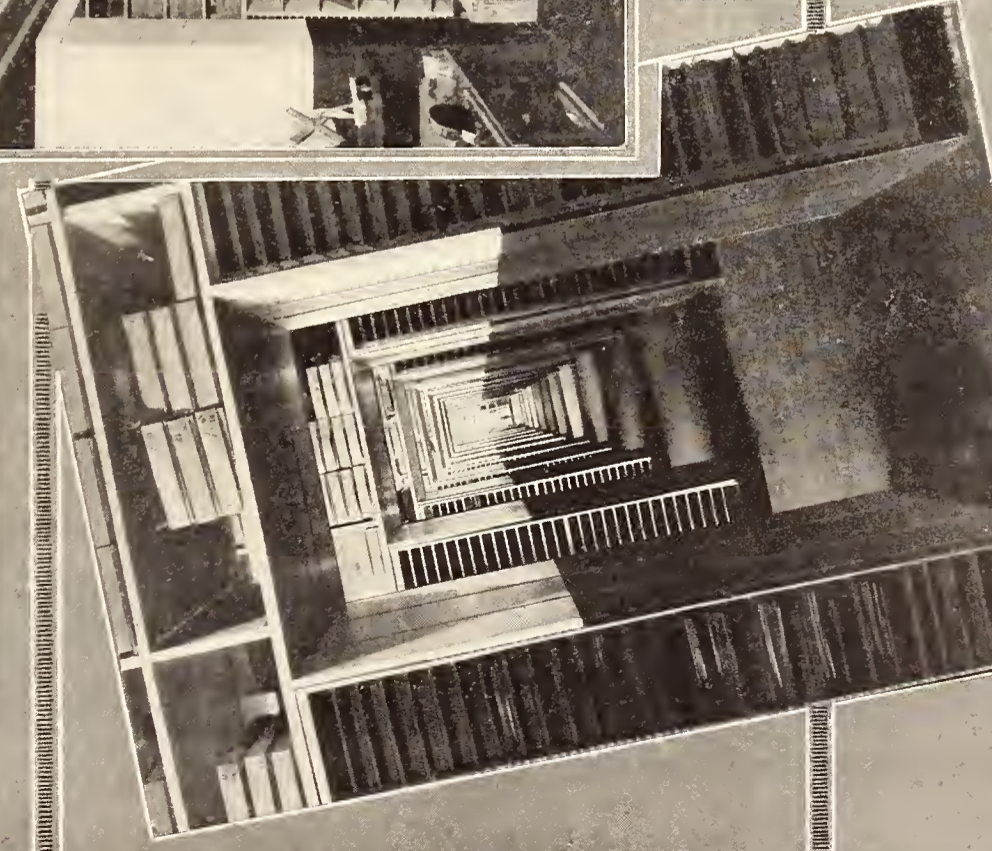


-Photos by Underwood & Underwood-

SECTION OF DAYLIGHT RECORD DEPARTMENT
Where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff.



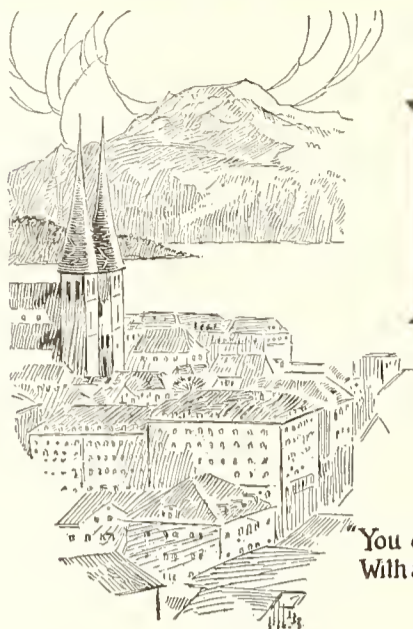
COMPLETE RECORD RACK UNIT - Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of a number is within easy reach. Additional stock is carried in original cases.



RECORD RACKS - looking down center aisle. The racks cover a floor area of over 2000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

Blackman

TALKING MACHINE CO.
28-30 WEST 23RD STREET NEW YORK
VICTOR DISTRIBUTORS-WHOLESALE ONLY



LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing,—

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

COLUMBIA CO. IS INTRODUCING NEW PROCESS RECORDS

Announces New Method of Producing Records Which Eliminates All Surface Noises—Inaugurates Full Page Advertising Campaign in 600 Newspapers Throughout the Country

The Columbia Graphophone Co. is now running a full-page advertisement in 600 newspapers located in practically every leading trade center throughout the country announcing that the company has discovered a new process that it states will virtually eliminate all surface noises. In this advertisement the company refers to this important discovery, in part, as follows: "After years of experiment the Columbia Graphophone

almost inaudibly and with imperceptible wear. "The playing-result from the use of this new material is actually astounding—no other word can describe it. Melody unmarred by penetrating, obtrusive surface sounds, harmony without disconcerting scratch or scrape—think what this means to you and to every phonograph owner in the world.

"This is made practical by Columbia's patented laminated, or three-ply, construction. The core or center leaf in Columbia New Process records, because it is absolutely distinct from the playing surfaces, is made of a harder, more durable substance. Over this rigid backbone are laid the two playing faces made of the new,

ultra fine, ultra smooth surface fabric. This laminated construction gives greatly increased strength and longevity plus the most noiseless surface ever perfected.

"In no other record can you get the same wonderful degree of surface quietness and pure, uninterrupted music, for the simple reason that Columbia alone possesses the secret of making a material which, employed as a surface for phonograph records, obliterates obnoxious and intrusive surface sounds.

"This new substance does not hush loud surface noises. They are never created. Surface noise is merely friction, the point of the needle grinding on microscopic roughness and multiplied by the sensitive reproducer. In New Process Columbia records this microscopic roughness is refined away till friction is almost a fiction."

The ad is most attractively designed.

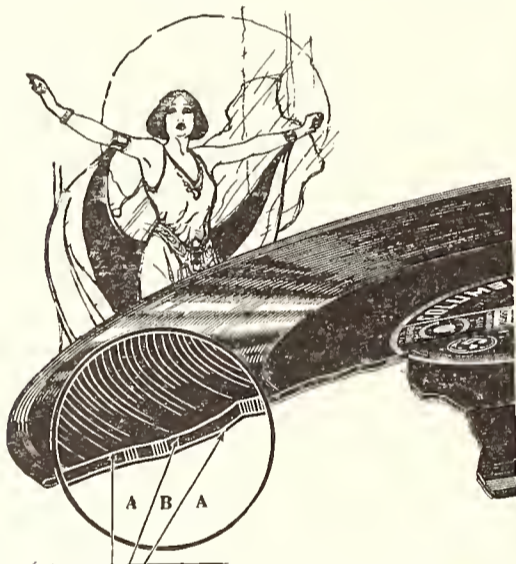


Diagram Showing Laminated Construction

"A" indicates much smoother playing surfaces made of a new substance. "B" shows hard center core which resists warping

Co. to-day presents to the world a record that is virtually noiseless. This record has been made possible by the discovery, in Columbia laboratories, of a process by which we are able to produce a surface material so fine in texture, so marvelously smooth, so free from friction that the phonograph needle travels over it

PEERLESS ALBUM CHRISTMAS DRIVE

Planning Co-operative Campaign With Dealers to Push Peerless Albums With Records

The Peerless Album Co., manufacturer of delivery bags, record stock envelopes, record-carrying cases and record albums, has arranged a campaign in conjunction with its dealers for the holiday period. The plan is to make a combination offer to the consumer of groups of records in albums. These will be in several lots at various prices, so as to meet the needs of the pocketbooks of every class.

Phil Ravis, president of the above company, is quite enthusiastic over this plan and states that the co-operation of hundreds of dealers is already assured. In fact, he has received a series of letters commenting upon the idea and offering to give the plan window displays and otherwise carry out the idea.

More than the usual attention should be given this method of disposing of records. First of all, it assures group sale of records in

more than the average volume. The placing of records in an album makes the presentation of the records as a Christmas gift most inviting.

Any idea that will have a tendency to bring into the talking machine retail establishment the purchaser of gifts, both large and small, should be encouraged. Too often the man on the street feels that the gifts from the talking machine store involve the purchase of a machine or has the impression that a gift of one or two record selections does not do the situation justice. With the group sale of records in albums at various prices this class of trade finds the gift from the talking machine store is most appropriate. It is the additional sales that formerly went to the novelty store, the haberdashery and what-not establishments which the talking machine dealer may secure through this plan which makes it so inviting.

If you have a man working for you who is not fired with enthusiasm and you cannot fire him with enthusiasm, then promptly fire him with enthusiasm.

ATTRACTIVE JOBBING PROPOSITION

Wall-Kane Phonograph Needles

THE TEN RECORD NEEDLES

Some Jobbing Territories Still Open

WALL-KANE NEEDLE MFG. CO., Inc., 3922 14th Ave., Brooklyn, N. Y.

Standards of Modern Salesmanship Show an Upward and a Broader Trend :: By W. Braid White

Standards of all kinds are slowly changing their meaning for us. The world is steadily, though very gradually, revising its beliefs and the measurements, as they may be called, which it applies to its ideas. We all live by sets of rules, which are partly of our own individual making, but many more are made by the common consent of the world. The norms or measurements which we apply to our rules of conduct and behavior change constantly, however, though very slowly, and as they change, the manner of life changes slowly with them.

"Smart Aleck" Idea Is Obsolete

These abstract statements find concrete confirmation in the present-day position of salesmen and of the art which they practice, known usually by the name "Salesmanship." I am quite old enough to remember a time when it was considered not quite to a man's moral credit that he should be a "successful salesman." It was felt that such a man must certainly be a "smart man," but that this very "smartness" in itself implied a certain tinge of moral instability. It was felt that the very "smart salesman"—who was then the only successful salesman in public estimation—could not be quite square and was perhaps just a shade too "smart" to be a comfortable vis-a-vis in a business transaction. Every man of middle age can remember when advertising was the merest crude puffery of not perfectly reputable goods and salesmanship its mere translation into common speech and action between man and man.

Business Rests on Salesmanship

To-day one cannot indeed say that the old ideas are entirely dead, or that, in the music industries at least, the smart-aleck conception of salesmanship has been totally smothered in favor of a more civilized belief. But it is at least certain that the world has been thinking about selling and salesmanship generally, in a manner much more searching and intense than once would have been thought possible. Out of the thinking is gradually emerging a new conception, the conception of salesmanship as a profession, the profession of commercial distribution.

The fact is that during the last twenty-five years there has been a very great deal of heart-searching among all classes of the community concerning the relation of business to politics, to Government and, in fact, to Life itself. The individual business man does not fail to see the disquieting facts concerning the financial control over the entire population not too obscurely exerted by the vested interests of big business; while on the other hand the more impatient, because less materially responsible, thinkers have concluded in large numbers that the whole business structure on which modern civilization rests is totally false and must needs be pulled down.

No Blinking the Facts

There is no blinking the facts thus disclosed, for they are to be seen exemplified all round us. On the one hand there is too much concentration of power, on the other too much loose thinking and desire for loose action to match. Between the two extremes the vast mass of the business structure looms solid, supported by a myriad individuals, no one of whom is vastly important perhaps or vastly encumbered with riches, but each of whom is vitally necessary to the efficient operation of the entire organism. This vast mass of small and middle-sized business men and interests depends entirely upon salesmen and salesmanship.

And it is this middle class, this class to which the readers of this page naturally and commonly belong, which represents the only possible healthy conception of a working method for keeping civilization going, for getting things

done. If the destinies of the world were wholly left to the representatives of the extreme Right we should end in financial and industrial oligarchy, exerted by a few monarchs upon the whole State. If they were allowed to drift into the hands of the representatives of the extreme Left we should face the equally uncomfortable alternative of slavery to another oligarchy, this time based upon "class-consciousness" and "proletarian dictatorship." Between the two it is not very easy to choose. One guesses that the typical business man and his associates prefer neither.

Business a Natural Growth

Modern business has its faults, which are many and grave; but modern business is the

slow-built product of human minds and human thought. It has the virtue at least that it gets things done. If it is neither evolved into one sort of tyranny, as it need not be if we show a little wisdom, nor disintegrated into another, as we shall not permit if we retain our sanity, the chances are that, with the clearer thinking that is being carried on in these latter days, it will clear itself of its cruder dog-fight aspects and begin gradually to realize its true vocation; which is to keep civilization going by providing machinery, practical and workable even if not theoretically perfect, for the exchange of commodities and the distribution of produced wealth. Modern business is not perfect, but
(Continued on page 45)

HARPONOLA

THE PHONOGRAPH WITH THE GOLDEN VOICE



Making Good on
Holiday Trade
Deliveries

We have always been optimists. If trade wasn't good today, we were certain it would be tomorrow. The system works out.

During the past Summer, when all phonograph makers had a "breathing spell," we felt sure of a fine trade for the Fall and Holidays.

We manufactured for it, and the demand came,—as expected. Business has been very fine,—thank you.

When the Fall demand hit us, we redoubled our production efforts with the result that we can today give you a satisfactory delivery schedule.

**HARPONOLA POLICIES MAKE GOOD WITH THE TRADE
HARPONOLA MACHINES MAKE GOOD WITH THE USER**

THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President

Okeh Records

The Records of Quality

INSURE

100% Satisfaction

TO

Consolidated Dealers

Okeh Records insure 100% satisfaction. This is a fact that "holds water." Consider this: We carry a complete stock at all times of every record in the Okeh catalogue, not only the hits and a few specials, but all of them. This enables our dealers to secure prompt delivery on every record.

Our Service extends still further. Dealers not only receive every "advertising help," but also the closest cooperation, in order to keep their turnover rapid.

The proof of the service is profits. Our average dealer turns over his stock ten times a year—larger profits on smaller investment.

Join the ranks of satisfied dealers. Write us regarding an Okeh Agency.

Consolidated Talking Machine Co.

227 W. Washington Street, Chicago, Ill.

Detroit Branch: 2957 Gratiot Avenue

Al Jolson and Frank Crumit—there is a pair of aces to fill your hand and make a killing with. Al sings "Toot, Toot, Tootsie! (Goo' Bye)," and Crumit contributes "True Blue Sam (The Traveling Man)." This one record A-3705 should pay your electric light bill for December.

**Columbia Graphophone Co.
NEW YORK**



MODERN SALESMANSHIP STANDARDS

(Continued from page 43)

then again modern business has not yet half realized how much more perfect it can be without becoming either communistic or autocratic.

Salesmanship and the Modern Order

Now, the function of modern business is to get things done, to make possible the distribution of the wealth which industrial processes create. It, therefore, rests upon salesmanship. In other words, if there were no salesmanship there would be very little distribution possible. One of the mistakes commonly made by apostles of what is rather assuredly called the New Order is to suppose that in a State purged of all the evils of modern business methods the arts of advertising and salesmanship (exchangeable terms) could somehow be dispensed with. Well, perhaps they could; but all experience shows that people do not naturally act with decision, that they constantly procrastinate, that they leave things undone, and that the sort of industrial civilization they have found growing up around them is very largely, if not mainly, the work of advertising and salesmanship. In fact, we have built up a world-order, which most of us would have very much difficulty in exchanging for anything else so good, upon the basis of a gradually developed art of salesmanship. We produce goods in enormous quantities. If financial control were a little less selfish we should produce much more. But to get these goods distributed we have to rely on salesmanship. How they are going to be distributed, if and when the world-rebuilders shall have destroyed salesmanship on the quite correct theoretical ground that it is a permanent overhead charge on industry, is something concerning which one may speculate for a long time without coming to any satisfactory conclusion.

Fallacy of Extremist Doctrine

Salesmanship, therefore, in the estimate of those who think about things instead of merely looking at them, has to be evolved into a scientific process of securing due distribution of product. Already this fact is being recognized, at least to a certain slight but definite extent, by the more thoughtful among those business men who constitute the great middle class of the American community. Of the music industries, among which the talking machine business is included as of right, not the most radical or intransigent thinker from the economic Left will deny the right to exist as cultural and civilizing media, and as bringers of the greatest possible happiness to the greatest possible number at the lowest material cost. Yet if any one could propound a method for inducing the people of the country to invest in what is, to tell the truth, permanent pleasure and happiness, without the use of the persuasion called salesmanship, certainly the makers of talking machines and other musical instruments would not be sorry to learn of it. But one suspects that it cannot be done and that the silence of the economic extremists upon this point is merely the corollary to an uneasy consciousness that

the answer has not yet, by them at least, been discovered.

Meaning of "Profession"

All of which simply emphasizes the significance of the title given to this article. Salesmanship has to be built into a profession and the salesman must obtain professional status. Now a profession is distinguished by the fact that its votaries are interested in performing a function even more than in claiming a reward for it. The reward indeed they must have, and the more they can earn the better pleased everyone should be, but the function in due performance is the first consideration.

Again, a profession is invariably built on something like a science. It rests upon rules which are accepted by all, because they are founded on some science which is at its base and because of which it exists. Selling is an art of this kind. It is based upon ascertained laws of human behavior, although these are neither completely nor correctly understood as yet. It can be learned. Its rules, some empirical, some theoretical, all more or less wise and useful, can be applied successfully, with results which vastly surpass the results of unsystematic effort. In the talking machine business there is really a vast opportunity for the application of scientific salesmanship, for there is no other thing in all the world which does so much human good at so small a cost. Therefore, the selling end of the talking machine business ought to be regarded as worthy of careful study, ought, in fact, to be taught, ought to be

practiced as an honorable and indeed necessary calling; in short, as, what it is, a profession.

This conception is as yet somewhat new. But it is founded on truth and must be steadily more clearly recognized and adopted. It is my intention to press home these conclusions in future articles, to show something of the rules and laws of human behavior on which rightful salesmanship methods rest, and how their application to the talking machine business must make for the greater happiness of the community and for the individual benefit of those who profess and apply them.

VICTOR JOBBERS VISIT NEW YORK

Several out-of-town Victor jobbers were callers on the New York trade recently, among the visitors being Arthur A. Trostler, Schmelzer Co., Kansas City, Mo.; W. F. Davison, Perry B. Whitsit Co., Columbus, O.; Joseph C. Roush, Standard Talking Machine Co., Pittsburgh, Pa., and E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo. All of these jobbers had called at the Victor factories in Camden before visiting New York, and while here were the guests of Thos. F. Green, of the Silas E. Pearsall Co., and several other local Victor jobbers who gave the visitors a royal welcome. They all spoke enthusiastically of business conditions in their respective territories, stating that the shortage of Victrolas was becoming acute, with the dealers reporting an extraordinary demand for all Victor products.

THE PHONOMOTOR CO. 121 WEST AVENUE
 W. F. HITCHCOCK, Proprietor ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

**100%
Efficient**



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.
 A WHOLE PAGE of references if desired.
DON'T DALLY with inferiors, get **THE BEST**.
PHONOSTOPS are universal, **STANDARD**, and finished in nickel and gold.
NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.



Are You Cashing In On The Great Sonora Campaign?

The great Sonora advertising campaign is reaching its peak, and a vast new following has been created for these superb instruments.

In your community the demand is at as high a pitch as elsewhere. The magic connection remains to be made.

Hang up the Sonora sign in your window, and put a representative selection of popular Sonora models on your floor. *Why lose business that is passing your doorway every hour?*

Sonora is the instrument to make money with, NOW. Sonora discounts are liberal. Wire our distributor today and his representative will call. Prompt delivery can be obtained for EARLY orders.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

NEW YORK: 279 BROADWAY

Canadian Distributors: Sonora Phonograph, Ltd., Toronto



The Highest Class Talking Machine in the World.



Get in touch with the distributor
in charge of your territory
named below

DO IT NOW

Gibson-Snow Co.,

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

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

Hessig-Ellis Drug Co.,
Memphis, Tenn.

Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
State of Indiana.

Lee-Coit-Andresen Hardware Co.,
Omaha, Nebr.
State of Nebraska and Western Iowa

M. S. & E. Co.,
221 Columbus Ave., Boston, Mass.
The New England States

C. L. Marshall Co., Inc.,
514 Griswold St., Detroit, Mich.
Michigan, Ohio and Kentucky.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, northern Idaho, Hawaiian Islands.

Southern Drug Company,
Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,
310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

The Fox-Vliet Drug Company,
Wichita, Kans.
Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

Doerr-Andrews-Doerr,
Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota and Northern Iowa.

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

Moore-Bird & Co.,
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

Strevell-Paterson Hardware Co.,

Salt Lake City, Utah.
Utah, western Wyoming and southern Idaho.

Sonora Phono. Co. of Illinois
720 S. Michigan Ave., Chicago, Ill.
Illinois and Eastern Iowa.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

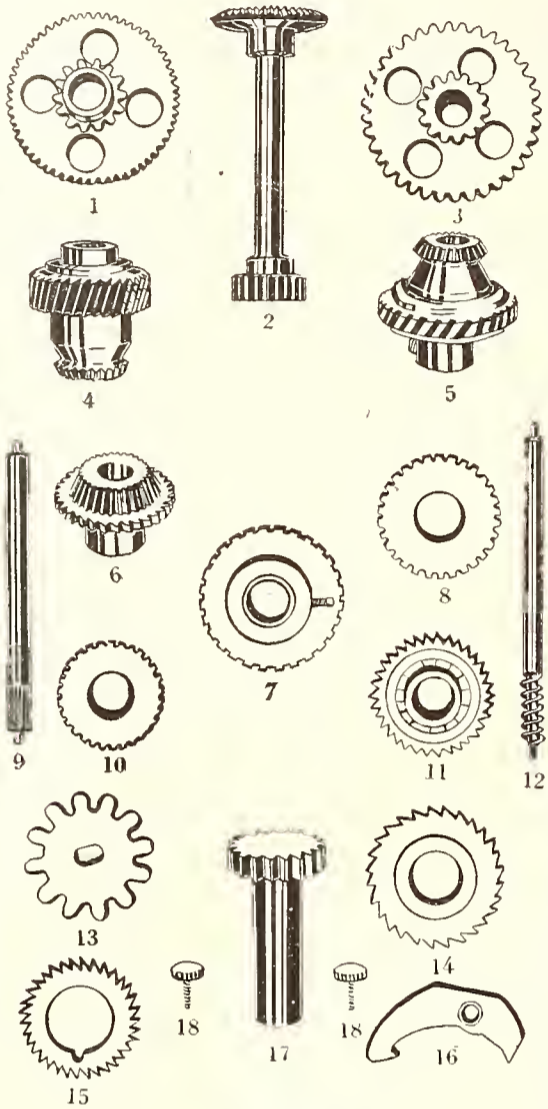
Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

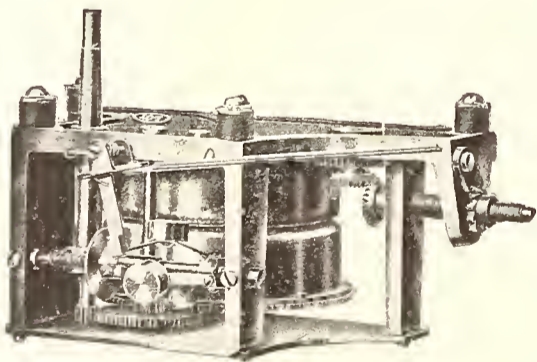
Long Island Phonograph Co.,
150 Montague St., Brooklyn, N. Y.
All of Brooklyn and Long Island.

Greater City Phonograph Co., Inc.
311 Sixth Avenue, New York.
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, including Greater New York, with the exception of Brooklyn and Long Island.

Repair Parts



Liberty Motors
Price \$6.00
Complete



Write for Catalog
and
Full Particulars

PLEASING SOUND
PHONOGRAPH CO.

204 East 113th Street, New York City

NEW PATENTS BEARING ON RECORDS

American Inventors Busy in the Domain of Record Improvement—Recent Contributions

WASHINGTON, D. C., November 6.—In the patents relating to talking machines and records for the past month or more recorded in the patent office quite a few bearing specifically on the improvement of the record are in evidence. Earl E. Jones and E. R. Harris, of Arlington, N. J., have been granted Patent No. 1,425,018, the general object of which is to obtain a greater clarity of reproduction than has been heretofore possible and to greatly increase the number of record lines to the inch, thus increasing the length of the record which can be placed upon any one record tablet or disc.

Donald B. Porter, of San Francisco, Cal., has been granted Patent No. 1,425,281, the primary object of which is the provision of a phonograph record adapted for playing a plurality of selections or parts of selections without necessitating the resetting of the phonograph stylus.

Thomas D. Jones and John H. Barr, of Kansas City, Mo., have been granted Patent No. 1,425,486 for an improvement in phonograph records. The invention consists in the provision on the face of the record of a scoring or groove intersecting at its outermost point one of the non-reproducing grooves or the innermost extremity of the final sound reproducing groove of the record and extending first inward and then outward toward, but not beyond the said non-reproducing or innermost extremity of the final sound-reproducing groove.

Charles H. Gill, Chicago, Ill., has been granted Patent No. 1,427,373 on a multiple sound-record tablet. The particular advantages claimed for this invention are that it will allow of the selection by the purchaser of the specific sound records upon each side of the double-faced records or tablets instead of having to select the particular record wanted and take whatever may have been put upon the opposite side by the manufacturers; also the protection against breakage and warping of the tablets which it affords and the advantage of allowing the tablet to attain full rotational speed before contacting with the reproducing stylus.

Jacob L. Bauer, Milwaukee, Wis., has been granted Patent No. 1,426,034 on an improvement on talking machine discs, which primarily has for its object the provision of a device adapted to lift or raise the record from the table, thereby enabling the operator to more conveniently grasp the record when its removal is desired.

LARGE ORDERS FOR THE PHONOMOTOR

ROCHESTER, N. Y., November 6.—The Phonomotor Co., of this city, manufacturer of automatic stops and electric motors for talking machines, has been unusually busy since September 1 taking care of a large number of orders received from dealers who are evidently ready for an active Winter business. "These orders," remarked W. F. Hitchcock, "are pouring in not only from dealers in the United States but from Canada, England and France as well, which is gratifying to us, as it proves the popularity of our products and the demand for them from dealers everywhere. So far, business for September and October has shown a decided increase over the past few months, and from all indications this Winter will prove a highly successful one in every respect."

J. F. Hitchcock, the other member of the company, has been spending a most enjoyable two weeks' vacation in upper New York State on a hunting trip. Accompanied by four other friends he journeyed to a hunting camp which they own, on an annual pilgrimage. No doubt, members of the Hitchcock family will be enjoying venison steak dinners on his return, as each year he gets his usual deer.

T. J. White, music dealer, of Tulsa, Okla., has opened a branch store at Sapulpa, Okla.

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

COLUMBIA FACTORIES BUSY

H. L. Willson Reports Bridgeport Plants Working at Full Capacity to Supply Records

In a recent chat with The World H. L. Willson, president and general manager of the Columbia Graphophone Co., stated that the company's record factories at Bridgeport are working night and day and that record sales have increased so rapidly during the past few weeks that the factory force is wholly inadequate. Extensive advertising for skilled labor has failed to bring the desired number of pressmen and the orders at hand at the present time indicate that the present pace will not slacken, but on the contrary will increase as the holiday season approaches.

While the popular division of the Columbia catalog is meeting with the heaviest demand the symphony record orders are showing a decided increase. Columbia dealers are apparently making a careful inventory of their stock and placing good-sized orders accordingly.

THREE POINTS IN LETTER WRITING

As a preparation for the writing of a letter, there are three things to know: (1) your purpose, (2) your subject, (3) your man, says the Office Economist. Of these three items, knowing your man is perhaps the only one that needs comment. Knowing your man will, in the case of many letters, be a matter of knowing to what general stimuli the average man will react, and using these skilfully. And the correspondent who studies the replies that come in will be able to size up a very large part of his lists with a letter or two so that he can make his letters more effective by playing on his knowledge thus acquired.

Ideas are worthless unless they are put into effect. Action is the thing.

Victor
Wholesalers



The House
 of
Mellor
 in
Pittsburgh
 since
1831

OUR EXPORTS OF TALKING MACHINES

Exports and Imports of Talking Machines and Records Show Decreasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., November 10.—In the summary of exports and imports of the commerce of the United States for the month of August, 1922 (the latest period for which it has been compiled), which has just been issued, the following are the figures on talking machines and records:

The dutiable imports of talking machines and parts during August, 1922, amounted in value to \$42,056, as compared with \$38,952 worth which were imported during the same month of 1921. The eight months' total ending August, 1922, showed importations valued at \$353,088, as compared with \$421,023 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 2,859, valued at \$92,430, were exported in August, 1922, as compared with 2,240 talking machines, valued at \$111,595, sent abroad in the same period of 1921. The eight months' total showed that we exported 30,901 talking machines, valued at \$1,093,450, as against 24,997 talking machines, valued at \$1,195,790, in 1921.

The total exports of records and supplies for August, 1922, were valued at \$61,454, as compared with \$111,337 in August, 1921. The eight months ending August, 1922, show records and accessories exported valued at \$672,704; in 1921, \$1,508,721.

The countries to which exports were made in August and the values thereof are as follows: France, \$1,339; United Kingdom, \$4,510; Canada, \$10,207; Central America, \$3,974; Mexico, \$12,386; Cuba, \$2,263; Argentina, \$3,086; other South America, \$4,503; China, \$1,194; Japan, \$10,348; Philippine Islands, \$1,868; Australia, \$17,862; Peru, \$1,212; other countries, \$17,678.

SPECIAL BANNER RECORD RELEASES

Waltz Hit, "Three o'Clock in the Morning," Recorded as a Vocal Selection—"The Laughing Record" a New Novelty

The Banner record division of the Plaza Music Co. has released the successful waltz, "Three o'Clock in the Morning," as a vocal selection. It is a tenor solo with orchestra accompaniment, sung by Billy Burton. The instrumental of this number has such a wide sale that the vocal edition was brought out because of the insistent request of numerous dealers. Another addition to the recent Banner releases is called "The Laughing Record." It is a novelty that should attract unusual attention and from present indications the Banner sales department's preliminary publicity on this release will be increased.

In conjunction with the release of Banner records the Plaza Music Co. has arranged a free window display set that has met with favor in many retail establishments. This material is unusual in design and is most attractive.

VISITS GENNETT LABORATORIES

Clarence Gennett, vice-president of the Starr Piano Co., Richmond, Ind., was a recent visitor to the New York headquarters of the company, the Gennett Recording Laboratories. Fred W. Gennett is now visiting California, where he plans to remain until December.

PHONOVATIONS CO. HAVE THE KIDDIE

In a recent item announcing the organization of the Kiddie Record Co. the name of the Musical Products Distributing Co. was erroneously given as a distributor. The metropolitan distributor of the Kiddie Record is the Phonovations Co., of New York City.

The Phonograph Shop, Forest Park, Ill., has increased its capital stock from \$2,000 to \$10,000.

RECORDS BY EUROPEAN ARTISTS

Victor Co. Issues Special List of Records by Famous European Artists, the Majority of Whom Have Never Been Heard Here

The Victor Talking Machine Co. has just issued to the trade a most interesting and comprehensive list of records by European artists, pressed from masters made abroad, and which will go on sale with the December Victor records. Some two-score records are listed and the artists represented include Arthur De Greef, pianist, and the Royal Albert Hall Orchestra, under the direction of Sir Landon Ronald; Benno Moiseivitch, the noted pianist; special symphony orchestras under the direction of Albert Coates and Percy Pitt; Feodor Chaliapin, famous Russian bass; Mattia Battistini, baritone; Dmitri Smirnov, tenor; Renee Chemet, violinist; Jacques Thibaud, violinist, and Fernand Anseau, tenor. A special eight-page booklet has been issued by the Victor Co. featuring the records by European artists, which will be shipped with the records themselves.

In announcing the records the Victor Co. says: "These records are, with few exceptions, made by artists and musical organizations who have not appeared in this country and will be the means of bringing to music lovers many artists whom they might not otherwise have an opportunity to hear. We feel that these records will prove extremely interesting to lovers of good music and we predict for them a very cordial reception."

BUYS A. B. TAGGART CO. ASSETS

TOLEDO, O., November 2.—The assets of the A. B. Taggart Co. have been purchased by Hyman Rothenstein from the receiver. The business will be conducted at its old location at 618 Madison avenue under the name of the Ignaz Fischer Music Co. Talking machines, records and all kinds of musical instruments will be handled. Plans are under way to dispose of the old stock to make room for new stock.

Many good men have fallen by the wayside because they lacked vision and foresight.

Over 200,000 Phillips Tone Arms

Now In Use

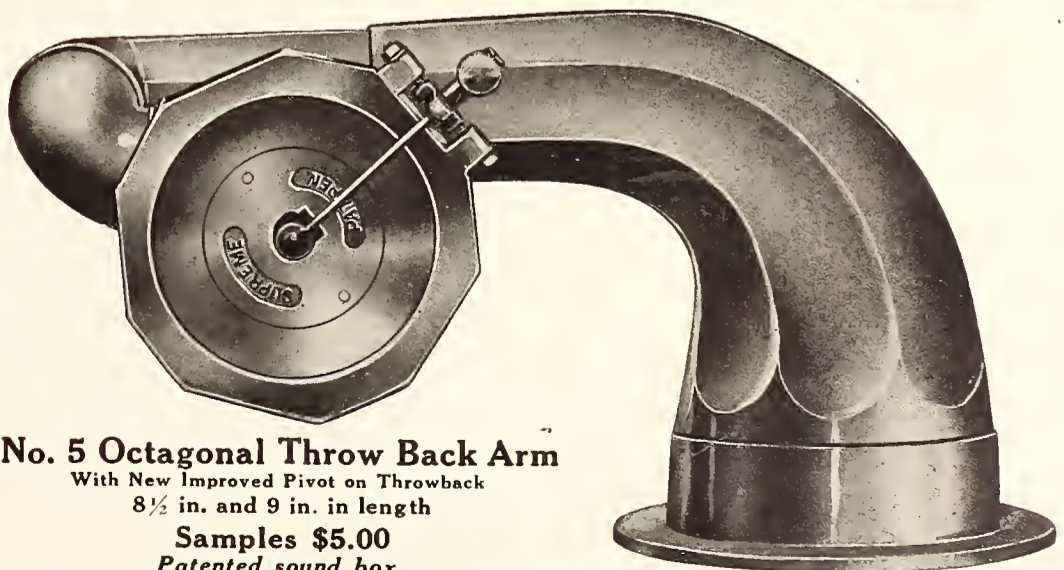
Join This Army of Satisfied Users



For Portables
No. 1 Tone Arm and No. 3 Sound Box
 Lengths 6½ in. and 8¼ in
Samples \$2.00
 Quantity prices on request
A high grade tone arm combination at a low price



No. 2 Tone Arm No. 3 Sound Box
 Length 8¾ in. center to center
Loud, deep tone
Sample \$3.00



No. 5 Octagonal Throw Back Arm
 With New Improved Pivot on Throwback
 8½ in. and 9 in. in length
Samples \$5.00
Patented sound box.

THE WILLIAM PHILLIPS PHONO PARTS CORP.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth St.

Cable Address: "Phonoparts"

New York City



There's a movement afoot for de-jazzed dance music—gusto, verve, melody, thrill and life, but with the clash and clatter pleasantly minus. Paul Specht and His Hotel Astor Orchestra give a perfect demonstration of this rhythmized symphonic syncopation in record A-3716, "When the Leaves Come Tumbling Down" and "Japanese Moon."

Columbia Graphophone Co.
NEW YORK

GREAT GRANBY FALL CAMPAIGN

Widespread Publicity Given to Drive by Metropolitan Papers—Advertising Listing Dealers to Appear in Daily Papers—Important Move

The big Fall campaign instituted by the Granby Phonograph Corp., of Newport News, Va., has attracted the attention of the New York Evening Journal's trade news edition, which devoted three columns to the subject in a recent issue. The Granby proposition is described as providing for the dealers not only the basis for immediate profit, but building for the future. The good beginning made by the Granby Corp. in its entrance into the field some years ago is reviewed and it is pointed out that this company entered the field only after a careful survey of conditions, so that the important problems of manufacturing, distribution and selling were properly dealt with from the very beginning. It is stated that the Granby Phonograph Corp is accordingly to-day established on a sound and permanent basis. Its ample financial resources and personnel of experienced men are noted. Referring to its policies, the fulfilment of promises, quality production, adequate dealers' profits, provision for future growth, and its advertising and merchandising plans they are taken up in fullest detail. The beginning of a retail advertising campaign for the benefit of the dealer in the

New York Journal and the American is announced. The advertisements in the daily papers will list the local dealers' names. A comparative table is given listing the various models and showing the great reduction between the present-day prices and the former prices of these models. This extensive campaign entered into has the full backing of the Granby Phonograph Corp. and through the medium of J. F. Stapleton, of Newport News, and O. P. Graffen, New York manager of the company, is being energetically carried out.

A. C. BARG TO ENTER NEW FIELD

A. C. Barg, for the past eight years a member of the wholesale department of the Aeolian Co., confining himself exclusively to the handling of Vocalion phonographs and records, has resigned in order to enter another field of endeavor.

NEW STORE IN WALLINGFORD

J. Walter Cooper and Carton Myers have opened a music store in Wallingford, Conn., in which Victrolas are featured. Victor records and musical instruments are also handled.

Many an advertising campaign has failed because it differed not a whit from hundreds of others inaugurated by other merchants handling the same line. The vital necessity is originality.

COLUMBIA CO-OPERATIVE CAMPAIGN

Post Cards Featuring mid-Month Records Proving a Valuable Selling Aid

The advertising department of the Columbia Graphophone Co. announced a few months ago a co-operative advertising plan in connection with mid-month records which is meeting with considerable success. This plan consists of the preparation of a post card featuring the mid-month records, with the card designed in two

The 5 Latest
Columbia Records
Songs and dances to brighten up your record collection for merry Vacation Days

Eddie Cantor
comedian
Sings two snappy ones
I LOVE HER-SHE LOVES ME
I'M HUNGRY FOR BEAUTIFUL GIRLS
A 3624 75¢

WHO'LL TAKE MY PLACE
FICKLE FLO
Sung by Marion Harris
A 3630 75¢

PICK ME UP AND LAY ME DOWN
THOSE LONGING FOR YOU BLUES
..... Fox-Trots
Frank Westphal and His Orch
A 3627 75¢

PARADE OF THE WOODEN SOLDIERS
'T WAS IN THE MONTH OF MAY
..... Fox-Trots
Ray Miller and His Orchestra
A 3628 75¢

SWEET INDIANA HOME
LOVABLE EYES
..... Fox-Trots
by The Columbians
A 3621 75¢

Return this card with check and we will deliver records wanted.

Post Card Featuring Columbia Records

colors, and is furnished to the dealer at only one cent each, representing the cost of the stamp on the post card. These cards are all ready for mailing and it is only necessary for the dealer to rubber-stamp the name and address from his mailing list. This plan is producing excellent results and Columbia dealers are using the post cards to splendid advantage.

VOCALION RECORDS SCARCE IN WEST

The Aeolian Co. is receiving reports from the Munson-Rayner Corp. in Los Angeles and the Magnavox Co. in San Francisco, two very active Vocalion Red record distributors on the Coast, of a very great shortage of Vocalion records and that the dealers' demands greatly exceed the amount of records they are able to supply.

Special shipments are being rushed to the Coast at the present time to help take care of the tremendous increase of Vocalion record business in this territory.



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

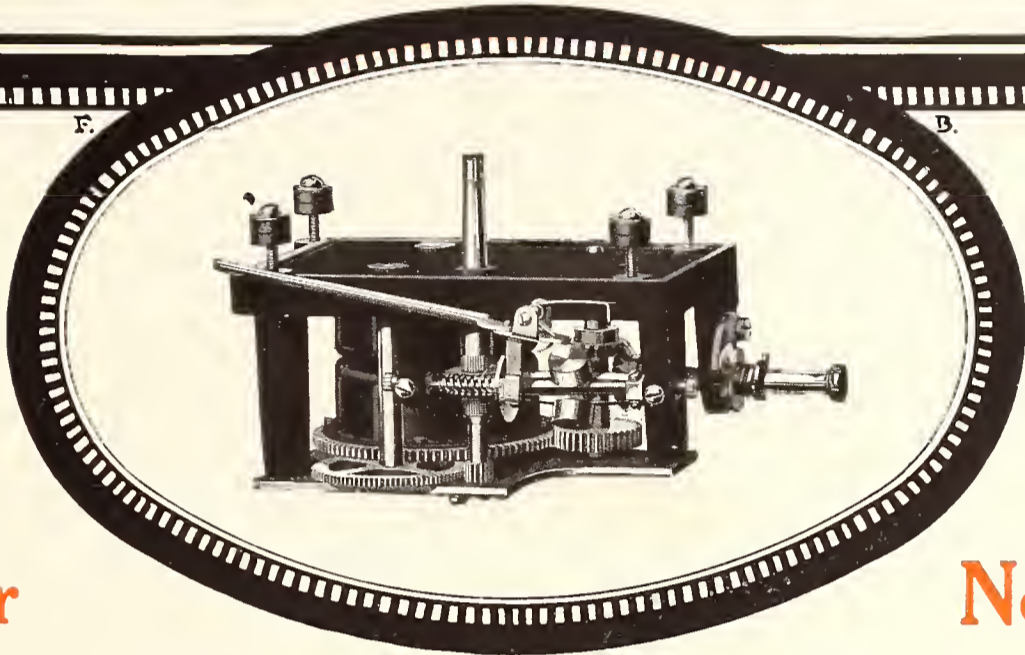
Bookings now for season 1922-1923
Sample program and particulars upon request
P. W. SIMON, Manager
1658 Broadway New York City



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

QUALITY

Counts More Than Ever



Motor

No. 77

The Famous Motor of Quality

Noiseless, powerful, steady
and continuous

*In these times of keenest competition,
Machines equipped with*

HEINEMAN QUALITY MOTORS

will invariably be the winners

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street New York

HEINEMAN



MEISSELBACH



Featured by Paul Whiteman and His Orchestra in George White's "Scandals."

HOT LIPS

The New "Wang Wang Blues" by the same Writer.

"You can't go wrong With any FELST song"

HEAR IT NOW!

He's got hot lips — When he plays Jazz, — He draws out steps.

TWO NEW STORES IN INDIANAPOLIS

L'Harmonie Shop and Paramount Music Shop Enter the Trade in That City—Majority of Music Merchants in Optimistic Frame of Mind as Result of Business Improvement

INDIANAPOLIS, IND., October 30.—Two new music shops have been opened in this city. One is the L'Harmonie Shop, at 209 Massachusetts avenue, and the other is the Paramount Music

accessories. Forrest Wilking resigned from the Pearson Piano Co. after nine years' service to take up his duties as treasurer of the new company. Miss Seibenthal, secretary of the company, resigned her position with the Pearson Piano Co. to enter Y. M. C. A. work overseas during the war.

The L'Harmonie Shop handles talking ma-

RESIGNATION OF E. F. O'NEILL

Secretary of Beckwith-O'Neill Co., Victor Wholesaler, of Minneapolis, Minn., Retires as Result of Physical Breakdown

MINNEAPOLIS, MINN., October 31.—The announcement has been made of the resignation of E. F. O'Neill as secretary and general manager of the Beckwith-O'Neill Co., Victor wholesaler of this city, and his severance from that company.

Mr. O'Neill's retirement comes about as a result of a physical breakdown and on the advice of his physician, who urged him to withdraw from commercial life for an indefinite period in order to regain his health.

In announcing Mr. O'Neill's resignation, George C. Beckwith, president of the company, said: "Mr. O'Neill carries with him continued interest and best wishes of everyone in our organization. The business of this company for the present will be carried on with no change in personnel, and we will continue to serve Victor dealers in the Northwest in the same careful and painstaking way which has been a distinguishing mark of this company's activities in the past."

Mr. O'Neill has been a member of the company seven years and has been a very active factor in its development.



Frank O. Wilking

Shop, 604 East Walnut street. The L'Harmonie Shop is owned and operated by the Wilking Music Co., Inc., organized by Frank O. Wilking, Forrest J. Wilking and Miss Mary O. Seibenthal, formerly of the Pearson Piano Co. The Paramount Shop is operated by Frank Williams and Harry Williams, formerly with the Stewart Talking Machine Co.

Frank Wilking is president of the Wilking Music Co. Four years ago he resigned his position with the Pearson Piano Co. after being with that concern fourteen years. Since then he has been president of the Ready File Co., an Indianapolis concern dealing in phonograph



Forrest J. Wilking

chines, the Banner records, Wurlitzer player-pianos and Q R S rolls.

The Paramount Music Shop is handling the Jewett phonograph, for which the Stewart Talking Machine Co. holds the State agency. The shop is handling also the Gennett and Victor records, Jewell player rolls, sheet music, small goods and musical merchandise. A five-year lease has been taken on the store in which the shop is located.

Complaining about conditions has never brought about a better state of affairs—study and action are needed.

NOW \$1.50

To the Consumer

RADIO has had its fling, so we will get back to PHONOGRAPH SUPPLIES

The LIDSEEN FIBRE NEEDLE CUTTER

Sharpens the needle without removing it from the tone arm of the machine



Jobbers, line up on this

LIDSEEN

832-840 So. Central Ave. CHICAGO

Important Notice

TO

Dealers and Jobbers of Talking Machines Quality Cabinets From \$35.00 up

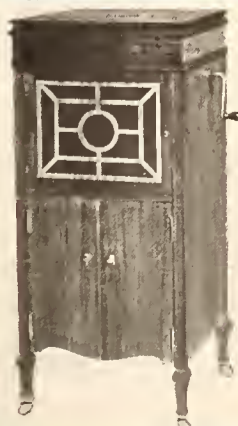
Let Us Furnish Your Requirements—Buy Now

THE H. LAUTER COMPANY

Manufacturers of Emerson and Pathe Cabinets Also Lauter Console Talking Machines

INDIANAPOLIS

INDIANA



"A new Gennett!"



The **ELUSIVE CHARM**

—the magnetic personality of the artists' original rendition of music is the distinctive alluring appeal in **Gennett Records**.

Hear new Gennett No. 4976 re-animate the rich colorful tenor of Billy Jones singing the song-hit "Tomorrow," and on the other side Jane Williams, Soprano, delights with "My Buddy."

Gennett Records

Manufactured by

THE STARR PIANO COMPANY
RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham—
Detroit—Cincinnati—Cleveland—Indianapolis—
Boston—Jacksonville—London, Canada

COLUMBUS

Dealers in This City Display Alertness in Preparing For Holiday Trade—News of Month

COLUMBUS, O., November 6.—Stewart Bros. Furniture Co., Victrola dealers, 467-471 North High street, have instituted a Christmas advertising campaign featuring the formation of a Christmas Club. Facilities are offered prospective buyers of Victrolas through membership in this club, which will soon enable them to become owners of talking machines. According to P. W. Stewart, president of the company, this arrangement has already resulted in the sale of a number of machines and many inquiries have been received.

The McAllister-Mohler Furniture Co., 142-146 North High street, has opened an attractive phonograph department under the proprietorship of Robert L. Seeds, well-known talking machine dealer of this city. Cheney phonographs and Columbia and Edison records are featured.

Before taking up his duties with the McAllister-Mohler Furniture Co. Mr. Seeds operated a music store at State and High streets, where he had the exclusive Cheney agency. This establishment is now in charge of his two sons, M. K. and I. S. Seeds, who are both experienced in the merchandising of talking machines. In addition to the Cheney line Columbia Grafonolas are handled at the State and High streets store.

Mr. Seeds is one of the most progressive talking machine dealers in this city and although this new branch of his business has just been started the volume of sales so far indicates that the enterprise will be a success.

H. F. Fleateau, vice-president of the Z. L. White Co., Victor dealer, has assigned a quota as an objective toward which to strive each month. The department seldom fails to attain the quota assigned it. Now the members of the department are anxious to double the quota and according to F. J. Connor, manager of the department, there is every indication that this will be accomplished. Mr. Connor believes that the sale of records ought to be stressed more than it is at the present time. "More attention must be given in working up the record sales. When that is done with the present condition of machine sales we will enjoy a profitable business," said Mr. Connor.

The main office of the Cardinal Sales Co., recently established here, with F. F. Dawson as treasurer and manager to handle the Cardinal phonograph and record business, is now well established. The New York and Cincinnati offices have been closed and the local office is now the seat of operations. The sales organization has been organized by Mr. Dawson and an intensive campaign to place Cardinal products before the public is under way. Mr. Dawson is widely experienced in the distribution of talking machines and records, having been for many years branch manager for the Columbia Co. in Cincinnati, where he also conducted the Sterling Roll & Record Co. for several years.

L. Metzger, formerly of Zanesville, O., has joined the sales force of the Stewart Bros. Furniture Co. as manager of the Victrola department.

An advertising stunt which has received the commendation of advertisers in various lines was that put on by the Robins Piano Co., Brunswick dealer, 80 South Third street, before members of the Kiwanis Club at their regular weekly luncheon meeting at the Hotel Chittenden. Instead of having the regular program scheduled for these meetings J. N. Robins, proprietor of this concern and member of the Kiwanis Club, arranged a musical program which, in the words of one of the members, "scored one of the hits of the noon luncheon season in this city." Mr. Robins presented Joel Lay, of Chicago, baritone, and Earl R.

Billings, pianist, also of Chicago, in a varied program in which the capabilities of the Euphona Reproducing piano were demonstrated. At the suggestion of Mr. Robins the wives of the Kiwanis members were invited to this luncheon.

A Victor artist scheduled to appear in this city is Margarete Matzenauer, contralto. This will be the third appearance of this artist here in the last three years. The seat sale for this concert is being held at Heaton's Music Store, Victrola dealer.

Preparations are still under way for the salesmanship school to be held in Columbus the week of November 20 under the auspices of the Perry B. Whitsit Co., wholesale jobber of Victrolas and Victor records. The Columbus school will be the twenty-first school to be held in a distributor's city. The purpose of the school is to give the Victor sales people and dealers a better understanding of music contained in the Victor record catalog, a thorough knowledge of the construction and functions of the Victrola and many other points that

should prove advantageous to dealers. The classes will be conducted by F. A. Delano, of the Victor Co.

The Curry-Harper Co., 116 North Front street, is the latest addition to the music stores of this city. This concern has secured the local agency for Strand phonographs, which are destined to win a large measure of favor.

CENSUS OF MANUFACTURES ISSUED

Complete figures of the 1919 census of manufactures of musical instruments in the United States have just been issued by the Department of Commerce, Bureau of the Census, Washington, D. C. A detailed analysis of that portion of the census appertaining to the talking machine industry appeared in the August issue of The World thanks to advance data supplied to this publication.

Every customer for the popular music is a prospective customer for the classics. The sales force should keep this in mind.



How it does make 'em laugh! And how it does sell!

Dealers have just one complaint about this newest great hit of the Okeh creations—they can't keep it in stock!

**Okeh
Laughing
Record**

Better get your order in quick—it's a hit! There's a run on it!

Makes the gloomiest sober-sides fairly dissolve in glee. People simply can't resist the overwhelming infectious joyousness of this jolly outburst of real laughter. You never heard a record quite like it. And how it sells!



Telegram for Special HOLIDAY OFFER on Strand Phonographs and Okeh Records. And be sure to look at our advt. on "GERACO" RADIO PRODUCTS. They fit in with phonograph selling.

**Most Attractive Dealer Proposition
Long Discounts—Exclusive Territory
Prompt Deliveries—Topnotch Service**

EXTRA NEWS See the added feature of handsome Period Mirrors, priced convincingly. Sell one with every Strand. Others do!

**You Can Sell
the Strand
to Anybody
Who Hears It!**

Here is a line of Phonographs with everything the dealer wants a phonograph to have for sure selling. The elegance of the design, the correctness of its good taste, and the matchless tonal quality it combines with its beauty would make the Strand stand out—even without the great extra inducement its interesting price-scale offers.

Distributors for OKEH Records and STRAND Phonographs and GOLD SEAL Record-Repeaters (in Pennsylvania, Southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia).

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

624-628 Market Street, Philadelphia

806 Penn Avenue, Pittsburgh

ARGUE RIGHT TO FIX DISCRIMINATORY PRICES

Federal Trade Commission Outlines Policies of Fair Price Fixing by Wholesalers in Interesting Case Now Before the Court of Appeals

The right of a wholesaler to fix different prices for his product to different groups of purchasers was argued before the United States Circuit Court of Appeals recently in the suit of the Federal Trade Commission against the Mennen Co., manufacturer of toilet products, to compel conformity to its rulings. While conditions such as this are not known to exist in the talking machine trade, the suit is of interest because of the principle involved and its importance to the retail and wholesale trade, as well as to manufacturers in general.

The general principle contended for by the Commission is that the Mennen Co. and all other manufacturers must sell their products for the same price to concerns which are in competition with one another. The case was argued for the Government by W. H. Fuller and W. T. Kelly, lawyers for the Commission, who asserted that the Mennen Co. was selling its talcum powder and other products to one group of wholesalers at one price and to another group at another price. The Government does not contend that the wholesaler may not sell at one price to the retailer and at another to the wholesaler, but insists that it is restraint of trade to discriminate in price between one wholesaler and another or between one retailer and another. The complaint of the Government is that the company classes many concerns as retailers that are, in fact, wholesalers.

The question is complicated because of the fact that many retail stores have joined hands and formed co-operative buying agencies, seeking to buy from manufacturers at the manufacturers' price. Some of these agencies, however, have gone into the general jobbing business and not only sell to their own members but to the general public. When they do engage in general business they are entitled to the manufacturers' price, according to the Federal contention.

Felix H. Levy, counsel to the National Wholesale Dry Goods Association and a number of other associations, submitted a brief for his clients as amici curiae, arguing that the principle laid down by the Government, if carried to its logical conclusion, meant that every manufacturer would have to sell at the manufacturer's price to any retailer, consumer or other individual who sought his product.

He said in part: "The obvious result of this would be the impairment of the business of the wholesaler and of the retailer and a serious derangement and disorganization of the business of the manufacturer.

"Even if these results should not occur in the precise detail and to the precise extent indicated, such interference and control on the part

of the Government would necessarily tend to check the initiative of the merchant and manufacturer, by imposing upon the free exercise of his judgment as to the most efficient method of conducting his business the judgment of a governmental tribunal and of the courts. It cannot be doubted that such a procedure would impair efficiency, check and hamper individual enterprise and energy and tend to deprive the trade and commerce of the country of those benefits which normally flow from business skill and acumen when not exercised by methods inherently wicked or constituting offenses mala in se—methods not claimed to be present in the case at bar.

"The value of the 'old line wholesaler' in the scheme of distribution of manufacturers is an economic fact long established. They constitute, in substance, the salesmen of the manufacturer. They gather together under one roof the products of many manufacturers and hold in readiness in their warehouses these countless products for prompt and ready distribution in small quantities to the retailer. By closer acquaintanceship derived from propinquity with these retail customers they are better able to judge of the financial credit of the latter than the more distant manufacturer. If these wholesalers be driven out of existence the manufacturer in most lines of industry would be confronted with the need of making direct deliveries to countless customers at great distances, in relatively small quantities, and without adequate opportunity of determining the credit and standing of such customers."

USE OKEH RECORDS AT REHEARSAL

Gerald Griffin, the eminent Irish tenor and exclusive Okeh artist, recently wrote the play and lyrics for the new act of Ned Bolles & Co. When a recent rehearsal was called the company had difficulty in securing a suitable pianist to rehearse the numbers and Mr. Griffin, who happened to have his Outing portable with him, suggested that the Okeh records be used for musical numbers. The act was rehearsed to the accompaniment of several Lopez dance records and the results were surprising. The rhythm and tempo were perfect and every member of the company was enthusiastic regarding this rehearsal innovation.

NEW GRIFFITH PIANO CO. BRANCH

CARBONDALE, PA., October 31.—The Griffith Piano Co., with headquarters in Newark, N. J., has opened an attractive branch store in this city under the management of Mr. and Mrs. W. J. Bloxham. The Steinway, Sohmer, Kranich & Bach, Kurtzmann, Hallet & Davis, Brambach pianos and talking machines are featured.

If your concern isn't being run well, are you doing anything to help to have it run better? remarks Forbes Magazine.

The
**TÉGO
BRUSH**



**CLEANS
RECORDS
WHILE
PLAYING**

OVER 10,000
BRUSHES SOLD
IN ROCHESTER, N.Y.
IN LESS THAN
6 MONTHS

THERE MUST BE A REASON

*WRITE FOR PRICES
25¢ BRINGS A SAMPLE*

**TÉGO BRUSHES FIT ALL MACHINES
WHAT LINE DO YOU HANDLE?**

THE STURGIS NOVELTY WORKS
218 CENTRAL BLDG. ~ ROCHESTER, N.Y.

ANNOUNCE PLANS FOR RADIO WEEK


Week of December 23-30 Designated as Radio Week—Committee Appointed to Handle Publicity—Extensive Promotion Campaign in the Interest of Radio Is Planned

The American Radio Exposition, which is sponsoring a radio show to be held at the Grand Central Palace, New York, December 21 to 30, was the host at a luncheon given recently to the editors of various radio publications. At this luncheon plans were formulated whereby the week of December 23 to 30 will be designated as Radio Week. It is planned to have Radio Week activities in the hands of a general committee which will include the editors of radio trade papers, trade papers in allied industries and radio editors of daily newspapers. This committee in turn will be represented by an executive committee of five members which will be in charge of the actual work.

Major J. Andrew White, editor of Wireless Age, was appointed chairman of the executive committee and his associates will be the editors of several radio trade papers. It is planned to use every possible form of publicity in behalf of radio week and it is expected that the broadcasting stations will co-operate to the fullest extent. L. S. Byers, executive secretary of the American Radio Exposition Co., presided at the luncheon and gave encouraging reports as to the progress of the exposition.

The most important element in life is time. Lost time can never be regained.

BLUE
BELLE



THE ONLY PHONOGRAPH
NEEDLE TAPERED
LIKE AN ARTIST'S
FINGERS

THE NEWEST IN NEEDLES

BLUE BELLE

THE NEEDLE THAT LENDS BEAUTY TO YOUR RECORD AND REPRODUCES A PERFECT TONE

IT MINIMIZES SURFACE NOISE

THE NEEDLE GIVING DEALERS A HANDSOME PROFIT—YOUR TRADE WILL BE ASKING FOR IT

BE READY TO SERVE THEM

Packed 100 Needles to a Package. 100 Packages to a Carton
Extra Loud, Loud, Medium and Half Tones—Price, \$4.50 per Carton

SAMUEL ESHBORN

65 FIFTH AVENUE NEW YORK

The Service House for Talking Machine Repair Parts and Supplies



THE ORSENIKO PERIOD PHONOGRAPH



BERESFORD PHONOGRAPH DE LUXE

If favorable comment and number of sales can be used as a basis, the cabinet here featured is the criterion for Period Models.

THE ORSENIKO COMPANY, Inc.

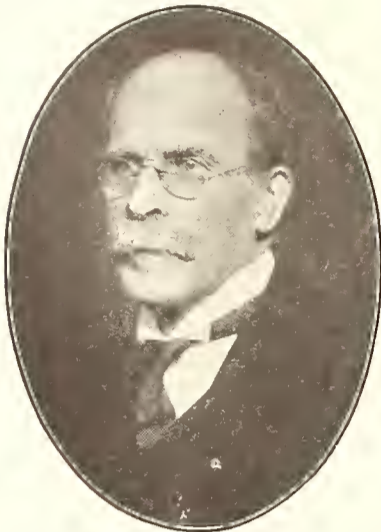
Showrooms: 112 West 42nd Street
NEW YORK CITY, N. Y.

Factory: Skillman Ave. and Rawson St.
LONG ISLAND CITY, N. Y.

CELEBRATES WEDDING ANNIVERSARY

Frank Roberts, Veteran Blackman Man, Celebrates Golden Wedding Anniversary—Presented With Watch by Blackman Employees

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, and Mrs. Blackman spent a few days



Frank Roberts

in Atlantic City the week of October 30 as hosts to Mr. and Mrs. Frank Roberts, who celebrated their golden wedding anniversary on October 30. An informal reception was tendered to Mr. and Mrs. Roberts at Atlantic City and telegrams of congratulations were received from their friends in all parts of the country.

Frank Roberts is one of the veterans of the Victor wholesale industry and, in fact, has earned the title of "the grand old man." When the Blackman Talking Machine Co. was organized Mr. Roberts was its first employe, and until three years ago worked indefatigably in the interests of the organization. He was retired by Mr. Blackman on full pay as a partial recognition of the exceptional service that he had rendered the company during a period of sixteen years. When he retired Mr. Roberts was secretary of the company and during his many years' association with the Victor industry he had won the esteem and friendship of Victor dealers throughout the metropolitan ter-

ritory. His unfailing courtesy and kindness to every one whom he met in the day's activities gained for Mr. Roberts the good will and good fellowship of the entire Victor trade.

Before leaving for Atlantic City Mr. Roberts was presented with a beautiful gold watch by the employes of the Blackman Talking Machine

Co., with whom he had been associated for so many years. The watch was suitably engraved, the first line bearing the following inscription: "Presented to Frank Roberts, the grand old man, on his golden wedding anniversary, October 30, 1922, by his friends in the Blackman Talking Machine Co."

VICTOR RECORDS OF GOLDMAN BAND

December Victor List Contains Two of Edwin Franko Goldman's Famous Marches, "The Chimes of Liberty" and "The Sagamore"

Among the many interesting numbers in the advance list of records for December issued by the Victor Talking Machine Co., which appears in our record department this month, is a double-disc record made by the famous Goldman Band, whose open-air concerts at Columbia Green, New York City, attracted more than a million people during the Summer months. The numbers listed on this record are: "The Chimes of Liberty March" and the "Sagamore March,"

of band leaders and players the country over. The numbers possess an individuality that stamps Goldman as a composer and conductor to be kept in mind—a man from whom bigger and better things may be expected.

As before remarked in these columns, the Goldman Band is an aggregation of artists whose ensemble work has elicited the highest commendation. It is orchestral in quality because of the admirable balancing of the various divisions of the brasses, reeds, strings, tympani and accessories. Its performances have been a great educational force in the community and Mr. Goldman's many admirers will be delighted to have in their homes a permanent reminder of his band and of his ability. This record will



The Celebrated Goldman Band, Edwin Franko Goldman, Conductor

both written by Edwin Franko Goldman, the conductor and organizer of this splendidly trained band of artists. These compositions are well and favorably known to New Yorkers for their inspiring and stirring measures and their admirable scoring which shows the skill of a real musician. In many respects this record made by the Goldman Band is worthy of the closest study, not only of the music lover, but

also help to enlighten musical people the country over how fortunate New York is in having such an organization which perhaps in the near future may make a coast-to-coast trip, thus welding a closer musical union between New York and her sister States.

E. B. Cavannaugh, Victor dealer, at Sanborn, Ia., has had his store remodeled.

Not Chance---But Good Sign Building

LOOK down the street and consider the signs. Some stand out from the rest not because of their size or their coloring, but because they have a certain distinction which is lacking in the others. It is largely a matter of design—design combined with advertising thought, superior construction, the right combination of certain decorative features and illumination. It is not chance at all, but the proper application of the sign builder's art.

For more than ten years the Flexlume organization has been trained to put selling power into electric signs. And back of all this is the largest plant in the world devoted exclusively to the making of electric signs, and a service organization which is more than nation-wide.

Let us send you a sketch showing a Flexlume for YOUR business

FLEXLUME CORPORATION 36 Kall Street
Buffalo, N. Y.



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., 6 East Lake 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
 6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

UKRAINIAN NATIONAL CHORUS

First Recordings of the Great Singing Organization Recently Made at Brunswick Laboratories—Won Praise of Musical Critics

The Ukrainian National Chorus, which is making records exclusively for the Brunswick Co., has just completed its first recordings at the Brunswick laboratories. This unique and colorful aggregation of artists recently appeared



Nina Koshetz With Some Members of Chorus in two concerts at Carnegie Hall, in this city, and was received with great enthusiasm by music lovers. The chorus is now on a concert tour throughout the country and is booked to return to the metropolis for several appearances later on.

The first recordings on Brunswick records will comprise four native folk songs, selections which are bound to create an unusual interest. They are so distinctly different, and tuneful, that they will be sought for by music lovers generally and will be, no doubt, a valuable addition to the Brunswick record catalog.

Some people are so busy doing nothing that they have no time to attend to their talking machine business.

UPBUILDING OF A RECORD BUSINESS

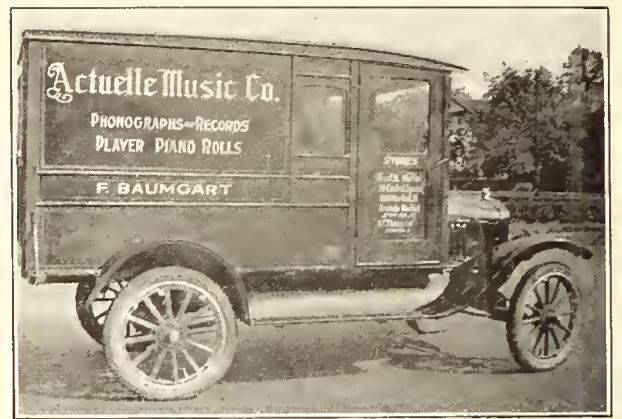
F. Baumgart, of the Actuelle Music Co., Tells of His Experience, Which Is Interesting and Stimulative to Dealers Who Wish to Succeed

YOUNGSTOWN, O., November 1.—In response to the question "How Do You Do It?" F. Baumgart, owner of the Actuelle Music Co., of this city, has told of the energetic and resourceful methods he has employed in the building up of his business.

"While there is no secret or mystery concerning the sale of records," said Mr. Baumgart, "there is a lot of hard work and the application of common horse sense is necessary. My first venture in selling records was very novel, indeed. I had never before sold a phonograph record, but, being a successful salesman, and having just enough pep, confidence and energy, I came to the conclusion that people will spend money for records if the proper appeal is made. As far as I knew the following idea was new and worked out wonderfully well. Recognizing the fact that people must eat every day and, therefore, visit the food markets regularly, I checked up on the patronage at the various marketing houses and selected a dignified, well patronized and sanitary market. I contracted for space and put in the best line of records which I thought would be a success. These records were demonstrated on a Magnavox and all the people entering the market had to listen to the music. Hearing a record that appealed to them they bought it, buying many records that they would not otherwise have asked to have played. In one afternoon and evening we sold 1,952 records in this manner.

"Business is good and is getting better. It is necessary to give the people what you know they want and when they want it, and with a pleasant smile which costs nothing and helps the sale."

Mr. Baumgart has sold a number of different lines, but is now centering his activities on the Pathé Actuelle record as the name of his com-



New Actuelle Delivery Truck Kept Busy Through Owner's Many Sales Ideas

pany, the Actuelle Music Co., would imply. Mr. Baumgart is an enthusiast over this record and the service which the Pathé Frères Phonograph Co. is giving. He states that he now has five stores and that others will probably be added.

GEORGE W. HOPKINS IN DALLAS

General Sales Manager of the Columbia Co. Delivers Address at Salesmanship Club

DALLAS, TEX., October 31.—George W. Hopkins, general sales manager of the Columbia Graphophone Co., was a recent visitor to this city, calling upon Fred Erisman, manager of the local branch and visiting some of the dealers in this territory. Mr. Hopkins made a very interesting address at a special meeting of the Salesmanship Club at the Adolphus Hotel. In the course of his talk Mr. Hopkins gave some timely facts regarding the progress that Columbia has made the past year, emphasizing the co-operation that the Columbia organization had tried to give Columbia dealers during the business depression. While here Mr. Hopkins made a short talk from the WFAA radio station, conducted by the Dallas News and the Dallas Journal. This talk, which was semi-humorous, was enthusiastically received by the radio fans.

Columbia A-2 Grafonola and The Long Console



C-601
Price \$27.00



C-603
Price \$29.00



C-611
Price \$30.00

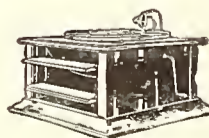


C-612
Price \$28.00

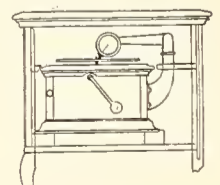
Here is your chance, Mr. Dealer, to cash in again on all the Columbia A-2 Model Grafonolas that you have sold. Every owner can make a handsome console out of his A-2 Grafonola in a jiffy with one of these Long Console cabinets.

The A-2 Grafonola slips easily into one compartment of the Long Console, through the back, no bother, no trouble. Cash in on this easy way to make another sale.

Specifications:
Made in dark red Mahogany only.
Two Piece Top.
36 inches long, 34 inches high, 22 inches deep.



Columbia A-2 Grafonola



The Geo. A. Long Cabinet Co.
HANOVER, PA.

Charles Hackett, America's greatest tenor, has never sung with greater feeling and beauty of expression than in giving the selection "A Furtive Tear" from Donizetti's opera *Elisir D'Amour*. This is a marvelous record. 49895—on the December list.

Columbia Graphophone Co.
NEW YORK



DEALERS TAKE ON BRUNSWICK LINE

Baker-Flick Co., of Camden, N. J.; M. Feldman & Sons, Johnstown, N. Y.; Muir's Department Store, Newark, N. J., and Others Secure the Representation of This Well-known Line

The phonograph division of the Brunswick-Balke-Collender Co., in New York City, reports that Brunswick activities throughout the East are most encouraging, and E. A. Straus, general manager of this office, says that all indications point to one of the most prosperous Winter seasons yet experienced by this company. Records have been much in demand this month and Brunswick dealers are bending every effort to get their share of this business.

New Brunswick dealers established this month include the Baker-Flick Co., of Camden, N. J. This dealer introduced this well-known line by carrying a very attractive window display and held a formal reception throughout an entire day which was attended by hundreds of people. Selections were rendered by an orchestra during the day and in the evening Margaret Young,

popular exclusive Brunswick artist, entertained those present. E. A. Straus, accompanied by O. J. Jester, of the Philadelphia branch of the Brunswick Co., was present and assisted this dealer in the arrangements for the opening.

The M. Feldman & Sons store, of Johnstown, N. Y., is another new Brunswick dealer this month who will devote a large space in his store to the showing of Brunswick models. The complete Brunswick record catalog will be carried.

Muir's Department Store, of Newark, N. J., has just completed the installation of a modern phonograph department, where it will feature the Brunswick line of phonographs and records. This new Brunswick account was established this month by the New York office of the Brunswick Co. This department will be in charge of Edwin J. Struck, who comes here after an extensive experience gained in the Chicago talking machine field, where he made for himself an enviable reputation.

Other new Brunswick dealers established recently were the Gotham Shop, at 17 John street, New York, and S. G. Remenschneider, of Newark, N. J., who are to carry the complete line of Brunswick models and records.

SMITH PIANO CO. CLOSES BRANCHES

A. B. Smith Piano Co., of Akron, Closes Three Branch Stores in Adjacent Territory

AKRON, O., November 6.—The A. B. Smith Piano Co., of this city, one of the best-known music houses in the Middle West, announces the closing of retail stores in Canton, Steubenville, O., and Montgomery, W. Va., and stocks of these three stores have been moved to Akron. No reason for the closing of the three stores is given by Mr. Smith. The Columbus, O., store is still in operation and will not be closed.

A stock of pianos estimated at \$50,000 is being offered at a special sale and is being widely advertised. Included in the sale offerings are 150 new and used talking machines.

A. B. Smith, head of the company, is the new president of the Ohio Music Dealers' Association.

SONORA DEALER VISITS METROPOLIS

George Geake, who sells the Sonora phonograph in Albuquerque, N. M., in large numbers, and who is famed in that part of the country not only as an energetic dealer, but as a musician of unusual accomplishment, was in New York for a few days last month and visited the Sonora offices. Mr. Geake says the great Southwest is going to do more than its share of phonograph-buying during the present season.

GOTHAM MUSIC FIRM CHARTERED

H. Leviten, of New York, has secured a charter of incorporation under the laws of New York State to conduct a piano and talking machine business, with a capital stock of \$20,000.

BRIDGEPORT LANDAY STORE OPENS

Attractive Three-story Branch Is Opened in Connecticut—Building Entirely Remodeled

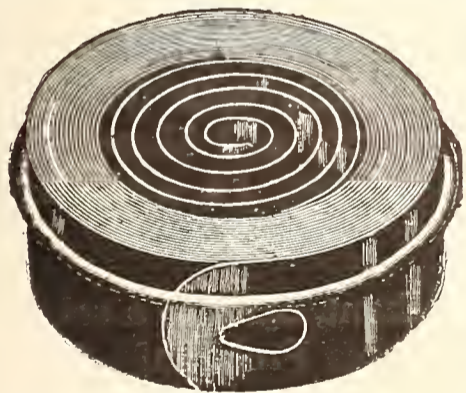
BRIDGEPORT, CONN., November 8.—"Landay's Temple of Music," 1192 Main street, an innovation in music stores in this city, was thrown open for inspection by the general public, under the personal direction of T. C. Canfield, manager.

From top to bottom the three-story building has been renovated and done over. The entrance, of latest design, which provides ample space for show windows, is most artistically arranged. Inside, on the first floor, the general sales department for musical instruments, music rolls, records, etc., is located. Here are six sound-proof booths for record demonstrations.

A modern automatic elevator carries customers to the second and third floors. On the second floor a complete line of talking machines, from the small portable to the largest cabinet types, is displayed, while the top floor houses the sales rooms for pianos, including player, baby grand and upright designs. The same design of decoration is followed out in the entire building, being ivory with paneled walls.

This is the ninth Landay store to be opened, the company operating five in New York, two in Newark, one in New Haven and one here. Van Veen & Co., New York, supplied the equipment.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

	Each
3/4 inch x 10 feet for all small motors.....	\$.30
1/2 " x 10 " " Pathe, Columbia, Heineman.....	.35
1 " x 10 " " Columbia.....	.40
1 " x 11 " " Columbia with hooks.....	.50
1 " x 13 " " Victor, old style.....	.45
1 " x 15 " " Victor, new style.....	.50
1 1/4 " x 18 " " Victor, new or old style.....	.70
1 " x 12 " " Heineman and Pathe.....	.45
1 " x 10 " " Saal, Silvertone, Krasberg.....	.45
1 " x 13 " " Saal, Silvertone, Brunswick.....	.50
1 " x 16 " " Sonora, Brunswick, Saal.....	.60
1 3/16 " x 18 " " Heineman and Pathe.....	.75
1 1/2 " x 25 " " Edison Disc.....	1.50

SAPPHIRES—GENUINE

Pathe, very loud tone, each 15c, 100 lots \$11.00.
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

TONE-ARMS

The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal..... 4.00
With smaller reproducer, but loud and clear..... 2.50

PHONOGRAPH NEEDLES

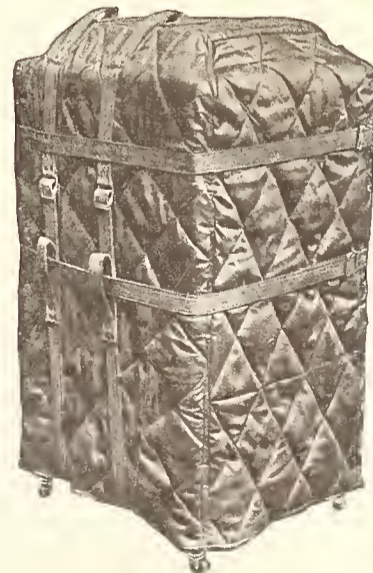
We can give you best price on Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvetone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

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



Style No. 4
Price \$95.00
Height, 44 Inches
Width, 18 $\frac{3}{4}$ Inches
Depth, 19 $\frac{5}{8}$ Inches
Finished in Mahogany, Walnut or
Golden Oak

Service Problem? There Isn't Any!

TO this company—or to any other sincere builder of an exclusively high-grade product—Service is really no problem at all, for there is never anything complicated, hide-bound or mechanical about a Square Deal.

Back of every Phonograph or Radio Set we build is the guarantee of a Company financially stable and permanent, with full respect for its good name, confident of the quality of its merchandise and, above all else, HUMAN.

When this Company is forced to govern its Service Department by a set of iron-clad, distrust-inviting rules, it will cease building phonographs.

We invite and hold relationship only with dealers who are themselves reasonable, sincere and Humanly Square. Such men can never be wrong. So where is the Service Problem?

Are you, Mr. Phonograph Merchant, open to a sales proposition as clean cut as this Service Problem? Ask us for it; we'll get in prompt touch with you.

JEWETT RADIO AND PHONOGRAPH COMPANY
DETROIT, MICHIGAN

THE STEWART SALES CO., 18 W. GEORGIA ST., INDIANAPOLIS, IND.
Distributors for Indiana and Kentucky

JEWETT

RADIO AND PHONOGRAPHS

PROMINENT BRUNSWICK ILLUMINATED DISPLAY ATTRACTS

Great Sign Located at the Northeast Corner of Fifth Avenue and Forty-second Street, New York City, Seen Approximately by 750,000 People Daily—Impressive Form of Publicity

Illustrated herewith is the new Brunswick illuminated display located at the northeast corner of Fifth avenue and Forty-second street, New York City.

There is an estimated circulation at this corner, both pedestrian and automobile, of approximately 750,000 people daily, and more automobiles pass this point in a day than any other location on the American continent.

This display is opposite the New York Public Library and but a short distance from the Grand Central Station, the terminal of the famous Twentieth Century Limited and all New York Central, Michigan Central, New York, New Haven & Hartford trains. Millions of people arrive and depart annually from this station.



The Brunswick people consider themselves fortunate to have been able to secure this location for a period of six months, this being the

first time in years that it has been available. It is considered one of the best in the United States, as it offers national and local prestige.

THE TWIN CITIES

Railroad Embargo a Hindrance to the Development of Talking Machine Trade Inasmuch as Jobbers and Dealers Can't Get Stock

MINNEAPOLIS and ST. PAUL, MINN., November 6.—Right on top of the strike trouble comes the embargo and the talking machine trade is quite convinced that life is just one blamed thing after another. But the average merchant is a game fellow and is hustling right along. Several of the dealers are short of some of their best selling models and are anxiously waiting for the Interstate Commerce Commission and the railways to untangle the congestion and get the railways to function as they should.

"We are still starring the Starr," declared M. L. McGinniss, of M. L. McGinniss & Co., Starr distributors, to The World representative. "We are able to report a decided increase of business right along both in machines and records. The demand for Gennett records has exceeded all our expectations and we have had considerable difficulty in keeping up our stocks."

Director Edward L. Kern, of the Brunswick-Balke-Collender Co., gets quite enthusiastic when any one asks him about Brunswick phonographs. The department is "coming big," he says. His only worry is the failure to get goods. Consoles lead the demand and the shortage of these instruments is keenly felt by dealers. The new record factory at Muskegon has proved the salvation of the record trade, which was in a bad way because of the limited number of records received from the old factories. The road men are signing new dealers right along and are getting some very nice accounts. Large furniture houses appear to like the phonograph side line and it is almost daily that one learns of another furniture house inaugurating a phonograph department.

Laurence H. Lucker, Northwestern distributor of Edison phonographs and records, has been a guest at Orange, N. J., talking Fall business with the moguls of Thomas A. Edison, Inc. He is doing big things for them in the Northwest. The \$175 console type is a brilliant success here in the Twin Cities. Colder weather is bringing a large number of buyers into the stores.

The talking machine department of W. J. Dyer & Bro. is particularly hard hit by the freight embargo. According to Mr. Dyer the company has orders aggregating more than \$40,000 which it is unable to fill because no talking machines are coming through the freight impasse. Victor goods are in ever increasing demand and very many buyers will have no other talking machine than the Victrola.

Mort Schaeffer, road man for the Stone Piano Co., returned last week from southern Minne-

sota with a book of nice orders for Vocalion phonographs. Manager Monson is pleased with the outlook, both in the wholesale and retail branches of the business. He had as guests recently R. M. Kempton, wholesale manager of the Vocalion department of the Aeolian Co., and H. B. Levy, the Aeolian Co.'s Western manager.

The Foster & Waldo Co. is now settled in its handsome new store, to which reference was made in this letter last month. While the older lines carried by the house, namely, the Victrola and Sonora lines, retain their popularity, Mr. Foster states that the Cheney is making steady progress and is earning new admirers continually.

USE OF TACT A VITAL NECESSITY

Salesmen Should Consider Characteristics of Each Customer and Handle Accordingly

There are many excellent salesmen whose sales averages suffer because they lack one of the prime essentials necessary for success in their work, namely, tact. The salesman who handles every customer according to a standard plan and does not take into consideration the individual characteristics of each customer as far as he is able to learn them in the few moments preceding the actual sales talk and demonstration of a machine or records is losing sales. For example: The person inclined to jocularly cannot be handled in the same manner as the dignified personage. It is up to the salesman to cater to the likes and dislikes of his patrons. To chill the jollity of a prospect by an excessively formal and unbending demeanor is to make that prospect uncomfortable and to arouse his dislike. The dignified person will have as little as possible to do with an establishment where his dignity has been ruffled. This example is sufficient to point out the application of tact and the salesman who puts thought behind his work should be able to call to mind many other types of individuals who require special methods of handling.

KELTIC RECORD CO. CHARTERED

The Keltic Record Co., of New York City, has been granted a charter of incorporation under the laws of New York State, with a capital of \$70,000. The concern, which will deal in talking machine records, was chartered by M. Caret and F. O'Callaghan.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building **Detroit, Mich.**

Advertising in The World Pays

Reproduced below is a facsimile of an unsolicited letter received at our office the other day. Advertising in the TALKING MACHINE WORLD pays, and hundreds of similar letters which have been received from our advertisers testify to this.

Wm. Phillips Phono Parts Corp.
 Manufacturers of
Cone Arms and Sound Boxes
 145 West 45th St.  BRYANT 4529
 New York City

October 17, 1922.

The Talking Machine World,
373 Fourth Ave.,
New York City.

Gentlemen:-

As an old Advertiser in the Talking Machine World and desirous of giving credit where credit is due, I want to tell you of the exceptional results and returns which I have received from my regular and continued advertising in your columns.

The scope of the Talking Machine World's circulation and its pulling power has been beyond imagination. We have received orders not only from all sections of this country but from various parts of the civilized world. The profits from one order which we received was sufficient to cover the cost of several years advertising in the Talking Machine World.

We are writing this to show our appreciation of the efficiency of your publication and the results have been so gratifying that it is our intention to continue to place our sole advertising appropriation where we have found it will bring the best results.

Yours for continued results,
WM. PHILLIPS PHONO PARTS CORP.

Wm Phillips
PRES.

WmP LW



We maintain copy and art departments that will be pleased to submit an advertising plan particularly adapted to your individual proposition. Why not write us?

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.

SOME SALES STIMULATORS

In every community there are a number of churches and the merchant with an eye for opportunity can take advantage of this fact by staging church concerts during the Winter. Bubeck & Gallagher, the live talking machine dealers, of Marshall, Ill., tried this stunt and found that the demand for records was substantially increased as a result. By issuing invitations to members of the church, on the back of which are questions such as whether a machine is owned by that person, what type of music they are interested in, etc., some good machine and record prospects may be obtained.

A record week at periodical intervals, say once each month, could be made profitable as a stimulator of certain records which the dealer is especially anxious to push. For example, during one week each month the dealer could arrange concerts in his store featuring an opera one week, records of a certain artist the next record week, etc. Not only concerts, however, would bring the best results. The event should play an important part in the advertising a week before it is scheduled and invitations should be sent out as well as announcements with the direct-by-mail literature.

A wide-awake talking machine dealer sent the following letter to his customers, announcing a new service which he was planning:

"Dear ———:—The Blank Talking Machine Shop is planning to inaugurate a new service for the benefit of its customers. In order to aid them in the selection of records and the building up of their record libraries we will send three of the latest records to all customers each month on approval. In order that these records may be of the type you are interested in will you kindly answer the following questions and mail same to us:

"What kind of music do you prefer?

"What make of instrument do you own?"

"Sincerely," etc.

Customers appreciated the fact that they would be able by this plan to get the latest selections as soon as they were received by the dealer and the idea was well received.

The average man or woman is curious. Many dealers have increased public interest in their lines by taking advantage of this fact. The window is the most potent means of cashing in on human curiosity. The Des Moines Music Co., Des Moines, Ia., recently secured the services of two young ladies who danced in the display window of the store to talking machine music. Crowds gathered—sales ensued.

The credit manager of a large concern rates the credit standing of customers according to their occupations. The occupations of these people give him a line on their probable earnings and when members of the sales staff visit them they are supplied with complete instructions as to credit allowances on purchases. For example: A man who belongs to a union and works at the electrical, plumbing or carpenter trade has an income which approximates \$45 to \$50 per week. This customer cannot meet the payments on a very high-priced machine without embarrassment, but he can easily pay the instalments on a medium-priced instrument. Thus if this prospect desires to purchase an extremely expensive machine the salesman uses all his skill to sell him one less expensive, unless, of course, he discovers that there is another source of income in the family, such as other members working, etc. In this manner customers are never oversold and repossessions are reduced to a minimum.

HAS ATTRACTIVE DISPLAY ROOMS

Gibson & Snow, of Syracuse, Proud of New Equipment—Sonora Demand Reported

SYRACUSE, N. Y., November 6.—Gibson & Snow, wholesalers of the Sonora phonograph in this city, have just recently completed one of the most attractive display rooms for the Sonora line yet installed by any Sonora jobber anywhere. A large space on the third floor was partitioned off from the rest of the building and modern equipment and fixtures were installed which show off Sonora models in a highly attractive manner. C. B. Malcomb, general manager, is responsible for this new addition to the wholesale plant and is very much pleased with the compliments bestowed by dealers who have visited these new quarters. "Business for the past two months has been nothing short of phenomenal," said Mr. Malcomb, "for at the present time we have on our books many unfilled orders for Sonora phonographs and from all indications there will be a shortage during the holiday season greater than that of last year. However, new shipments are coming in and every effort is going to be made to take care of our dealers as far as possible, so that all of them will have a representative stock of machines to sell during this busy season."

"TALKER" MARKET IN NORWAY

WASHINGTON, D. C., November 3.—A concern in Norway is in the market for talking machine records and musical instruments (not pianos), according to a request received by the Bureau of Foreign and Domestic Commerce here. Further information can be obtained by communicating with the Bureau or any of its district offices and referring to File No. 4098.

READ IT AND WEEP!

She had just come from a beauty parlor, very proud of her marcel wave.

Stepping into Hustling Harry's Grafonola Shop she asked the smart young clerk, "Have you a record by Hulda Lashanska?" "Yes, 'My Curly Headed Baby,'" was the innocent reply.

He was going on to quote the record number, they say, for the first thing he said in the hospital was, "Number 77744."

Truth telling in business is the foundation on which enduring success is built.

VICTOR CO. STOCK DIVIDEND

Increase of Capital Stock of Company From \$5,000,000 to \$35,500,000 Followed by Declaration of 600 Per Cent Stock Dividend

CAMDEN, N. J., October 28.—The stockholders of the Victor Talking Machine Co., at a meeting held on Monday, voted in favor of the suggestion of the board of directors of the company made at a recent meeting that the capital stock of the company be increased from \$5,000,000 to \$35,500,000, following which the company declared a stock dividend of 600 per cent to go to stockholders of record October 31.

An official statement says: "No change in the dividend policy of the company is anticipated. The directors have in mind very extensive plans for further developments, improvements and expansion of the plant." The company on Tuesday filed a certificate showing an increase in capitalization from \$5,000,000 to \$35,500,000. It also increased its preferred stock 5,000 shares, to \$500,000.

ADVERTISES REASONS FOR SUCCESS

Don C. Preston, Prominent Merchant of Bakersfield, Cal., Outlines Successful Policies and Thanks Patrons for Support

BAKERSFIELD, CAL., November 6.—Something different in the way of advertising was recently attempted by Don C. Preston, music merchant, with warerooms at 1631 Nineteenth street, this city, on the occasion of the third year of the existence of the firm. The advertising was something in the nature of a statement of the earnings of the concern during the three years and an outline of the policies which have contributed to the success of the undertaking.

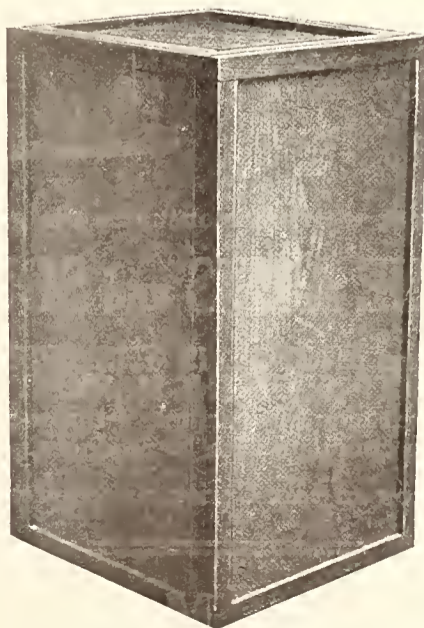
For the first two years Victor talking machines and records were featured exclusively and nearly a year ago the Sonora line was added. The rapid growth of the business is indicated by the fact that a branch was opened in Taft, Cal., a few months ago. In addition to talking machines, several makes of high-grade pianos are handled.

CLEAR TONE MUSIC CO. CHARTERED

The Clear Tone Music Co., Knox, Ky., has been chartered in that State, with a capital of \$5,000. Incorporators are: B. S. Edwards, M. E. Edwards and R. B. Ballard.

"EMPIRE" Packing Cases

Reinforced
Three-Ply
Veneer



Standard
for
Phonographs
and
Radio Sets

Let us figure on your requirements

EMPIRE MFG. COMPANY, Goldsboro, N. C.

Linking Up Christmas Talking Machine Displays With National Advertising :: By E. A. Dench

There is a decided spurt in talking machine sales during the few weeks prior to Christmas. Particularly at this season of the year do people wonder why they have waited so long before owning a phonograph. The aggressive and convincing advertising of the well-known talking machine manufacturers is, in a large degree, responsible for this desirable condition of affairs. All you have to do is to link up your window displays with this national advertising and many a sale is as good as made.

The Christmas Fireplace

Howard, Farwell & Co., Minneapolis, Minn., provided homelike surroundings for a Christmas display of talking machines. At one rear side

was a fireplace, simulated with red brick paper, placed over the slightly projecting structure. A log fire in the center of the fireplace was blazing merrily, thanks to the red crepe paper covering electric lights underneath the logs. All the comforts of home were suggested by life-like cut-outs of a cat and a dog beside the fireplace. The mantelpiece was occupied by a candlestick at each end, with bric-a-brac in between. Several holly wreaths, alternated with framed pictures, adorned the rear wall, the center of which was constructed with a French window effect. A wintery appearance to the French windows was imparted by attaching pieces of absorbent cotton to represent snow.

There was a cabinet machine at each rear side, with a lighted lamp on a little table between them. The floor was covered with rugs.

Overcoming the Lack of Background

The P. A. Stark Piano Co., Minneapolis, Minn., arranged a Christmas talking machine window along similar lines. There was the simulated fireplace, the floor before which was covered with a bear rug. This window had no background in the strict sense of the word, the same being framed at the top, rear and sides with alternate strips of red and green crepe paper. The paper, which was about three inches wide, was slightly twisted. A frame or stage effect was obtained with the assistance of a cross beam at the rear, crepe paper being hung from the top of the cross beam to the floor. More crepe paper decorated the sides of the cross beam. The simulated fireplace, obtained in the usual manner, as per Howard, Farwell's display, was inside the stage-setting effect, with a bear rug placed on the floor in front of the fireplace. There was a basket of logs of wood, fire tongs and several cushions beside the fireplace. Each center side was occupied by a cabinet phonograph, decorated with red ribbon streamers. A sign down in front suggested:

"This Christmas give your family a phonograph. Transform the long, restless evenings into bright home gatherings encouraged by music."

Increasing Show Window Space

Young & Chaffee's, Grand Rapids, Mich., deepened their show window in order to allow more scope for a Christmas display. The extra space gained was graduated backwards and upwards to produce perspective and the effect of distance. A cave-like aperture was formed in this manner, with three mounds, each covered with absorbent cotton to serve as snow, inside the aperture. Three cabinet talking machines, electrically driven, reposed on the mounds. A frosty atmosphere was obtained by cold grey-blue drop drapes at the side and rear of the aperture. The cave mouth was arched by a number of small holly wreaths, on which the name of the make of machines was spelled. At the left side were three cabinet instruments in oak, while three cabinet models in mahogany were placed at the right front side. Records and needles were displayed here and there on the floor.

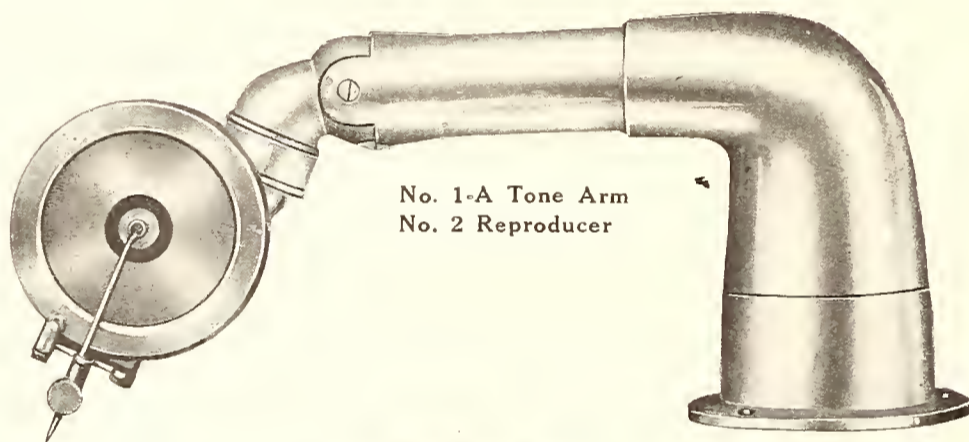
On Christmas Morning

The Oak Park Music Shop, Oak Park, Ill., also deepened its background at the center by removing several of the panels and widening the space by about two feet. Inside this opening were cut-outs of a contented husband and wife and their two little children, grouped around the Christmas tree, beside which was a cabinet phonograph. It was evident that Friend Husband had surprised his wife with a phonograph on Christmas morning. The rear part of the opening was enclosed with beaver board, covered with decorated paper of Santa Claus riding his sled above the house tops. Records in the Christmas gift envelopes were neatly arranged about the floor, with a single row of Christmas records out of their envelopes along the beveled edge by the window glass. A cabinet model was stationed at the left side.

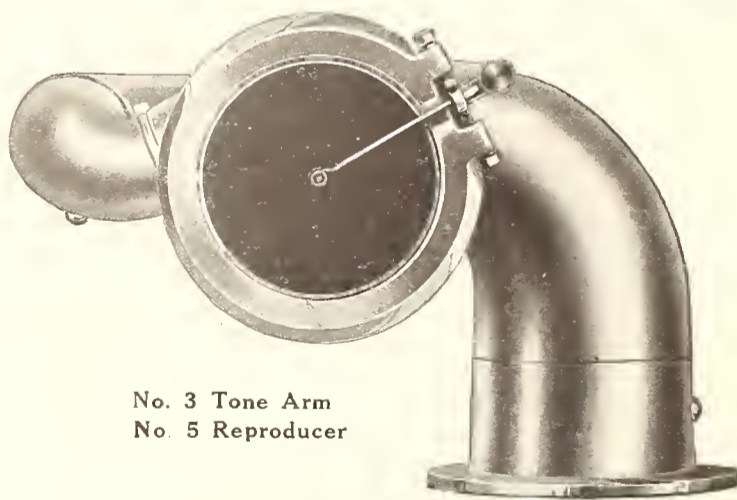
The Poinsettia Sign

An appropriate Christmas display was made by the Victor Talking Machine Co., Germantown, Pa. The eye of the spectator was caught by a unique sign, which was suspended from the ceiling at the center by means of red rope chains. The sign, which was about six inches wide and a foot long, appeared to be six poinsettias strung together in a row. The flowers were made of cardboard, with a letter on each flower, so that the word "Victor" was formed. A large cabinet model, with the tone chamber

Orders From Five Continents In One Week!



No. 1-A Tone Arm
No. 2 Reproducer



No. 3 Tone Arm
No. 5 Reproducer

This is an actual fact, which demonstrates the great demand for

MUTUAL TONE ARMS and SOUND BOXES

And why? Because MUTUAL IS THE BEST MADE TONE ARM AND SOUND BOX ON THE MARKET. Prove this fact for yourself. Write today for a sample—throw-back, straight or portable Tone Arm complete with Reproducer.

And let us quote you on your Christmas requirements.

Mutual Phono Parts Manufacturing Corp.

149-151 Lafayette Street, New York City

The Russell Gear & Machine Co., Ltd., 1209 King Street West, Toronto, Canada
Exclusive Distributors for Canada and all other British possessions

doors opened, occupied the right-hand side. Red rope ribbons were attached to a shutter-like contrivance inside the chamber. The ribbons parted their respective ways and extended to easels on which records were displayed.

The Miniature Rooms

The O. K. Houck Piano Co., Little Rock, Ark., attracted attention by constructing two miniature rooms in a typical home for show-window exhibition purposes. The rooms were built on a scale of one inch to the foot, the size of each room being sixteen inches by eighteen inches. The left side room contained a miniature cabinet phonograph and a grand piano and was also furnished with doll furniture. One well-dressed girl doll was "cranking" the talking machine and another doll was seated before the grand piano. The living-room at the right was also furnished with doll furniture, but did not contain any musical instruments. The room was populated by a family of dolls seated around the table. Each room was screened with a mechanical panel which could be raised and lowered at regular intervals. These panels were also utilized to convey the following messages:

"Will there be music in your home this Christmas?"
 "Will your home be without music this Christmas?"

There was green crepe framework enclosing the two rooms, with black records forming a border around the framework, plus the following streamer along the top:

"May your Christmas be made happier by the music of the Victrola."

Green garlands were strung from panel to panel along the beaver-board background, with a frieze of Winter scenes along the top. There was a musical instrument at each side, with a record and a music roll alternated on the floor at a considerable distance apart.

A Wintery Setting

The Christmas atmosphere in a display by the San Antonio Music Co., San Antonio, Tex., was accomplished by covering the floor with absorbent cotton, with a large mirror, to represent an ice-covered lake, placed on the floor in the

middle. The edges of the lake were covered with cotton, while artificial snow was liberally sprinkled over the lake. The absorbent cotton on the floor toward the rear was piled much higher in order to produce the effect of hills, at the tops of which were several boy dolls, with their tiny sledges, ready to descend the hills. To the left of the lake was an old water mill, the revolving wheel of which bore a number of records.

To the right was a miniature bungalow, with cows and horses grazing in the snow-covered grounds. Green and red crepe paper served as the background covering. A cabinet talking machine was stationed at the right rear corner.

(ALL RIGHTS RESERVED)

DEMONSTRATES TALKING MOVIE

Dr. E. B. Craft, Chief Engineer of the Western Electric Co., Exhibits Device at Yale—An Interesting Demonstration

NEW HAVEN, CONN., November 4.—With President Angell, of Yale, and former President Hadley among the audience of scientists and local people numbering 2,000, Dr. E. B. Craft, chief engineer of the Western Electric Co., gave the first exhibition of a talking movie in Woolsey Hall at Yale last Saturday night. The moving picture showed the operation of the Western Electric vacuum tube, and the explanatory lecture accompanying it was delivered automatically by a bevy of electric phonographs and loud-speaking telephones.

The speech was recorded several days ago in the company's laboratories in New York, using a recently developed electrical recording device. By the use of his apparatus Dr. Craft said a political speaker could simultaneously address any number of audiences at widely scattered points, or a great actor could preserve his voice and gestures for all time. The speech was unusually clear and distinct and had none of the blur characteristic of many phonographic

speech records. Thomas A. Edison and Lee De Forest appeared in the movie film.

Dr. Craft also gave a demonstration of sending five telephone messages over one wire. He had two microphones on the desk before him, huge horn amplifiers above him and other equipment on each side of the stage. A screen was in position for lantern and motion pictures. As he supplemented diagrams showing sound waves with comments and instructions to his assistants, one could hear from the horns a message on the retirement of a boxing champion, another reporting the stock market, etc. They went on the wire at the same time from a number of assistants, but were "filtered" and isolated until at last they came tumbling out one after another in a manner that amazed as it interested the audience.

Discussing the development of radio Dr. Craft intimated that Mars could listen in if there be humans there. Long distance plants call for long wave, low frequency equipment and are very expensive. As for secrecy, he said, the great expense necessitated makes it practically impossible as yet. In a local way, twenty-five conversations from the same point are feasible. The radiophone can be used across the continent if the needed funds are forthcoming.

STARR LINE DESCRIBED IN FOLDER

An artistic folder has been prepared for dealer distribution by the Starr Phonograph Co., of Richmond, Ind., in which the entire line of Starr phonographs is illustrated and described. Among the instruments featured are the Jacobean and Adam styles, eight upright and three console models. The foreword of the folder stresses the high quality of the Starr instruments and points out the care with which materials for their construction are selected.

Laziness results in carelessness; carelessness results in indifference.

TRADE-MARK
Bristol AUDIOPHONE
 PATENTS PENDING DESIGN PATENT PENDING
**Phonograph Record
 Reproducer Outfit**



For Lovers of Real Music

Can be used on any make of phonograph and all kinds of records.

The AUDIOPHONE Phonograph Reproducer amplifies and improves the tone quality, giving large volume of sound, rich, round and free from mechanical distortion; like the original voice and orchestral instruments.

ATTACHED INSTANTLY to any phonograph without mutilating or changing in any way the original instrument.

FOR DANCE MUSIC the Audiophone Reproducer makes a living orchestra out of the ordinary phonograph, in the home, at the club, society gatherings, hotels, restaurants, etc. Where the space is too large for the Audiophone, two or more horns can be connected and located in different parts of the room.

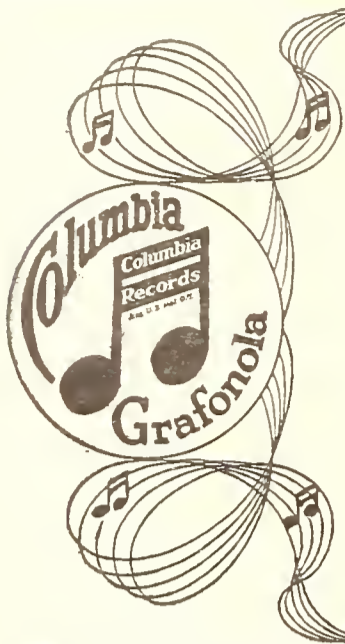
A LOUD AND SOFT TONE CONTROL is provided, so that when used in the smaller rooms of homes the amount of tone can be regulated to suit requirements.

THE HAND SPEECH ANNOUNCER can be included in the outfit and is a great convenience for making announcements and speeches in theaters, large halls, out of doors at athletic games, etc.

A demonstration in your own store is the most satisfactory way to learn what this outfit is capable of doing. Our representatives are in all the principal cities of the country. When shall we come to you? No obligation on your part.

Manufactured and Sold by

The BRISTOL COMPANY
WATERBURY CONN.



Miss Ruth Roye, comedienne, the sensation of Broadway, appearing for seven consecutive weeks at Keith's Palace, has joined Columbia's company of exclusive artists. "Georgette" and "I'm Askin' Ye, Ain't It the Truth" are splendid examples of her inimitable jazz-time blues and syncopated melodies. A-3714.

Columbia Graphophone Co.
NEW YORK

FINE EXHIBITS AT TEXAS FAIR

Dallas Music Dealers Attract Crowds to Booths With Splendid Exhibits at State Fair—Latest Designs of Talking Machines a Feature

DALLAS, TEX., November 3.—One of the outstanding features of the State Fair here was the section devoted to exhibits of talking machines, many of which have only recently been placed on sale. Victrolas and Brunswicks were shown by Bush & Gerts, Edisons by the Edison Shop, Columbias by the Columbia Graphophone Co. and Victrolas by Sanger Bros., who maintained a separate booth for their music section at the fair.

The York model Brunswick, included in Bush & Gerts' exhibit, attracted favorable attention from visitors to the booth, according to F. G. Coppedge, in charge of the exhibit. A gold-plated model was also a new style on display.

A complete display of all models of Edison instruments was shown at the Edison booth.

Among the models which attracted special attention was the Adam, while the William and Mary and Chippendale also received attention from visitors. A large rest room was maintained in connection with the display where visitors rested and listened to the music.

A Gothic period design Victrola was included in the display of Sanger Bros., in charge of J. H. Corder. A complete showing of the newest models was included in the display which attracted a great deal of attention.

Several novel cabinet designs were displayed in Columbia machines, in charge of Fred R. Erisman. Among the more attractive was a Japanese cabinet design. Several new upright models were also shown.

A man is either a thinker or a thing—he may take his choice. He is either one of the efficient few who create and operate civilization, or he is one of the automatic many, who believe instead of think, and follow at all times the line of least resistance, says Herbert N. Casson.

NEW LINE OF LONG CONSOLES

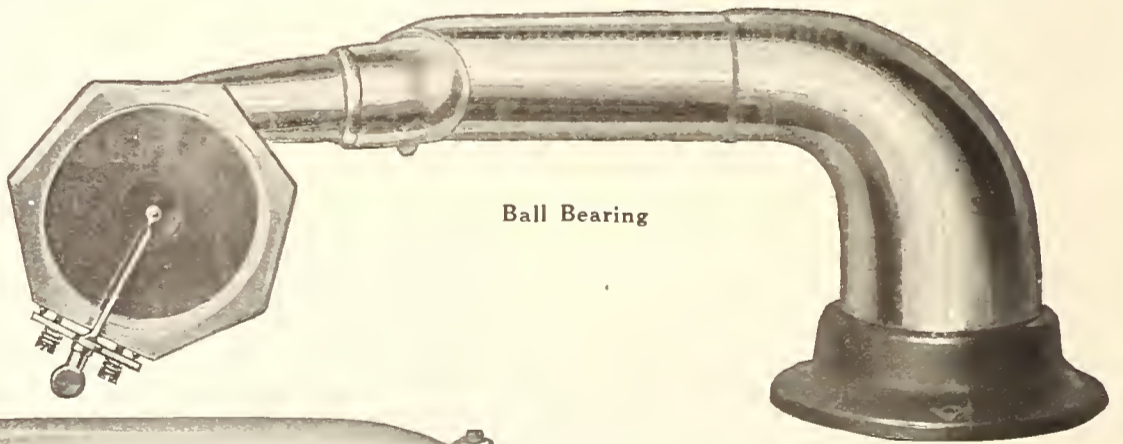
New Cabinets Announced to Accommodate A2 Grafonola—Well Advertised by Columbia Dealers to Good Purpose Throughout Country

HANOVER, PA., November 6.—The George A. Long Cabinet Co., of this city, manufacturer of Long console record cabinets, recently announced a complete line of cabinets to accommodate the Columbia A2 Grafonola. These cabinets, which are designated as styles C601, C603, C611 and C612, are being featured extensively by Columbia dealers throughout the country, who are using them to excellent advantage in stimulating the demand for the A2 Grafonola. The new Long consoles for Columbia Grafonolas embody the various distinctive features of the Long console cabinet line which has been on the market for nearly two years. They are manufactured in red mahogany with two-piece tops and attractive literature has already been distributed in connection with this new line.

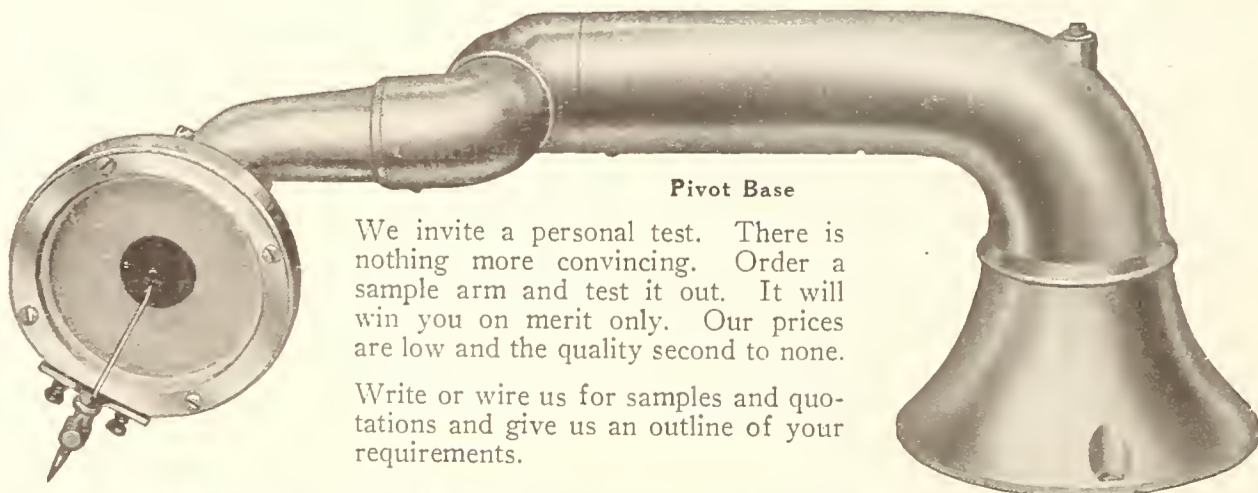
THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
Machines.



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.

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"



The
Okeh

Laughing Record

Has Started The World Laughing

A recording expedition was sent out from the International Talking Machine Company to secure new recordings. They happened, by chance, to stop at a small Bavarian Village. A company of local performers was amusing the villagers with a laughing sketch. The laughing was so natural and the skit such a riot of fun that a recording was immediately made.

The record started all Europe roaring. The matrice was imported by the General Phonograph Corporation and now America is literally "in stitches."

It Has Broken Every Sales Record

Though The Okeh Laughing Record has been released only a few weeks tens of thousands have been sold in spite of the fact that no publicity was given to it. Now, our publicity campaign is informing the entire country about this sensational novelty record.

Order now, from your nearest Okeh distributor, Okeh Record No. 4678—The Okeh Laughing Record.



The bill collector scowled! Dad played The Okeh Laughing Record for him. The collector wants to LEND him money now!



Sister has given up vamping. She plays The Okeh Laughing Record for the boys—she finds it more effective.



Okeh

The Record of Quality

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



Brother is the most popular chap in town since he bought The Okeh Laughing Record, for he takes it along to all the parties—and then they're never dull.



I'LL BE IN MY DIXIE HOME AGAIN TO-MORROW

CHORUS
To - mor - row, to - mor - row, How hap - py I will be, To - mor - row, to -

As featured by
Eddie Cantor in "Make it Snappy"
THE OUTSTANDING HIT OF THE SEASON

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

THE CARUSO PLAQUE AT DITSON'S

Bas-relief of Tenor Carved by Own Hands Has Interesting History — Now Displayed in Wholesale Victor Department of Ditson & Co.

One of the features of the Victor wholesale department of Chas. H. Ditson & Co., New York, which never fails to arouse the interest of visiting dealers, is a plaque bearing the head



The Great Caruso Pictured by Himself of the late Enrico Caruso and modeled by the noted tenor himself. The plaque is the property of Mrs. Chas. H. Ditson, and was loaned by her to Paul Carlson, manager of the wholesale Victor department of Ditson & Co., in order that members of the trade might see it on display.

In sending the plaque to Mr. Carlson Mrs. Ditson offered the following interesting bit of its history:

"Some years ago, in fact, during his first years in America, Caruso came with two or three friends to take luncheon with us. He brought a mysterious package (wrapped in a newspaper, by the way), which he would allow no one to touch, but carefully laid it aside while we were at luncheon. As we finished he waved us all into the drawing room, saying he wished to do a little work. As he had been making caricatures during the meal, I thought he wished to touch up some of these. As I glanced back on leaving the dining-room, however, I saw him open his precious bundle, and seizing a silver knife, which he most amusingly resisted all efforts of the butler to remove, he began to work

deftly at the thing before him. It was the bas-relief (still a bit damp, evidently, and plastic) on which he wanted to make some slight alterations. It was plain to me that the butler would like to have supplied the amateur sculptor with some humbler instrument than one of his best knives! I forestalled any such interference, however well-meant, and quietly told the man not to disturb Mr. Caruso, but to let him have whatever he wished. Naturally!

"In a few moments he appeared with his delightful smile, holding aloft, in triumph, the bas-relief, to which he had put the desired finishing touches, and which I have always treasured, not only as a good likeness of the great and much-beloved tenor, as he looked at that time, but as it was the work of his hands."

PAUL SPECHT'S ORCHESTRA SCORES

Paul Specht and his orchestra, making Columbia records exclusively, formally opened on October 30 the Monte Carlo, a new dance palace located at Fifty-first street and Broadway. Mr. Specht was given an ovation during the evening and there is no question but that the Monte Carlo will prove one of the most popular places of entertainment along Broadway. The popularity of Paul Specht and his orchestra is reflected in the fact that on opening night reservations were on file for three times the number of tables that were available.

JOSEPH C. SMITH WITH BRUNSWICK

Popular Gotham Orchestra to Record Exclusively for Brunswick Co.

Wm. A. Brophy, managing director of the Brunswick Recording Laboratories, announced recently that Joseph C. Smith and His Orchestra had been added to the fast growing list of exclusive Brunswick artists. This orchestra, which plays at the Hotel Plaza in New York, is one of the foremost dance organizations in the country, and Joseph C. Smith is recognized from coast to coast as a leader in the rendition of the most popular types of dance music. Record owners everywhere are familiar with the recordings of Joseph C. Smith and His Orchestra, and his addition to the Brunswick record library will be welcomed enthusiastically by Brunswick dealers and their patrons.



Pick Up Any Women's Magazine of Importance and You Will Find

WALLACE REDUCING RECORDS

More than \$100,000.00 a month in national advertising is bringing the public into retail stores and is moving Wallace Reducing Records by the thousands. We want a live dealer in every town in the United States and Canada who will use this publicity and turn it to his advantage. The profits are there for you and we furnish window and store material to help complete the advertising tie-up. Send your order for one of the following units and get the dealership in your town.

Retail Price \$15.00

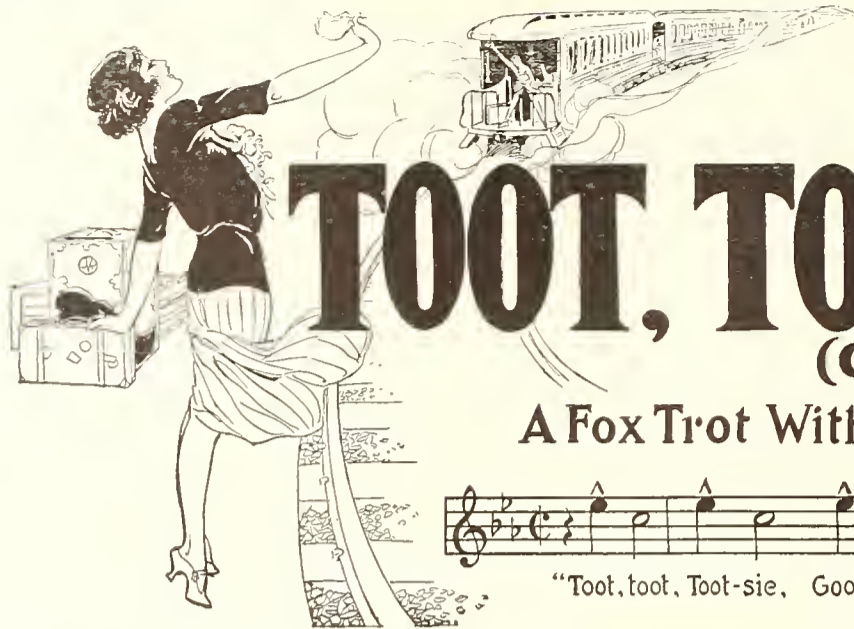
Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each In Lots of 12 Sets—\$8.55 each
In Lots of 25 Sets—\$8.10 each In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE

630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA





Sung by AL JOLSON in
"BOMBO."

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

TOOT, TOOT, TOOTSIE

(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



ATTRACTIVE JAMERSON HOUSE

East St. Louis Dealer Has an Admirably Arranged and Equipped Establishment

EAST ST. LOUIS, ILL., November 8.—The E. W. Jamerson Music House, this city, deservedly takes high rank among the many beautiful



Attractive Jamerson Victor Department music shops in Illinois. It is finished in ivory throughout and arranged for convenience and efficiency as well as beauty. The ground floor is entirely devoted to the sale of Victor merchandise and the ample basement to that of pianos. Mr. Jamerson is an energetic and enthusiastic young man thoroughly experienced in both the Victor and piano lines, having handled them for several years in another East St. Louis store. He has specially trained sales

people in both departments and since his opening in July of this year his shop has been a busy as well as a beautiful place. It is located in the heart of the business district.

MME. ONEGIN NOW BRUNSWICK ARTIST

Famous Swedish Concert and Opera Singer to Record for Brunswick Library

The Brunswick-Balke-Collender Co. will issue very shortly records by Mme. Sigrid Onegin, well-known Swedish concert and opera singer, who arrived in New York recently to join the Metropolitan Opera Co. Mme. Onegin is recognized throughout Europe as one of the leading operatic and concert artists of the present day, and she has appeared in every important European city.

Wm. A. Brophy, managing director of the Brunswick laboratories, is keenly enthusiastic regarding the acquisition of Mme. Onegin to the Brunswick library, as she will make Brunswick records exclusively and there is every reason to believe that her European success will be duplicated in this country, judging from her reception at Carnegie Hall last week.

A NEW YORK INCORPORATION

The American Lamp-O-Phone Corp., of New York City, has been chartered under the laws of New York State to manufacture talking machines, with a capital of \$50,000. Incorporators are H. H. Stevens, M. H. Eldridge and F. Riera.

BOOKLET GIVES RECORD TEXTS

New Columbia Booklet Gives Texts of German Records—Has Important Sales Appeal

In connection with the December German record releases the Columbia Graphophone Co. is sending out an attractive booklet with a caption in German which, when translated, means "Text of Columbia Christmas Records." This



Title of Columbia German Record Volume title is a complete description of the contents of the book, for the verses of practically all of the German Columbia records for Christmas are listed here. The Columbia Co. felt that there was a real demand for a booklet of this type, principally because it is so difficult to clearly record a foreign language in a manner so that people who have been away from their home country for a long time can understand every word perfectly. This booklet will give each German customer the complete words of every German record that is bought. The booklet is artistic to a degree, the cover being printed on antique cover stock in red and green.

DEMAND TELLS OF IMPROVED TRADE

Samuel Eshborn, 65 Fifth avenue, New York City, who recently introduced the Blue Belle steel needle, has found a ready response in trade circles for this product. The Blue Belle needle is manufactured in several tones. Packed in attractive envelopes and in cartons of 100 packages, when placed upon the dealer's counter it attracts the customer's attention. Mr. Eshborn says that the production of the Blue Belle needle has had to be increased considerably in order to care for orders and he anticipates that the holiday business will further justify this move.

J. H. Rupert, a music dealer of Ridgway, Pa., has entered voluntary bankruptcy. Edison and Starr phonographs and pianos were handled by this concern.

New York City

Okeh Records

Adjacent States

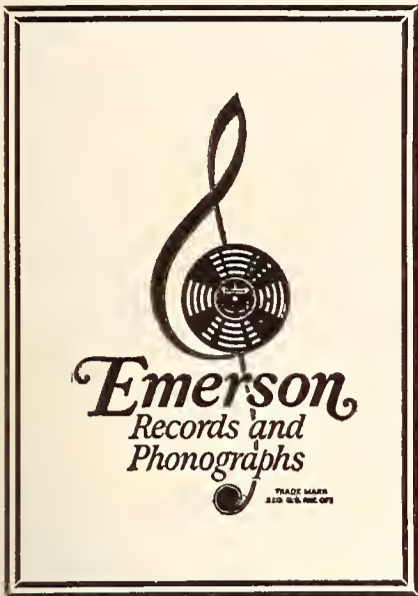
Long experience, central location and Okeh records are three paramount reasons for our superior service. Complete stock and prompt deliveries enable our dealers to carry a large assortment of records with the minimum investment.

Bristol & Barber Co., Inc.

3 East 14th Street

New York City

Wholesale Distributors



THROUGH Intensive Individual Local Co-operation—the **Emerson Record** Organization will help you build up a larger and larger volume of sound repeat business.

In fact, by selling **Emerson Records** to your local trade you safeguard their interests—you give them more and better value for their money.

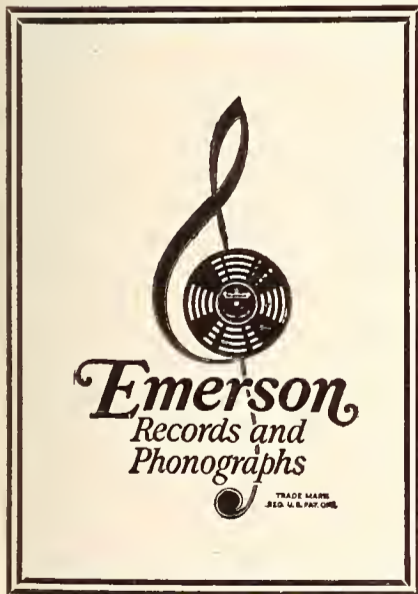
To stimulate A MORE RAPID TURNOVER and to build up a large permanent following **Emerson Record** retailers receive individual and personal co-operation—AN INTENSIVE LOCAL SALES PROMOTION SERVICE.

Local representation of *Emerson Records* is a valuable franchise. It is a profitable arrangement that gives you an exclusive territory and an opportunity to “Cash-in” on a plan that pays worth while dividends.

To the right man in each of several good markets the *Emerson Record* Exclusive Franchise is now available.

Distributors and Retailers are offered an opportunity to arrange a profitable connection through prompt action.

Suppose you write or wire for more details.



Emerson Foreign Records

include many masterpieces of vocal music sung by famous artists in their native tongues, and superb instrumental numbers by special organized groups of native musicians.

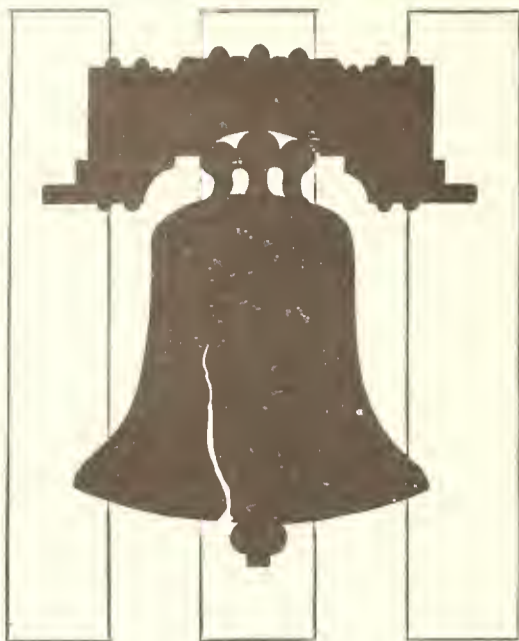
For instance, the “Song of Zion,” recorded by Joseph Feldman and a wonderful chorus. This number is having a tremendous call and it will prove good business to carry this selection in stock.

Emerson foreign numbers are the most complete assortment in Italian, German, Polish, Russian and Jewish selections. Before you turn this page — write or wire for the Emerson catalogue of Foreign numbers.

Emerson Phonograph Company

105-111 West 20th Street

New York, N. Y.



Edwin Franko Goldman's Inspirational Success

The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

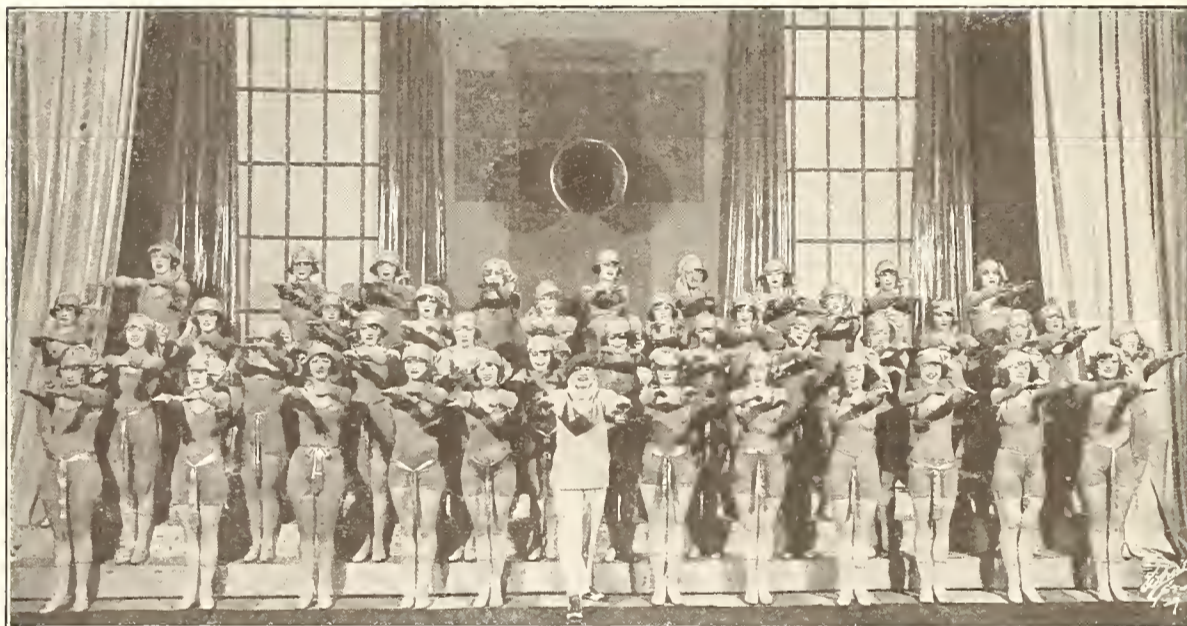
HEAR
IT NOW!

UNIQUE HEALTH BUILDER PUBLICITY AT WINTER GARDEN

Famous Beauty Chorus Goes Through Walter Camp's "Daily Dozen" Exercises at Winter Garden Show in New York—An Unsolicited Tribute to the Health-building Value of These Records

It is well known that in many houses the services of highly paid publicity men are secured to increase general interest in a product. In other instances the universal popularity of a product itself brings unsought publicity of untold value. In the latter classification Health

Camp's," in which forty of the Winter Garden's famous beauty chorus go through Walter Camp's "Daily Dozen" at each performance. This is entirely the result of the popularity of Walter Camp's "Daily Dozen," as Health Builders, Inc., employ no publicity men and R. B.



Winter Garden Beauty Chorus Doing Its "Daily Dozen" Act

Builders, Inc., manufacturer of health-builder record sets, consisting of Walter Camp's "Daily Dozen" set to music, is particularly fortunate, for it has become a household word from coast to coast, and both public prints and stage abound with reference to it.

One of the greatest pieces of publicity ever accorded this well-known health-building system is to be found in the Winter Garden Show this year, in New York City. Among the most popular numbers on the program is "At

Wheelan, president of the company, was not aware of the act until it was staged.

At the Winter Garden the curtain rises on a full-set stage with a back drop depicting a huge talking machine. A tremendous horn is projected through this drop, from which are issued the announcements and commands. Mr. Wheelan, who attended the show at one of the early performances, stated that the act was announced as Walter Camp's "Daily Dozen," and further publicity was secured in the suggestion

that the audience go through these exercises with talking machine records in their own home.

The Winter Garden chorus is known throughout the land as consisting of a careful selection of some of the most beautiful girls in the country, many of whom have never before appeared behind the footlights. They are attractively costumed in gym suits and go through the entire twelve exercises pleasingly and perfectly.

The act always receives a full measure of applause and in an article appearing in one of the daily papers it was stated that the "Daily Dozen" was also proving of much value to the Shubert Co. in keeping the girls in good trim.

THE "UNIQTONE" AMPLIFYING DEVICE

Important Contribution to Record Sound Perfection Introduced by Herman Segal, of New York City—Conceived Along Novel Lines

Herman Segal, who is well known in the metropolitan New York talking machine field, where he has been actively engaged for many years past, has just announced to the trade that he is now ready to place on the market an amplifying device to be known as the "Uniqtone" which he has just perfected. Mr. Segal has taken his reproducer perfected some time ago, which has many features of note, and has attached to it a small aluminum horn which permits the sound to be conveyed in a much larger volume and with more detail. This increase of sound is in addition to that which comes from the regular talking machine amplifying horn. The "Uniqtone" can be attached to any make machine hence it is bound to appeal to every record buyer. Mr. Segal's reproducer is adjusted through the use of suspension springs, a new departure in sound box construction, instead of the screw adjustments commonly used, which, as he states, eliminates all chance of blasting and reproduces a clear, full tone.

This interesting device will be marketed by the Unique Reproductions Corp., with offices at 32 Union Square, New York City, where a large space is devoted to assembling this device for sending out to the trade. The "Uniqtone" has been shown to the trade in and around New York, and is already being handled by well-known wholesalers and dealers, all of whom showed considerable interest in the results obtained through its use. Mr. Segal stated that this new device was the result of intensive work and many experiments on his part to produce a device that will bring out the fullest details of any record played, particularly of orchestral numbers, as it reproduces faithfully the several instruments. An intensive campaign is now under way to introduce this device throughout the country for the purpose of placing it in dealers' stores everywhere.

Earl L. McCoy, music dealer, of Morristown, Pa., has enlarged his establishment by securing the building adjoining his present store.

Trucks That Are Labor-Savers

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co., Findlay, Ohio

Announcing a New Complete Line LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

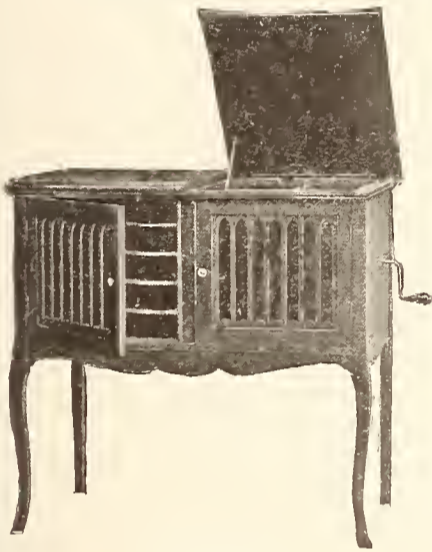
Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



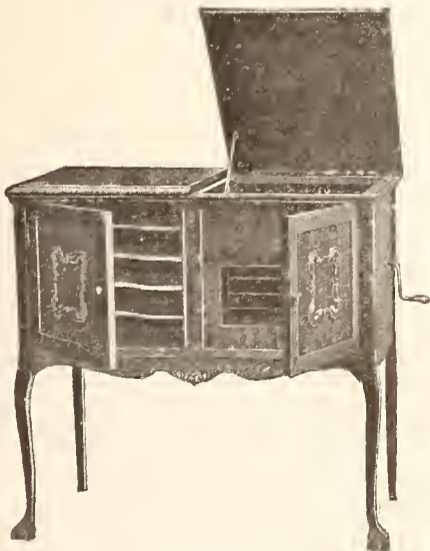
Style 606
For Victrola IV only
\$20.00

Specifications:
Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.



Style 603
Price \$29.00

New LONG Radio and Talking Machine Cabinet



Style 608
Price \$30.00



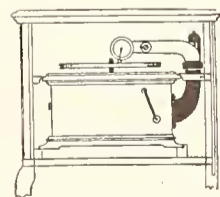
Style 650
Price \$33.00



Style 610
Price \$28.00

Specifications for all models except 606. Made in dark mahogany only. Two piece top, 36 inches long; 34 inches high and 22 inches deep.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company

HANOVER, PA.

MILWAUKEE

Shortage of Machines for Holiday Trade Viewed as Menace to Business—Fine Exhibits at Household Exposition—The News

MILWAUKEE, WIS., November 6.—How to get new business seems to be less of a problem for the talking machine trade at this stage of the pre-holiday selling season than the matter of getting merchandise promptly. The railroad freight transportation situation is the most serious it probably ever has been and it is growing worse as cold weather and snows are imposing additional handicaps upon the railroads of the entire country. There does not seem to be much hope of relief before Spring, for the carriers entered the Winter already badly crippled for cars.

There are a good many jobbers and dealers in Milwaukee who had the foresight and ability to lay in surplus stocks of talking machines

during the Summer in anticipation of the active Fall and holiday business that is now here. Even these interests are already complaining about the trouble they meet in getting goods, for business has been active all through October and warehouse stocks in many cases are down to a point where they are uncomfortably small in view of the likelihood that demand is going to increase sharply in two to three weeks as Christmas comes to hand.

Goods Going Out Faster Than Coming In

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, says while momentarily the condition of wholesale stocks is satisfactory Victor dealers in this territory are ordering goods so fast that there is every

reason to expect a shortage before long. Goods are very slow in coming from the East and delays are growing more harassing. The Badger Co., since moving into its present large headquarters building at 191-193 Fourth street, has a much larger capacity for storage than before, but despite filling this space and some leased warehouse room elsewhere it expresses considerable fear over the ability to make deliveries when the real rush at retail sets in early in December.

"It has been difficult to make the average dealer understand that the car shortage was actually so serious as it has proven to be," said Mr. Goldsmith. "In fact, we had trouble in making ourselves to see it, but as soon as our investigation proved that everything said was true we passed the word along to our dealers as a warning to get covered on Fall and holiday needs. Some of the dealers do not yet take much stock in our repeated warnings, but I fear they will regret this before long."

Freight Delays Hurt Business

Thomas I. Kidd, general manager of the local branch of the Brunswick-Balke-Collender Co., is not an alarmist in any way, but he sees grave dangers in the present freight situation and its effect upon the prompt movement of any kind of goods. Brunswick dealers have been anticipating their needs to a considerable extent, but hardly a single one has enough stock to last judging by the way retail sales are increasing. Even now it is necessary to resort to the express lines for shipments, principally records. Expressing bulky goods like instruments is an expensive proposition and adds largely to the cost of doing business. At the same time express lines are running into more and more delay in making deliveries.

Christopherson Reviews Situation

S. R. Christopherson, sales manager of the Sonora and Okeh record department of the Yahr & Lange Drug Co., jobber for the Wisconsin and northern Michigan territory, finds himself fairly well fortified with stock, but he reports increasing delays in getting freight shipments through from the East. The situation, he says, is one that requires some very careful thought on the part of all interests and he notes that the retail trade is undergoing an awakening which is reflected by larger and more pressing orders coming in daily. With a month and a half still to go the Sonora business of Yahr & Lange already exceeds the best previous year's record for sales. The showing is really remarkable.

Business Shows Steady Betterment

Columbia and Edison trade is in very satisfactory position, according to the local representatives of these instruments. The jobbing trade as a whole feels more encouraged by the state of business than it has ever been, even in the halcyon days just following the war.

Exhibitors at Household Exposition

A decided stimulus was given retail talking machine business here by the holding of the fourth annual Food and Household Exposition at the auditorium from October 23 to 29. Many of the leading dealers made displays of talking machines, these exhibits being grouped largely in two of the smaller halls connecting with, and on the same floor as, the great main arena of the auditorium. Most of the principal distributors of Milwaukee conducted community displays in co-operation with their dealers. The Milwaukee Victor Dealers' Association, acting in conjunction with the Badger Talking Machine Co., made an effective group display. The Sonora exhibit of the Yahr & Lange Drug Co. represented all of the local Sonora dealers. Similar representation was given the Brunswick dealers through the local branch. The Edison was well represented through the exhibit of the Flanner-Hafsoos Music House, and the Vocalion was prominent in the display of the J. B. Bradford Piano Co., which also showed the Brunswick and Victor.

The attendance for the seven days of the show ran well above 150,000, a record figure. The Bradford Co. gathered more than 50,000

BANNER 50c RECORDS

50c is the right price for a record!

Progressive merchants everywhere will tell you so.

A 50c price backed by record quality such as BANNER carries must produce greater sales and bigger profits.

And it does. BANNER means profit insurance to hundreds of live merchants. It has multiplied their record turnover two and threefold. And further, because of its leader value in stimulating trade it has brought a greatly increased business to their other departments.

Naturally! BANNER offers the public the biggest of the hits, brilliantly recorded by Broadway's premier orchestras and artists—at one-third below standard price.

Order a sample stock. "Play out" the facts. See what your trade thinks of BANNER.

Write for our dealer proposition!

PLAZA MUSIC COMPANY

18 West 20th Street

NEW YORK

“Paraphrase on Paderewski’s Minuet,” for the violin, is as vividly beautiful to hear as it is difficult to play. Toscha Seidel executes this delicious, tricky masterpiece with amazingly dexterous double stopping and rippling trills. Your real music lovers will delight in this record—49950.

**Columbia Graphophone Co.
NEW YORK**



names deposited by show visitors, and several other dealers conducted similar means of getting some live prospects. The total of names requires an enormous lot of elimination, naturally, but it is figured to be worth all its costs.

Henry M. Steussy, sales manager of the Kesselman-O'Driscoll Co., who had personal charge of its large exhibit of general music merchandise, reports a most gratifying volume of actual sales at the show, the best business being in saxophones, with Victor and Edison instruments next. On this occasion the company introduced itself as the representative of the Vitalux, a new Milwaukee-made machine whereby the family is able to take its own moving pictures and then project them on its own screen.

Wurlitzer Co. in New Quarters

The local branch of the Rudolph Wurlitzer Co., until now located in the Palace Theatre Building, formally opened in its new building at 421-423 Broadway on November 1. A four-story building, erected about three years ago, has been entirely re-equipped as a model music shop. The Victor department is especially well

designed and equipped and excellent facilities for the sale of records are provided on the main floor, adjacent to the main entrance. L. J. Kinnel is manager of the branch and is responsible for this material enlargement of Wurlitzer service facilities in Milwaukee.

Lyric Music Co. in Kenosha

The Lyric Music Co. has opened a new branch store in Kenosha, Wis., in the former Maywood Hotel Building at Main and Wisconsin avenues. Joseph Cardinal is manager. The Kenosha store will feature the Kimball talking machines and pianos.

Edmund Gram Music House in Racine

The Edmund Gram Music House is sponsoring a new store opened at Racine, Wis., by George and Charles Salak. It is located at 306 Fifth street and features the same lines as the Gram house, namely, the Vocalion and Cheney phonographs, the Steinway, A. B. Chase and other pianos. Dorothy Murphy and Erma Olle, of Racine, will operate a sheet music department in the new store.

The Gram House recently staged an impressive demonstration of the Wallace reducing records in the artistic main display windows of the store. For an entire week Miss Norager, from the Wallace Institute, in Chicago, showed the women of Milwaukee how to get thin to music.

Winter Co.'s Attractive Show Window

The Winter Piano Co. has been doing some notable work in demonstrating the Brunswick as well as new Brunswick record numbers through the display window medium. Recently it introduced "The Sneak," with two handsome girls in harem costume dancing before a background of an Arab desert scene. Similar demonstrations are to be made every two weeks.

Opens Branch Store in Stevens Point

The Wilson Music Co., of Oshkosh, Wis., which opened a branch store in Stevens Point, Wis., recently, under the management of G. M. Farrin, has moved into its permanent quarters in the new Hotel Whiting block. Until now it shared space with the Boston Furniture Co. The Wilson Co. is Victor dealer, besides handling several makes of high-grade pianos, including the Ampico line.

Now the Paulus Music Co.

The Paulus Bros. Music Co., at Manitowoc, Wis., has changed its name to the Paulus Music Co. following the retirement of Walter Paulus, who is moving to California. The business is being continued by Herman Paulus. The business was established twenty-five years ago and is one of the largest in eastern Wisconsin.

The man who fails to profit by the experiences of others is not alive to opportunities.

RUTH ROYE COLUMBIA ARTIST

Popular Vaudeville Star Will Make Columbia Records Exclusively—Well Known on Vaudeville Stage—Great Favorite With Audiences

The Columbia Graphophone Co., New York, has just announced that Miss Ruth Roye, one of the most popular stars on the big-time vaudeville circuit, has signed a contract to make Columbia records exclusively. Miss Roye's first records will be announced in the very near future and her popularity among vaudeville goers from coast to coast will undoubtedly



Ruth Roye

act as a powerful stimulant in the sale of her records.

Miss Roye has been on the vaudeville stage for the past six years and for practically this entire period has been a headliner, having appeared a great many times at the Palace Theatre, New York, which is recognized as the foremost vaudeville house in the country. Although Miss Roye confines her work solely to ragtime or specialty numbers, she has achieved considerable success with selections closely approaching the standard class of music. Columbia dealers are planning to feature Miss Roye's records extensively and their campaigns will, of course, receive the co-operation of the Columbia advertising department in New York.

RECEIVER FOR HEGEMAN-STEWART

Robert Patterson has been appointed receiver for the Hegeman-Stewart Corp., 338 Washington street, New York, importers and exporters of various products, including talking machines, records and accessories. The concern went into voluntary bankruptcy last week, listing assets of \$16,000 and liabilities of \$71,000.

Theodore Sowders and L. S. Bolling have formed the Sowders-Bolling Piano Co., with warerooms at 13 Main street, Evansville, Ind.

**H. N. McMenimen
Consulting Engineer**

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

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Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484

COTTON FLOCKS for RECORD MANUFACTURE || **UNIFORM QUALITY GUARANTEED**

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.

TO MORROW MAY NEVER COME!

BEN FRANKLIN'S adage of not putting off until tomorrow what you can do today, is of particular significance, *right now*.

The dealer who puts off until tomorrow ordering an adequate supply of Bagshaw products for the Holiday trade is inviting a loss of business. For when tomorrow comes the Bagshaw factories will be busy taking care of the orders of men who ordered today.

If you have not already ordered a holiday supply of Bagshaw products we earnestly advise that you do so without an hour's additional delay. The Bagshaw factories, the largest talking machine needle factories in the world, are going at top speed filling orders. It is already apparent that we will be unable to guarantee filling orders received late in the season. Tomorrow may never come for dealers who delay.

*If you want to meet your customers last-minute rush,
ORDER Bagshaw requirements NOW.*

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

The Surest Way

To Kill Off Your Trade

The quickest, as well as the surest way to drive your customers from you is to give them inferior merchandise. This is particularly true of phonograph needles. For a defective needle not only mars the reproduction but is harmful to the record as well. When you sell such needles to your customers you lose their good will and their trade. You are headed for the rocks of business ruin.

There is now being offered by unscrupulous dealers inferior and *harmful* foreign-made needles masquerading in fancy envelopes as high-grade needles. These imitations are a non-descript lot. They are of a variety of lengths and thicknesses; some are polished, many are not; some are made of carbon steel, only an occasional one is really perfect. They are in plain language, Truck. And they have all the dangers of "truck" merchandise.

Why take such risks? Give your customers needles that you know will play their records as they should be played. Give them Brilliantone Needles, the finest of them all. Brilliantone Needles are wonderful business builders. They satisfy the most particular. And satisfied customers build your business.

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

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

347 FIFTH AVENUE, Suite 610, at 34th Street, 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:

Chipman Ltd.
8-10 Bridge St.
New York City



Even the greatest artists have moments of supreme inspiration and exaltation. Rosa Ponselle was in such a mood and in rarest voice when she made her record of the selection "Ernani involami," from Verdi's opera "Ernani"—98028 on the December list. Such singing as this makes a memorable day at the Columbia studios.

Columbia Graphophone Co.
NEW YORK

CANTON, O.

Normal Operations of Steel Industries Boom Trade—M. M. Potee in New Post—Month's News

CANTON, O., November 4.—There has been a striking improvement in the talking machine business in Canton and vicinity during October. A survey the past week of every dealer in the city and in nearby small towns substantiates this statement and in some instances business was 75 per cent over the same month of 1921. There is a much better attitude toward buying, dealers say, than has existed for several months. This is because the steel-working industries in the Canton district are working at near normal basis and there is little unemployment.

Dealers say that the discouraging factor in the trade at this time is the inability to get merchandise. They say their orders are coming through only a third filled and that models most in demand are not obtainable. Factories are behind in orders and from what local dealers can learn all towns are similarly affected.

Collections with most dealers show improvement and fewer people are asking for credit to-day than at any time since the war.

C. B. Rutledge, manager of the Canton store of the Rhines Edison Shop, says business with the Massillon store shows a gain over a year

ago, due to the increased operations in the steel mills there. The Canton store also is running slightly ahead of a year ago in the matter of sales. The company is unable to get the larger models of the Edison because of a shortage at the factory. The new console model is in great demand.

Two leading local music houses are represented with booths at the Elks Festival of Progress being held this week in the city auditorium. The George C. Wille Co. has a very attractive booth, showing radio receiving sets and a complete line of accessories. A radio contest on Tuesday night was in charge of this company.

The Alford & Fryar Co., in addition to featuring Herma Menth, widely known pianist, in connection with the Hallet & Davis Angelus reproducing piano, has an attractive booth in which are featured the newest models of the Cheney talking machine, one being an electric.

Samuel Mirkin, manager of the new Canton Music Co. store, told a representative of The World this week that there is an increased demand for foreign records and that his store has gone in rather extensively for this class of musical merchandise. Mr. Mirkin makes it a practice to work the foreign sections of the city in the interest of his newly established record sales service. He says that there is more interest manifest in musical merchandise among the foreigners with the resumption of the many steel working plants of the city.

M. M. Potee, formerly manager of the music store of R. Wurlitzer Co. in this city, and at one time associated with the A. B. Smith Piano Co., Akron, is now identified with the Van Fossen-Smiley Piano Co., local agents for the Sonora phonograph. This firm, with the closing of the A. B. Smith store here, becomes exclusive Canton agents for this line.

October was an excellent month for the Cheney talking machine and the Alford & Fryar Co. sold more machines by quite a few than the same month a year ago. "Business is coming casier," Mr. Alford said. "Night appointments are more frequent and our sales force has been very busy for the past six weeks."

"Unusually low prices being received for produce and the uncertainty of the tariff issue are factors that are proving a great hindrance to the country store which depends largely on the rural trade for its existence," said G. A. Garver, head of the Garver Bros. Co., dealer in the Edison line at Strasburg, O. He predicts a good holiday buying season and says the store has bought heavier this year than last of merchandise for the Christmas season.

A 75 per cent increase in sales this November over last is reported by M. C. Pyle, head of the talking machine department of the William R. Zollinger & Co.'s department store. Mr. Pyle declared that the trade was taking kindly to the new console models of the Victor line and that the store at this writing was entirely cleaned out of newer styles.

The Webber Music Store, at Leetonia, O., which opened this week with a large crowd in attendance, will carry a complete line of Edison machines and records and will feature pianos and musical merchandise. Miss Helen Flooding is in charge.

The Thurin Carpet & Rug Co., in existence in Canton more than fifty years, may open a talking machine and piano department, it was learned here this week. Officials of the company are considering adding this feature.

L. M. PIKE CO. INCORPORATED

The L. M. Pike Co., of Norwalk, Conn., has been incorporated in that State, with a capital of \$25,000. The concern will deal in talking machine records, music, pictures, etc. Incorporators are: Lillian M. Pike and other local business people.

\$100,000⁰⁰ A MONTH

In National Advertising Is Selling Thousands of Sets of

WALLAGE REDUCING RECORDS

The dealer who is tying up with this national publicity is attracting the public to his store and is cashing in on it in a big way. The demand for these wonderful records is here. Quick turnover with good profit is yours if you want it and we have not already completed dealership arrangements in your town. Write at once and send your order for one of the unit shipments listed below.

Retail Price \$15.00

Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each
In Lots of 25 Sets—\$8.10 each

In Lots of 12 Sets—\$8.55 each
In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE

630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA



Recording Wax

Wax and Novelty Co.

(F. W. MATTHEWS)

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J



WARNING! This Melody is Contagious!
Once you "get it" you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune



"Cause Im goin', yes, Im goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

MARIE TIFFANY'S ODD EXPERIENCE

Brunswick Artist Makes a Test of the Acoustic Value of Stone Mountain for Amphitheatre Purposes—Atlantans Appreciate Her Courtesy

Marie Tiffany, the well-known Metropolitan opera star, who records exclusively for the Brunswick Co., had a unique experience while on a recent concert tour through the Southern States. Her itinerary included a visit to Atlanta, Ga., where she appeared before an enormous audience.

The city of Atlanta has for some time been contemplating the erection of a large outdoor amphitheatre at the base of Stone Mountain, famous for its Confederate connections in Southern history. The plan of the City Fathers was to make use of the side of the mountain as a reflecting board, whereby music and singing could be heard by people for a great distance. This immense mountain has a beautiful natural setting and the possibility of utilizing it as a large amphitheatre has been under consideration for a long time. Leading musical people in the city took advantage of Miss Tiffany's visit to make a test. Miss Tiffany was taken out to the mountain, where an impromptu platform was erected, from which she sang several numbers. A delegation of more than one hundred people of Atlanta was distributed in different sections and at various distances while Miss Tiffany sang an old-time Southern song, entitled "Old Car'lina," which she recorded for the Brunswick Co. some time ago and which has had a tremendous sale, especially in the South. She also sang "Coming Thro' the Rye,"

"Kathleen Mavourneen," and finished up her obliging test program with the very dramatic Wagner number, "Brünnhilde's Battle Cry." The possibility of making the base of Stone



Marie Tiffany Singing at Stone Mountain

Mountain into an amphitheatre was so favorably impressed upon the persons who heard Miss Tiffany render her selections that a committee of prominent citizens was immediately formed to raise funds in the city for carrying on the work to completion and it is expected that this will be accomplished during the Winter. Miss Tiffany's aid in the testing of this new project was greatly appreciated and she left Atlanta with the best wishes of every musical person in the city.

JOHN J. MENTON PROMOTED

Made Buyer and Manager of Recently Enlarged Talking Machine Department of Quackenbush Store in Paterson, N. J.—A Worthy Tribute

PATERSON, N. J., November 8.—John J. Menton, who has been associated with the Quackenbush Department Store for the last twenty-three years in the capacity of assistant manager in the furniture and phonograph departments, has been promoted to the position of buyer and manager of the newly enlarged phonograph department of the store.

This tribute is in recognition of long and faithful service with the company, and will no doubt meet with the approval of thousands of Patersonians who have come in contact with him. Mr. Menton has been for years looked upon as one of the most wide-awake phonograph merchandisers in this part of the State. The Edison line is featured as the leader in the Quackenbush store.

THE TALKING MACHINE AS TEACHER

At a school session for teachers held at the Alberta University, Edmonton, Alta., recently there was a music course given in which the phonograph as a teacher played a large part. J. Norman Eagleson, the musical superintendent, used a Columbia Grafonola for the full course in musical appreciation, which he also found valuable in demonstrating certain lessons.

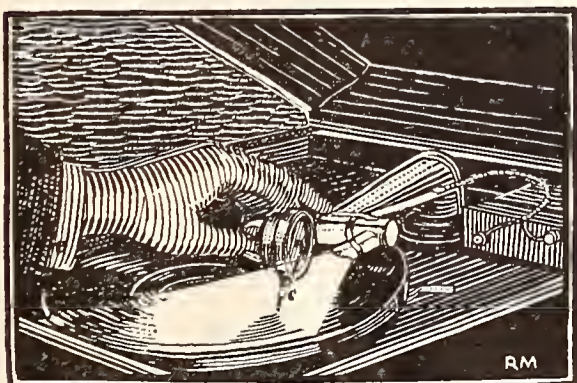
The Winslow Talking Machine Shop, of New York City, has dissolved.

\$11.25 worth of Record-Lites for only \$5

Send \$5 today for sample-package containing THREE Record-Lites that retail at \$11.25. Offer includes Two Nickel Finish and One Gold Finish Record-Lite and Three Batteries. Just the thing for Xmas gifts. The Record-Lite, made exclusively for Victrolas, can be

instantly attached to the instrument without nails or screws. Slips over tone arm. Prevents scratched records, prevents bending of tungstone needle points, and permits quick and accurate setting of the automatic stop. Necessary on every Victrola—more especially on all horizontal models.

Send Five Dollars Today



this offer is good until Xmas only—take advantage of this opportunity TODAY. NOW. We want to introduce the Victrola Record-Lite in every Victor Dealer's store in America. This is the ideal time—Xmas season. Your \$5 sent today will lead to future business and added profits.

BADGER TALKING MACHINE CO.

Victor Distributors—Wholesale Only

191 Fourth Street

Milwaukee, Wis.



ALWAYS UNBEATABLE!

*Pathe-Actuelle Delivery
Service Now Better
Than Ever Before.*

Pathé Frères Phonograph Co.

20 Grand Avenue, Brooklyn, N. Y.

DENVER

Dealer Activities Stimulating Business—Advertising Brings Results—All Lines in Demand

DENVER, COLO., November 4.—Raffaello Romanelli, famous sculptor, of Florence, Italy, is in Denver, having a commission to make the memorial design for the tomb of the late Verner Z. Reed. The coming of Romanelli is of interest to music lovers in that a few years ago, when the late Caruso was sojourning at Florence, Italy, Romanelli induced Caruso to sit for him. For two hours the great singer posed for the noted sculptor and the head of Caruso, first made in clay, was then cast in bronze. The bronze portrait is a striking likeness of Caruso. Only two of these bronze facsimiles of the great singer are in existence, one owned by Mrs. Caruso and the other in possession of the sculptor. Romanelli brought his with him to Denver. Recently he called on the Knight-Campbell Music Co. H. V. Huntoon, manager of the Victrola department, became acquainted with Romanelli on this occasion and induced the famous Italian sculptor to permit the exhibition of the bronze memorial of Caruso in one of the Knight-Campbell display windows. This is the first time this work by Romanelli has ever been exhibited in the United States or the world for that matter. It is attracting no end of attention and favorable comment.

Reports Outlook Bright

J. M. Spain is the live city salesman for the Columbia Stores Co., distributor of the Columbia instrument for this territory, which takes in about five States. He reports that business with the Columbia dealers in Denver is brisk.

An Innovation at Baldwin's

Manager J. H. Blinn, of the talking machine department of the Baldwin Piano Co., is trying out an innovation. He has engaged a young woman who sings well to sing the words on the player rolls in the demonstration booths. He believes that this method will stimulate the sale of Q R S player rolls. The sale of talking machine records for October has broken all records for volume thus far this year. The new Sonora console in the Queen Anne design promises to sell well.

Spreading the Sonora Gospel

When Moore, Bird & Co., Sonora jobbers for Colorado, Wyoming and New Mexico, opened their Denver office about three and a half years ago the Sonora was little heard of in this territory. In fact, Mr. Bird attributes much of the

success in making it known to outdoor advertising. Large advertising billboards were used on prominent corners which were changed three times a year. It took about a year of this kind of advertising, says Mr. Bird, to create a demand for the Sonora. It was noted then that people went to the music stores and began asking to hear a Sonora and soon a market was created. Business has been on the up-grade ever since. Of course newspaper advertising has done its share, for the local dealers all use plenty of printer's ink to spread the Sonora gospel. "Our business," says Mr. Bird, "will double that of last year."

The company has just taken on the Vocalion record distribution for this territory, a stock having been received the last of October.

Results From Advertising

"I never had such direct results from display newspaper advertising as I have experienced in the last two weeks," said H. V. Huntoon, manager of the Victrola department of the Knight-Campbell Music Co., to The World representative. "I don't mean to say that so much business was done, but inquiries have poured in and an interest has been awakened as a direct result of these two weeks of advertising." During this period a sale of used instruments was held and some who came in to buy used instruments decided to buy new ones. Mr. Huntoon said he tried the small classified advertisements to sell these instruments, but he found they did not pull at all, but the display advertisements went over big. The classified advertisements on the other hand bring business always when pianos are the instruments listed.

Edison Sales Are Active

The Denver Dry Goods Co., Edison wholesale and retail distributor for this territory, is more than pleased with business for the month of October. Re-creation sales have been active, while the four new console type Edisons are meeting with much favor.

The A. L. Arvidson Piano Co., handling the Edison, is much pleased with sales of the new console models for the month of October. Instruments have been selling and the sale of Re-creations has improved.

Forming Christmas Club

A Christmas Club has been formed in the talking machine department of the Darrow Music Co. One pays \$1 down to join the club and the machine is delivered at Christmastime. Oscar Frazier, head of the department, reports business with the Columbia and Brunswick as being very satisfactory for October.

Window Advertising

A number of local dealers made window displays on the occasion of the showing of "Where Is My Wandering Boy To-night" at the Amer-

ica Theatre the week of October 22-28. The McKannon Piano Co. took advantage of this event to advertise the Edison Re-creation and the Q R S player roll recording of this number.

Two great artists, Rosa Raisa and Giacomo Rimini, were heard at the City Auditorium October 24. The Denver Music Co. took advantage of the fact of their coming to announce that these artists use Mason & Hamlin pianos exclusively. They also record exclusively for the Vocalion records.

Knight-Campbell Radio Nights

The new and continuous array of talent that is being brought out by the Knight-Campbell Music Co. each week at the radio stations has awakened music lovers to the fact that Denver is becoming a vast center of music and dramatic art. In an ordinary city of Denver's size it would be an utter impossibility to give a change of program and artists at each Knight-Campbell night radio concert and not be compelled to resort to repetition. But up to the present time it has been done successfully and there are still splendid voices, instruments and organizations to be heard.

LYRIC MUSIC CO. DOING THINGS

E. B. Jones Pleased With His First Sonora Sale for Utah School—Other Activities

OGDEN, UTAH, November 3.—E. B. Jones, who recently purchased the phonograph department of the Lyric Music Co., this city, is much elated over his first Sonora sale, which was made to the Clinton Public School of Davis County, Utah, after the music supervisor and teachers had made comparisons between several makes of phonographs. Mr. Jones is also getting considerable publicity through two Sonora models which he loaned to the Pantages Theatre here to be used in the sketch "Indoor Sports," which played a week at that theatre recently.

BOESCHEN-SMITH CO. CHARTERED

The Boesch-Smith Piano Co., Inc., Park avenue and Fayette street, Baltimore, Md., has filed articles of incorporation in that State, with a capital stock of \$50,000. The concern handles talking machines, pianos, etc. John F. Boesch is the incorporator.

IMPORTANCE OF COLLECTIONS

Dealers who measure their success according to the volume of sales often fail to take into consideration the percentage of collections. Slow collections have often resulted in embarrassment.

PHONOGRAPHS ARTISTICALLY DECORATED

Highest Quality Work

Lowest Prices



Every phonograph that enters our studio receives the careful attention of real artists, skilled in this line of work.

Our decorating and refinishing is acclaimed the best on the market. We are given the most important work of the largest phonograph dealers and department stores in the country.

Pleased customers have built up our business. We solicit your work. Our designs are exclusive and original. Japanese and Chinese Lacquering our specialty. Send for our price list and photographs.

No connection with any other firm in this line

MOHAWK WORKS of ART

Mohawk Building

160 FIFTH AVENUE

NEW YORK

Soft shadows play, Flowers sway, Neath the Jap-a-nese Moon, There in its light, Ev'ry night, Little Jap-a-nese croon,

JAPANESE MOON

ANIPPONESE NOVELTY

HEAR IT NOW!

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

NEW STORE IN NASHVILLE, TENN.

"Our Phonograph Shop" Will Handle Edison and Brunswick Lines—Unico Equipped

NASHVILLE, TENN., November 5.—With the opening of "Our Phonograph Shop" in the course of a few days music lovers of Nashville will have at their command talking machine service which is all that the name implies. The location on Church street facing Capitol boulevard is right in the center of the shopping district, just a few doors from Keith's Theatre and the department stores.

The Sharp & Howse Furniture Co., owner of "Our Phonograph Shop," arranged to have Unico equipment throughout its new store. For several years it has handled talking machines in its furniture store, where Unico equipment proved so satisfactory that it was used in the new store as a matter of course. Seven Unico rooms—a complete record department—offer every facility for merchandising the Brunswick and Edison lines, which are carried. Under the active management of T. Lawrence, recently operating the store of Lawrence & Bruggs, and formerly connected with the O. K. Houck Piano Co., the success of the new undertaking seems assured. George A. Lyons, of the Unico staff, visited Nashville recently and completed all arrangements for this installation.

F. S. Nicholson, former general manager of the Vermont Hydro-Electric Co., Rutland, Vt., has purchased the United Talking Machine Business, 7 Center street, from James E. Pollard.

YERKES ORCHESTRA ON TOUR

Popular Dance Organization Meeting With Great Success in Canada and the West

The Yerkes Flotilla Orchestra, which has won great popularity among dancers for its playing last season at the Flotilla Restaurant, New York, and particularly for its recordings for Vocalion records, is now on a most successful tour through Canada and the Middle West under the management of Harry Yerkes and with Richard Barton as director.

The orchestra recently played at Shay's Theatre, Buffalo, then went to Toronto, where it registered an immediate success. After making a number of new Vocalion records the orchestra will travel through the Northwest and then return to fill a number of engagements in and around New York where it has a steadily increasing army of admirers.

RIALTO PHONOGRAPH CO. OPENS

The Rialto Phonograph Co., operated by Morris Ross, at 69 Second avenue, New York City, opened for business on October 14. Walter K. Badger, New York representative of the Unit Construction Co., of Philadelphia, was entrusted with all details of equipment and the result obtained is acclaimed by Mr. Ross and his customers as the finest obtainable. Big results are predicted for Mr. Ross in his new location and he was showered with the good wishes of his many friends at the time of his opening.

SYSTEM IS NECESSARY TO SUCCESS

Many Business Men Fail Because They Do Not Use System in Merchandising

Where there is no system there is chaos. In no other instance is this so true as in the conduct of a business. The merchant who works blindly and haphazardly really has no control over his business and, therefore, does not have a complete knowledge of where he stands. If he is losing money he does not know it and thus shortens his chances of making a success of his enterprise.

Complete systemization is the solution to this problem. The merchant should at all times have a complete knowledge of his overhead, his stock, outstanding indebtedness, payments due, and, in short, all the details which have an important influence on his success or failure. The tasks of securing this information may be delegated to employes, but always under the direct supervision of the proprietor or some one with the experience to handle the job properly.

E. N. BURNS WITH MEXICAN FIRM

E. N. Burns, former vice-president of the Columbia Graphophone Co. and lately president of the Cameo Record Co., has entered into partnership with Ralph Cabanas, Mexican sales agent of the Columbia Co., it became known here following a visit by Mr. Cabanas. Mr. Burns will act as American representative of the concern and will superintend buying activities here.

Public Acknowledgment

It is the public acknowledgment of VICTOR supremacy that is bringing to VICTOR products this season unparalleled success and prestige.

It is this same public acknowledgment that will enable the VICTOR retailer with foresight to duplicate permanently this season's activities.

Our organization is particularly well equipped to assist VICTOR retailers in making this prediction a reality.

ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND, OHIO.

BETTER
BUSINESS

ECLIPSE



The Unico Equipped Store of The Joseph Heim Co., Philadelphia

LAST CALL FOR 1922 PREPAREDNESS

MANY of your competitors have already prepared thru the Unico System for a record breaking Holiday business.

YOU can still complete *your* sales facilities thru UNICO SERVICE—but *quick action is necessary.*

UNICO RAPID FIRE SERVICE is still the order of the day—here are a few examples of Unico speed during October.

RIALTO PHONOGRAPH COMPANY, New York City
Complete Unico Department Ordered October 2nd—Shipped October 13th

STOFFLET MUSIC HOUSE, Ann Arbor, Mich.
Complete Unico Department Ordered October 6th—Shipped October 6th

HARTMANN FURNITURE COMPANY, Chicago, Ill.
Complete Unico Department Ordered October 6th—Shipped October 12th

SHARP & HAWSE FURNITURE COMPANY, Nashville, Tenn.
Complete Unico Department Ordered October 9th—Shipped October 14th

TRORLICHT DUNCKER CARPET COMPANY, St. Louis, Mo.
Complete Unico Department Ordered October 16th—Shipped October 20th

PEOPLES TALKING MACHINE COMPANY, Philadelphia, Pa.
Complete Unico Department Ordered October 19th—Shipped October 20th

EDWIN J. STRUCK, East Orange, N. J.
Complete Unico Department Ordered October 23rd—Shipped October 24th

JONES-HOLLOCK CO., Rutherford, N. J.
Complete Unico Department Ordered October 24th—Shipped October 24th

JOIN THE PROGRESSIVES—PUT YOUR HOUSE IN ORDER

WIRE or phone your requirements to our nearest branch *TODAY*.
Expert personal Unico Service is available to you within a few hours.

UNICO AUDITION ROOMS, RECORD RACKS, RECORD COUNTERS, wainscots, decorations, self-service equipment, lighting and ventilating system, in great variety of design and price range.

Immediate Shipment

Expedited Delivery

Week End Installations

Protection against higher price in 1923.

With business revival price increase has already set in.

Price will advance sharply during 1923.

We are offering price protection to all dealers for 1923.

Write us at once and secure your protection.



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.
942 Market St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.
LOS ANGELES, CAL.
926 Midway Place.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England



You'll never hear a better Van and Schenck work-out than their Columbia December record A-3712. They warble through "Carolina in the Morning" with a harmony that warms the heart. "I'm Going to Plant Myself in My Old Plantation Home" is a piece of real melody.

Columbia Graphophone Co.
NEW YORK

FOSTER MUSIC IN GOTHAM SCHOOLS

Talking Machine Men, Inc., Plan to Extend Co-operation in Staging Series of Music Memory Contests in Schools in 1923

The regular monthly meeting of the Talking Machine Men, Inc., was held at the Café Boulevard on Wednesday, October 18, the meeting proper being preceded, as usual, by a luncheon. Among the guests of the occasion was H. Briggs, vice-president of the Southern California Music Dealers' Association.

Irwin Kurtz, president of the Association, is collaborating with Frederick M. Davidson, assistant supervisor of music of the New York Public Schools, to hold a series of music memory contests during 1923. The Association passed a resolution to support Mr. Kurtz in his plans for these courses and prizes are to be offered by the dealers in various localities in which schools are situated. Teams from all of the different schools will be arranged for and the prize winner of each will contest with successful teams from one of the other New York boroughs for which it is planned to have some

of the leading talking machine record manufacturers contribute prizes. The borough teams will also compete and a grand prize will be awarded by the Talking Machine Men, Inc.

M. Max, chairman of the committee for the investigation of the possibility of the retail sale, through the talking machine dealer, of radio products, made a report in which it was shown that only a small portion of the dealers in the metropolitan district had successfully stocked such goods. It was the committee's opinion that the dealers should be open-minded in regard to such merchandise, but should move with care when investing in stock. Mr. Max concluded by pointing out that over 50 per cent of the radio manufacturers concede that the music dealer is the logical distributor of such goods. In substantiating this view he called the attention of the Association to the fact that over fifteen leading department stores of the United States also hold the same opinion.

The Association went on record as supporting the Kelly Bill, which will be brought before Congress early in 1923. The secretary was instructed to send a questionnaire to the Democratic and Republican Senators of New York, New Jersey and Connecticut for the purpose of getting their expressions on the Kelly Bill and whether or not they will support the measure. It will be the purpose of the Association to support only such Senators as are in favor of its passage.

Much discussion of the present discounts given by talking machine manufacturers, particularly on talking machine records, followed. No action was taken, but the consensus of opinion appeared to be that there should be some increase in discounts.

W. H. NOLAN, JR., ARRIVES

W. H. Nolan, formerly associated with the Louis Buehn Co., of Philadelphia, and who recently purchased Carroll's Music Shop, at Appleton, Wis., is receiving the congratulations of his friends upon the arrival at the Nolan home recently of a baby boy, who has been christened "Billy Jr." The arrival of the Nolan heir followed closely on the heels of the exceptional success achieved by Mr. Nolan in connection with a concert given by the Eight Famous Victor Artists at Lawrence Chapel in Appleton. "Billy" Nolan is one of the most popular members of the Victor trade and his thorough knowledge of retail merchandising should enable him to achieve unlimited success in his new venture, which is growing steadily under his able management.

ANNOUNCES REDUCED RATES

For the first time in the history of international communication the Radio Corp. of America has announced a service which enables the public to send messages to London and Germany at a rate slightly higher than postage. The rate announced is six cents per word, with no minimum requirements.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.
Jamestown, N. Y.

The Biggest Value on the Market. A Trial Order Will Convince

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Genuine Mahogany, Walnut or Oak

The Kiddie Rekord Album

The Wonderful Combination Phonograph Record and Picture Book -- By far the Greatest Novelty Record for Children That Has Ever Been Placed on The Market.

A Sure Money Maker for Every Dealer

KIDDIE REKORDS have a beautiful colored illustration on one side - the illustration for "Three Little Kittens" is shown below - and on the other side a remarkably fine recording of the same subject. The illustrations are by prominent artists and the recordings by well known phonograph singers.

SIX KIDDIE REKORDS are contained in a special album, so arranged as to form a combination Picture Book and Phonograph Record Album. The book has a very attractive embossed cover, making the Kiddie Rekord Album a merchandise article of unusual value to retail at \$1.50.



List
of subjects
included in
the KIDDIE
REKORD ALBUM

Jack and Jill
Old King Cole
Mary Had A Little Lamb

List
of subjects
included in
the KIDDIE
REKORD ALBUM

Little Bo Peep
Three Little Kittens
Tom, Tom, The Piper's Son

INTRODUCTORY OFFER WE WILL SHIP POSTPAID TO ANY DEALER, WITH HANDSOME WINDOW STREAMER, UPON RECEIPT OF CHECK OR MONEY ORDER.

FOR \$11.00 1 DOZEN KIDDIE REKORD ALBUMS RETAIL \$18.00 PROFIT \$7.00

FOR \$21.00 2 DOZEN KIDDIE REKORD ALBUMS RETAIL \$36.00 PROFIT 15.00

SINGLE SAMPLE ALBUM forwarded to any one in the trade UPON RECEIPT OF \$1.00

SEND IN YOUR ORDER TODAY.

KIDDIE REKORD COMPANY, INC. PLAINFIELD, NEW JERSEY.
SALES OFFICE FISK BUILDING BROADWAY AT 57th ST. NEW YORK CITY.

CORRESPONDENCE WITH JOBBERS INVITED.



STRAND CLOSING ACTIVE TRADE

Iroquois Sales Co. Appointed Strand Representative—Autophone Co. Given Increased Territory—Geo. W. Lyle Returns From Very Successful Trip Throughout the South

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, returned to New York recently after an extended trip which included a visit to Washington, D. C.; Atlanta, Ga.; Birmingham, Ala.; New Orleans, La.; Dallas, Tex.; Kansas City, Mo.; Chicago, Ill., and the Strand factories at Salem, Ind. At the last-named place Mr. Lyle presided at an important conference of the Strand representatives.

In a chat with *The World* Mr. Lyle commented upon the fact that business conditions generally are showing a decided improvement and Strand representatives from one end of the country to the other are closing a business far beyond their expectations. As a matter of fact, the Strand factory at Salem is now working to capacity to take care of the requirements of Strand dealers and there is every reason to believe that there will be a marked shortage in several styles of Strand phonographs and consolettes.

Upon his return Mr. Lyle announced the appointment of the Iroquois Sales Co., Buffalo, N. Y., as a Strand representative. This concern is one of the best-known wholesale organizations in the East and plans are already under way whereby dealers in Buffalo territory will be given efficient co-operation in the development of Strand sales. Mr. Lyle also announced that the Artophone Co., which has been a Strand representative at St. Louis, Mo., has opened a branch office at Kansas City, Mo., where it will also act as a Strand representative. Shipments to Strand dealers in this section of the country will be made direct from the warehouses at St. Louis to Kansas City, the point of distribution.

OPENS MANY JEWETT ACCOUNTS

A. A. Fair Returns From Successful Eastern Trip—Shortage of Jewett Models Predicted

DETROIT, MICH., November 3.—A. A. Fair, sales manager of the Jewett Radio & Phonograph Co., returned recently from an Eastern trip upon which he established a number of important accounts. Among the cities where Mr. Fair opened new Jewett agencies are the following: New Haven, Conn.; Newark, N. J. (two accounts); New Britain, Conn.; Boston, Mass.; Hartford, Conn.; Indianapolis, Ind.; Philadelphia, Pa., and Worcester, Mass. Mr. Fair states that quite a number of Jewett accounts have also been established in the last month in Michigan, Indiana and Ohio.

Jewett sales during the past few months have shown a steady increase and Mr. Fair comments particularly upon the success achieved by the new No. 9 William and Mary console. Judging from all indications, there will be a shortage of several of the Jewett models this Fall and Jewett dealers are enthusiastic regarding the general outlook in their respective territories.

TRADE ACTIVITIES IN MEMPHIS

MEMPHIS, TENN., November 6.—The Armstrong Furniture Co., Pathé distributor of this city, has added the Edison Re-creations, on which it is planning a strong sales campaign, according to a recent announcement by the company. The music department of the Armstrong Furniture Co. has been considerably enlarged to adequately handle the growing volume of business. C. L. Wainwright is manager of this department.

The Briggs Furniture Co., of Memphis, Tenn., has moved into its new building on South Fourth street. The company has built up a fine talking machine and record business through aggressive merchandising policies.

The Hunt Bros. Furniture Co., operating stores in Memphis, Humbolt and Dyersburg, Tenn., has opened a talking machine department.

EDISON JOBBERS HOLD CONCLAVE

Annual Fall Meeting at Edison Laboratories Results in Perfection of Plans for Great Campaign—Planning to Meet All Demands

The annual Fall meeting of the executive committee of the Edison Jobbers' Association was held at the Edison Laboratories, in Orange, the last week in October. Both the meetings of the committee and the joint conferences with the officials of Thos. A. Edison, Inc., proved highly successful.

The principal matter that came up was the question of shortage. At the present time the Edison Co. is well oversold on every one of the seven new models of the New Edison, which were introduced during the current year. Edison dealers throughout the country are clamoring for increased shipments from their jobbers and the jobbers in turn have been making strenuous efforts to increase their respective supplies from the factory. As a result of this condition the Edison Co. is doing everything within its power to bring production to a maximum and the executive committee satisfied themselves that everything is being done that could be done to accomplish this end.

The members of the executive committee who attended were L. H. Lucker, manager of the Phonograph Co., of Minneapolis; Albert Buehn, manager of the Buchn Phonograph Co., Pittsburgh; P. H. Oelman, vice-president of the Phonograph Co., of Cincinnati; D. W. Schultz, of Schultz Brothers, Omaha; F. S. Hemmingway, president of the Diamond Music Co., Inc., New Orleans, and M. N. Blackman, of the Phonograph Co., of Kansas City. The sessions were also attended by H. T. Stanton, general manager of the R. S. Williams & Son Co., Ltd., Toronto, and C. E. Goodwin, of Chicago.

The Irving Zuelke Music Store, Neenah, Wis., has enlarged and rearranged its talking machine department.



Bestone Wireless enables everyone to enjoy radio concerts, lectures, fashion talks, sport news, etc., right in the home

A Bestone Radio Department Will Increase Sales and Profits for Phonograph Dealers

The most favorable atmosphere for the sale of Radio Apparatus may be found in the shop of the Phonograph Dealer.

Unquestionably, the sale of the better class Radio Sets will find their greatest market through the Phonograph Dealer.

Why not get an early start by investigating Bestone Wireless Apparatus NOW?

The Elegance of Bestone Radio Apparatus

Bestone Radio Sets are as elegant in design, appearance and workmanship as any high-class phonograph—reproducing radio music, speech and signals with exceptional clarity of tone, volume and without distortion.

Selling prices of Bestone Sets range from \$25.00 to \$125.00.

Bestone No. 703 V. T. Tuner and Tube Set

This highly efficient Radio Receiving Set is characterized by scientific accuracy, clarity, volume of tone and low price. Cabinet is mahogany finished, French polished. All apparatus mounted on genuine Bakelite panel handsomely machine-engraved. Internal wiring fully insulated with Spaghetti tubing.

Wave length—600 metres.

Dimensions—7 $\frac{1}{8}$ " x 5 $\frac{3}{8}$ " x 5 $\frac{1}{4}$ ".

List Price—(Including Bestone 2,200-Ohm Headset)—\$25.00.

Send for Illustrated Catalog and Special Sales Proposition.

HENRY HYMAN & CO., Inc.

Manufacturers

476 BROADWAY

NEW YORK

Branch: 212 W. Austin Ave., Chicago, Ill.



Bestone No. 703 V. T. Tuner and Tube Set.



Model H, Louis XV \$115

Hallet & Davis

The Phonograph Beautiful

Ready with the Phonographs,
the Styles and Prices
For the Big Fall Business

Hallet & Davis Phonograph dealers are not worrying about losing business this Fall. We expected a big business; it is here! Our dealers will get their full share as we have several warehouses stocked with goods and can make prompt shipment.

This Great Franchise Offers

Machines made up and ready to supply trade this Fall.

Warehouse stocks at Boston, Philadelphia, Chicago and San Francisco, prompt delivery to dealers anywhere.

Beautiful quality consoles at popular retail prices.

A famous old trade-marked name.

Liberal trade discounts.

Exclusive territory.

Manufacturer's co-operation in financing.

Manufacturer's co-operation in advertising.

Guaranteed by Hallet & Davis Piano Co.

Shipments F.O.B. your town.

Cabinets beautifully finished in finest veneers.

Construction perfect in every detail.

Write today

Find out about your territory at once; the Fall business is here. Get ready now.

Hallet & Davis Piano Co.

146 Boylston Street

Boston



Model L, Colonial \$185



Model J, Queen Anne \$135



Model M, Louis XVI \$250

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., November 2.—The talking machine business is back to its old-time glory insofar as present business and future outlook are concerned. Again does one hear the cry of scarcity of goods, a complaint that has not been voiced with such widespread uniformity in several years; but that is not alone the trouble just now, for while shortage of goods finds its cause at the factory, there is trouble between the factory and the wholesale distributor, that is, in transportation. Not in a long time has the trade been face to face with this problem in so aggravated a form. One jobber told the writer that the time was when with an express leaving New York at seven in the evening it would reach Boston at seven the next morning, and the shipping wagons would be delivering the goods at the back door at half-past eight. By way of comparing that good service with a case that he faced a short time ago he said that that express was reported the other side of Providence about eleven o'clock the next morning, and did not reach Boston until after three o'clock that afternoon. This same jobber blames this condition on the bad facilities, the poor rolling stock which the railroads have. But to call a truce on complaints for the time being and look at the rosier side, business is splendid and the trade is very properly happy and would be considerably happier were it not for the matter already mentioned.

Secures Hallet & Davis for Connecticut

The Hallet & Davis Piano Co. was fortunate a short time ago to make most satisfactory arrangements with the Direct Equipment Co., of New Haven, Conn., whereby this concern is to handle the Hallet & Davis talking machine for the State of Connecticut. The company, of which William S. Hayes is president and Joseph E. Larkins manager, has opened well-appointed quarters at 341 State street in a most convenient section of the city, and already it has four men out in the territory and all of them are doing remarkably well. Associated with the Direct Equipment Co. is G. H. Appel, who was recently sales manager for another large house. Mr. Appel is well liked in musical circles throughout Connecticut.

H. C. Spain Concludes Trip

H. C. Spain, New England representative for the Hallet & Davis Co., returned a few days

ago from a week's trip into Maine. He went first to Portland and from there proceeded on to Lewiston, Augusta and Bangor. He came back greatly impressed with the stability of the business boom which is now well in evidence in the Pine Tree State.

George R. Guppy a Local Visitor

George R. Guppy, manager of the Victor wholesale department of Sherman, Clay & Co., San Francisco, Cal., was a welcome visitor here during the latter part of the week. As Mr. Guppy, who was making his first visit so far East, had known Herbert Shoemaker, of the Eastern Co., quite well when the latter was in the Coast territory, it was but natural he should early look him up. As it happened, Mr. Shoemaker was at the factory when Mr. Guppy reached here, but the two arranged to meet over in Philadelphia.

E. W. Killgore Making Good

Edw. W. Killgore, new sales manager of the Eastern Talking Machine Co., is rapidly making good, and while renewing the friendship of old friends is also making many new pleasant associations both in a business and social way. As he is a man of strong personality, a close student of psychology in its relation to the business side of human nature, it is a foregone conclusion that he will make good and be a great asset to his connection. Mr. Killgore's wide experience in that part of the New England field which he lately covered for the Victor Co. has stood him in good stead in paving the way for his present post. One could scarcely imagine a better trade-winning business than Herbert Shoemaker and Edward Killgore.

Passing of W. T. Miller

William T. Miller, president of the Henry F. Miller & Sons Piano Co., died the latter part of the month after a short illness at his home in Brookline. Mr. Miller, although primarily a piano man, was for several years interested in the Victor line to the extent of having an agency, but a few years ago this was taken over by Walter Gillis, who had earlier been with the Miller concern, and who has always continued the department in the same location, the second floor of this Boylston street house. Mr. Miller was a member of the New England Music Trade Association and a past president. He was the youngest son of the late Henry F. Miller, the founder of the Miller firm, and he

was born in Melrose in 1860. He studied at the Massachusetts Institute of Technology, of which he was a graduate in the class of '80. His son is Stanwood Miller, who is one of the directors of the firm. At a meeting held subsequent to Mr. Miller's death and funeral Burton R. Miller, his nephew, some years ago associated with the firm, was elected president.

Encouraging Columbia Report

Fred E. Mann, New England manager of the Columbia Graphophone Co., makes a most encouraging report of business with the advent of November and says that October, just finished, made a splendid showing so far as unit business is concerned. The house, he says, is suffering considerably from poor transportation facilities, which is as true of express as of freight systems. Were the house able to get the goods in any kind of time dealers would soon dispose of them, for everywhere the New England Columbia representatives are asking for long-promised goods.

G. W. Hopkins Addresses Salesmen

George W. Hopkins, vice-president and general sales manager of the Columbia Co., was over for the sales conference a few days ago, and another who was able to drop in on the conference was S. S. Larmon, manager of the Columbia branch at Cleveland, O., who had come over primarily to attend the Dartmouth-Harvard game at the Stadium. Both Mr. Hopkins and Mr. Larmon addressed the gathering of salesmen, discussing some of the company's sales plans for the future.

Changes in Columbia Co. Ranks

Several new appointments within the New England ranks of the Columbia Co. have been announced by Manager Mann. Salesman Edward W. Hanna is now in charge of No. 1 territory, which includes Suffolk and Norfolk counties and a few cities in Middlesex county, all this territory lately being in charge of Roy Ott, who resigned to enter another field. Pending the appointment of Mr. Ott's successor Mrs. Alice W. Graves, record sales and stockkeeping expert at the Boston branch, is holding this territory. In No. 2 territory, comprising eastern Massachusetts and southeastern Hampshire, Salesman Walter G. Barrows succeeds A. R. Champagne, and in No. 5 territory, which consists of the four western Massachusetts

(Continued on page 86)

Victor Service from Two Sources

BOSTON



NEW YORK

IN THE BUSIEST SECTION OF THE COUNTRY

Wholesale service is going to prove a vital question for the Victor Dealer during the next month or so if he wants to keep even in sight of the demand.

Ditson Service from Two Sources Will Help Solve the Stock Problem

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



I get so blue thru and thru when the leaves come a tum - ble - ing down from the trees,

The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

counties, the northern half of Worcester county and the State of Vermont, Salesman Anthony H. Fisk succeeds C. A. Buechner.

Trade Represented at Radio Show

Recently there was a radio exposition in Mechanics Hall and all the fans were there night and day to enjoy the marvels of this new development. There was also a convention of the New England Amateur Association at the same time. The exhibit was attended by a great many local talking machine men, who themselves carry radio outfits, and not a few of these had space in the exhibition and made a creditable showing.

Joseph Burke at Roper Co. Opening

Manager Joseph Burke, of the Musical Supply & Equipment Co., was one of those who went up to Worcester a while ago to be present at the opening of the Marcellus Roper Co.'s remodeled store, which is now one of the finest stores in that city. While a full line of Victor goods is carried in this Worcester establishment Mr. Burke naturally points with pride to the many types of Sonoras which Mr. Roper has in stock. Meanwhile Manager Burke says that he is finding difficulty in getting goods enough to fill the demand.

New Sonora Agencies

Manager Burke announces several new con-

nections by which the Sonora will get increased sales. These are the National House Furnishing Co., of Gloucester, the Home Furnishing Co., of Belfast, Me., Smith & Geary, of New Bedford, and the W. E. Lee Co., of Salem.

Dealers Plan to Tie Up With Artists

It is an interesting bit of information that Eddie Cantor, in "Make It Snappy," is coming to one of the Boston theatres next week after a long run in New York. This information is especially for the benefit of the Columbia dealers who are carrying this artist's records, which are finding ready sale. In anticipation local Columbia dealers are focusing interest on this comedian's records. By the same token there is interest in the forthcoming concert of Rose Ponselle, which is to take place at Symphony Hall, November 12, under the direction of Fred McIsaac, who is rapidly winning favor as a manager of select concerts.

Activity With the National Co.

The National Co., of this city, manufacturer of various well-known talking machine toys, is very busy. Although these toys offer the dealer an all-year-around proposition it is natural that articles of this character should receive an accentuated demand during the Christmas season. Ragtime Rastus and the Boxing Darkies have been on the market for many years, but despite

this fact the demand for these ingenious devices continues as strong as ever. Shimandy, a later addition to the line, is also in good demand. This Fall the National Co. placed on the market the Magnetic Dancers, which waltz, two-step or fox-trot, as desired. This newest addition to the line is built on a somewhat different principle than the other toys. It has already received excellent distribution and it may be noticed in the windows of many of the leading dealers throughout the country, for in addition to its quick-selling properties it provides an excellent window attraction as well.

George A. Dodge's Will

The will of George A. Dodge, of the Eastern Talking Machine Co., was offered for probate at Brockton last week. It disposed of property valued at \$250,000, most of which is left to members of his family. The will was drawn March 11, 1922, and the executors are John T. Hughes, Charles H. Farnsworth, who is a member of the Eastern Talking Machine Co., and Phillips Nichols, of Boston. There are bequests to members of his family and a bequest to one of the executors, Mr. Hughes. The widow receives the residue of the property.

New Lansing Sales Co. Representative

The Lansing Sales Co., of this city, has announced the appointment of Edward N. Lucas as Middle West representative of the company in charge of the Lansing cover lines. Mr. Lucas is well known throughout the talking machine industry through his former connection with the Brunswick-Balke-Collender Co., of Chicago. He will make his headquarters at 4352 Kenmore avenue, Chicago, and will cover the Middle Western States. Business has increased to a remarkable extent not only in Lansing covers, but in the entire line of accessories which this company distributes.

Remarkable Business With Victor Dealers

The Eastern Talking Machine Co., Victor distributor, reports that Victor dealers throughout New England are experiencing remarkable business. Orders are coming in thick and fast and the stock of merchandise is rapidly disappearing. The Eastern Talking Machine Co. is well known throughout New England for its service and at this important time the executives of the company are, through their un-

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick Dealers Have Less Competition

The phenomenal success and widespread distribution of the Brunswick Phonograph and Brunswick Records—in less than five years' time—often leads the individual dealer to overlook the fact that, as yet, he will have less competition as a Brunswick dealer, and that his profits from handling the Brunswick will be greater in proportion.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers

"LONG QUALITY" CABINETS
"PEERLESS" ALBUMS

Both are excellent selling articles for the

Christmas Trade

Write to-day to

L. W. HOUGH
New England Representative
20 SUDBURY STREET BOSTON, MASS.

tiring efforts, extending every possible service help to the dealer in his territory.

Harry Spencer Is Visiting

Harry Spencer, of Kraft, Bates & Spencer, Inc., who handles the Brunswick for the New England territory, is up in Vermont at this writing and was planning to go down to New York City for a few days on matters pertaining to the Brunswick distribution. Mr. Spencer was confined to his house through illness early in the month, but he is now himself again and ready to do a day's work with any of them.

Cheney Getting Good Representation

Stephen Colahan, New England manager of the Cheney interests, is away just now on a business trip which is taking him to Worcester and Springfield, Mass., and New London and Norwich, Conn., in all of which places the Cheney is getting good representation. Mr. Colahan has lately placed the Cheney in the hands of several good houses throughout New England and good orders have been placed.

Joins Forbes & Wallace Forces

Frank Colahan, who for a year or so has been associated with his brother, Stephen, in the wholesale end of the Cheney, has gone to Springfield, where he is now associated with the large talking machine department of Forbes & Wallace.

New Edison Models Popular

The new models of the Edison instrument are finding a ready market throughout New England and the staff working out from the Boston headquarters of the Pardee-Ellenberger Co. are finding business unusually good, although Manager Silliman voices the common complaint as to the difficulty experienced getting goods through because of the transportation facilities.

Now Carrying a Strong Line

Vocalion Hall is undergoing certain changes which will make it one of the most noticeable and convenient stores on Boylston street within the next week. Having taken on the Victor line, in addition to the Edison and Vocalion, a better arrangement of the interior was made necessary and the record department, which formerly was on the left midway down the length of the store, which also has an entrance from Park square, is now further to the front and on the right. New booths down the length of the floor also are being installed on both sides. When these are completed there will be a total of nine, all sound-proof and artistically furnished. The office will be at the rear. The words, "Vocalion Hall," are in a beautiful tone of blue across the middle of the large show window and the names of the instruments car-

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Don't Wait!

Give us an idea of your probable Christmas needs now.

This is going to be a good Fall.

85
ESSEX
ST.

THE EASTERN TALKING MACHINE CO.

BOSTON
MASS.

VICTOR DISTRIBUTORS

ried also are in blue at the lower right and left sides. Manager Birdsall says business is now coming along finely and a large clientele is coming in daily to become familiar with the various lines, and incidentally to buy.

Doing Well With the Strand

Manager Arthur C. Erisman, whose name is so closely identified with the Grafonola Co., of New England, whose headquarters are at the corner of Tremont and Avery streets, is meeting with great success in jobbing both the Strand instrument and the Vocalion record line for the New England territory. Arthur Chamberlain is away on a two weeks' trip in the interests of both lines, his field being western Massachusetts. H. M. Blakeborough is traveling in the same capacity through Connecticut, and Norman T. Mason is looking after these lines in the Greater Boston territory. In the Red record line (Vocalion) there is an especially large demand for "Mary Dear" and "My Buddy."

Manager Erisman was over at Salem, Ind.,

the middle of October in attendance on the convention of the Strand official staff and he came back convinced of the determination of the Strand officials to make a fine instrument. He says it is not a case of seeing how cheaply the machine can be made, but how to give the purchaser the very best for his money.

Perfection Sound Boxes and Attachments

The New England Talking Machine Co., manufacturer of Perfection sound boxes and attachments for playing lateral cut records and hill and dale needles, has experienced a decided increase in orders. Each succeeding month has shown improvement over the preceding one and it is, therefore, entirely possible that November will prove the banner month of the year.

News Gleanings of the Month

Alexander Steinert, head of M. Steinert & Sons, was over in New York early in the month, remaining in the metropolis several days.

G. P. Donnelly, assistant New England manager of the Columbia Co., is planning to go to
(Continued on page 88)

"Perfection" Edison Attachments and "Perfection" Reproducers

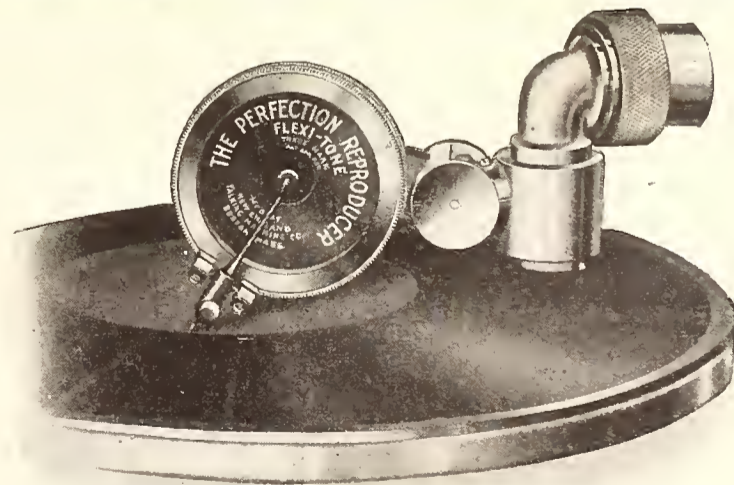
The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price, \$9.00 Gold. \$8.00 Nickel.


The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on New Edison Disc Machine. Retail price, \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine. Retail price, \$7.00 Gold or Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



New England Talking Machine Co. 16-18 Beach St., Boston, Mass.



I get so all mud-dled up when ev - er I at - tempt to syn-co - pate,

ALL MUDDLED UP

THE NEW FOX-TUNE

HEAR IT NOW!

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

Portland, Me., for several days the early part of November.

Charles Von Euw, who has been head of the stock room of the Victor department of M. Steinert & Sons Co., this city, was married recently to Miss Helen O'Conner. The wedding was followed by a reception at the home of the bride. The couple are enjoying a wedding trip.

Charles S. Norris, the Tremont street talking machine dealer, spent several days recently in New York, where he got in several games of golf with some of his friends who are as enthusiastic as he on the links.

E. H. McCarthy, crew manager of the Boston branch of the Columbia Co., is recovering from a serious illness which has laid him up for several weeks at his home in Cambridge.

John Cotter, vice-president and treasurer of the Hallet & Davis Piano Co., returned a few days ago from an extended trip to the Pacific Coast, and he is most enthusiastic over the prospects for good business from now on. En route home he and Mrs. Cotter stopped at Pueblo.

ODELL BROS. OPEN BRUNSWICK SHOP

SALEM, MASS., November 1.—The latest addition to the music stores of this city is an attractive establishment recently opened by Odell Bros. The store is fitted throughout with Unico equipment. The Brunswick is handled exclusively.

INSURANCE AGAINST SHORTAGE

Hallet & Davis Co. Maintains Stocks of Phonographs at Four Central Distributing Points to Facilitate Deliveries to Dealers

BOSTON, MASS., November 6.—The Hallet & Davis Piano Co., which is meeting with unusual success in featuring its talking machines throughout the country, has for a number of months been preparing to take care of a substantial increase in demand that is always expected to come with the approach of the holiday season, and during the Spring and Summer season manufactured a substantial reserve stock as an insurance against possible shortage.

The company's stock of machines is now in warehouses at four important points, namely, Boston, headquarters, Philadelphia, Chicago and San Francisco, and its foresight in thus distributing the instruments in advance has proved its value in making possible quick deliveries to retailers in practically every section. In view of the serious delays in freight transportation from the East to Middle and Far West points that are being experienced just now, the advantage of having machines stocked at strategic points is readily appreciated.

The dealers handling the Hallet & Davis phonograph are enthusiastic over this line and the various features incorporated in it.

NEW ENGLAND DEALERS MEET

Annual Meeting of New England Music Trade Association Held Recently in Boston—William L. Nutting Elected President

BOSTON, MASS., November 6.—The annual meeting of the New England Music Trade Association held in this city the latter part of October proved to be one of the most interesting staged by the organization in many moons. Particularly satisfying was the selection of new officers for the coming year, with William L. Nutting, of Nashua, N. H., president; Roger Brown, of the McPhail Piano Co., first vice-president; Harry Spencer, of the firm of Kraft, Bates & Spencer, Inc., second vice-president, and William F. Merrill, the veteran secretary and treasurer, back at his old post.

The annual meeting was held in connection with a luncheon held at the Engineers' Club, when the Brock sisters from "The Music Box Revue" gave a very pleasing entertainment. The official guest at the luncheon was Melville L. Morse, representing the Babson Statistical Organization. Mr. Morse delivered a thoroughly optimistic talk, in the course of which he said:

"As far as this Winter is concerned the stage is set for good business. This applies in varying degrees to all parts of the country, but particularly to New England and other primary industrial centers.

"Boston has had its share of troubles. Because it is an industrial center it is always among the first to feel a depression. For the same reason, however, it is now one of the first to feel the effects of better times. When, two years ago, the average citizen found the prices of things beyond the reach of his income he had to cut down his buying. There was no general buyers' strike. It was from hard necessity and not from choice that he started to wear out his old shoes and use the old suit another season.

"Naturally, those localities which depend on manufacturing were the first to feel the pinch. Fundamentally, however, the readjustment has been good for us all. It gave us a chance to straighten out our personal finances and it gave business concerns the chance to cut down their operating costs. We now have started on the upward side of the business cycle. So far as the immediate future is concerned prospects are good. Statistics point to an excellent holiday trade—15 to 20 per cent larger than last year, and in profits the best since 1919."

Mr. Morse also took occasion to dwell upon the development of suburban life throughout the country and the various agencies that were promoting that development, particularly the automobile. The building and occupying of these many suburban homes opened the way for a better American home life in which musical instruments of all kinds were bound to find an important place.

The Season is Open

NOW IS THE TIME TO GET
YOUR EQUIPMENT FOR
THE HOLIDAY BUSINESS

Medium sized padded cover	- - - -	\$6.00
Large sized padded cover	- - - -	\$6.50
Extra large padded cover	- - - -	\$7.35
Console type cover	- - - -	\$8.00

Lansing
SALES CO.

170 Harrison Avenue, BOSTON

Stools, Covers and Piano-Benches

EDWARD N. LUCAS

Middle West Representative

4352 Kenmore Avenue

CHICAGO, ILL.

Phonograph Toys for Christmas

My, how they'll sell! Stock up—get your order in today. Nothing like them for loosening up the purse-strings of Christmas shoppers.



THE MAGNETIC DANCERS

This fascinating little couple will fox-trot, waltz or two-step in a most realistic manner. They reverse and glide just as a couple would in a ballroom. Retail Price, \$1.00

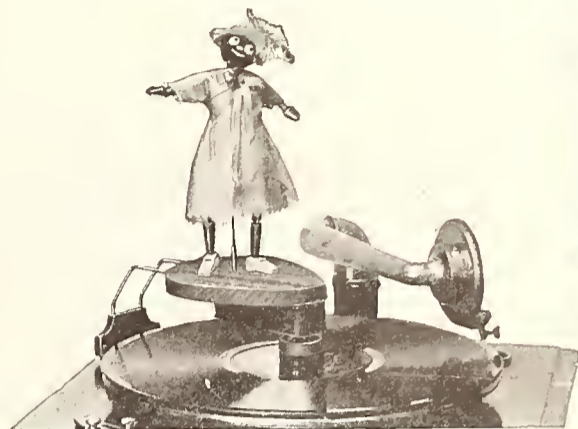
Display them in your windows and watch the crowds gather. These fun-makers say to passers-by: "Stop, look, listen—and loosen!"

The profits in this Christmas toy business mount up. You'll be surprised. Get that order in today.

Usual discounts to the trade.

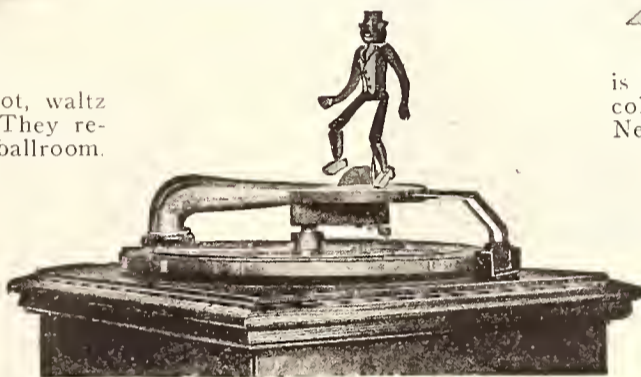
National Company

Cambridge, 39 BOSTON, MASS.



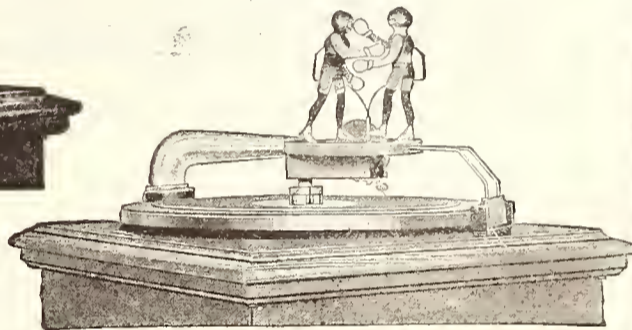
SHIMANDY

is Rastus's sister. She successfully portrays the colored belle in her most ecstatic moment. Neatly dressed in silk with a large plumed hat. Retail Price, \$1.65



RAGTIME RASTUS

Ragtime Rastus is an automatic dancing danky who faithfully imitates the old time plantation dancer. He clogs, jigs and shuffles in 100 different ways, keeping perfect time to the music. Delights the children, pleases the grown-ups. Attractively hand painted in four colors. Retail Price, \$1.25



THE BOXERS

These little boxers are very realistic and create lots of fun. Put on a lively record and these little men will box away with remarkable speed and accuracy. Attractively hand painted in three colors. Retail Price, \$1.50



THE FIGHTING ROOSTERS

The dancing family is not complete without two Fighting Roosters. These little birds go at it in a most realistic fashion. Hand painted in colors with real feathers in tail and wings. Retail Price, \$1.65

PUBLIC BALL IS HUGE SUCCESS

Talking Machine Men, Inc., Sponsor Important and Successful Entertainment—Leading Dance Orchestras in Attendance—Financial and General Success Judged From Every Angle

Attracting a capacity attendance at the largest hotel ballroom in the city the second annual public ball given by the Talking Machine Men, Inc., at the Hotel Pennsylvania, New York, on Monday, October 30, was one of the most important events that has ever been held in the talking machine trade. More than 2,000 people attended this ball and at times the floor was so crowded that it was almost impossible to dance.

The committee in charge of this ball had worked for several weeks along practical lines with the idea of bringing the attendance up to a high-water mark and they certainly succeeded. From eight-thirty until two o'clock in the morning the dance devotees in the metropolitan territory were given an opportunity to listen to the finest dance music that could be procured and there is no question but that everyone who attended the ball received many times the value of the dollar admission price.

In accordance with its usual custom the committee had arranged for a resident orchestra, which this year was Bennie Krueger's Orchestra. This orchestra, which is well known to dance enthusiasts, makes Brunswick records exclusively, and it played throughout the evening, appearing between the appearances of the visiting orchestras. The dance organizations that appeared during the course of the evening were as follows (in the order in which they played): Selvin's Orchestra (Aeolian-Vocalion), Coleman's Montmartre Orchestra (Aeolian-Vocalion), Paul Specht's Orchestra (Columbia), Paul

Whiteman's Orchestra (Victor), Dixieland Jazz Band (Victor) and Vincent Lopez Orchestra (Okeh).

Aside from the financial success of this ball there is no question but that the Talking Machine Men, Inc., conferred an invaluable benefit upon the record manufacturers by introducing these orchestras to the general public. As indicative of the interest aroused by the personal appearance of the various orchestras, several hundred dance devotees were always to be found surrounding the orchestras in order to gain a personal knowledge of their individual characteristics. During the course of the dancing many of the guests asked the various leaders of the orchestras the names of the selections that were being played and if they could be purchased from talking machine establishments. These minor incidents served to emphasize the fact that these public balls, introducing orchestras that make talking machine records, have a practical and material value to the record manufacturers.

The entertainment committee of the Talking Machine Men, Inc., which was in charge of this ball, was heartily congratulated by the members of the association and by the guests upon the care and attention which they had given to every detail. The members of this committee had given up a considerable part of their time to furthering the plans for this event and they well deserved the praise which they received from everyone present. The personnel of this committee was as follows: Sol Lazarus, chairman; Chester Abelowitz, Max Berlow, E. G. Brown, Otto Goldsmith, Harry Conn, E. G. Evans, V. J. Faeth, Al Galuchie, N. Goldfinger and Cass Riddle. Irwin Kurtz, president of the Talking Machine Men, Inc., acted as an ex-

officio member of the committee and with his usual enthusiasm was an important factor in the consummation of the various arrangements incidental to the ball.

JOSEPH KNECHT WITH EDISON

Waldorf-Astoria Dance Orchestra to Make Edison Re-creations

Thomas A. Edison, Inc., recently announced the fact that Joseph Knecht's Waldorf-Astoria Dance Orchestra has been engaged to make Edison Re-creations. The first releases by this popular organization will be out in November. They will be "Jimmie," the fox-trot from "Sally, Irene and Mary," and "I Gave You Up Just Before You Threw Me Down," another new fox-trot that is "going strong."

PROF. CHENEY VISITS NEW YORK

Among recent visitors at the New York offices of the Cheney Sales Corp. was Prof. Forrest Cheney, inventor of the Cheney phonograph. Mr. Cheney stated that the sales educational campaign, which has thus far covered the important cities east of Chicago, is proving a decided success from every angle.

Returns from any business are commensurate with the amount of intelligent effort behind it.

ATLANTIC JR.
Crystal set
Very Good Christmas Merchandise.
List Price\$18.00
Complete with double Phones and Antenna.
Attractive Discounts.
ATLANTIC INSTRUMENT CO., Inc.
13-21 Park Row New York

Ogden's Sectional Phonograph Store Equipment

— STANDARDIZED —

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

Construction and Finish the Best—At Factory Prices.

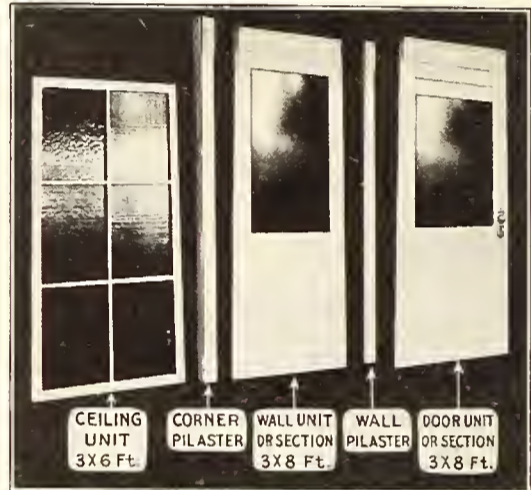


OGDEN'S SECTIONAL STORE EQUIPMENT.

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., (Plan No. 5). For Corner of Store, \$315.00. Against Side Wall, \$365.00. Without Wall Contact, \$415.00. (Complete as illustrated.)

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.



Room units made to fit sound tight

Price of Ogden's Sectional Units

Record rack, No. 1-S, each.....	\$40.00
Paneled ends, each.....	5.00
Record sales counter, No. 1-S, each.....	80.00
Record sales counter, No. 2, each.....	60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



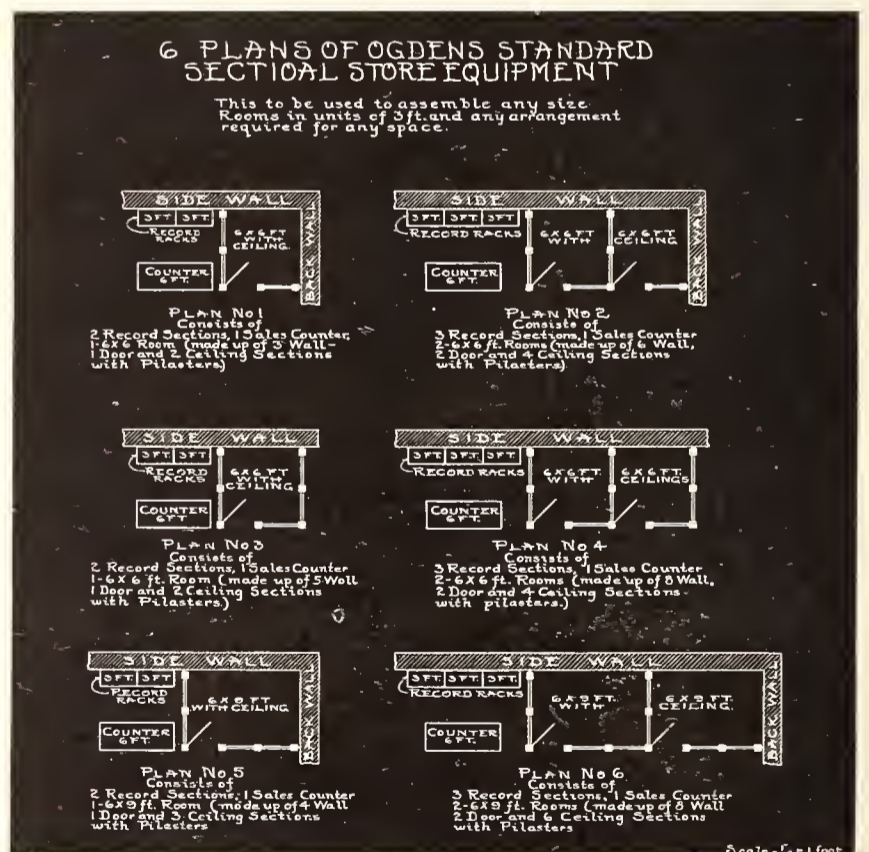
FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30"X60" 32" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth..	\$275.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	425.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	305.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	460.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth..	315.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths..	475.00



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."

NOW IS THE TIME TO IMPROVE YOUR SERVICE

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

CLEVELAND

Dealers on Alert to Interest Public—As a Consequence Sales Result—Several Recent Examples—New Agencies and Changes

CLEVELAND, O., November 9.—Clevelanders have been kept up on their toes during the last month by the local branch of the Columbia Co. Hardly a week goes by that this company, under the able leadership of George Krauslick, service manager, does not put over some original stunt which arouses even from the newspapers comments on its uniqueness.

A great deal of publicity for both Eddie Cantor and the Columbia was obtained here a few



Eddie Cantor at Hippodrome Song Shop

weeks ago, when that gentleman made his first appearance in this city since joining the ranks of Columbia artists. Mr. Cantor was playing in "Make It Snappy," at the Hanna Theatre, when M. Seigel and H. Simmons, of the Hippodrome Song Shop, conceived a brilliant idea. When explained to Mr. Cantor he agreed with them on its brilliancy, and the result was that within a few days a large notice appeared in the daily newspapers stating that the artist would appear on a certain day at the Hippodrome Song Shop and sing some of the songs he had recorded for Columbia. The day arrived and so did the crowd. Mr. Seigel and Mr. Simmons prepared a solid Eddie Cantor window, which helped to attract the attention of passers-by. Results? When it is stated that forty other local dealers followed in the footsteps of Mr. Seigel and Mr. Simmons and ran display windows of Mr. Cantor, and at the end of the week reported that they were more than pleased with the results, the effects of this drive can be readily seen.

Apes Dance to Grafonola

The week before this clever advertising Mr. Krauslick showed his ability to place Columbia before the public in a novel way. Max, Moritz and their child, Akkra, three educated apes, were performing at the Ohio Theatre. They displayed unusual intelligence, and, after seeing them, Mr. Krauslick conceived the idea of hav-

ing a moving picture made of the apes dancing to music played by a Grafonola. A Cleveland firm, the Bradley Producing Co., made the film, which is being run in conjunction with its weekly showing of "Cleveland Happenings." This is shown in sixty local theatres, and in a number of moving picture houses throughout the State. A reproduction of the apes dancing to the Grafonola was also printed in the rotogravure section of the Sunday paper.

Columbia Exhibits at Palace of Progress

Mr. Krauslick, together with M. C. Stehlick, secretary of the Columbia Dealers' Association of Cleveland, was responsible for the exhibit by local Columbia dealers at the Palace of Progress last month. Representative period and upright Columbia models were shown in the Columbia booth and records were played constantly. Siam Soo, the Oriental dancer, was also in attendance, with the result that there was a crowd around the booth at all times. Because of the unusual attention attracted by Siam Soo she received three write-ups in Cleveland newspapers during the course of the exhibition. In conjunction with the exhibition a closed-car exhibit was conducted in the basement of the auditorium and a Columbia Grafonola substituted for an orchestra.

Publisher Ties Up With Columbia Dealers

Sam Fox, publisher of "Romany Love," which was produced on Columbia Record A-3673, tied



Tie-up With Three Clever Apes

up with the Columbia release of this record with great success. He supplied Columbia dealers with publicity matter of various sorts, featuring the number, and also had a large poster made which was sent around to the dif-

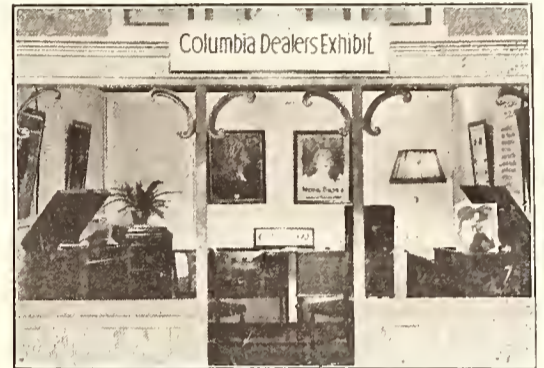
ferent Columbia stores. The result was that this selection received a great deal of advertising throughout the whole city.

New Brunswick Agencies

Two of Cleveland's leading firms have taken on the Brunswick line, J. L. Du Breuil, district manager of the Brunswick-Balke-Collender Co., announced this month. The firms are Wm. Taylor, Son & Co., one of the biggest department stores in the city, and Buescher Co., one of the oldest exclusive phonograph dealers here.

Manager T. A. Davies, of the phonograph department of Wm. Taylor, Son & Co., inaugurated the opening of his department with a five-column advertisement in the three leading Cleveland newspapers, telling of the complete and wonderful display of both upright and console types which they were carrying.

Mr. Du Breuil also announced the opening of the following new accounts: Frederic Ell-



Columbia Exhibit at Palace of Progress

sasser's Music Store, Cleveland; the Rochester Phonograph Co., Rochester; Schmidt Piano Co., Tiffin; Hardwick's Music Store, Uniontown, Pa.; W. A. Phipps, Rochester, N. Y.

Marshall Drug Co. Enters Field

The Marshall Drug Co., of this city, opened a complete musical department. A complete line of records and piano rolls is carried. At the present time the Gennett record is handled, but later on other lines are expected to be added. Mrs. Hazel Smith, who recently came from New York, is in charge.

New Victor Account

Howard J. Shartle, general manager of the Cleveland Talking Machine Co., reports a new agency. The Halle Bros. Co., one of the largest department stores in the city, is the latest account taken on by the Cleveland Co. The entire Victor line will be carried.

Many Vocalion Accounts Opened

The Vocalion Co. reports the following new accounts: Medical Building Pharmacy Co., the Burky-Kerner Co., Cleveland; Greenwood Piano Co., Youngstown, O.; J. A. Long Music Shop, Akron, O.; Willoughby Music Shop, Willoughby, O., and the Music Shoppe, this city.

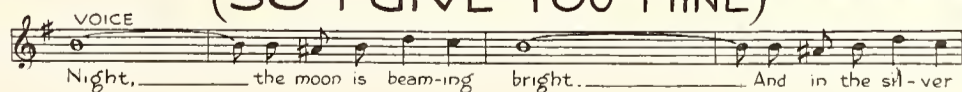
Rexford C. Hyre, secretary of the Cleveland Music Trade Association, is still away on his honeymoon, but is soon expected home.

The H. B. Bruck & Sons Co. continues to display the Modernola talking machine with great success. The demand is steadily expanding.



You Gave Me Your Heart

(SO I GIVE YOU MINE)



Theme song used with
RODOLPH VALENTINO'S "BLOOD and SAND"

A PARAMOUNT PICTURE

Waterson, Berlin & Snyder Co.
Strand Theatre Bldg. New York.



Irrepressible, joyous, Nora Bayes has knocked the ball over the fence again with two topping songs. "Homesick" is a sentimental ballad that brings out the beautiful, warm mezzo-tints in Nora's voice. On the reverse is a lilting, happy comeback—"Tomorrow." Two in one—A-3711.

Columbia Graphophone Co.
NEW YORK

SAN FRANCISCO

Business Grows in Volume—Sherman, Clay Efficiency—Better Store Equipment Popular—Many New Agencies—News of Month

SAN FRANCISCO, CAL., November 4.—General business in talking machine merchandise is holding up satisfactorily and plans are under way for the holidays. The dealers will be well supplied for a big trade this year, as they have been preparing in anticipation of a greatly increased demand. The numerous teachers' institutes in the various counties recently have greatly stimulated the demand for educational records. Interest in these and physical culture records grows apace in response to the special work of the missionaries in the field who address institutes and other bodies of educators. The promotion of musical interest by means of memory contests and direct instruction in the public

schools is of permanent benefit to the whole talking machine industry.

Phonograph Shop Remodeled

The Phonograph Shop, Stockton street, has just been remodeled along the most advanced lines. The whole front has been altered, making the show window space more effective and the entrance wider. The record department has been rearranged, a rest room fitted up on the main floor and the machine demonstrating rooms on the mezzanine floor have been refurnished with polychrome willow furniture. The machine demonstrating rooms have also been made sound-proof. The whole store has been repainted in French gray. Manager Comp-

ton says that while the alteration work has interfered somewhat with the efficient conduct of business, the sales volume has continued to increase.

Remodeling at Rudolph Wurlitzer Store

The large store of the Rudolph Wurlitzer Co., on Stockton street, is in the course of radical remodeling. An entire new front will be put in and changes made all throughout the six-story building. The improvements will make the establishment one of the finest in the city and will cost thousands of dollars. Business at present is being conducted under difficulties. Special attention is to be given to alterations in the talking machine department.

Nathan-Dohrmann Business Tripled

Ben R. Scott, new manager of the talking machine department of the Nathan-Dohrmann Co., says business has tripled in the last month owing to the success of a special sale on console type machines. The department will be enlarged for the holidays. A very effective window display of the company this month showed over

The ENCORE RECORD REPLAYER IT'S FOOL PROOF

Thousands of the new improved fool proof Encore record replayers are already in use giving perfect satisfaction as well as creating sales for the dealers. Our arrangement also allows the dealer a liberal profit.

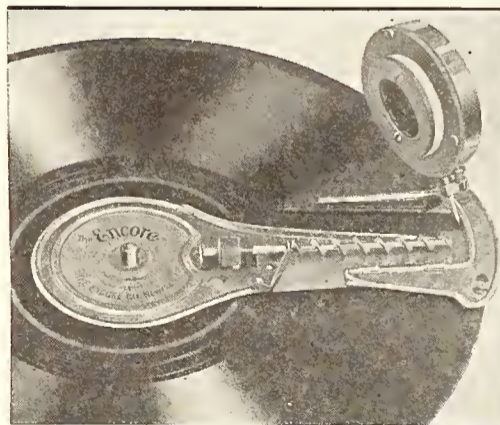
Perfect Satisfaction

Without a Fault

Operates Equally Well on Any Machine or Record

Made of Polished Nickelplated Steel

Will Last as Long as the Phonograph



WARNING!

We own all rights under the Leisenring patent 1143289. The trade is invited to note the date of this patent (June 15, 1915) and to observe that it is the first one filed and the first one issued based on the use of the needle itself as a stop for a friction-driven repeater of the flat cam type.

None of the competing repeaters now on the market have been authorized or licensed under our patent.

Action has been taken by us in U. S. District Court in New Jersey to restrain any infringement of this Leisenring patent and for accounting for profits and damages by a contributor to the infringement now being manufactured in New Jersey and Illinois.

We are determined to enforce our rights and the trade is warned that anyone engaged in selling any repeater infringing the Leisenring patent becomes liable to us for profits and damages.

Retails at \$1.00

THE ENCORE REPLAYER ATTRACTS CUSTOMERS

Some territory is still open for both jobbers and dealers. Write to us today and assure yourself of a holiday supply.



MANUFACTURED BY

ZENITH MANUFACTURING CO.,

290-292 Chestnut Street
NEWARK, N. J.

(See Opposite Page)

three hundred records built in a series of arches.

Walter S. Gray Goes East

Walter S. Gray, the well-known jobber of talking machine accessories and agent for the Strand phonograph, has gone to Chicago on a business trip. He will be back to headquarters here in a few days.

White House Adds Cheney

The White House, hitherto exclusive Victor dealer, has just added the Cheney phonograph to the lines in its talking machine department. Manager Morton expects a heavy holiday trade this year and plans have been made accordingly.

Attractive Edison Display

The Edison Shop on Geary street is featuring the beautiful Edison William and Mary models in its show windows. This display is one of exceptional dignity and simplicity.

Sherman, Clay Changes Add to Efficiency

The wholesale office of the Victor department of Sherman, Clay & Co. has been rearranged so as to permit a more logical handling of detailed work. Robert M. Bird, manager, says the talking machine dealers of San Francisco are showing wonderful co-operation in the conducting of the Memory Contest. Miss D. Cross, of the educational department, is handling the contest for the dealers and she expects it to be the most successful yet held. All the dealers report great interest among the public school pupils who throng the demonstrating rooms at the periods when memory records are played.

New Victor Agency

The City of Paris is the latest to take on the Victor line in this city. The line was first displayed on November 1 and will be featured in the holiday campaign. Mr. Storms, department manager, has made a splendid success of his department and has the record of making the City of Paris one of the chief centers for the retail distribution of Sonora and Columbia phonographs.

News Gleanings

The mid-month specials of Victor records have proved a fine business-getter to the Cali-

fornia dealers. This makes two opening days a month and thus a great many people are attracted to the store who ordinarily would not have come more than once. It is realized that the dealer who plugs for the sale of records also sells the most machines and that the dealer who neglects to take advantage of every opportunity to stimulate the sale of records is likely to find himself playing a poor hand.

The California Phonograph Co. had a large display at the recent Industrial Exposition in this city. Many orders for machines were received. The regular members of the sales force took turns in taking charge of the booth.

The display of Sherman, Clay & Co. at the Industrial Exposition gave due prominence to Victrolas of the latest models. Frequent demonstrations of records were given.

The Wiley B. Allen Co. opened a fine new store at Fresno last month. The old store had been outgrown and larger and more modern quarters were needed. In its decorations and arrangements the new place is ideal.

Talking machine business in Oakland and other Bay cities has been exceptionally strong in the last few weeks, a fact which is attributed to the recent completion of thousands of new dwellings and to the activity of seasonal industries.

OUR CONGRATULATIONS, MR. EVANS

The new treasurer of the city of Darien, Conn., is now Edward G. Evans, of the sales staff of C. Bruno & Son, Inc., Victor wholesaler, New York City. As was announced in a previous issue of The World, Mr. Evans was nominated for this important office, running on the Republican ticket. Although the city is strongly Republican things did not run true to form. Democrats now occupy most of the city offices. It is, therefore, highly complimentary to Mr. Evans that he ran ahead of his party and was elected treasurer by a substantial majority.

INCREASED PROSPERITY IN UTAH

Improved Industrial Conditions Insure Better Prospects in the Talking Machine Field

SALT LAKE CITY, UTAH, November 6.—The outlook for business in this territory is excellent. Unemployment is practically nil while the two new steel companies are making active preparations for business. It is believed that this State is about to embark on an era of great prosperity.

Wm. P. Berry, of New Orleans, who, as announced some time ago, will be the new manager of the talking machine department of the Glen Bros.-Roberts Piano Co., succeeding George A. Bolduc, resigned, is already on the job. Miss Charlotte Hillstead of the record department has resigned to go to the Pacific Coast for the Winter.

The Salt Lake Hardware Co. will close its retail department in the course of two or three weeks, according to announcement by the management. The company will hereafter devote all its attention to the wholesale business. The Main street store has been sold. This firm did a good talking machine business.

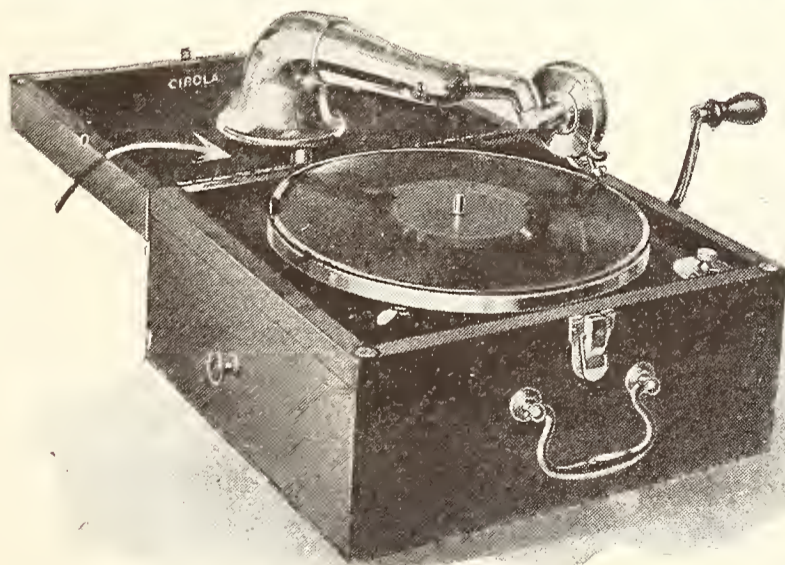
The Daynes-Beebe Music Co. put on a \$100,000 talking machine sale during the early part of the month that attracted much attention.

Branch Manager G. C. Spratt, of the Brunswick-Balke-Collender Co., has just returned from a two weeks' trip through the State of Idaho, as has R. F. Perry, representative of the firm, though they did not travel together. Both report conditions in the Gem State as much improved. Dealers reported that business is much better this Fall than last. The following new agencies have been opened by the company in Utah and Idaho: Baring Bros., Buhl; Ferry Furniture Co., Glen Ferry; Dignan's Drug Store, Arco; Stephens-Harper Drug Co., Victor, all of Idaho; Manti Music Store and Heber Drug Co., both of Utah. Mr. Perry said the demand for the new console model York is very heavy.

IMPORTANT ANNOUNCEMENT

The Zenith Manufacturing Co., manufacturer of the Encore Record Replayer (note opposite page) is now manufacturing the famous

CIROLA PORTABLE



Retails
\$35.00

Light Weight—
Carries
Six Records

Durable
Compact
Rich Tone

Meisselbach
Double Spring
Motor

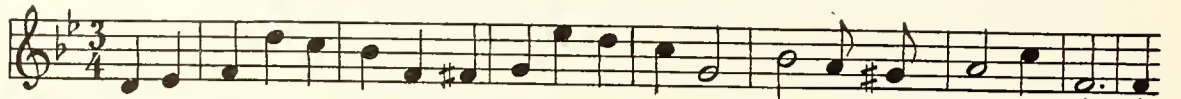
U. S. Patents
51,718
122,441
1,208,749
1,264,273
1,302,900
1,667,796

The Zenith's new factory is turning this product out in larger quantities than ever before. The Cirola Portable has improved equipment and cabinet of high-class with quality finish. Some territory available. Liberal discounts to both dealers and jobbers.



The Cirola is durable, compact, with a fine full tone, and in addition has a double spring Meisselbach motor. Thousands of these machines are in use and with added improvements they are coming in for even greater popularity. A quick seller with a liberal discount for jobber and dealer.

ZENITH MANUFACTURING CO., 290-292 Chestnut Street
NEWARK, N. J.



"I gave up Jim-my Rogers. Who owns two ga-rag-es. All for the love of Mike,—

The Love of Mike

A ComicWaltz Song With a Contagious Laugh

HEAR IT NOW!

"You can't go wrong With any FEIST songs"

EDISON TONE TESTS IN FULL SWING

Dealers Appreciative of the Splendid Results Accomplished in a Sales Way by Edison Tone Tests—Expect Banner Season

The New Edison tone test season of 1922-3 is now in full swing and all reports that have come in thus far to the Edison Laboratories indicate it will be a banner season. A very large number of letters has been received from Edison dealers located in every part of the country. These letters constitute a very enthusiastic and potent testimonial to the Edison artists now on Tone Test tour and to the merchandising value of the Tone Test to the Edison dealers, from the standpoint of immediately increasing the sale of instruments and Re-creations. These letters also evidence the fact that the Tone Tests are as popular as ever with the music-loving public, as in every case the attendance has been large, both from the stand-

point of the seating capacity of the concert halls in which the tests have been given and the respective population of each city in which a test has been given. The attendance has ranged from a minimum of five hundred up to several thousand and the average attendance has been in excess of one thousand.

RESERVATIONS FOR RADIO SHOW

Well-known Radio Manufacturers to Be Represented at New York Radio Show—Publicity Campaign Now Under Way

L. S. Byers, executive secretary of the American Radio Exposition Co., New York, which is sponsoring the radio show to be held in the Grand Central Palace, New York, from December 21 to 30, stated recently that the following well-known manufacturers of radio products had reserved space at this show: Western Electric Co., Inc.; Radio Corp. of America, C. Brandes,

Inc.; National Carbon Co., Novo Battery Co., Sleeper Radio Co., General Insulate Co., Sound Wave Corp., Pacent Electric Co., Executive Radio Council, Stromberg-Carlson Mfg. Co., Holtzer-Cabot Co., National Airphone Co., Clapp-Eastham Co., Hutchison Radio Co., Henry Hyman & Co., De Forest Radio Tel. & Tel. Co., and the Dubilier Condenser Co., Inc.

Mr. Byers also states that in addition to the twenty-two concerns mentioned herewith nineteen more of the principal manufacturers have made reservations for space. Plans are now under way for an intensive publicity campaign in behalf of this show and Mr. Byers is asking the radio trade to give him any suggestions that will enable his company to make this show an outstanding success.

REDECORATING SERVICE A SUCCESS

Gotham Studio Opened by Rudolph Robichek for Refinishing and Redecorating Talking Machines Busy With Holiday Orders

Of interest to the trade is the opening last month at 123 Fifth avenue, New York, of a studio by Rudolph Robichek for the redecorating of talking machines for manufacturers and dealers. This is one of the few enterprises of this kind in the country, and that a need for a service of this character exists is evident from the volume of orders which he has already received.

Mr. Robichek is an artist of unquestioned ability and experience and is considered an authority on cabinet decoration and finishing. Special orders for refinishing period models in new and antique finishes—lacquer, polychrome and gilding—have been received for the holiday trade, which will keep the studio working overtime for some time to come in order to supply trade needs.

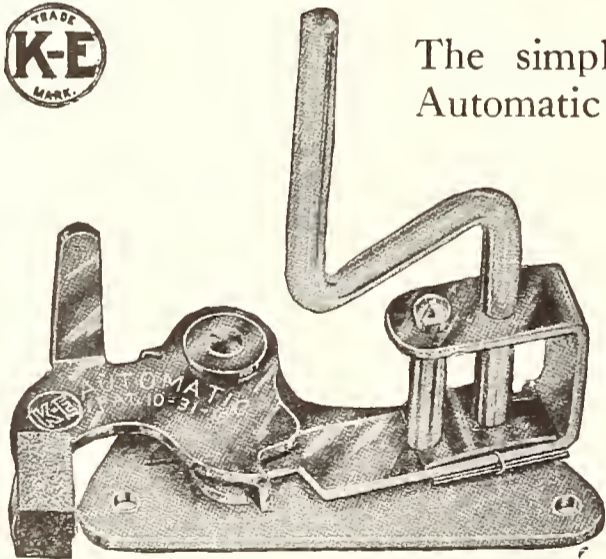
In Europe, particularly in Germany, Mr. Robichek was the winner of several prizes in competition for his original work, which created for him an enviable reputation in the artistic redecorating field. After some years in this field he was offered and accepted a professorship in one of the leading art schools of Germany, where he taught young artists for an extended time.

Mr. Robichek's many friends in the trade are enthusiastic over the opening of his own studio in New York and are wishing him every success.

QUITS DRUGS FOR VICTOR LINE

URBANA, ILL., November 6.—F. M. Leslie, for many years proprietor of a pharmacy here, has relinquished his drug business to devote his entire time to the merchandising of Victrolas, Victor records, sheet music, etc. Several years ago Mr. Leslie added a line of Victor machines and records and this branch of the business grew so rapidly that he decided it was more profitable to devote his entire establishment to it.

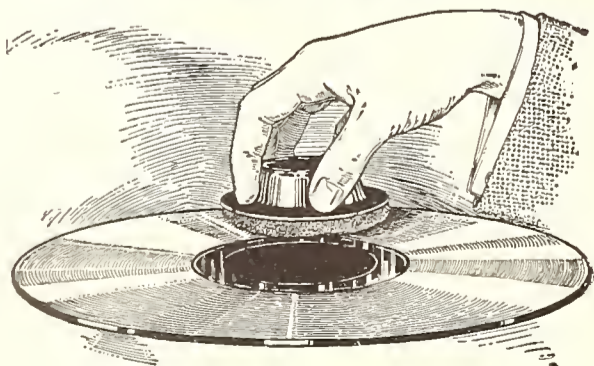
AUTOMATIC STOPS



The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50c. for Sample Stop

SWEETEN THE TONE



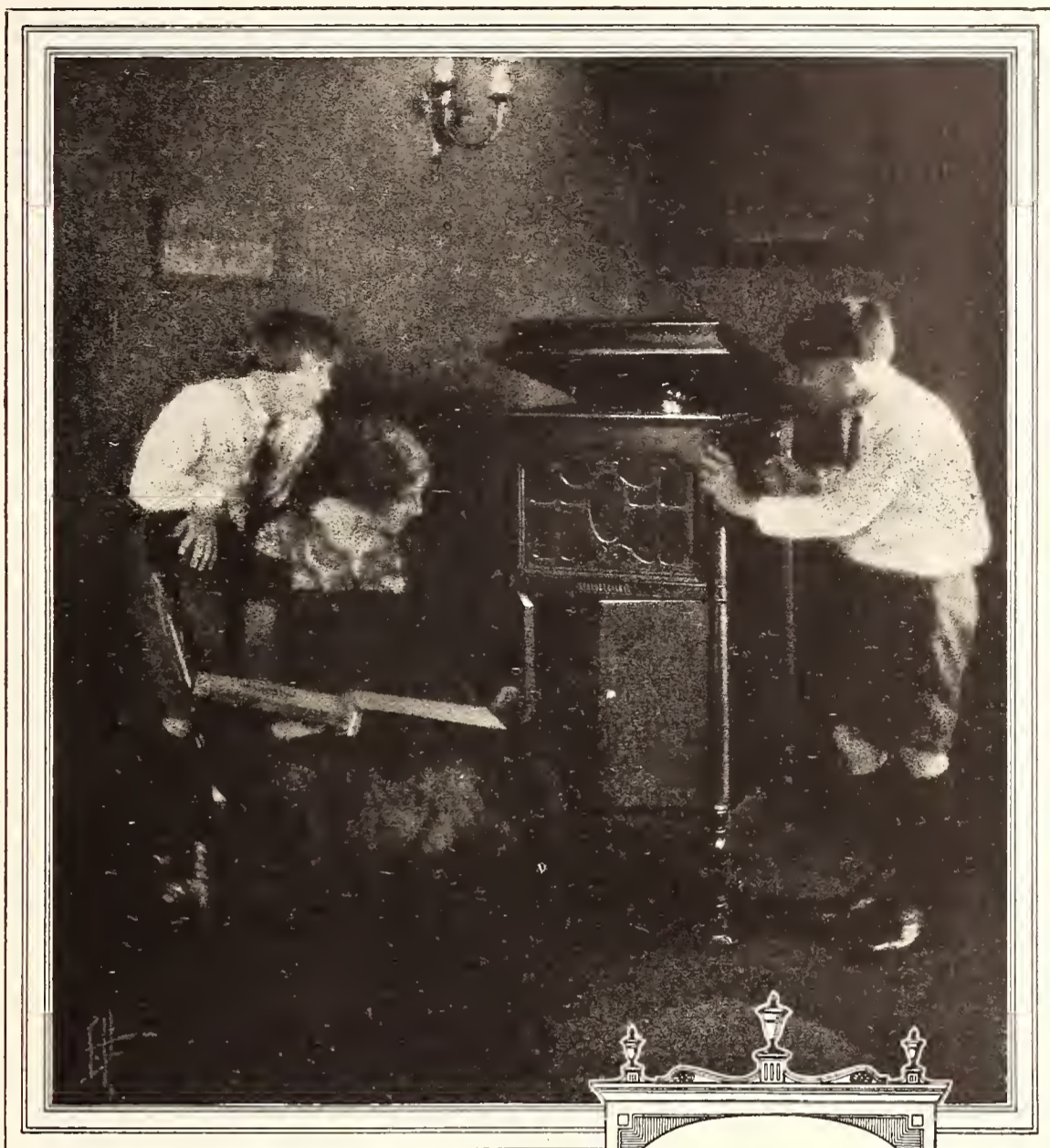
with K-E and Simplex Circular Record Cleaners.

Reduced Prices, Big Profits.

Write for Particulars NOW.

Cleaners are now available in quantities with dealer's individual imprint.

KIRKMAN ENGINEERING CORPORATION
484-90 Broome Street New York



The Widdicomb Sheraton model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with albums for records, automatic stop and potentiated tone control. Widdicomb Phonographs play all records. Prices range from \$90 to \$260.



INVESTIGATE the possibilities of the Widdicomb franchise and you will find that Widdicomb phonographs in period designs have a twofold appeal for discriminating buyers. For the Widdicomb is not alone a musical instrument of unsurpassed tonal beauty and faithfulness of reproduction, but an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home. Write today for 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.

Widdicomb
 PHONOGRAPH
The Aristocrat of Phonographs

BUFFALO

*New Columbia Dealers—Victor
Dealers Elect Officers—O. L.
Neal an Optimist—Edison News*

BUFFALO, N. Y., November 9.—The past month has been quite an eventful one in the history of the local Columbia branch. Manager H. B. Haring is announcing that the E. W. Edwards department store and the Braner Music Shoppe, of this city, have been added to the list of Columbia dealers. The E. W. Edwards store is well known throughout New York, having stores in Syracuse and Rochester. They have taken over the H. A. Meldrum store in Buffalo and have installed a beautiful talking machine department. The Braner Music Shoppe is controlled by the two famous orchestra leaders of Buffalo, who recently purchased the Music Shoppe on Main street. A full line of Columbia Grafonolas and records have been added and the shop is now enjoying a splendid business.

The annual meeting of the Victor Talking Machine Dealers' Association of Western New York was held Wednesday of last week in the salesrooms of the Buffalo Talking Machine Co., Victor wholesalers. A representative body of dealers was present and discussed trade topics and problems in an informal manner under the direction of Acting President B. E. Neal. The annual election of officers was held and by a unanimous vote the following were named to serve the Association during the coming year: President, Carl Berlin, Seneca street, Buffalo; vice-president, Charles Kaoppel, Jr., of Kaoppel Bros., Inc., of Buffalo; secretary, W. B. Herbert, of the Erion Piano Co., of Buffalo; treasurer, Isadore Melzer, of I. Melzer, Inc.

It was decided to hold meetings of the Association at monthly intervals on the second Wednesday of each month, beginning in November. The gatherings will probably take the

form of evening dinners followed by addresses or entertainments.

From the remarks of the dealers attending the meeting it was gathered that Fall business has developed into what may almost be regarded as a real boom. Some of the dealers reported orders placed by them last July are still unfilled and said there is a pronounced shortage of many models of Victor machines. The record demand was reported to be showing a most gratifying improvement.

The sales of Grafonolas have taken a decided spurt during the past few weeks. Not for several years has Grafonola and record business been in such splendid condition, and the upward trend continues. Numerous carload sales have been made to Columbia dealers, but some say they have difficulty getting some of the popular new models. Max Lang, of Olean, was one of the fortunate ones to get his shipment, which came by trucks, covered with large banners, announcing the \$17,000 shipment on the way to Mr. Lang's shop.

Ray Miller and his band of syncopaters, of international fame, recently appeared in Buffalo in person, although their achievements in the musical world have been heard in hundreds of Buffalo homes. The engagement was at Lowe's State Theatre, during the week of October 9.

One of the most unique and most successful demonstrations of the New Edison was given at a recital at the Twentieth Century Club recently, at which Marie Morrisey sang and Walter Chapman and Jacques Glockner, pianist and 'cellist, played in solo, duet and trio work. The voice and instruments were accompanied by the New Edison, then the re-created music continued alone. Any skeptics were soon convinced, for in Miss Morrisey's initial number her lips ceased to move but her song went on. Slowly it dawned upon the mystified audience that Miss Morrison was no longer singing, though her voice came clear and sweet as before. The audience only knew when she was singing by the movement of her lips. The tones of the New Edison were identical with those of the

living artist; it was impossible to detect any difference. After the applause, following this exhibition, Walter Chapman, pianist, and Jacques Glockner, 'cellist, shared the stage with her. Only by watching them could one tell when the living artists alone were being heard and when they played in unison with their re-created art. Press comments were flattering.

The Buffalo Talking Machine Co., Victor wholesaler in this city, who caters to upper New York State Victor trade, is very busy this month taking care of dealers' demands for both machines and records. Sales have been more than gratifying, so much so that it has now become a question of getting enough machines of certain models to satisfy each dealer in the territory. More gratifying has been the demand for records, which the dealers have been ordering in large quantities, so as to have their stocks complete for the holiday rush. This increase in record business is a welcome turn in conditions, as during the past few months dealers' stocks have not been replenished in this respect as well as they might have been. O. L. Neal, general manager of the company, predicts that this is a sign of a very prosperous season and that it indicates that Victor dealers throughout the State are leaving no stone unturned to reap their share of Victor business this Winter.

"Our service to the dealer," stated Mr. Neal, "is of the highest caliber, not only in the work we can do with him in his store, but the service we render in quick delivery of machines and records, through the fact that Buffalo is admirably situated, having many trunk railroad and steamship lines available for shipping. Our city forms practically the center of railroad activities for the entire East and parts of the Middle West, as we are located at an overnight's ride in any direction from all large centers in the territory we cover. Orders which we receive from dealers are shipped the same day and these are delivered in the shortest possible time, a service which we believe makes a strong appeal to all Victor dealers. These facts are substantiated by the gratifying increase which we have shown in the past few years, and from all indications this Winter will see one of the largest businesses we have yet enjoyed.

The John G. Schuler, Inc., music store, 1394 Main street, announces the acquisition to its line of the New Edison line of phonographs and Re-creations. E. J. Doherty, who has been associated with the Utley Piano Co. the past twelve years, will have charge of the department.

The Song Shop reports increased sales of Columbia records, made by Ted Lewis, after a recent appearance made there by him.

Giovanni Martinelli, tenor, who recently appeared in concert at Elmwood Music Hall, so greatly pleased his audience that dealers took advantage of his appearance and made special displays of his records, and report increased sales of them.

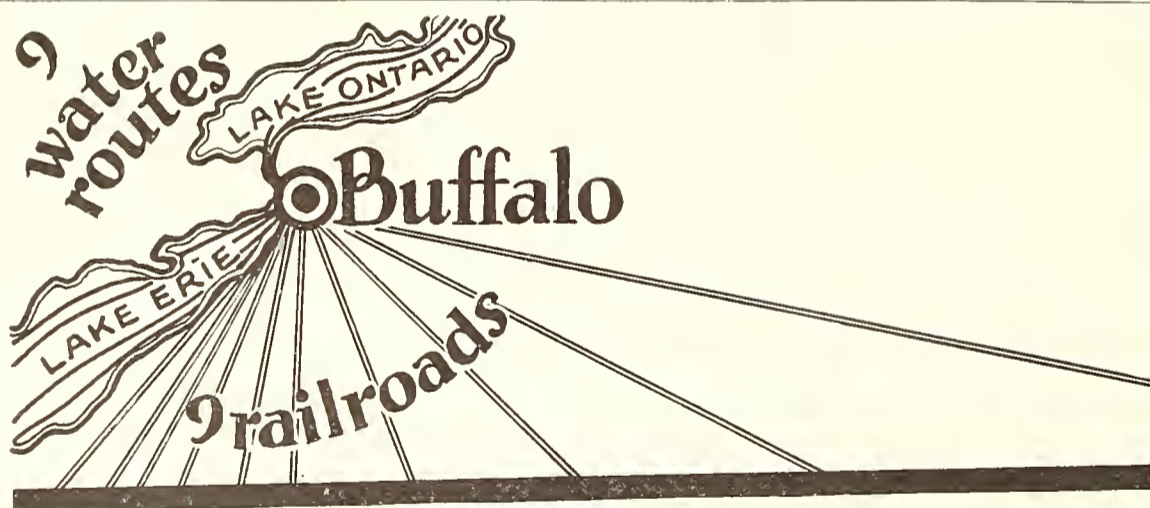
Harry C. Brown, Columbia artist, appeared recently in Buffalo in the "French Doll," at the Majestic Theatre. He was a welcome visitor at the Buffalo branch.

Manager Haring is now in New York, making his headquarters at the Columbia executive offices.

The following Columbia dealers were in Buffalo during the past month: Gust Swanson, of Jamestown; Mr. Grinel, of McNall & McNall, Albion; J. A. Goldstein, of Niagara Falls; Max Lang, of Olean, and R. H. Allen, of Ithaca.

Halloween was an incentive for many artistic display windows and Neal, Clark & Neal can be given credit as having had an especially attractive one. Everything in the window caught the spirit of the event. One of the most attractive features was a Victrola done in Halloween colors for the display.

Aileen Stanley, known as "The Phonograph Girl," who sings for the Victor records, appeared in personal recitals in the record department of Neal, Clark & Neal, where she made a great many new friends and increased sales of her records are reported.



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.

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

—PRICE—

Will Sell Phonographs Today And We Have It

Every Player-Tone phonograph is exceptionally good, with the house back of it for years.

Player-Tone phonographs 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 Player-Tone 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 us for dealers' discount. Act quickly.

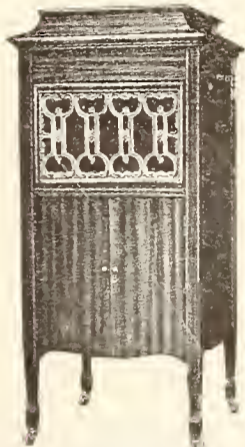
Player-Tone Talking Machine Co.

Office and Salesrooms

967 Liberty Avenue Pittsburgh, Pa.



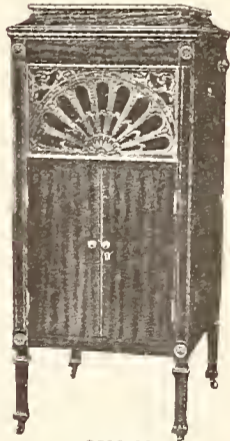
\$65.00
Model 551
Mahogany Only



\$75.00
Model 601
Mahogany Only



\$85.00
Model 701
Mahogany Only



\$100.00
Model 801
Mahogany Only



EMERSON
Model 40
All gold equipment,
with 5 record filing
albums. \$150.00



\$150.00
Model 901
All Gold Equipment

EMERSON
Model 30
All gold equipment,
with 5 record filing
albums. \$135.00



\$75.00
Model 310
Oak or Mahogany



\$90.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany

MERIT—BUILT IN

The merit of *Van Veen* equipment is built in. Surface decoration may beautify, but cannot make a real hearing room. Even a fence may be painted to look pleasing to the eye; don't make the error of buying highly decorated fence to serve as sound-proof hearing rooms.



A corner of the new Victor department of Griswold, Richmond & Glock, Meriden, Conn., considered one of the finest retail talking machine warerooms in New England.

Van Veen patented double construction hearing rooms combine structural superiority with beauty and dignity of design. Their efficiency goes below the surface.

The moderate cost of *Van Veen* equipment places it within the reach of the most economical dealer.

Complete equipment on hand ready to ship will give you a month's business in the time it takes others to build the job

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City
Offices and Warerooms
 Phone 758 Harlem

RUDY WIEDOEFT SCORES SUCCESS

Prominent Saxophonist Now a Member of the Eight Famous Victor Artists

Victor dealers throughout the country have learned with pleasure that Rudy Wiedoeft,



Rudy Wiedoeft

famous saxophonist, is now a member of the Eight Famous Victor Artists. Mr. Wiedoeft has been appearing with this well-known organiza-

tion since the season opened and has been achieving phenomenal success. He is well known from coast to coast as one of the foremost saxophone players in the country, having appeared as a vaudeville headliner with several of the most prominent dance organizations.

In announcing Rudy Wiedoeft's acquisition to the staff of the Eight Famous Victor Artists, P. W. Simon, manager of this organization, has also advised the trade that Fred Van Eps, well-known banjoist, is no longer a member of the "Famous Eight," as his activities in New York and vicinity prevent him from making tours for extended periods.

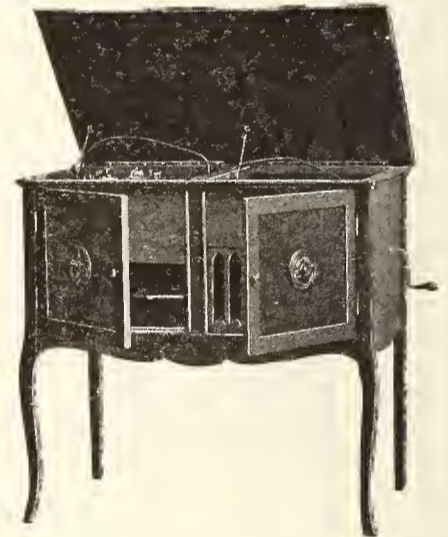
NEW COMBINATION CABINET

George A. Long Cabinet Co. Announces Radio and Talking Machine Cabinet—Many Distinctive Features—Well Received by Trade

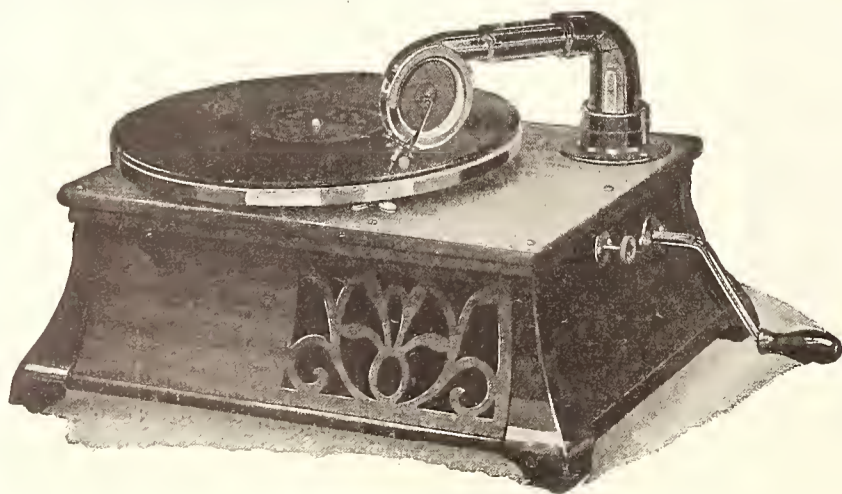
H. C. Naill, of the George A. Long Cabinet Co., Hanover, Pa., manufacturer of Long console and record cabinets, was a visitor to New York recently, spending quite some time at the New York Furniture Show. Mr. Naill left for Jamestown, N. Y., a few days ago, where his company is represented at the Jamestown Furniture Exposition.

In a chat with *The World* Mr. Naill called attention to the fact that the George A. Long Cabinet Co. had recently produced a combination radio and talking machine cabinet which had been received by the trade with keen interest. This cabinet is made in two styles, known as numbers 650 and C651. The former is designed to accommodate the Victrola 6 with

a radio outfit and the latter is designed for a Columbia Grafonola A2 and radio outfit. This new cabinet (C651), which is shown in the accompanying illustration, has many distinctive features which will undoubtedly attract the attention of the trade. Head-sets or a loud



Combination Radio and Talker Cabinet speaker may be attached to the radio terminals and the radio chamber is large enough to accommodate any radio set seven inches or less in height. There is also room available for dry batteries and in the cabinet that is shown there is used a Westinghouse Aeriola receiving set with a Baldwin loud speaker. Mr. Naill is very enthusiastic regarding the sales possibilities of this combination cabinet and good-sized orders have already been received from the dealers.



New Model "E"

The General Phonograph Mfg. Co.
Model "E"
TABLE PHONOGRAPH

The Greatest Value on the Market
 IMMEDIATE DELIVERIES IN ANY QUANTITY
 Plays All Makes of Records
 Superior Tone Quality

Write for our Proposition
The General Phonograph Mfg. Co.
 ELYRIA, OHIO



NEW YORK
TALKING MACHINE Co
 521 West 57th Street

CHICAGO
TALKING MACHINE Co
 12 North Michigan Ave.

A.D. Geissler
President

Victor Wholesalers Exclusively

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Nov. 10, 1922.

OCTOBER and early November reports from all the territory which is ordinarily included within the scope of this department are decidedly encouraging. Curiously enough, the good news of brisk business is coming even more from the retail than from the wholesale trade. It is indeed well known that manufacturers are working overtime and that dealers' orders are not filled sometimes as readily as one could wish, simply because they were not placed well ahead as they might, could and should have been. Meanwhile the country at large continues to display economic, industrial and commercial improvement. Mid-west business conditions show up most encouragingly. For instance, there was an increase for September of twenty millions of dollars over the figures for August of Chicago bank clearings. At the same time and for the same period the Chicago Federal Reserve Bank's loans to member banks increased by twenty-two millions, while, contrariwise, business failures were fewer and bettered the 1913 figures for the same month. In the same way, consideration of the general business statistics of the whole country during the opening weeks of the Fall season show that there is every reason for confidence. Commodity prices have been very slowly rising and are now on the 1916 level. Business failures throughout the nation continue to decline in number, and bank clearings to increase in magnitude. Considering all the circumstances, we should rightly rejoice. The sister industry of piano manufacturing and selling is at the moment facing a situation which one hardly knows how to characterize. For there is an actual shortage of manufacturing, due to shortage of help mainly, whereby many dealers are finding themselves with stocks depleted and business brisk. This state of things has not been known in the piano business now for some two years or more and goes to show once more the invincible strength of the music industries. The dealer is not using his intelligence when he supposes that the public demand for music is ever in danger of dying. What we need is simply good merchandising and intelligence. Even without much of either we get along surprisingly well.

Economic,
Industrial and
Commercial

LITTLE note has been made of the highly interesting fact that the great music house of Kimball could, if it wished, this year celebrate a sixty-fifth anniversary. Sixty-five years measures a lengthy space of time, stretching back to the days when Chicago was an overgrown village of muddy streets, wooden sidewalks and frame buildings. Still, even Chicago is growing old, surely though it seems slowly. One hundred and ten years have elapsed since the Fort Dearborn massacre and eighty-five since Chicago obtained her city charter. Yet that charter was but twenty years old when the great Kimball house was founded. The Civil War was already, to the mental vision of the clear-minded, palpably on the horizon of the future, but no man could have foreseen the fire which came six years after its close. To-day the Kimball house can boast that it has gone through three wars as well as one catastrophic fire and that, like the community which has made it wealthy and powerful and which it in turn has contributed to make great, it has come out all the stronger for its experiences. The number of those who can still remember the old Crosby Opera House Building on Washington street where the Kimball store was running at the time of the fire, is to-day no longer large. One is sometimes tempted to wonder how far behind her present position Chicago would have been if the fire had never compelled her to build herself over again in durable and magnificent form. The extent of material and moral progress between the old Crosby Building and the magnificent skyscraper which to-day stands at the corner of Jackson and Wabash, with the name Kimball Hall upon its portals, is vast enough; nor should we be surprised that its scope is measured by the growth in public taste for music and musical instruments. We talking machine men are apt to forget sometimes that the music business

Kimball's
Sixty-fifth
Birthday

is irresistible in its strength, because it is founded on an irresistible human desire; the desire for that uplift of the spirit which music best gives. On that foundation the music industries can brave any storm, as the history of the Kimball house abundantly shows. Now that the name Kimball is also a phonograph name, the splendor and the solidity it implies are being reflected in even greater degree and to an even greater extent into every part of this great country.

As these words are being written preparations are going forward for the Victor Red Seal Salesmanship school under the auspices of the Putnam-Page Co., Victor distributor at Peoria. The news is not perhaps extremely surprising, but it affords a text from which to preach a little, and much needed, sermon on salesmanship. Perhaps it would be better to say on the lack of salesmanship in the talking machine business. For if there is any one truth more obvious than another in respect of the talking machine business it is the truth expressed in the last nine words of the preceding sentence. Now salesmanship is not a secret process. It may be defined as the application of intelligence to the work of distribution. Even the most obvious, the most needed goods are not acquired by the most of mankind without the intermediation of salesmanship. The reproduction of music for the home constitutes one of the most useful and valuable of human developments. No home should be without it, for no home without it is truly complete. Yet, we all know that the number of talking machines bears a most inadequate proportion to the number of families. Why is this? It is not because the prices are too high. It is because the methods of selling are poor, unsystematically thought out, opportunist, unscientific. That is why. Salesmanship should be a professional occupation. Salesmen should be, nay, must to-day be, trained men and women, who have undertaken to acquire theoretical and practical knowledge concerning the goods they have to sell and the behavior of men and women who are exposed to the selling suggestion. The organization of modern society is very complex and the distribution of goods among the members of this society more and more has to be systematized. Salesmanship, therefore, is becoming a profession. Chance must give place to system and luck to science. In the talking machine trade this is just as much a necessity as it is in the sale of gilt-edged securities. We welcome the appearance of the Victor salesmanship school downstate.

The
Seal of
Salesmanship

AN observant pedestrian discovers a good many things which are hidden from him who sees but does not observe. The particular observant individual we have in mind has been doing a great deal of observing lately upon our city's thoroughfares and reports many interesting things. He says, for example, that the amount of local billboard advertising being done by talking machine manufacturers is really very large indeed and that there seems to be more of it in evidence every day. In his walks and rides around the city gathering the news of the talking machine trade, he keeps his eye open for billboard advertising, and very little of it gets past him. Well, if it be true, as inquiry among those chiefly concerned seems to indicate, that billboard publicity is effective publicity, this only confirms the wisdom of those who long ago saw that even the most refined and beautiful things can be beautifully and effectively advertised by the billboard. The old-fashioned poster indeed is giving way to the painting done directly on the wood of the board, or on a canvas stretched over it. The result is more attractive, neater, more durable and far more artistic. The Victor name has long been brought to the attention of the public by such means, and lately we have noted in ever-increasing numbers cleverly designed and well-executed pictures of the delights and beauties of Columbia, Vocalion, Brunswick, Cheney and Starr. The talking machine, like anything else which pertains to music, affords a splendid subject for outdoor publicity.

The
Inquiring
Reporter

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

CHICAGO, ILL., November 8.—From all sides we hear that manufacturers of talking machines and parts essential to their manufacture are specially busy. This activity began to manifest itself something like sixty days ago. About this time these manufacturers had really got down to business and took note of a long neglected part of said business, viz., publicity. Many of them put their travelers back on the road and followed this up with announcements of their wares. These announcements appeared throughout the trade press and were also sent through the mail. Needless to say the results soon became apparent through activities in the factories.

It had been known for a long time that dealers' stocks were very low. In fact many dealers had been buying from hand to mouth for quite a number of months. They were conserving their resources because of the chaotic conditions then existing throughout the country, but which, for instance, the coal and railroad controversies, are now to all appearances settled. Business in general has quit thinking about them. Consequently, the thoughts that had been applied to the aforementioned controversies are now being applied to production and sales, so that trade is going along in a fairly normal manner.

It is customary each year for everyone to take an inventory of his progress and it is natural therefore for a trade paper to take an inventory of the progress of the industry it serves. After going over the trade situation for 1922 we have discovered several little facts which should be very interesting to the trade. We, therefore, are ambitious to say something

regarding at least one or two of them. Perhaps it will be considered a premature inventory, since the year is not closed; but even so, please regard it as at least a part of one which is worthy of consideration. Here goes: One of the big faults that formerly prevailed in the talking machine industry was a lack of stability throughout the retail end of the industry. This was due to an apparent laxity on the part of merchants in regard to their places of business. For a while, particularly two or three years ago, dealers in general were doing a tremendous volume of business, and in this they were quite content. It was not necessary for them to be salesmen, nor did they feel it necessary to pay much attention to the fittings of their stores. This condition, of course, did not apply to all dealers, but to quite a number of them. After the day of order-taking had passed away it was found that in order to do business not only had real salesmanship to be instituted, but the appearance of stores had to be looked after. The dealer found that to do business he must make himself a permanent part of his community life. In order to do this he found it necessary to establish himself firmly in his community, and there was only one way to do that. That way was to show his clientele that he was there to stay. In order to do this he found it necessary to look after his equipment. Good equipment plays a most important part. It creates an air of prosperity which is highly regarded in every community—it adds to the comforts of the customer and assures him that he is in the hands of first-class business men who are not only anxious to sell him, but keep him sold. To-day

our inventory shows us that nearly every dealer we come across has stabilized himself by investing anywhere from \$1,000 to \$25,000 in store equipment. By virtue of this investment the talking machine man is regarded as one of the best assets in his community. He has no trouble in raising money to-day, throughout financial circles in his community, and this in itself spells stability of the highest order.

Talking Machine Store as Radio Outlet

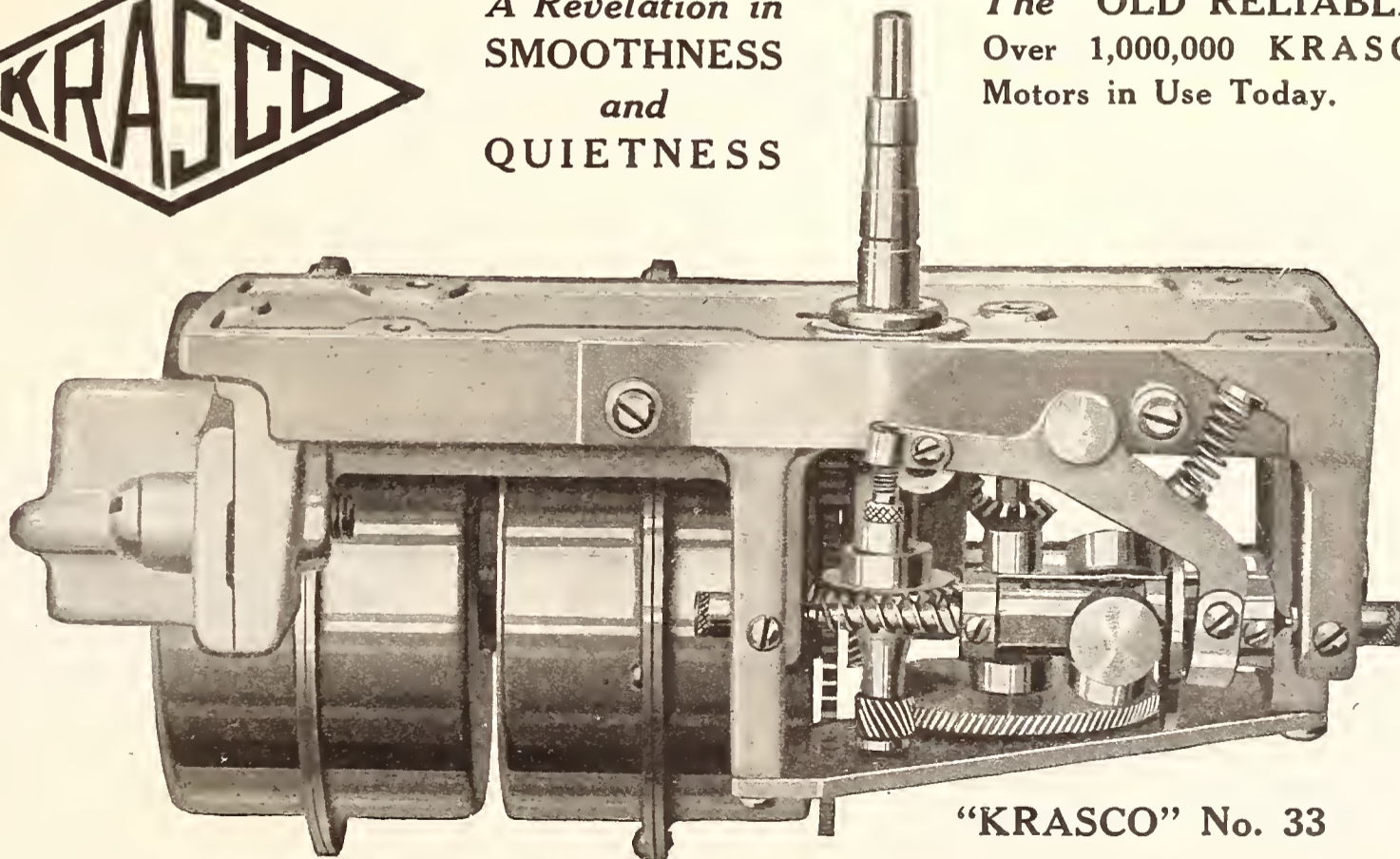
Another thing the talking machine man is paying quite a bit of attention to lately is radio. For a long time manufacturers of radio sought the most logical outlet. After much investigation and consideration the palm has been handed to the retail music man. One of the main reasons for this decision has been already gone over in detail above. Another is to be found in the close similarity between radio and the talking machine. It had been thought by a great many radio manufacturers that the sales of radio should go to electrical dealers, but this thought is being abandoned for several reasons, e.g., the talking machine man has a larger investment than the electrical dealer; likewise, the sale of radio depends on service, which the talking machine man is able to give better than the electrical dealer can. Then again, the electrical man is a technical man. He knows electricity, or is supposed to. Radio-telephony is now regarded not as simply electrical, but as a form of electro-magnetism, in regard to which much less is known. Therefore the electrical dealer with his electrical knowledge is too prone to go into technicalities and neglect to

(Continued on page 102)



*A Revelation in
SMOOTHNESS
and
QUIETNESS*

*The "OLD RELIABLE"
Over 1,000,000 KRASCO
Motors in Use Today.*



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

talk on subjects which will cause the buyer to make a purchase. The average retail talking machine man knows comparatively little of the technicalities of electricity and he therefore must talk upon music in the home and the enjoyment to be derived from radio. This, by virtue of his long association with a trade which is selling music, enables him to get right down under the hide of his prospect and make a customer of him. Then again, when a comparison of the electrical dealer and music man is made, we find that the music man knows how to handle a piece of merchandise that is sold on the deferred payment plan much better than the electrical dealer does. This is essential, because if anyone cares to take note he will see that the larger institutions marketing radio are putting out sets carrying retail prices which necessitate deferred payments.

Summarizing the whole situation we find then that talking machine dealers want high price radio outfits and nearly everyone of these dealers is taking them on, whereas, in the electrical field we find more and more indifference to radio, at least in a musical way, from day to day. We feel, therefore, and have every reason for so feeling, that ere long the music man will be considered the principal outlet for high-grade completed sets and the electrical man, because of his technicalities and his love for them, will be an outlet for parts rather than complete units.

Sonora Distributor Changed in Chicago

Van Houten & Zoon, who for several years were wholesale distributors for the Sonora Phonograph Co. in this city, have discontinued their activities in the talking machine business and have returned to their original enterprise, namely, the distribution of cocoa. They have accordingly closed their Chicago headquarters and returned to New York City.

The wholesale Sonora business has been turned over to a new distributor known as the Sonora Phonograph Co., Inc., of Illinois. The

head of this new concern is A. R. Rodway, of the A. R. Rodway Co., Inc., New York City, broker and wholesaler of groceries. Mr. Rodway is president and general manager.

L. Golder, who was assistant sales manager of the Sonora branch of Van Houten & Zoon's Chicago offices, is now sales manager of the Sonora Phonograph Co., Inc., of Illinois, and J. E. Corcoran, formerly of Van Houten & Zoon, is now assistant secretary and treasurer of the new concern.

The Sonora Phonograph Co., of Illinois, will maintain its present headquarters at 720 South Michigan avenue and will also maintain the warerooms formerly occupied by Van Houten & Zoon. The showrooms at this address are equipped purposely for the benefit of Sonora retail dealers. Wholesale business only will be carried on at this place.

The territory that the new organization will cover will be the River towns of the State of Iowa and the entire State of Illinois. A comprehensive advertising campaign featuring the Sonora is now being carried on in the local newspapers of this territory.

A Visitor From Calumet

Lucas Hermann, of the firm of Hermann Brothers, of Calumet, Mich., paid the Chicago branch of the Columbia Co. a visit the early part of the week. "Conditions are much improved in the Copper Country," said Mr. Hermann, "and we are preparing for an unusually large Fall and Holiday business."

Dog Days in Chicago

The most (in some ways) spectacular parade ever seen in Chicago was held on Saturday, October 14. It was the parade of the unpedigreed canines and their owners. You see, it was this way. One of the local papers has been working up interest in "Kids and Their Dogs," and so got up the show of hounds of low degree. Kids and dogs of every kind and description were in the procession, including canines who possess the loudest barks, the

longest tails, the homeliest faces, the prettiest eyes, etc. The parade itself was one of the biggest hits of the season and an observer for The World could only see one man in line who took advantage of the advertising possibilities of the event. This man offered the use of his Stutz roadster as a means of conveying some of the officials who made the award in the dog contest. His scheme was very novel. The World representative was unfortunate in not securing the gentleman's name, but he had mounted on top of the radiator of his car one of the familiar little Victor dogs with a sign hanging below it, "His Master's Voice." We immortalize the famous event, not for the purpose of giving any particular dealer a boost, but to call the attention of the trade to the possibilities that offer themselves almost daily for "tie-up" purposes, from the most unlikely directions.

Victor Delivery Bags

The Chicago Talking Machine Co. reports splendid results from the campaign recently launched in behalf of Victor delivery bags. The response from dealers has been far greater than anticipated. These delivery bags are of paper and come in ten and twelve-inch sizes. There are illustrations on the front in four designs, which include scenes from operas, as well as Victor advertisements. Space is left at the bottom of the illustration for a three-line imprint. The quality of these bags is typically Victor and they constitute a kind of advertisement calculated to stimulate any dealer's business.

Enlarge Talker Department

For the second time in a year H. L. Freedman, manager of the talking machine department of W. A. Wieboldt & Co., has found it necessary to enlarge his space. The department has now been moved to the third floor of the big building at Milwaukee avenue and Paulina street and has added a considerable number of listening rooms. This department is probably the largest of its kind in the West Side business



"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.

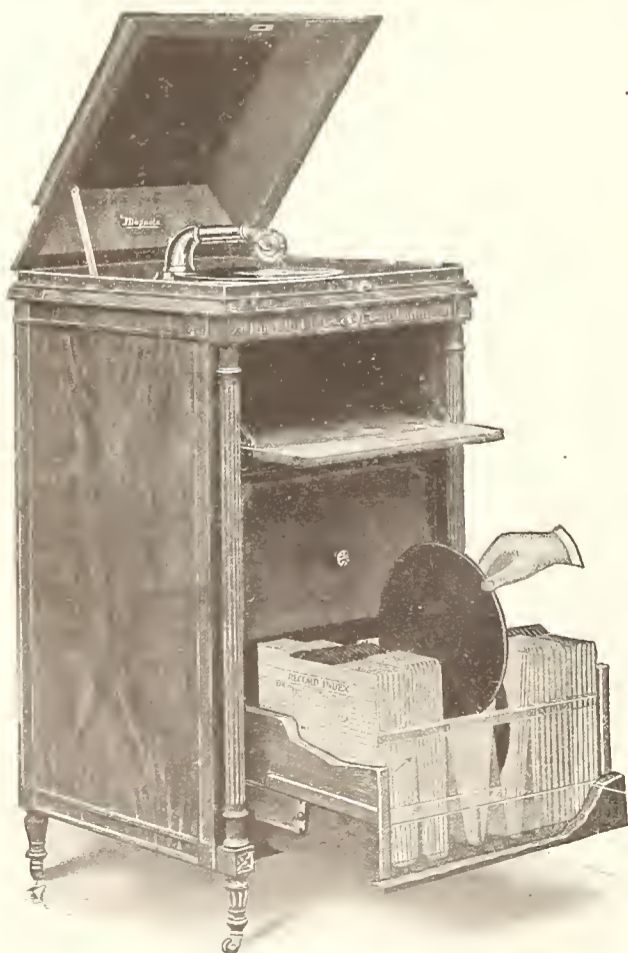
Write for our *Revised Wholesale Prices*

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

district and from present indications will soon rank among our biggest talker departments.

Now Have Twelve Booths

The Lincoln Talking Machine Shop, at 3100 Lincoln avenue, which handles the Sonora and Brunswick machines and Brunswick records, has recently added to its equipment several new hearing rooms, as well as larger counter space. This concern can now boast of twelve booths. Besides the first floor this concern recently added the basement of the building to its selling space, and this is now equipped in a most modern fashion with all the up-to-date improvements necessary for the sale of records and talking machines.

Increases Capitalization

The capitalization of Ray-Di-Co Organization, which was incorporated in May, 1922, under the laws of the State of Illinois with a capital of \$100,000 common stock, has been increased to \$250,000. The new capitalization calls for 1,500 shares at a par value of \$100.

The Ray-Di-Co Organization, Inc., is the outcome of a consolidation between two pioneer firms in the radio business, viz., the Ray-Di-Co Organization and Hawthorne & Co. All of the assets of these two firms, including their goodwill, their registered trade marks, etc., were acquired by the Ray-Di-Co Organization, Inc., several months ago. This business began in a small way about two years ago and its products are said now to be handled by some 900 dealers.

A. R. Campbell in Charge of Radio Department

A. R. Campbell, a young man widely known in the commercial field, has been appointed manager of the retail radio department of the Cable Piano Co. Mr. Campbell is well versed in radio, having gained his knowledge while in the United States Navy. The department looked after by Mr. Campbell makes a specialty of Zenith receiving sets, manufactured by the Chicago Radio Laboratory.

Featuring Fletcher-Wickes Line in Canada

At the headquarters of Fletcher-Wickes, Inc.,

at 6 East Lake street, the representative of The World was shown some exceptionally clever advertising copy written around the Fletcher reproducer by the McLagan Phonograph Corp., Ltd., whose head office is in Stratford, Ontario, Can. The copy is enclosed in a pen-sketched border, showing two singers, a man and a woman. Immediately between the two heads is a drawing of the Fletcher reproducer. The drawing shows the mouths of both singers open in a natural manner and it will be seen on close inspection that this natural contour of the lips simulates a hexagon. The established shape of the Fletcher reproducer is hexagonal also. The connection is obvious.

The text matter then goes on to tell how it remained for Elmer Fletcher, an American genius, after many years of patient experiment, to discover the principles now embodied in the Fletcher reproducer. Mr. Fletcher abandoned the accepted ideas relative to reproducers and proceeded along new and radical lines. During his experiments he discovered that high or soprano notes are made in the center of the diaphragm of the reproducer and the low or bass notes are made nearer the edge. Continuing the experiment he found that six sound openings placed at certain positions behind the diaphragm provide proper spacing and correct control of all ranges of human voices and musical instruments.

Pushing the Starr Line

The Chicago office of the Starr Piano Co., manufacturer of the Starr phonograph and Gennett records, has a specially fine display of the latest Starr models at the local Wabash avenue warerooms. Sales are quite brisk and anticipations are that November and December deliveries of Starr phonographs and Gennett records will far exceed the deliveries made during the same months of last year. This augurs well for the local branch, as everyone connected with this institution firmly believes that the coming season will be the biggest ever. The

console type has proved itself a very good seller and although considerable difficulty was met with in securing enough of these beautiful instruments to care for the demand some time ago, it is believed that increased deliveries will enable the local branch to take care of its coming Holiday trade.

Edison Phonographs Selling Fast

Retail Edison business is going at a fast pace, so they say, at the new Knabe Edison Shop on Wabash avenue. Retail sales are well beyond anticipations. The big seller is the baby console at \$175, which is making Edison history in this territory. Edison records are showing an immense increase in sales, due to the fact that Edison is getting out the newest music very speedily. This policy is giving a great impetus to record sales and indirectly is greatly stimulating the sales of Edison phonographs.

Increases Force to Supply Demand

The United Mfg. & Distributing Co., of this city, recently increased its force of workmen and at present is turning out unprecedented quantities of the well-known United motor. In recent publicity the United Mfg. & Distributing Co. has heralded its product in a very novel way by asking the trade to think of the anachronism, "Beau Brummel, In Squeaky Shoes." Now, of course, no one familiar with the social life of that bygone and very interesting personage could conceive him wearing squeaky shoes. This little bit of publicity is causing many manufacturers to think of their best instruments as Beau Brummels and to get rid of their squeaky motors. All manufacturers know that to-day talking machines equipped with noisy, wobbly or squeaky motors are very objectionable in the home, and are therefore paying more attention to the elimination of these faults than ever before.

Sonora Dealers Meet in Conference

Seventy-five Sonora dealers from all over Chicago and vicinity met on the first of November.

(Continued on page 104)

VITANOLA

The Phonograph of Marvelous Tone

MORE News of Importance



No. 43—List \$125.00

Write us for DEALER'S price

Now, in our immense Saginaw, Michigan, plant, we have co-ordinated all Vitnola activities, including the moving of our general offices to Saginaw from Chicago; and it works out to **your** advantage as well as our own.

In Saginaw we have always had and—now that all Vitnolas will be made here—will have in increasing degree the benefit of skilled labor at a fair price. The men who work in our Saginaw plant, many of them, have been with us since our beginning. They own homes, and are skilled artisans who work because they like to create something worth while, not merely because they are compelled to hold a job.

In this big modern factory, then, under one roof we shall continue to produce the VITANOLA with the thought in mind that to-day the American public wants phonographs as badly as ever, BUT the quality and the price must both meet rigid competition. At the same time the dealer's interest must be protected.

Write to us to-day, and find out what all this means for you. DEALERS who know have said to us

"It is Easier to sell Vitnola Than to Compete With It"

Vitnola Talking Machine Co.
Saginaw, W. S. Michigan

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

ber for a luncheon in the Florentine room of the Congress Hotel. It was the first real meeting that the Sonora dealers have had in quite a while and was, in fact, the initial get-together meeting of the new Sonora Phonograph Co., Inc., of Illinois. It was the means of personally introducing the new officers of the aforementioned concern to the Sonora dealers of Chicago. The chairman of the occasion was L. Golder, sales manager of the Phonograph Co., Inc., of Illinois, who, after a few introductory remarks, introduced A. R. Rodway, president of the new company. Mr. Rodway told of his enthusiasm as regards Sonora phonographs and gave details as to the immense amount of business being done in New York City and throughout the East.

He could not see why Chicago, with its wonderful territory, cannot compare with any other big city, insofar as Sonora business is concerned. Mr. Rodway also spoke in a sort of historical way relative to the founding of the Sonora Co. and its success. The success of growing institu-

tions depends on the ability of the men behind them, both wholesale and retail. It also depends upon the policies of the institutions marketing the product and the qualities of the product. Mr. Rodway's talk was quite interesting and aroused the hearty approval of all those present, who assured him that every possible co-operation will be his, and that 1923 will be a banner year in Chicago and the rest of the territory looked after by the company, of which he is president.

The keynote of Sonora's 1923 business will continue to be the best possible quality of merchandise, according to Frank J. Coupe, general sales manager of the Sonora Phonograph Co., who went into details concerning the company's endeavors and ambitions to make their 1923 merchandise of even better quality than obtains to-day. "The goods of to-day will stand up in competition with those of any other company and are never found wanting," he said. "We are doing our best even to surpass our present quality record." He called attention to the fact

that the holiday rush was keeping the Sonora factories working overtime, but even at that there is bound to be a shortage of these instruments. "Sonora recommends good competition," he continued, and in closing he congratulated Sonora dealers on their good fortune of securing such high-grade men as now associated with the new Illinois Co. for business co-operators.

Co-operation between dealer and distributor was the keynote of an impromptu talk given by C. W. Keith, of the Long Island Phonograph Co., of Brooklyn. The immense amount of business this concern is doing in the East is attributed to a combination hard to beat and composed of two important factors, viz., superior goods and real co-operation. These will withstand the onslaught of any competition and win in the end. Mr. Keith warned his listeners to beware of cheap advertising; for example, dollar down and dollar a week advertising. This is ruinous to any establishment, as it cheapens the article that is offered for sale. When a man cheapens his merchandise he only invites for himself greater labor with less results.

The meeting was very successful. During the luncheon the guests were entertained with music and high-class vaudeville acts. The table was arranged around three sides of the room and the space within was decorated with palms and artistically set off with the entire line of Sonora instruments, which were placed effectively on display. At the close of the meeting Chairman Golder announced that all authorized Sonora dealers in this territory will be presented with elaborate Sonora dealer certificates framed and ready to be hung up in the dealer's place of business. It was also announced that all Sonora advertising during the present campaign will carry the names and addresses of all authorized Sonora dealers.

Ben Wood on Business Trip

Ben Wood, general manager of West Phono, Inc., left on the first of the month for a trip which will take him through the Eastern and Southeastern States. The purpose of this trip is to establish jobbers for the Orpheum portable talking machines which his company is making.

Peter Nees Elected Orotone President

The first of the month the board of directors of the Orotone Co. called a meeting of its officers to take action to fill the vacancy caused by the recent death of Louis K. Scottford, president of the Orotone Co. An election of officers followed the meeting and Peter Nees was duly elected president and the other officers were re-elected. William Tures remains secretary, with Leigh Hunt, treasurer and general manager. Mr. Tures, who was one of the founders of this organization, will devote a great amount of his time to traveling throughout the country calling on manufacturers of talking machines, as well as jobbers and retailers who handle the well-known Orotone-Edison attachments. Mr. Tures is a recognized authority on tone-arm and sound box construction and the purpose of his visit to the trade will be to familiarize it with the various methods utilized in tone reproducing. The Orotone Co. is meeting with great success in the development of its business and the demand for its product is a tribute to its worth.

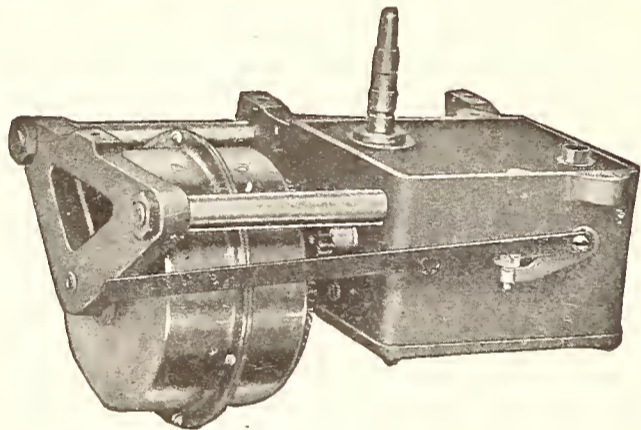
New Cheney Store Opens

One of the latest entrants into talking machine circles of Chicago is the Thomas Piano Co., which recently opened its second store at 4338 Milwaukee avenue. The formal opening was attended by a large number of visitors, who enjoyed the excellent program especially prepared for the occasion. Music was furnished by the Seese Jazz Band.

This new store, besides a line of pianos, makes a specialty of Cheney talking machines. It is one of the most beautifully decorated stores on Chicago's North Side and its paneled walls are artistically decorated. The lighting effects are very beautiful and the furnishings are of

(Continued on page 106)

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

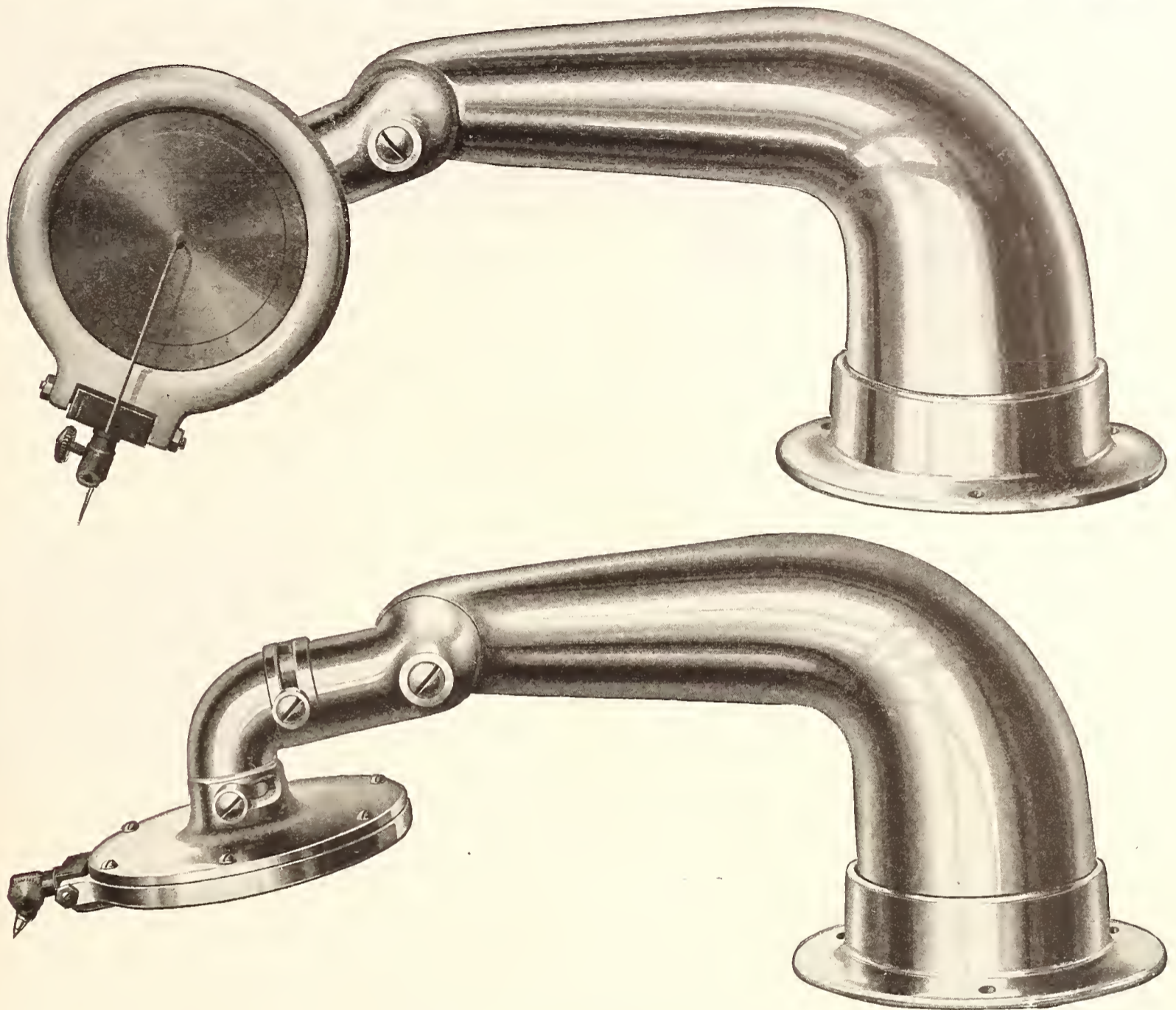
Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

New Jewel Tone Arm No. 3



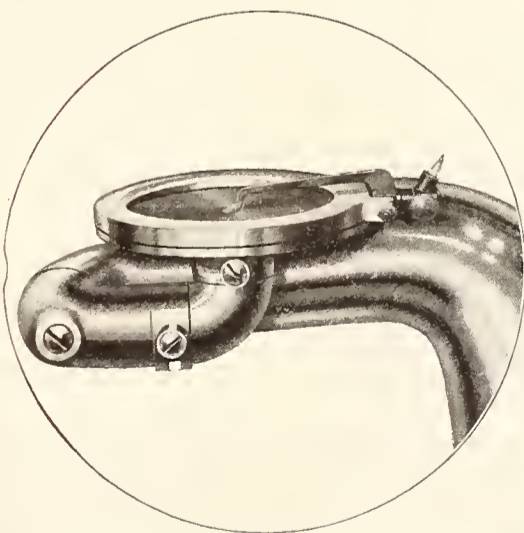
Exclusive Features

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.



Shows reproducer thrown back on tone arm in Edison position.



Equipped with or without Mute, Mica or Nom-y-Ka Diaphragm.



154 Whiting Street

CHICAGO, U. S. A.



Those Star Spangled Nights in Dixieland

A Down South Ditty



Give me those star spang-led nights in Dix-ie - land, One glimpse of South-land is all that I. de - mand,

HEAR IT NOW!

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

a kind that create a homelike air throughout the store. One of the features of their display was a \$1,200 Cheney instrument of Oriental design.

W. B. Thomas, the energetic and enterprising young man who heads this concern, conducts another retail music store at 4326 Milwaukee avenue, wherein he carries a full line of sheet music and small goods.

Sonora Advertising Campaign

The nation-wide advertising campaign, which was recently launched by the Sonora Phonograph Co., Inc., of New York City, is beginning to make itself felt in the Chicago territory. Sonora advertisements of various sizes have recently been appearing in the Chicago American, Chicago Daily News and the Tribune, whose combined daily circulation reaches something like one million and a half. It is estimated that the combined total circulation of all of the newspapers throughout the country which are carrying Sonora advertisements is 15,000,000 daily.

The Sonora Phonograph Co., of Illinois, which recently took over the wholesale Sonora distribution in this section when the firm of Van Houten & Zoon retired, has tied up with this big Sonora publicity campaign and is mailing many hundreds of leaflets, broadsides and dealer helps to prospects throughout the territory. The

new institution is doing everything it can to stimulate Sonora activities throughout the river towns of Iowa and the entire State of Illinois.

The Up-town Chicago Exposition

Every year the business men of the North Side get together and hold what is known as the Up-town Chicago Exposition. This is generally held in the Broadway Armory on the North Side. The exposition this year was opened on October 16 with addresses by Edward E. Gore, president of the Chicago Association of Commerce; Loren Miller, president of the Exposition Association, and Mayor William Hale Thompson. The exposition lasted for one week and attracted crowds from all parts of the city. Music was the big feature of the entire show and quite a number of North Side dealers took advantage and exhibited their goods.

The Fenton Music Co., of 4736 North Racine avenue, had a very attractive display of Victor talking machines, as well as Kranich & Bach pianos. The Victor display was highly artistic and the coloring and lighting schemes accentuated its beauty.

A. M. Bensinger, head of the Brunswick Phonograph Shop, 4732 Broadway, had a very attractive line of Brunswick models on display, and exploited Brunswick records to very good advantage. The shop controlled by Mr. Ben-

singer claims to be the oldest Brunswick shop in the country, Mr. Bensinger being, it is said, the first dealer to sign a Brunswick contract. Another Brunswick exhibit was given under the auspices of the Devon Music Co., whose place of business is at 1560 Devon avenue. This concern made a special feature of Brunswick De Luxe console models.

Enlarge Victor Department

The Hartman Furniture Co., of Chicago, which operates branch stores throughout the city, has just completed the work of enlarging the Victor department at the Sixty-third street branch. This branch is near Halsted street, the center of business activities in the big Englewood district of Chicago. The enlargement consists of five additional audition rooms, a large record rack, counters, etc. Manager Goldsmith, who supervises the entire store, is elated with the amount of Victor business his branch is doing, and believes that before long it will be necessary for him again to enlarge his Victor department.

Another Shop Opens

S. D. Selverstrom is the name of the proprietor of the talking machine shop which recently opened its doors to the public at 656 East Seventy-fifth street, Chicago. The new store is known as the Music Box and carries a comprehensive line of high-grade talking machines, namely, Aeolian, Vocalion and Columbia. The first equipment consists of demonstration rooms and a large record department, all of which were fitted out by the Unit Construction Co. in a most attractive way.

Across the Lake

News comes from Ann Arbor, Mich., that Harvey Stofflet has opened up an exclusive Brunswick shop in the McNichol Arcade. The new shop, which has been Unico'd throughout with six audition booths, record racks, lights, fans and trade stimulators, is known as the Stofflet Phonograph Shop.

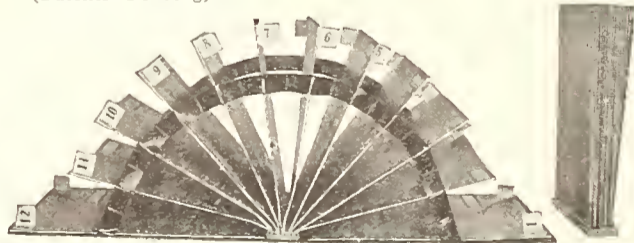
First Phonograph Exclusivist

The Chicago office of The Talking Machine World has just received an announcement from St. Louis which tells of the opening of the new talking machine department of Trorlicht-Dunker Co., of that city. The department occupies a

THE PHONOGRAPH WORLD'S PROFIT PULMOTOR "ABILITY" AT LAST

(Patents Pending)

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album.
Optional at will.

UNYVERSAL UTYLYTY UNYTS CO.

6111 Winthrop Avenue

CHICAGO, U. S. A.

N. B.—Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut, Unpunched, Full Stock Strength, Leaves.

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 106)

brand new store and is the only exclusive talking machine store in the down-town district of St. Louis. Victor and Brunswick machines and records are handled by this institution. R. M. Clucas, who manages this new store, is very warm in his praise for the efficiency and business-like manner in which W. D. Montgomery, Chicago manager of the Unit Construction Co., fitted out the place. The treatment is typically Unico, conceived in white ivory, and consists of five audition rooms and nine machine rooms, arranged artistically along the sides of the store. There is also a forty-foot record rack and counter. The lobby of the store is treated in Unico Adam design. The Unit organization made record time in providing this equipment. Shipment was made complete four days after receipt of order.

Important New Brunswick Artists

The advance list of Brunswick December records, which was released on November 15, contains some very interesting news regarding the activities of the record division of the Brunswick-Balke-Collender Co. This list contains the first records made by several artists, who, although new to the Brunswick catalog, are widely known to the public.

They are John Barclay, baritone; Joseph C. Smith and his orchestra, and Arnold Johnson and his orchestra. John Barclay is an Englishman who came to this country last Summer.



Arnold Johnson and His Orchestra

He has made appearances with the Mendelssohn Choir of Toronto, the Philadelphia Orchestra, the Philharmonic Orchestra of New York and the Cleveland Symphony. Mr. Barclay is now making his second American tour. He is the originator of the famous "Barnstormers," that picturesque group of British singers and actors, who, during the war, accompanied the British armies during battle. Mr. Barclay was a captain in a London Territorial regiment and led

Demonstrators-Instructors Furnished Free WALLACE REDUCING RECORDS

We have a corps of trained demonstrators and instructors whom we send to conduct demonstrations or instruct classes in reducing in stores in all parts of the United States. This sales promotion idea is worth thousands of dollars to a live dealer. It attracts thousands of people who buy other things as well as Wallace Records. Write for details about this plan. In the meantime, if you do not handle Wallace Reducing Records you are losing big and easy profits. Send your order for one of the unit shipments listed below and get started.

Retail Price \$15.00

Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each	In Lots of 12 Sets—\$8.55 each
In Lots of 25 Sets—\$8.10 each	In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE
630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA

the "Barnstormers" with General Allenby's army through the Holy Land.

The Arnold Johnson orchestra is at present playing at Pelham Heath Inn in New York. Mr. Johnson, several years ago, was director of the orchestra at Tait's famous café in San Francisco. He was also at Nat Goodwin's in Los Angeles, the Green Mill Gardens in Chicago and the Cafe de Paris in New York City. Last season Mr. Johnson assembled a noteworthy organization of famous musicians from all over the country. His orchestra played during the Winter season at Miami, Fla.

Joseph C. Smith and his orchestra constitute a well-known musical organization which for the past eight years has been playing in and about the city of New York. Most of this time he has been indissolubly associated with the famous Plaza Hotel, New York City. It is understood that this famous orchestra will re-

cord exclusively for the Brunswick institution.

Another exclusive Brunswick organization whose records will be released in January is the Ukrainian Chorus, which received a tremendous ovation upon its appearance here at Orchestra Hall on October 30. Among the artists are Mme. Nina Koshetz, soprano of the Moscow Opera; Mme. Oda Slobodskaja, soprano of the Petrograd Opera; Mme. Nadia Platinova, Russian folklore interpreter; Nicholaj Stember, accompanist, and the conductor, Alexander Koshetz. Madame Koshetz sang last season with the Chicago Opera Co. and has appeared with the Boston, Philadelphia, Cleveland, Detroit and Minneapolis orchestras. Madame Slobodskaja was with the Imperial Opera of Petrograd up to ten months ago, where for over four years she sang leading dramatic soprano roles. Since leaving Petrograd she has given four recitals in Berlin to capacity audiences in the Beethoven Salle, where she received unusual praise from press and public.

J. J. Davin Returns from Pacific Coast Trip

J. J. (Jim) Davin, secretary of the Reincke-Ellis Co., of this city, returned recently from a trip to the Pacific Coast, during the course of which he attended the national convention of the Intermountain Victor Dealers' Association, held at Salt Lake City, Utah, under the auspices of the John Elliott Clark Co., Victor distributor. En route to the Coast Mr. Davin visited Kansas City and Denver and in San Francisco spent some time with Robert Bird, who was recently appointed manager of the Victor wholesale division of Sherman, Clay & Co.

In a chat with The World Mr. Davin stated that in Los Angeles and in the other Coast cities he found the finest Victor store fronts that he has ever seen in any part of the country, and he talks from an experience that includes a visit to every large trade center from coast to coast. The Platt Music Co., of Los Angeles, has opened up a new store which Mr. Davin believes is the last word in Victor installation and which would be a credit to the Fifth avenue shops in New York. Regarding business Mr. Davin stated that it is brisker on the Pacific Coast than in any part of the country he has visited this year and that the dealers are preparing for the best Fall and holiday trade in history.

"Aladdin's Lamp" Arouses Enthusiasm
The Lakeside Supply Co. aroused considerable
(Continued on page 108)

"SUPERFLAKE" GRAPHITE SPRING LUBRICANT FOR PHONOGRAPH MOTORS



A carefully prepared lubricant containing GRAPHITE of the finest quality
Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE FOR RECORD MANUFACTURERS

We are prepared to fill your orders, large or small, and can make prompt shipments

Write department "J" for quotations on your requirements

Superior Flake Graphite Co.

Department J

General Offices: 76 West Monroe St., CHICAGO

Warehouse in Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

interest during the recent radio show when it exhibited its latest innovation—a combination radio receiving set and talking machine. The new instrument is enclosed in a handsome electric table lamp. The radio receiver contains four tubes, one being the detector unit and the other three being audio frequency-radio frequency units. Stations within a radius of one thousand miles have been easily picked up. The wave length is adjustable from 200 to 600 meters. The radio element of the instrument is composed entirely of Crosley parts. The talking machine part is very compact and arranged so that the amplifying horn of the talking machine may be used as a loud-speaker for the radio.

On several occasions during the radio show the "Aladdin Lamp," as it has been christened by Lakeside, was used for broadcasting purposes, for which it is remarkably well adapted on account of its compactness.

Plans Extensive Trip

W. D. Montgomery, manager of the Unit Construction Co., Chicago branch, left Chicago on the first of the month for an extensive trip, which will bring him into personal contact with nearly every dealer located in the large towns throughout his territory. The trip will last a month or more, and its purpose is personally to call the dealer's attention to the fact that there will be an advance in Unico prices on January 1. The trip is in line with the Unit Construction Co.'s policy of giving dealers every advantage of prevailing prices.

A Minneapolis Visitor

A representative of the Foster & Waldo Co., of Minneapolis, who was recently in Chicago, stated that this company will throw open the doors of its greatly enlarged store to the public on or about November 15. This concern, which is one of the oldest and best-established music houses in the Central Northwest, has been in business for sixty-four years and in the year 1919 sold over \$650,000 worth of talking ma-



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

Manufacturers of

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.

chines retail. The line carried by this great institution is very comprehensive and embraces Victor, Edison, Cheney and Sonora. The store is on Nicollet avenue. The talking machine department was formerly on the third floor of the building occupied in its entirety by Foster & Waldo, but the recent remodeling which was carried on brings the talking machine department to the first floor. The job of remodeling

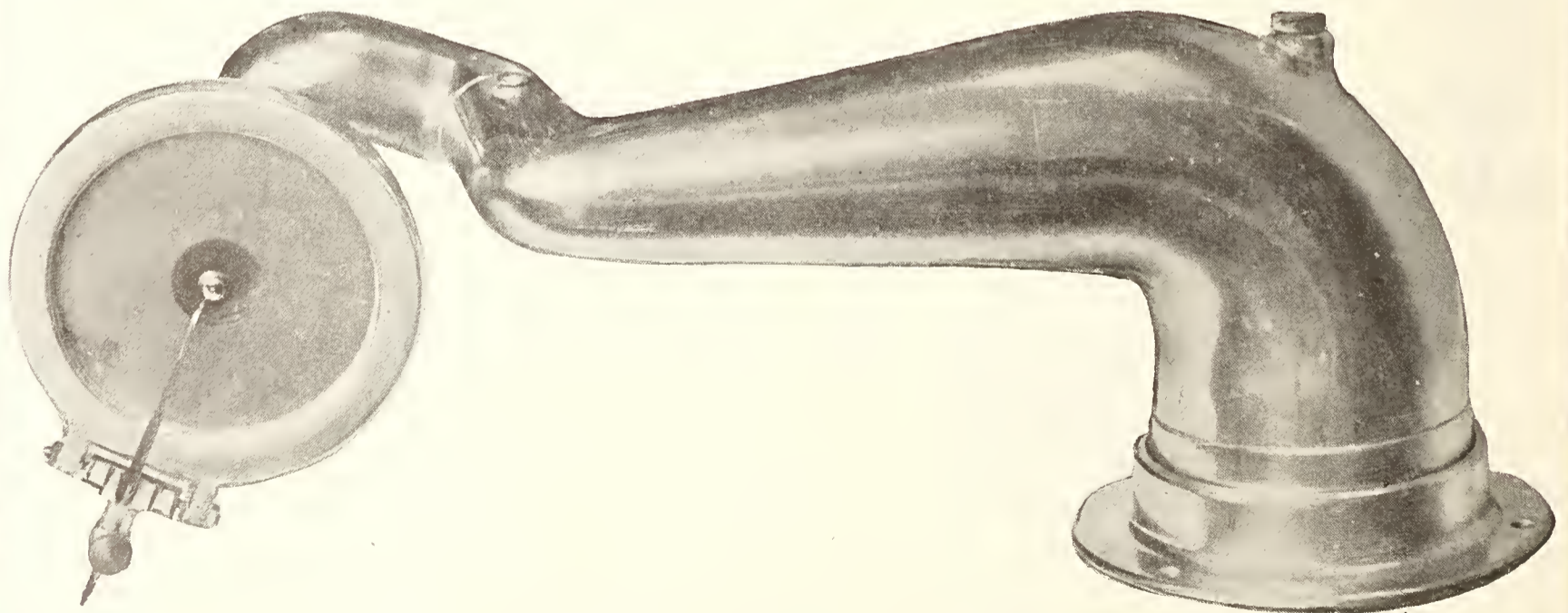
this store amounted to something over \$15,000 and was handled by the Unit Construction Co. through its Chicago branch. There are now thirteen audition rooms, fifty feet of counter space and a record rack with a capacity of 50,000 records. The treatment is in ivory and steel blue, known to the trade as Unichrome.

The offices are now located on a balcony on the first floor, reached by a grand central stair-

DO YOU WANT:

POSSESSES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORD? Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM



KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSINESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

326 River St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

way located in the rear. The entire scheme was designed and executed by W. D. Montgomery, of Unico.

New Unyversal Album

The Unyversal Utylyty Unyts Co. has just announced a new record album which it is getting ready for the trade. The album is of a solid wood, one-piece construction back, which has five dove-tailed grooves running its entire



New Record Album

length. Into these grooves are set twin pocket unit leaves. At the center of these leaves is a scoring between the two pockets and upon this scoring is laid the filler which may be of various materials, but preferably wire. The leaves are then folded around the wire at the point of scoring and are most easily slipped into the unit back grooves exactly as a dove-tailed joint is utilized in furniture construction. The result is an instantly and readily removable leaf—a flexibly formed hinge and union.

Some More Remodeling

The Barker & Sullivan Drug Co., of Rochelle, Ill., has recently had its place of business completely Unico'd with new booths, record racks and counters. This enlargement is temporary, as the concern expects to open an exclusive talking machine shop in the near future. Barker & Sullivan handle the Brunswick line of talking machines and records.

Dealers Must Be on Guard

Every once in a while one runs across a package of fibre needles in a dealer's store which are not made in America. Whenever The Talking Machine World hears of a thing like this it hastens to call the trades's attention to the fact, in order that it may be on the lookout, the reason being that fiber needles not made in America are questionable. There is only one original fibre needle, viz., the Hall, which was originated and patented not only in the United States, but in foreign countries, by Frederick B. Hall a number of years ago. This needle represents many years of experience in tone development. Manufacturers in foreign countries have attempted on several occasions to unload spurious fiber needles on the market, but have always failed to do so because the trade in general has always recognized the superiority and originality of the Hall fiber needle.

Vitanola in New Home

The Vitanola Talking Machine Co., which recently moved from its Cicero headquarters to its big plant at Saginaw, Mich., announces this month that all departments are working at top speed in an effort to take care of holiday orders that are pouring in. Reports indicate that orders are coming in about three times the limit of the present capacity and it is believed that this condition will continue to exist for at least five or six months.

To Open New Store

A. Schlesinger, one of the most successful Columbia dealers in Chicago, will open his new store in this city in the near future. He will carry pianos, although the main end of his business will be Grafonolas and records.

Vocalion Publicity Brings Results

Somewhere in the neighborhood 126 enthusiastic Vocalion dealers are reaping the benefits derived from the recent billboard campaign which was instituted here by the local Aeolian

branch, of which H. B. Leavy is manager. The 158 billboards, carrying 24-sheet posters, are scattered throughout Chicago and thousands of passers-by are being influenced to take interest in the Vocalion product. From present indications the coming holiday season will well reward the local Vocalion dealers, who anticipate great sales, not only of Vocalion talking machines, but Vocalion Red records as well.

Cheney "Resonator" Out

The November issue of the Cheney Resonator, published by the Cheney Talking Machine Co., in the interest of its dealers, has just been issued. Like previous numbers, this issue contains interesting and constructive articles, not only beneficial to the Cheney dealers, but also to salesmen and the trade in general.

Special attention is called to an article by Prof. Forrest Cheney, entitled "Refining the Phonograph Ear—How the Cheney Takes Its Place as a New Educational Factor in Trans-

mitting the World's Great Musical Records."

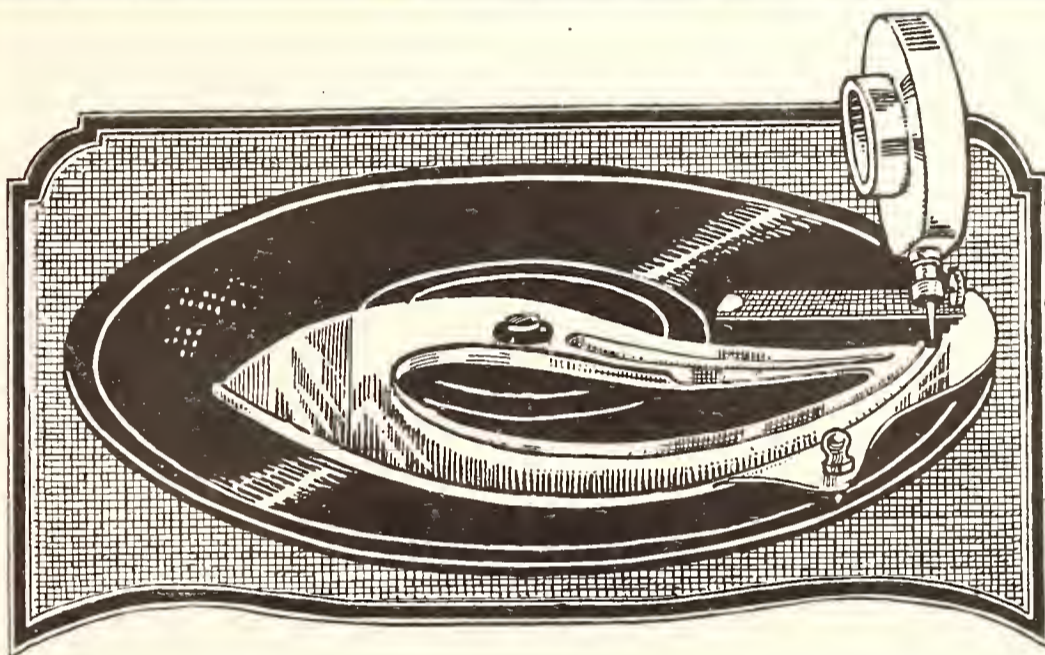
Why John McKenna Is Optimistic

John McKenna, manager of the Chicago branch of the Columbia Graphophone Co., has returned from an extended trip throughout the territory with a growing report of the prospective Fall business situation. "Conditions have improved wonderfully and to-day are the best we have had in two years," remarked Mr. McKenna. "Activities among the dealers tend to substantiate the general opinion that the Grafonola business will be the biggest we've ever had. The supply on several types is already exhausted and it is problematical if the demand for some of the models can be filled."

Wallace Windows Pay

Quite a number of Chicago dealers are taking advantage of the demonstration possibilities offered them by the Wallace institute throughout the Loop. Several stores have given over their display windows to Wallace records with

(Continued on page 110)



A Xmas Gift De Luxe

THE IMPROVED GEER REPEATER

Finished exquisitely in guaranteed genuine gold plate and packed at your option in beautiful Xmas boxes of holly and poinsettia design—retailing at only \$1.50—the regular price. Place your orders now to be sure of prompt delivery and cash in on this ideal Xmas Gift.

Old Price \$2.50

New Price \$1.50

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

GET YOUR CHRISTMAS NUMBERS

Gennett Records

NOW

A. G. KUNDE

Wisconsin Distributor

GENNETT RECORDS

Importer and Distributor of

HOMOKORD RECORDS



"The Difference is in the Tone"

344 E. Water St., Milwaukee, Wis.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

LOUD!!!

For Dancing and Band Records

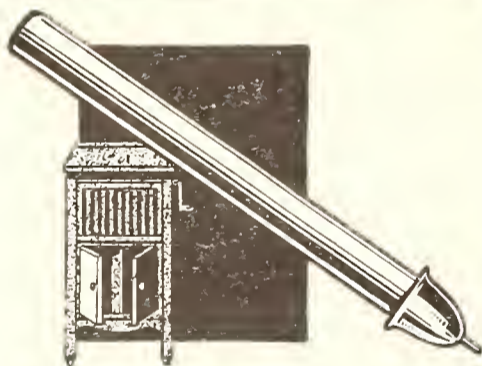
MEDIUM!!!

(The Original Tonofone)

For Voice and Instrumental Records

BOTH ARE

Tonofone
The Needle With A Flexible Point



Sufficient volume is now attainable with a quality only TONOFONE can give by the new loud Tonofone. And at the same price and same construction, but LOUD.

TONOFONE alone gives out all that is in the record. This is because of its famous flexible resilient non-scratching point—an exclusive feature of

"Tonofone"

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 Sole Makers

live models who actually demonstrate how to "get thin to music." The Wallace Institute has been supplying high-class demonstrators to all its accounts. These demonstrators when seen at work in the windows never fail to attract the crowd, and cause the buyers to come in and make purchases. All dealers who have taken advantage of these demonstrators are recording that they are wonderful trade stimulators

Make Recordings in Chicago

An expedition was sent from New York to the Chicago branch of the Columbia Graphophone Co. to make recordings of Al Jolson, Frank Westphal, Paul Biese and several other stars playing in or about Chicago. Some of the finest recordings ever produced were turned out.

A. J. Kunde Visits Chicago

A. J. Kunde, of A. J. Kunde, of Milwaukee, Wis., distributor for Starr phonographs and Gennett records in Wisconsin and the Upper Michigan Peninsula, was in Chicago last week and announced that he has been appointed agent for the Starr pianos for this territory. Mr. Kunde has made a recent trip through Wisconsin and says that he found business very favorable to what it had been in the months past. "I found that the old stocks of talking machines and records are fast being consumed," said Mr. Kunde, "and the dealers are ordering for the holiday business. Everybody is of an optimistic state of mind and they are all looking forward to a very normal Fall." Mr. Kunde feels as a result of this trip there is going to be a very live Fall, not only for talking machines and records, but for Starr pianos.

Lyon & Healy Radio Activities

Probably one of the most complete retail radio stores in Chicago is that which was recently opened by Lyon & Healy in their big building at Jackson boulevard and Wabash avenue. The news of the opening was carried in these columns several months ago, but at the time we were unable to show the illustrations of the interior which we now give. Counter displays worthy of special note, designed to fit the needs of radio customers and show off radio goods to the best advantage, can be seen. These bear a very attractive and complete array of accessories for parts. Special demonstra-

tion booths are installed, where the customer may test out the various sets before purchasing. Daily concerts are given in the big Lyon &



View of Lyon & Healy's Radio Department

Healy concert hall, whence a wire leads over to the KYW broadcasting station. Because of this feature a radio purchaser may actually hear the

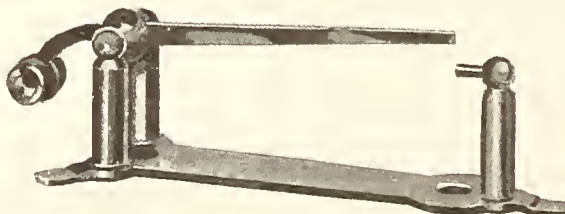


Radiopera Outfit

various artists as they are singing into the transmitting instrument and then he may step into the demonstration booths and hear these actual voices as they are sent out from the broadcasting stations and picked up on receiving sets. One of the most attractive instruments handled by Lyon & Healy is their Radiopera outfit, shown in the accompanying

ROTOMETER

Don't Guess
How Fast
Your
Turntable Is
Traveling



Use the
Lakeside
Rotometer
and Know

Full Size, Gun Metal Finish—A device for testing the speed of your turn-table is as indispensable on your phonograph as the speedometer on your automobile.
Every Owner of a Phonograph Should Own One. Retail Price \$1.25, write for discounts.

LAKESIDE SUPPLY COMPANY,

339 So. Wabash Ave., Chicago, Ill.
Phone: Harrison 3840

W. W. KIMBALL CO. SERVICE

Okeh Records The Record of Quality

Wherever you are, our reliable and friendly service will benefit you.

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago

This is the time to make *rapid turnover* and *quick profits*.

We have the records, latest "hits"; the best sellers.

Immediate attention to your needs. Knowledge of selling conditions. Prompt shipments.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

illustration. This is a complete radio installation enclosed under a specially designed cabinet. The set contains a Westinghouse R. C. receiver, Western Electric Co. detector, battery charges, etc.

A disappearing door permits passage of the sound waves of the horn of the loud speaker. Panel doors, both in front and in back, give easy access to all parts of the radio apparatus and facilitate adjustment of wire connections.

Use Glass Model for Cheney Exhibit

The Cheney department of Marshall Field & Co. is using for demonstration purposes one of the most interesting talking machines that have ever been seen in the Western trade. The instrument is none other than a Cheney Art Model, the casing of which is built of triple-plate glass, with all of the metal parts heavily gold-plated. This elaborate machine is given a prominent place in the center of the talking machine department, with the purpose of showing

a prospective buyer exactly how the working parts of the Cheney instruments are disposed. It is a perfect working instrument and any



Unique Cheney Exhibit in Glass record can be played on it. It has precisely the same tonal quality as a regular instrument.

When a prospect wants to know some of the constructional features of the Cheney instrument the salesman makes use of this glass model and thus easily explains everything to the satisfaction of the inquirer.

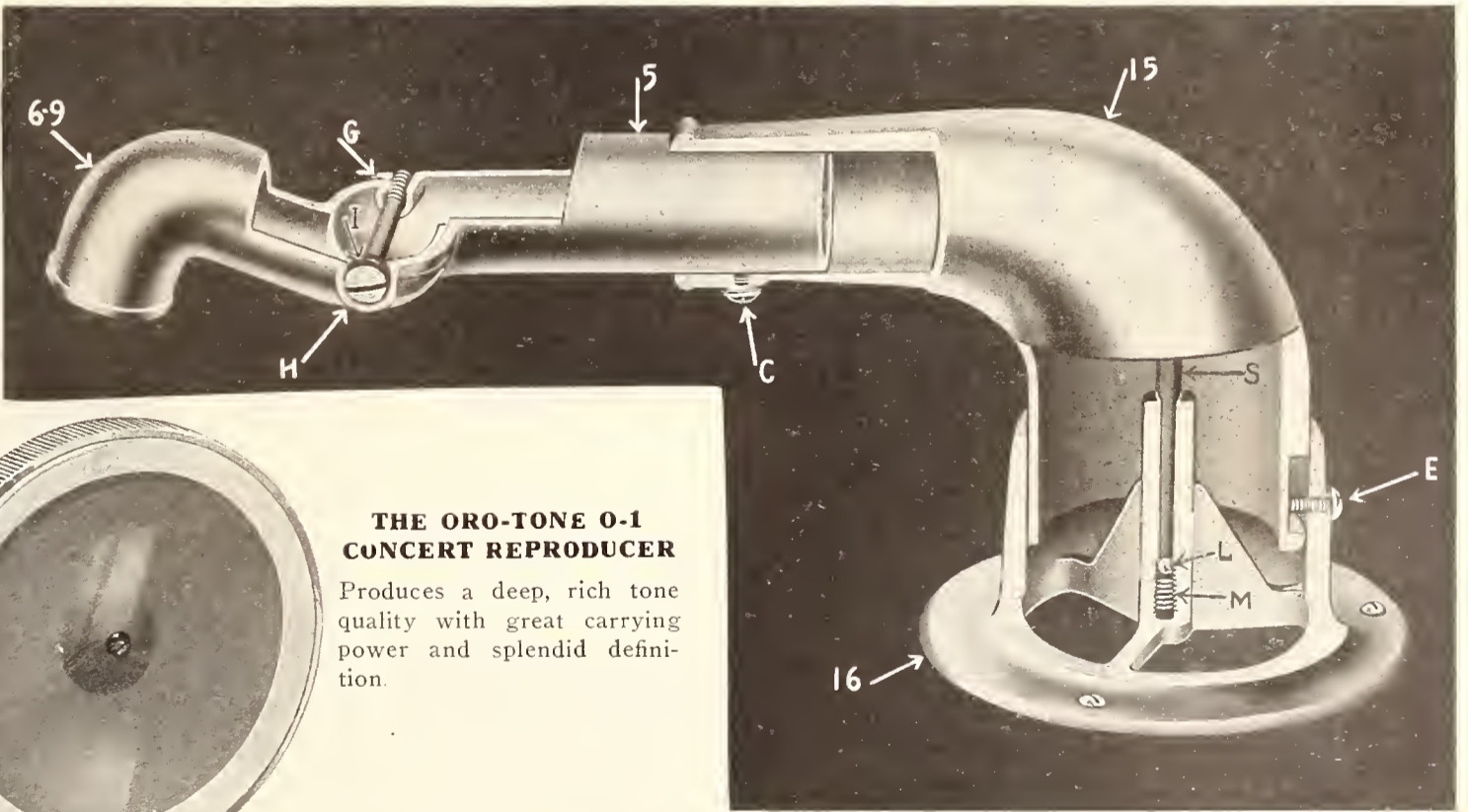
Real Talking Machine Fans

A visitor to the Chicago office of The Talking Machine World recently left behind him a clipping from the San Francisco Examiner, which seems to show that the talking machine men of Chicago must be putting talking machines in every home in that town. The text is as follows: "More than half of the punctures brought to a local tire house are declared to be caused by phonograph needles. The needles pass through the casing and prick tiny holes in the tube, causing slow leaks. The needles become imbedded in the casing and are hard to find.

"The only explanation is that the people unknowingly sweep the needles from their homes and passing cars pick them up."

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch. Extremely sensitive ball bearing swing or arc.



THE ORO-TONE O-1 CONCERT REPRODUCER

Produces a deep, rich tone quality with great carrying power and splendid definition.

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Improvement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splendid eye value, that is perfect in operation, that produces a powerful, deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality first standards.

DESCRIPTION

No. 16, base; No. 15, large elbow; No. 5, adjustable length extension; No. 6-9, floating throw-back elbow; M, height adjustment screw; L, single ball bearing; S, fixed stud in large elbow; E, stop screw for swing or arc of arm, also hold base to large elbow; C, length adjustment screw; H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle; G, lock screw to prevent assembly screw (H) from working loose.

MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

Excel Phonograph Mfg. Co.
400-412 W. Erie Street
CHICAGO



Style 70
Capacity 100 Records

Cut on left shows filing system built in beautiful cabinet finished in Mahogany, Fumed or Golden Oak. Files your records horizontally and prevents warping.

Circular and Prices on Request



Style 16
Carries 10 Records

Cut on right shows our 50 inch Phonograph equipment with Adams Improved record filing system made in five sizes. Sold with or without filing system. Sold in Walnut, Mahogany, Fumed or Golden Oak finishes.



Style 5
Large 3-Spring Motor
Powerful Reproducer

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

MEETING CHANGING CONDITIONS WITH NEW METHODS

E. P. Van Harlingen Tells How Harry Schlau Moved Stock and Interested the Public in His Store When Others Were Cultivating Pessimism—Constructive Views on Radio

Trade is looking up; there is no doubt about that. However, there are certain problems confronting general business, also specific problems confronting the music industry. All this is recognized by the thinkers in this trade. Leaders in the industry are of the opinion that these problems present no insuperable difficulties, but will be successfully overcome by the man who keeps his head and if need be meets changing conditions with new methods. One of the few big "complete music stores" in Chicago is that of the Harry A. Schlau Co., 3234-38 Lawrence avenue, some miles from the Loop, but probably the finest store of its kind outside the Loop.

It is recognized as such by all who see it. Mr. Schlau is not only a successful piano, talking machine and general music man, but is a man of affairs. He has built up a successful business in a relatively short time, and now occupies his own building in the heart of Albany Park, as that district of the city is known. He is president of the Albany Park Merchants' Association, director of the neighborhood bank, owner of the neighborhood paper and several other things. He is a man whom dull times fail to "buffalo." He is not a blind optimist, but thrives on difficulties. During this last Summer, which has not been a period of un-

exampled prosperity, he did some notable things.

As an instance of his aggressive methods he put three intelligent women out last Summer to act as canvassers and give away small bottles of piano and talking machine polish. They called at the homes, presented a bottle of polish, told the recipient how to use it, said it was given with the compliments of Mr. Schlau and that he was interested in knowing how they were fixed in the musical line. They readily gave the required information. As a result of these women's labors, reports on 4,000 homes were secured, including what musical instruments were owned, those who were without music in the home, etc. A number of sales have already been made as the result of this survey and the store's card index is as live a prospect list as can be found anywhere. These prospects are being carefully and regularly fol-

The

CAPITOL

Music--Light--Beauty

Fit for the Drawing Room of a King

Sold from Manufacturer to Dealer direct.

In Illinois alone 19 dealers adopted our new "Sales and Financing" plan during the month of September.

One Dealer, in a City of 43,000 population, had over 500 people in his store the first night he put the CAPITOL on display in his window.

Operated by a "Tru-time"
Efficiency Motor.

Plays all makes
of records.

Priced \$135.00 to \$250.00—Six Models

Made and Distributed by
BURNS-POLLOCK ELEC. MFG. CO.
INDIANA HARBOR, IND.

Established 1907

DIMENSIONS
HEIGHT 27"
DIAMETER OF SHADE 20"
SPREAD OF FEET 16"



Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

lowed up with personal letters and direct-by-mail literature.

Mr. Schlau's activities are not confined to his neighborhood. He has solicitors throughout the city and they also invade the agricultural districts of Cook and adjoining counties. He believes that no store can depend for success on the sale of pianos and talking machines in its immediate neighborhood and also that the greatest market in musical instruments in America to-day, and the least developed market, is to be found among the farmers.

Mr. Schlau has profound convictions regarding the radio proposition as applied in the music field. He sees in broadcasting a positive stimulus for the sale of musical instruments and particularly of talking machine records. He thinks that considerable advancement will have to be made before broadcasting becomes an absolute success. He thinks, for instance, that much the same care and scientific study must

be given to grouping of instruments as is expended in record laboratories in order to get proper ensemble effects. Considerable harm has been done the industry temporarily by selling outfits of limited range to people in isolated districts. Studies of local conditions must be made and only instruments sold in a district which are adapted to the listening range of that district.

Suppose a man hears a famous artist through the radio. Perhaps his neighbor says, "That's beautiful, I wish I could hear it again." "Well," comes the reply, "I guess she won't sing it over again for you on the radio, but I've got a record of that very voice and that very number at home. You can buy one and hear it as often as you like." Or one becomes infatuated with a voice from hearing it once and wants to hear that same voice in other numbers. The result is increased sales of records, and if he hasn't got a talking machine he is pretty likely to buy one.

Things like this happen all the time. A group of young people are sitting around listening to a radio concert. "Hot Lips" or "Three o'Clock in the Morning" comes syncopating via radio. One of the boys grabs a girl and they go one-stepping around the room. "That certainly is the stuff," someone says. They are simply crazy when the thing stops. They can't turn it on again as they can a record, possibly played by the same instrumental organization which did the broadcasting.

"Better conditions are being created right now," said Mr. Schlau. "I cannot agree for a minute with anyone who thinks that radio is going to hurt the talking machine business. While I know my views will be questioned by many I believe that ultimately the great talking machine companies will arrange for the broadcasting of the voices of the exclusive artists in order to stimulate the sale of the records of these artists."

CHICAGO RADIO SHOW SUCCESSFUL

Display Was One of Nation's Best—Exposition Lasted Eight Days

CHICAGO, ILL., November 6.—The Chicago Radio Show, the first ever endorsed by the National Radio Chamber of Commerce and the radio division of the National Electric Manufacturers, which closed on October 21, proved to be one of the largest trade expositions ever held in this city. When the doors of the Coliseum were thrown open to the public on October 14 practically every large manufacturer of radio apparatus was represented. It was, so to speak, the first time the manufacturer had ever taken the opportunity to meet the jobber, dealer and public at the same time. It was a great get-together convention for all persons interested in radio. Dealers, jobbers and radio fans from all over the Middle West were present and meetings of the more important committees of the National Radio Chamber of Commerce were held at the same time. Throughout the entire week everyone was entertained by an elaborate musical program. There was a society night, a ladies' ball, children's afternoon and other features. All told, the show was a success from one end to the other and the "bugbears," viz., the loud speaker elements, which caused so much bother during other shows throughout the country, were handled in a very diplomatic and pleasing way, and there was no terrific din of squawks and squeals. At the beginning no one could figure out how this particular bit of business could be handled, but through the ingenuity of both U. J. Hermann, managing director, and Jas. F. Kerr, manager, everything came off in ship-shape manner and everyone was satisfied.

Among the exhibitors were the following: Precision Equipment Co., Cincinnati, O., manufacturers of Ace radio products; Electrical Research Laboratory of Chicago, Earla parts; American Hard Rubber Co., New York, Radion hard rubber insulating metal; Allen-Bradley Co., Milwaukee, Bradleyometers; Metric Metal Works, Erie, Pa., parts; Illinois Radio Engineering Co., broadcasting radio equipment; Federal Telephone & Telegraph Co., Buffalo, combination receiving and amplifying sets; The Benson Co., Chicago, radio phone receivers; New York Coil Co., radio frequency, amplification; Illinois Radio Engineering Co., radio frequency, tuners, detectors, etc.; American Radio & Research Corp., complete Amrad line; Collin B. Kennedy Corp., St. Louis, radio receiving equipment; Harmony Mfg. Co., radio frequency receivers; Pacent Electric Co., New York, radio essentials; Clearstone Radio Co., short wave tuners, detectors and two-stage amplifiers; The Dayton Fan & Motor Co., variometers, etc.; Cook Electric Co., protective devices; Lyradion Mfg. Co., full line of Lyradion instruments, including elaborate art console models and Seabrook am-

(Continued on page 114)

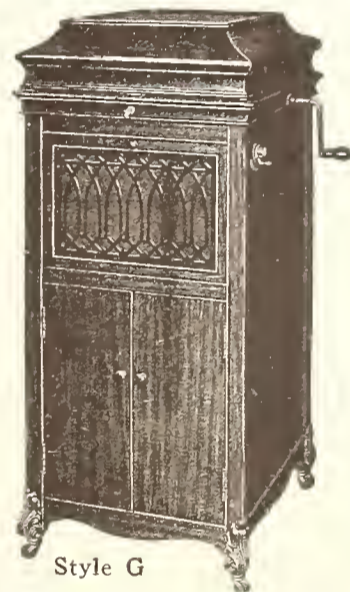
KIMBALL PHONOGRAPHS

ORDER NOW

FOR CHRISTMAS TRADE



Style J
Mahogany
Walnut



Style G

Buy the best and supply your Trade with Kimball Phonographs. Let them hear the Kimball and they will want no other. They play *all* records and satisfy in **TONE** and visible beauty—also exclusive features appeal to buyers.

Ask about territory and agency terms.

Kimball Phonographs

a complete line; *variety* of designs in *Console* and *Upright* types; wide range of prices; reliability of product; play *all* records; visible beauty; correct construction; natural **TONE**.

W.W. KIMBALL CO.

Established 1857

Kimball Hall, 306 S. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs, Distributors of Okeh Records



New Console
Model S—Mahogany

Kimball Phonographs Play ALL Records

CHICAGO RADIO SHOW SUCCESSFUL

(Continued from page 113)

plifying horn; The Worklite Mfg. Co., Cleveland, loud speakers and radio parts; Cunningham-Forrest-Remler, a combined exhibit of Cunningham tubes, Remler radio apparatus and Forrest radio products; New York Coil Co., Inc., New York, variocouple-variometers and other radio parts; The Winkler-Reichman Co., Chicago, loud-speaking Thorophone receivers; The Automatic Electrical Devices Co., Cincinnati, home chargers; Crosley Mfg. Co., Cincinnati, radio frequency amplifiers and parts; Burgess Battery Co., Madison, Wis., batteries; Jewell Electrical Instrument Co., complete line of radio apparatus, such as rheostats and lightning arresters; C. Brandes, Inc., New York City, head sets; De Forest Radio Telephone & Telegraph Co., Jersey City, De Forest receiving sets and other high-grade material; A. H. Greve & Co., Inc., regenerative receivers, amplifiers, detector-amplifier units; E. D. Mfg. Co., Philadelphia, loop antennae and receiving apparatus; Frank A. D. Andrea & Co., F. A. D. A. line; Chicago Radio Laboratory, Zenith DeLuxe models which combine several types of three-circuit regenerative receivers of unique construction and design; The Kellog Switchboard & Supply Co., a full line of radio equipment; The Bristol Co., Waterbury, Conn., audiophone loud-speaking units; Cruver Mfg. Co., Chicago, radio instruments, such as detector and two-stage amplifier units; Walbert Mfg. Co., univerniers.

The great Claire Duc, soprano and exclusive Brunswick artist, is again scoring in opera.

OGDEN EQUIPMENT ORDERS BOOM

Orders for Demonstration Rooms, Record Racks, Counters, etc., Keep Ogden Sectional Cabinet Co. Working to Capacity

LYNCHBURG, VA., November 2.—Although the Ogden Sectional Cabinet Co., of this city, has only marketed its talking machine wareroom equipment, consisting of demonstration rooms, record racks, counters, etc., for a short period of time, the plant of the company is very busy. J. B. Ogden, president of the company, states that this end of the business has now compelled them to put on expert workmen as fast as they can be secured in order to keep abreast with orders. He stated that the September announcement which appeared in The Talking Machine World created considerable interest in the equipment from jobbers in general, and orders have been coming in very satisfactorily.

A large demand is also reported for the stands for portables and table models. Mr. Ogden attributes this increasing demand to the desire on the part of a large number of owners of portable models to use them in conjunction with stands during the Winter months. This would also apply to owners of table models as well. Another contributing feature of their increasing sales, Mr. Ogden believes, is their desirability as holiday gifts to friends. A large amount of new wareroom equipment being installed has also had its effect in the increased demand for service tables for demonstration rooms. The entire line, including the sectional record cabinets, is going big and Mr. Ogden is very enthusiastic and optimistic over the future.

**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

PRaise VIOLIN SPRUCE REPRODUCER

Scientific American Refers to Its Use in Broadcasting—Twenty-six Dealers in Cleveland Commend It—Attractive Literature Sent Out

CLEVELAND, O., November 8.—The Diaphragm Co., of this city, manufacturer of the Violin Spruce reproducer, is meeting with very pleasing success in the introduction of this reproducer to the trade throughout the country. Although the company only began the actual sale of its reproducer the early part of September, it has already established itself in many of the leading trade centers and in Cleveland has won exceptional popularity. A recent advertisement in Cleveland newspapers featured the Violin Spruce reproducer over the signatures of twenty-six of the leading talking machine dealers in this city, all of whom are handling this reproducer and are enthusiastic regarding its sales possibilities.

Paul H. Bradley, manager of the Diaphragm Co., has been an important factor in the sales and publicity policies of the company. Under his direction attractive literature has been prepared and the dealers have been furnished with every possible means of co-operation. The company has shipped its reproducer broadcast throughout the United States on a ten days' trial basis, and from a total of 600 reproducers shipped to music lovers on this basis less than twenty were returned. In the majority of these returns the reproducers had been damaged in transit and new ones were accepted by the consignees.

The Violin Spruce reproducer was the subject of a very interesting article in the November issue of the Scientific American and the reproducer was also tested on a special talking machine constructed for Cleveland's wireless broadcasting station. The results from the use of this reproducer were so satisfactory that it is now being used for all concerts transmitted from this broadcasting station.

The Diaphragm Co. manufactures different models of its reproducers for the various types of tone arms and in order to co-operate properly with Edison dealers has designed a reproducer for playing lateral cut records on the Edison Diamond Disc phonograph.

USES CLEVER AND ORIGINAL SIGN

Missouri Concern Adopts Railroad Crossing Sign for Advertising Purposes

St. Louis, Mo., November 6.—The West Frankfort Housefurnishing Co., of West Frankfort, Mo., has adopted a clever sign, the originality of which has made a strong appeal to newspaper columnists as well as to the public at large. The sign is placed at the railroad crossings and bears a large skull and crossbones at the top. Underneath the text reads: "Railroad Crossing. Beware. Drive Slowly or We May Lose a Customer."

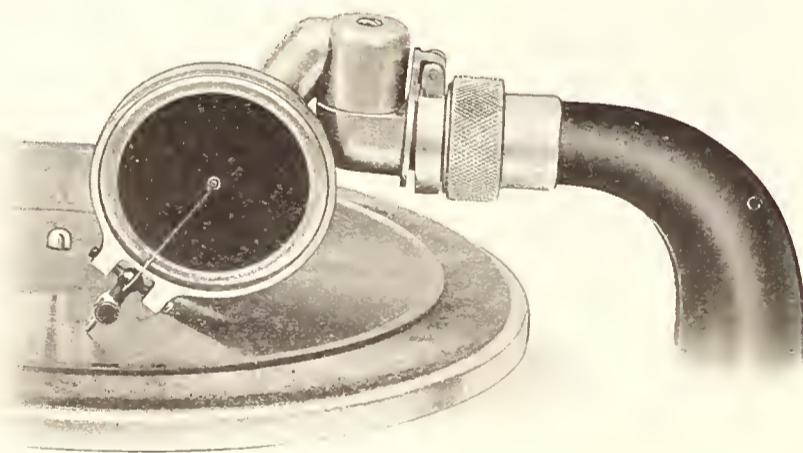
SELLS ENTIRE CARUSO CATALOG

John D. O'Malley, of Root's, Victor dealer in Terre Haute, Ind., recently had the pleasure of selling to one customer every Caruso record in the catalog, including all duets, trios, quartets, etc., in which Mr. Caruso sang.

**THE NEW ORO-TONE
CONCERT EDISON EQUIPMENT**

No. 2-E. C.

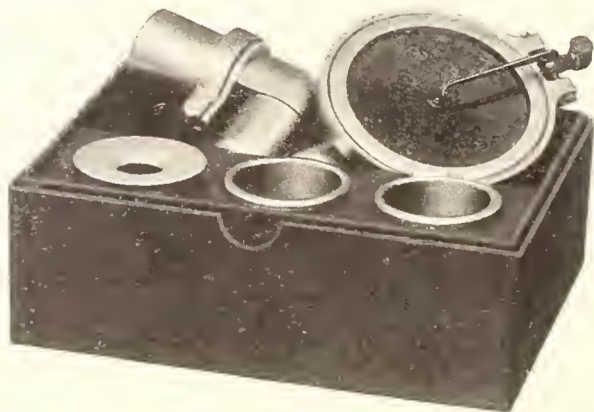
MAY
WE
SEND
SAMPLE
ON
APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality Operated with the raising and lowering lever the same as the regular Edison reproducer.
Retail price—Highest grade nickel plate..... \$7.25
Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval
Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.

NEW ORLEANS

Business Better But Uneven—Dealers Branching Out in All Departments of the Industry—Many Add New Lines—Other News

NEW ORLEANS, LA., November 7.—Business has not been quite up to expectations during the past month in the downtown retail music stores, although information from the country trade and the wholesale departments here indicates a tendency toward better business. Sales managers for the Southern districts have had very good results all through the past month. The Columbia country dealers are stressing advertising in their town papers, while the Edison agents are taking advantage of the State and Interstate fairs. The Victor dealers are steadily forging ahead, but are being held in check somewhat by a scarcity of goods.

Many New Edison Accounts

W. W. Twigg, sales manager for the Edison Co., reports the opening of many new agencies through Louisiana and along the Gulf coast. Among them is P. H. Rodrigue, who is handling the Edison in Pascagoula and who is now going to open an exclusive Edison shop in Biloxi, Miss. He plans to serve the entire Gulf coast by truck. Mr. Rodrigue has a reputation of being a thorough canvasser and is a firm believer in advertising, and these policies have successfully built up his fine business. Another Edison agency was secured in Abbeville with the Bourque Furniture Co. At Oakdale, La., Dr. M. G. Hargrave, with the assistance of Roy Clark, has opened up an Edison agency.

Look Forward to Special Victor Release

The local Victor dealers are looking forward to the release on November 18 of the record, "I Wish I Could Shimmy Like My Sister Kate," played by the Virginians, but written by A. J. Piron, a local negro, director of the popular band playing at Tranchinas, a famous suburban restaurant. This record will be a special release and is expected to go over big.

Many of Dwyer Force Ill

At the Dwyer Piano Co. illness has been playing havoc with the sales force. Both Mr. Allen, manager of the Victrola department, and Mr. Fried, manager of the piano department, have been ill. Activity of other members of the force has been curtailed for this reason.

Edison Exhibit at Shreveport Fair

Mr. Twigg has just returned from the Shreveport Fair where the Edison was the only phonograph having an exclusive exhibit. The Booth Furniture Co. featured period Edison consoles and many sales resulted from this exhibit.

C. K. Mansfield a Local Visitor

C. K. Mansfield, Edison agent at Mansfield, a good sized town located in the center of the oil district, was a visitor at Edison headquarters here recently and reported a big increase in his October business over September. He is enthusiastic over the outlook for the Winter.

Diamond Disc Shop Adds to Staff

J. L. Billet, manager of the Diamond Disc Shop, has added two new men to his sales force and a truck for his repair man. Shortage of stock has been the main difficulty in supplying the Edison demand, according to Mr. Billet. The Chippendale and baby console models are being sold as fast as they arrive.

Fine Business at Philip Werlein, Ltd.

Philip Werlein, Ltd., seems to be the one bright light in the retail line. Mr. Rosenbaum reports business good, better than last month. Sales have shown no let-up within the past thirty days, according to Mr. Rosenbaum. Record sales also have been excellent and it was found necessary to add another young lady to the sales force. That lady is Miss Thelma Kellier.

Remodeling New Columbia Headquarters

The new Columbia headquarters on North Peters street are being remodeled and the work is rapidly nearing completion.

Mr. Sparrow, general manager, has just returned from a trip through Southern territory,

where he has been putting forth a number of sales plans for the Christmas season.

New Columbia Dealers

At El Dorado Max Shilling has found the Columbia line so profitable that he is opening an exclusive Columbia store. Other new dealers just placed are R. T. Wallace, Tchula, Miss.; J. M. North, Wayside, La., and Sackler Furniture Co., Hattiesburg, Miss. Conditions in southwest Louisiana and east Texas, Mr. Sparrow reported, are unusually good.

Columbia Activities

The Columbia district sales conference of all salesmen in the Atlanta, New Orleans and Dallas territories is to be held here the present

week. Robert Porter, field sales manager, will be present to outline the next year's plans.

George Hopkins, general sales manager of the Columbia Co., was a visitor here recently. He addressed the salesmen of this district, presenting plans for this year as well as outlining plans for 1923.

Oswald Arrow, chief accountant, and Mrs. James Leitch, assistant bookkeeper, have just been added to the Columbia office force.

Victor Displays at Fairs

Victor dealers have been very active at the State Fairs. Particularly at the New Iberia and the Alexandria Fairs. Fine Victor displays resulted in the sale of many machines. "His Master's Voice" was also at Donaldsonville, Florida parish, Southwest Louisiana, Mississippi State and Mississippi-Alabama Interstate Fairs.

The Sonora Shop is the name of a new talking machine establishment opened by James J. Mead and W. J. Simpson at 20 West Sixth street, St. Paul, Minn.



Satisfy Yourself

ASK any reliable Radio Dealer to demonstrate the Music Master on your set at home. The severest test leaves no doubt of perfection.

Fits any set, no extra batteries or current needed, makes headsets useless. Everybody can listen to any program. Speech or music—both are heard through the Music Master, each tone and emphasis is exact.

Fourteen-inch Aperture (Home Model) \$35.00.

Twenty-one inch (concert, dancing, etc.) \$45.00.

Send us the dealer's name so that we can be sure that he is supplied with a Music Master to show you.

"GERACO" LINE

Includes everything of tested merit in Radio apparatus and supplies.

Write for prices and literature. The Geraco Phonograph Attachment makes your Victor or Columbia an excellent loud speaker for Radio. Interchangeable With Sound Box, \$10.

The MUSIC MASTER RADIO AMPLIFIER

TRUE TONE AT LAST!

Music Master Horn Conquers "Screech" and "Snarl" and "Howl" and makes listening a joy!

JOBBERS---DEALERS

Sample Horn shipped to responsible members of the Radio or Phonograph trade with full privilege of return.

Prices and full details on request.

The General Radio Corporation

Walter L. Eckhardt, President

Makers and Distributors of High-Grade Radio Apparatus

624-628 Market Street, Philadelphia

806 Penn Avenue, Pittsburgh

DISTRIBUTORS FOR
Okeh Records, Strand Phonographs and Gold Seal Record Repeaters
in Pennsylvania, Southern New Jersey, Maryland, Delaware,
District of Columbia, Virginia, West Virginia



NEW MUSIC HOUSE IN MEMPHIS

Henry Witzman, Formerly of E. Witzman Piano Co., Organizes New Music House With L. M. Stuber as Partner and Sales Manager

MEMPHIS, TENN., November 6.—Henry Witzman, formerly of the old E. Witzman Piano Co., which operated for years throughout the South, together with L. M. Stuber, also connected with the same company, has organized Witzman-Stuber, Inc., and opened an exclusive music house in this city, featuring among other lines Brunswick phonographs and records.

A. J. HARTER BUYS FINE STORE

ALTOONA, PA., November 7.—Andrew J. Harter, one of the veterans in the music business in this section of the State, who has been in business for more than a quarter of a century, recently moved from his old quarters at 1435 Eleventh avenue to a large three-story modern building at 913 Chestnut avenue which he has

purchased. The interior has been fitted to the needs of the music business and contains all the latest devices, including sound-proof booths, record racks, etc. The Edison line is featured on the main floor.

A discharge in bankruptcy has been granted Daniel S. Rogers individually, and The Song Shop, of Jamestown, N. Y., operated by him.

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

NEW PLANT TO TURN OUT "KODISK"

Metal Recording Disc Co. Secures New York Factory—"Kodisk" Sales Increase

The Metal Recording Disc Co., manufacturer and distributor of "Kodisk," a metal record for recording and reproducing in the home, reports that the demand for this little record has been far beyond expectations, and at the present time it is being sold by talking machine dealers throughout the country. Dealers handling the "Kodisk" are very enthusiastic and report brisk sales.

In order to better handle the large amount of business on hand and also the expected increase this Winter the company has found it necessary to acquire an additional plant in New York City where "Kodisk" will be manufactured. This plant will be known as the New York City plant, the other factory being in Plainfield, N. J., where "Kodisk" has been manufactured heretofore. The new plant will be located at 227 West Sixty-first street, a few blocks away from the company offices at Fifty-seventh street.

NEW BOOK ON "RADIO RECEPTION"

Harry J. Marx and Adrian Van Muffling Collaborate in Production of Timely Volume Published by G. P. Putnam's Sons

"Radio Reception" is the title of a timely volume just issued by G. P. Putnam's Sons, New York, which presents a comprehensive explanation of the principles of radio telephony and methods of radio reception. The volume is by Harry J. Marx, technical editor of the Radio Digest, and Adrian Van Muffling, consulting engineer. The text is illustrated by over ninety pictures and thirty-eight diagrams, sufficiently simple to be understandable by the amateur.

TEGO RECORD BRUSH LIKED

Big Sales Campaign in Rochester Disposes of 10,000—Reaching for National Support

ROCHESTER, N. Y., November 6.—The Sturgis Novelty Co., manufacturer of the Tego brush, which automatically cleans the record of dust while playing, reports that its business during the past two months has been exceptionally good. This brush has been distributed in a short time in many cities throughout the country, and talking machine dealers are very enthusiastic about it and report a lively demand from their customers. Recently, in the city of Rochester, the company carried on an extensive selling campaign which disposed of over 10,000 brushes to talking machine owners. John Goodbody, general manager of the company, personally took charge of this campaign, which, he stated, was carried on most successfully and proved without a doubt that this little brush can be sold as an accessory that appeals to the talking machine owner. During this campaign members of the new Eastman Theatre Orchestra purchased brushes for their talking machines. Officials of the company state that present plans call for an intensive drive throughout the Winter, and it is expected that in the next few months the Tego brush will be placed in the leading talking machine stores throughout the country.

Victor Talking Machine Co.

Declares

600%

Stock Dividend

I recommend Victor Stock as a sound investment that should steadily increase in market value.

Full information upon request.

FRED. W. KNIGHT

INVESTMENT SECURITIES

Widener Bldg.

PHILADELPHIA

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., November 8.—While the talking machine dealers of the Quaker City report sales increasing most satisfactory and are united in agreeing that the prospects for the holiday and Winter trade are very bright, the large majority of the dealers are complaining of a shortage in stock that is said to be unparalleled in this city.

Naturally, the distributors for the various talking machine companies are the first to feel the effects of this shortage of instruments and while they are doing everything in their power to fill the orders sent in by their dealers they find that the only fair way is to let each of their dealers have a pro rata share of the machines available. In this way they are trying to satisfy, in part, the demands for machines that are pouring in from their dealers. Many of the leading distributors, however, while taking a most optimistic view of the prospects for business throughout the trade, do not hesitate to predict that the present scarcity of stock is merely an indication of the conditions that will prevail to greater extent during the latter part of this month and during the month of December.

Arthur W. Rhinow Discusses Situation

In discussing plans to alleviate this shortage of machines that is so general and not confined to only one or two manufacturers, Arthur W. Rhinow, of the Girard Phonograph Co., said that their only worry at the present time was occasioned by the shortage of Edison phonographs to fill the orders from their dealers that are being received day by day in continually increasing numbers. In its efforts to effect an improvement in this situation the Girard Phonograph Co. has inaugurated a special auto

trucking service to bring the New Edison machines directly to this city from the Edison Laboratories at Orange, N. J.

"We have always had the Edison Re-creation records sent by trucks to our local offices from the factory at Orange, N. J., but only a few days ago we contracted for this new service whereby we will have the Edison machines sent to this city by the same means in order to avoid the freight embargoes that are in force in many parts of the country," said Mr. Rhinow, in telling of these unique caravans of talking machines that will help to relieve the prevailing shortage.

"On account of the numerous requests that we have received from our dealers, who ask that Edison tone-tests be held in their respective localities," Mr. Rhinow continued, "we have been obliged to engage another group of artists to take up this work, so that now, for the first time, we will have two troupes of artists on the road for this purpose. One includes Helen Davis, soprano, and Victor Young, pianist, while the second is made up of Marie Morrissey, soprano, Jacques Glockner, 'cellist, and Walter Chapman, pianist. Their season has been extremely successful so far and the dealers in the localities in which the tone-tests have been held up to the present all declare that they aroused unusual interest in the New Edison machines and records, with the result that their sales have been nearly doubled as a direct result of these tests."

Both Mr. Rhinow and P. R. Hawley visited the Edison factories at Orange on several occasions recently for the sole purpose of trying to secure sufficient machines to fill the demands

of their dealers, especially in the new console models which have become very popular.

Victor Dealers' Association Meets

On October 12 the Victor Dealers' Association of Philadelphia held its first meeting of the present season after having remained inactive during the Summer months. An unusually large number of Victor dealers turned out for the occasion. One of the features of the meeting, held in the Bellevue-Stratford Hotel, and which was presided over by G. W. Hoover, the president of the organization, was the address by Mr. Lange, of the A. W. Shaw Co., of Chicago, on the subject of "Intensive Selling." Following this address the dealers mapped out the Winter campaign to be followed by the organization. According to Mr. Hoover, who is the head of the G. W. Hoover Co., 1031 Chestnut street, he is arranging for a series of talks to be given at each meeting of the Association by men prominent in the talking machine industry. The next meeting will be held on November 9.

Discusses Brunswick Activities

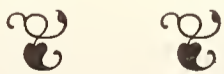
A serious shortage in Brunswick machines is reported by O. F. Jester, the genial manager of the local Brunswick headquarters. This scarcity, Mr. Jester asserts, is due in part to the prevailing freight embargoes in many parts of the country and also to the heavy demand that is being made by both the dealers and the public for the New York model of the Brunswick machines, which sells at \$150 and has only appeared on the market very recently.

Among the many new dealers who have taken on the Brunswick are the Lipkin Furniture Co.,
(Continued on page 118)

Are You Prepared?

Two months ago we advised the need for preparation for an increasing demand for Victrolas. This demand has arrived and will continue to increase, fulfilling our prediction that the big problem later on would be to secure enough goods.

The Holiday demand is almost upon us—If you have not done so, order *Victrolas* now. It may be too late but we pledge ourselves to give the best possible service to all our dealers, recognizing of course the responsibility we have to those who co-operated with us by placing orders early.



THE LOUIS BUEHN COMPANY
OF PHILADELPHIA

Cable Address Reg'd
"Fillasse-Phila."

Send for Samples and Special Quantity Quotations

Long Distance Phone
Baring 0535

IMICO INDIA RUBY MICA DIAPHRAGMS

International Mica Co.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

of Bethlehem, Pa., and the Reifsnnyder Music House, of Lebanon and Reading. Recent visitors seen by Mr. Jester were J. I. Monroe, of Williamsport, Pa., and Miss Edna J. Mentzer, in charge of the Brunswick department at Watt & Shand's department store, of Lancaster, Pa. Miss Mentzer informed Mr. Jester of the many favorable comments that were heard concerning an original and very unique window display which was arranged under her direction and which featured both the Brunswick machines and the Halloween festivities.

T. F. Mentz, of the Commercial Investment Trust Co., of New York, whose firm finances many of the Brunswick dealers, arrived in Philadelphia a few days ago for the purpose of making a survey of conditions in the talking machine trade of the Quaker City territory. He will be here for several weeks.

Mr. Jester is well pleased with the success that has followed the Brunswick billboard advertising campaign which he launched here recently and which has attracted widespread attention and commendation. He also reports that eight freight carloads of Brunswick machines are now on their way to Philadelphia and it is hoped that if they are successful in avoiding the freight embargoes this big shipment should temporarily help to satisfy the demands of local dealers for Brunswick machines.

Wittlin Co. in New Quarters

The Wittlin Musical Instrument Co., Starr phonograph distributor, has just moved from its former location at Seventh and Chestnut streets to its new and up-to-date store at 804 Walnut street.

Assisting in Welfare Work

The sales force of the Penn Phonograph Co. is doing a great deal to assist in securing contributions to their Welfare Fund campaign now under way here for the purpose of financing the work of many charitable organizations during the next year.

Tie Up With Van and Schenck

Van and Schenck, exclusive Columbia record

artists, headed the bill at Keith's Theatre the week of October 23 and they were the big hit on the bill. A large cut-out of this "Pennant-winning Battery of Songland" was placed in the lobby of the theatre announcing that Van and Schenck were exclusive Columbia artists. Columbia dealers tied up with this popular duo's appearance and the sales of Van and Schenck records were greatly stimulated.

Junior Sales Representatives Meet

Columbia junior sales representatives from Philadelphia, Boston and Baltimore attended a sales conference held at the Philadelphia branch of the Columbia Co. Robert Porter, field manager of the Columbia Co., instructed the junior salesmen on the finer points of selling.

New Columbia Dealer

George Ross, a progressive Columbia dealer, has opened his new store at 4666 Frankford avenue. Mr. Ross' personality has won him the title of "The Smiling Columbia Man" in Frankford. A deserved compliment.

W. A. Wilson, manager of the educational department of the Columbia Co., was a recent visitor to the local branch.

Talker Men as Masqueraders

While his many friends would scarcely be likely to think of Mr. Jester, of the Brunswick Co., as a pirate, nevertheless, he admits that he is no amateur Captain Kidd when it comes to masquerade dances. In his high hip boots and armed with a wide variety of cutlery of the more deadly type, Mr. Jester was one of a number of talking machine and piano trade men who attended a masquerade dance that was given on Halloween at Estey Hall, Seventeenth and Walnut streets, by Mr. and Mrs. L. F. Quimby, who conduct the piano and phonograph departments of the Estey Piano Co. Among the other guests at this entertainment were Mr. McCormick, of Louis Buehn Co., and Mr. Wise, of H. A. Weymann & Son.

T. W. Barnhill Reports Progress

An excellent report of business for the past month is given by T. W. Barnhill, president of

Xmas Presents That Are Different

Xmas Greeting Records A New Gennett Xmas Package

- 1700 { Always Xmas (Recitation)
Silent Night (Criterion Quartette)
- 1701 { God Bless Us All (Recitation)
Adeste Fideles (Chimes and
Sterling Quartette)

These two Xmas packages are Different. The front of the folder contains a neat Xmas design and on the inside of the cover is a Xmas Greeting Card. The third and fourth pages constitute the record holder. \$1.25 each, including cover and mailing box (usual discounts). We'll guarantee the sale of the above if you mention this ad.

"Xmas Joy"—25,000 of these Xmas music rolls were sold last Xmas.

"Coming of Santa Claus"—20,000 of these large Xmas music rolls were on the player-pianos last Xmas.

From the advance orders already received for both of these rolls, which are boxed in beautiful holly boxes and are "so different," yet so inviting and full of good Xmas cheer, we will triple last year's sales. We'll guarantee their sale if you mention this ad.

Include in your order Gennett Records, Canonized Rolls, Pianostyle Rolls, Sheet Music, Brilliantone Needles, Player Pumps.

Radio equipment—we carry them all. Buy all from one source.

N. B. If you intend to install a sheet music department we'll give you a full return privilege for two months

UNITED MUSIC STORES
619 Cherry Street PHILA., PA.

the Penn Phonograph Co., who declares that their October sales were far ahead of those made during the same month of last year and that in his estimation the prospects for business during the coming months are exceptionally bright. Mr. Barnhill recently has been presented with some decorations for his new offices in the Penn Building on Arch street. Included among these new ornaments for his desk is a large and beautiful basket of American Beauty roses that have been made from feathers by Monroe Johnson, the progressive Victor dealer whose store is located at 5441 Germantown avenue. Hundreds of these unique imitation flowers, made by Mr. Johnson, are being purchased by local talking machine dealers for the purpose of providing an unusual and attractive decoration for their window displays.

Among the recent visitors seen by Mr. Barnhill was H. A. Gupty, of Sherman, Clay & Co., of Seattle, Wash., who was making his first visit to the East. Mr. Barnhill escorted Mr. Gupty to many points of historical interest throughout the city and also took his guest to the top of City Hall's tower in order to secure an unequalled bird's-eye view of the Quaker City.

Henry F. Miller, secretary and treasurer of the Penn Phonograph Co., has been at Atlantic City for the past two months while he is recuperating from a severe attack of rheumatism.

Vocalions for Broadcasting

One of the latest and most attractive Vocalion models has just been furnished by H. O. Rogers, head of the Lincoln Business Bureau, local representatives for the Vocalion Co., to Durham & Co., the dealers and manufacturers of radio supplies, for use in the new Durham radio broadcasting studio, which is located in the store at 1936 Market street. This will constitute an excellent advertisement for the Vocalion, Mr. Rogers points out, as the broadcaster at the Durham radio station will announce after the rendition of each record on the Vocalion both

CHRISTMAS IS COMING

Are you prepared? Every indication points to big Holiday Victor business. If you can let us know your approximate requirements *now* it will enable us to render the maximum of service at that important time.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Authorized distributors of

BUESCHER TRUE TONE

Saxophones and Band Instruments

Manufacturers of

WEYMANN "KEYSTONE STATE"

String Instruments

Wholesale distributors of

Q·R·S
PLAYER ROLLS

SELLING VICTROLAS

Most salesmen sell what you do not have

The Victor Dealer who puts his selling efforts back of the Victrolas available at this time, does not worry how many No. 240 he could sell if he had them. We speak from experience.

The Talking Machine Co.

Victor Wholesalers

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 118)

the name of the composition and also the fact that the Vocalion records and machine were provided through the courtesy of Mr. Rogers and the Lincoln Business Bureau. As this radio station has often been heard in Denver and other far Western cities, this announcement will be heard by thousands of people in all sections of the United States.

A big sale of records is being held by Gimbel's under the direction of Robert McCarthy, the head of the piano and talking machine departments, at this store and more than 1,000,000 records were on hand during the sale. Mr. McCarthy reports that all records for the sale of phonograph records at Gimbel's were broken.

New Department Wins Compliments

Many favorable comments have been heard concerning the up-to-date Victor department which was opened recently under the direction of Frances Eastburn, at Stern & Co.'s new store at 712 Market street.

Reports Increased Business

The United Music Stores, wholesaler and jobber of talking machine records, accessories, music rolls, sheet music, etc., is receiving its share of the increased business of the season. O. Kearns, general manager of the company, is an indefatigable worker and has already instituted a Fall and holiday campaign which is showing appreciable results. For the holiday season this company is featuring for the dealer talking machine records and music rolls of the Christmas theme with the suggestion that the dealer in turn feature these as "Christmas Presents That Are Different." The line includes Christmas greeting records and also music rolls on the Christmas subject. The records are attractively boxed for the season.

Louis Buehn's Welfare Campaign Work

In the Welfare Campaign, which has engrossed the attention of every Philadelphian, Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, has been appointed captain of a team of ten men in raising funds for this worthy and charitable work. It is planned to raise \$3,000,000, which will be distributed among 124 hospitals and charitable institutions

throughout the Quaker City. Mr. Buehn's team consists of ten men well known throughout Victor circles. They are as follows: F. B. Reinicke, Harry Peirce, Frank Ransley and Thomas Hower, of the Louis Buehn Co.; Ed Hipple, Lin Brown and Messrs. Krygier and Mayberry, of the Penn Phonograph Co., and George A. Tatum and Carl Sandman, of the Talking Machine Co., all Victor distributors.

C. E. Sheppard, of the Buehn traveling staff, who is now covering the territory formerly covered by William H. Nolan, has entered the holy bonds of matrimony and recently returned from a week's honeymoon in New England.

ISSUES HANDSOME CATALOG

Everybody's T. M. Co. Issues Comprehensive Catalog of Its Products—Completeness of Book Gives It Practical Value

PHILADELPHIA, PA., November 9.—The Everybody's Talking Machine Co., of this city, has just issued its 1923 catalog of repair materials for talking machines and accessories. Excellently printed on glossy stock and bound within an attractive cover, this catalog ranks among the most distinctive pieces of literature issued

to the trade. It is said to be the most complete listing of talking machine repair material ever compiled. The front page carries the well-known "Honest Quaker" trade-mark of the company with the quotation: "He Profits Most Who Serves Best." The slogan, "Worthy merchandise at a fair price—nothing inferior at any price," is presented. The half-tone illustrations are profuse and show a complete line.

In the price list is shown practically every conceivable part used in the building of the talking machine. In addition to the smaller parts there are listed tone arms, "Honest Quaker" main springs, Umantone needles, the "Repairman's Friend" (a combination of tools), graphite, motors, "Quaker Ideal" attachments to play all lateral-cut records on Edison machines, Ideal sound boxes, "Quakercut" turntable felt, "Quaker Mica" diaphragm chart, Wall-Kane needles, sapphire balls for Pathé, sapphire points for Edison, diamond points and hardware. This complete catalog will undoubtedly serve as a prized reference book for the trade during the coming year.

The Everybody's Talking Machine Co. has built up an excellent reputation in this field and its steadily increasing business reflects the satisfaction that its service and products are giving.

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

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

IN PITTSBURGH

Delays in Getting Stock Only Hindrance in Complete Development of Business Possibilities—Review of the Month's Trade

PITTSBURGH, PA., November 10.—With a marked revival in business, the one outstanding hindrance to a full and complete optimistic tone in the talking machine circles of Pittsburgh is the fact that it is difficult for the dealers to get the desired merchandise on time. Many of the prominent talking machine dealers of the Steel City have been handicapped by the tardiness in which talking machines, records and other accessories to the trade have been coming in, due largely to the congestion of freight on the railroads. One prominent dealer stated that it took twenty-two days for a shipment of talking machines to reach Pittsburgh from New York. And the seriousness of the situation is further intensified by the frank statement of some of the railroad officials that, with the advent of cold weather, the efficiency of the railroads as far as the handling and transportation of freight is concerned will be cut from 35 to 45 per cent.

The dealers, and there are a few here, who took advantage of the situation some time back and hearkened to the advice of their jobbers, have ample supplies of talking machines on hand, while others, who hesitated and halted, are now facing what appears to be a very brisk season with the stern reality of having a decided shortage of desirable lines of talking machines. From every angle the outlook for a brisk season from now on for the dealers in talking machines and records is most bright. The industrial situation has clarified to a remarkable degree and with busy mills, mines and factories there will soon be placed in circulation hundreds of thousands of dollars, some of which ultimately will find its way into the coffers of the talking machine merchants. The fact that there is a shortage of skilled and unskilled labor in the Pittsburgh district totaling, according to the State Industrial Board, some 25,000 men, indicates at what high pressure local industry is now operating.

Trade Prospects Reviewed

As to the stability of the talking machine trade here, it was emphasized by John Henk, the well-known proprietor of the Columbia Music Co., Columbia and Edison dealers, who said: "There will always be a field for the

live and energetic talking machine dealer. With new houses being built in practically every section of Pittsburgh and the suburban localities on all sides being added to with substantial apartment houses and dwellings, leads me to the inescapable conclusion that the motto, 'A talking machine in every home,' is one that the present-day talking machine dealer will take to heart and exploit to his utmost skill and perseverance. I feel that there is bound to be a very brisk business in talking machines in this city and vicinity this month and all of December, especially the period just before the holidays. The augmented activity in the iron and steel mills, coal mines and other industrial enterprises of Western Pennsylvania insure its prevalence with some certainty. The Columbia Music Co. is well equipped with hearing and demonstration rooms on both the first floor and the balcony. The volume of sales of foreign records, such as German, Polish, Slavish, Italian, Greek, French and other nationalities is quite large. A special department is set aside for this line of merchandising. C. B. Hewitt, well known in the local trade, is floor manager.

Looks for a Shortage

In reviewing the situation as far as the C. C. Mellor Co. is concerned, Thomas T. Evans, the manager of the wholesale Victor department, said: "From all indications there is bound to be a shortage of certain styles and types of Victor talking machines. We are doing all that is humanly possible to take care of the requirements of our customers. Hesitancy on the part of many dealers to place orders in sufficient quality to care for their needs has made it rather difficult at this late date to get for every dealer just what Victor machines he desires. On the whole, it appears to me that the season we are now entering will be a very big one from the standpoint of a Victor jobber."

New Edison Dealers Appointed

The Buehn Phonograph Co., Edison jobbers, report the following new Edison retail dealers as established during the past month: Decosta Bros., Jeannette, Pa.; L. C. Milheim, Butler, Pa.; C. Luther Lowe & Son, Punxsutawney, Pa.; Steel & Harris, Johnstown, Pa.; the Millman Co., Zelienople, Pa., and the Brown Music

Co., Ford City, Pa. A. A. Buehn, treasurer of the company, said: "The outlook for business in the Edison line is excellent. There are unmistakable signs of a revival in business that augurs well for the Edison dealers and we believe that the holiday season will be a highly satisfactory one." Mr. Buehn stated that a series of tone tests would be held in the Pittsburgh zone starting November 20, with the Fleming Sisters Trio and Joseph Phillips as the stars.

Four Successful Stores

The S. Hamilton Co. featured at their four stores the Diamond Juvenile Console, the talking machine for children. The talking machine department, Victor exclusively, is under the direction of T. E. Shortell. He stated to The World representative that there was every indication of a very brisk sale of Victor goods this Fall, basing it on the revival of activity in the various industries that help to make Pittsburgh famous. The main store of the S. Hamilton Co. is located at 815-817 Liberty avenue. The handsome East Liberty store at 6006-08 Penn avenue is under the supervision of H. R. MacHendry. The Bellevue store at 467 Lincoln avenue is directed by Miss M. Maeder, while Miss Hazel McLean is in charge of the Wilkesburg store at 902 Wood street. All handle the Victor line exclusively.

New Joseph Horne Co. Store

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., is now located on the fourth floor of the new building with his talking machines, records and sales staff. How long he will remain there is a question, owing to the shifting and changes being made as the construction work draws to an end. However, when the new Joseph Horne Co. building is completed the talking machine department will be one of the beauty spots of the new establishment and Mr. Meyer and his staff are eager to take possession of it, if at all possible, before the holiday season rush starts.

Brief But Interesting

J. C. Roush, president of the Standard Talking Machine Co., Victor jobbers, was a visitor to New York and the Victor plant at Camden, N. J., during the past month.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Graphophone Co., is quite elated over the outlook for business this month and December and stated that all signs pointed to a huge volume of Columbia goods being sold by the retail dealers in and about Pittsburgh. He also stated that the new process Columbia records would have a very large sale.

The J. M. Hoffmann Co., Brunswick phonograph dealers, are advertising the Brunswick Console styles very extensively. Edward Hoffmann stated that there was a good demand for the Brunswick line.

Schiff Bros., proprietors of the Fifth Avenue Music Shop, 1304 Fifth avenue, Columbia dealers, report a very excellent volume of sales during October. Their advance sales of the new process Columbia records was larger than anticipated.

The Rosenbaum Co. utilized considerable newspaper space the past week calling the attention of the public to the line of Sonora phonographs they were selling. C. R. Parsons, the manager of the talking machine department, stated that he anticipates a highly satisfactory volume of sales for November. Mr. Parsons also stated that the sales of Victrolas and Victor records were of an exceedingly satisfactory volume.

The Lechner & Schoenberger Co., Victor, Edison and Columbia dealers, in their daily newspaper publicity are carrying this slogan: "Place Your Christmas Order Now."

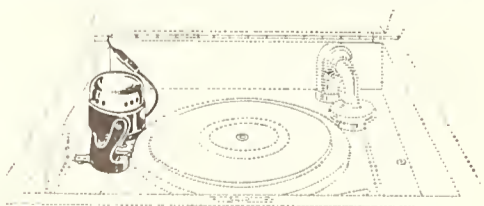
The best sellers the past month in records were as follows: Columbia records—"Tomorrow," "Homesick," "Oh, Is She Dumb?"; Victor records—"Tricks," "Are You Playing Fair," "Dixie Highway"; Vocalion records—"Georgette," "Three o'Clock in the Morning," "Hot Lips"; Brunswick records—"Hot Lips," "Dancing Fool," "Blue," and Edison records—"Hot Lips," "Georgette," "Dancing Fool."

New Profits for You

SHELTON VIOLET RAY

Every family in your city whose house is wired may be a customer for Shelton Violet Ray.

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 turn-table is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

Many Talking Machine dealers have had remarkable success selling Shelton Violet Ray, which has the endorsement of the medical profession.

Shelton Violet Ray sells itself. Just attach an outfit to any socket and let your customers try a treatment.

Be the first in your city to show Shelton Violet Ray! Write today for catalog and prices.

SHELTON ELECTRIC CO., 13 East 42nd Street, New York



The Emerson Phonograph

\$30
Each

*Equivalent
to a 78
Per Cent
Discount off
the original
trade price.*

*An unusual
value for
the money.*



Emerson Phonograph

STANDARD MODEL No 11

SPECIAL PRICE INDUCEMENT

FASHIONED in Fumed Oak; Golden Oak.
*Equipped with Emerson
Music Master Spruce Horn;*
Emerson Thrush-throat Universal Tone-arm;
Emerson True Tone Reproducer; Emerson
Special Bevel-edge Clamp-ring Turn-table;
Emerson Perfect Tone Control; Emerson
Flush Motor-board.

*A surplus production permits us to sell
1,000 of the Number Eleven standard
model at \$30 each in carload lots—
F. O. B., New York, or at \$32 each in
smaller quantities.*

Here you have a standard high-grade
phonograph with many exclusive features that
will sell well at a reduced price.

A proposition that will turn rapidly for
Christmas selling or to move even more rapidly
through a special sale. Please remember there
are only a limited number to be sold at this
price.

Before you turn this page — at least in-
vestigate the value that is being offered. A
wire or letter will assure your order receiving
prompt and careful shipment. Write or wire
your order NOW—as the limited number
offered are subject to prior sale.

Phonograph Jobbers Corporation

MANUFACTURERS and DISTRIBUTORS

105 West 20th Street, New York

We also carry this machine in artistic (Japanned) decorated form at
an attractive price. Write for illustration and terms.

VALUE OF SHEET MUSIC DEPARTMENT IN TALKER STORES

Campaign of the Music Publishers' Protective Association to Induce Talking Machine Retailers to Install Sheet Music Departments Proving Most Successful—Interest Aroused

The campaign of the Music Publishers' Protective Association arranged for the purpose of inducing talking machine retailers to open up sheet music departments, or at least stock the current record successes in sheet music form, has brought hundreds of responses to the offices of the Association.

Numerous talking machine stores, which have operated sheet music departments successfully, have also written to the Association for the purpose of receiving the co-operation of that body and its members on furthering the activities of their music departments. The Association feels that the returns on the initial announcement have been most gratifying. Interest has been aroused, which demonstrates that many talking machine retailers are anxious to co-operate with the publishers and at least give the proposition a trial.

The Association has placed before the talking machine retailer the many advantages which accrue to the establishments stocking sheet music, particularly of a popular variety. While it is true that sales of sheet music at retail allow a good margin of profit and justify the handling of such merchandise, the real big advantage, according to those actively interested in the campaign, is the fact that it proves a strong attraction, drawing customers to the windows and into the store and not only creating sales for the sheet music itself, but adding to the volume of sales of the strictly talking machine line.

It has been pointed out that many talking machine stores are in the habit of stocking goods other than that of musical variety. Not a few stores handle kodaks and some dealers have departments devoted to the sale of sporting goods. It is the contention of those who are interested in the present campaign that any dealer who feels the need of increasing his

sales by the stocking of merchandise other than talking machines and records, and their accessories, should give thought to the stocking of sheet music, inasmuch as it is closely related to their industry and, naturally, adds to the value of the store from a musical standpoint. Any dealer who is desirous of adding to his stock sales and volume of business should give thought to making his establishment headquarters for music of all kinds. Certainly sheet music and musical merchandise is a better adjunct for the talking machine dealer than merchandise that has no relation to music.

Of course talking machine dealers who do a large business in the sale of talking machines and records may look upon the stocking of sheet music as "small potatoes." It is true that while the profit on each sale of sheet music is substantial, naturally it does not compare with the sales of talking machines which often run into hundreds of dollars.

The really big thing to consider is that sheet music is an important item for it is sheet music that makes possible the large sale of popular records. To a great extent the vogue of the popular song makes possible the sale of musical merchandise of all kinds, including talking machines, and it has been found that the purchasers of records, more often than not, desire sheet music. Particularly is this true of the sale of dance records. Vocal records, of course, answer the purpose of giving the record buyer the lyrics of the song, but with a popular dance tune there comes a desire to also have the words of the popular number which is considered the success of the moment.

Aside from the profits from the sale of sheet music there is behind the stocking of such goods the idea of serving the public and serving them with a musical product. It might also be borne in mind that while the sales might

Start Your Sheet Music Department—At Our Risk!

We will start you with a \$50 assortment of the best selling popular hits in sheet music. To assure your sales success we will allow you to return to us, during the two months following shipment, any of these copies that you may desire to return provided that they are in saleable condition. You assume no risk.

Display Racks

We furnish 20 pocket metal display racks for sheet music at a nominal charge of \$4.50 each.

Service

"Plaza Service," the most efficient offered by any distributor, is sure to make this venture profitable for you.

Write us today!

PLAZA MUSIC CO.

18 West 20th Street
New York

RICHMOND SERVICE

Mr. Maurice Richmond has been identified with the music jobbing field for twenty years!

Will be your most valuable asset if you are contemplating establishing a sheet music department.

In order that the enterprise be a complete success, you must have the CO-OPERATION of an EFFICIENT JOBBER in sheet music as you now have for Talking Machines and Records.

We will select your initial order, which will amount to approximately Fifty Dollars (\$50.00) and send the merchandise to you on a guaranteed sale basis for a period of sixty days.

Consecutive orders will be filled and shipped within two hours after their receipt here.

Our plant is the newest, most modern and most thoroughly equipped throughout the country.

If given a trial, "RICHMOND" will mean "EVERYTHING IN SHEET MUSIC" to you.

Our bulletins are interesting—may we send you one?

Richmond Music Supply Corporation

133 West 41st Street

New York City

not be as heavy as the average talking machine dealer experiences with his other goods there need be little thought or attention given to the sheet music department. Where self-service display racks are used the selections are made by the customers with little or no attention on the part of the salesman. It is not necessary to carry a large stock of goods, probably fifty current titles will answer the average dealer's needs.

Such goods can also be reordered overnight from music jobbers in territory close to the dealer's store. It is not necessary, and the Music Publishers' Protective Association is not encouraging the dealer, to deal direct with the publisher. It is naturally far better for the dealer contemplating the sale of sheet music to get all his titles from one source. This obviates the necessity of dealing in a very small way with twenty or thirty publishers.

Another thought that should be given consideration is the drawing power of sheet music. Its value in this direction was never better demonstrated than the experiences of the various syndicate stores. Such organization as the S. H. Kress stores and S. S. Kresge stores have, in the past, found the sale of sheet music not only to be quite profitable, but also a means of creating sales in other lines. To show the power of a sheet music department the arrangement of the department in such syndicate stores, as noted above, is worthy of note. The sheet music department is either placed in the basement, on a rear balcony, or in the back of the store. The purpose of this is that the playing of the piano in an out-of-the-way portion of the store lures the shopper to sections

(Continued on page 124)

LOOK!
HE'S RIGHT!

CITY		STATE
NAME OF STORE AMERICAN PHONOGRAPH EXCHANGE		
STREET ADDRESS The Earliest Store with the Latest hits in Music		
NAME OF MANAGER Louis Grumann		
Do You Handle Sheet Music Now?	Yes with Big Results	Would You Be Interested In Handling If Shown to Be Profitable?
How Many Blocks Distant is Nearest Sheet Music Store?	3	Will You Use Window Display Ad Matter? Yes.
What Brands of Records and Rolls Do You Handle?	RECORDS Victor - Columbia Vocalion - Okeh - Pathe	ROLLS Q.R.S. U.S. & Globe
REMARKS: <i>5 & 10¢ stores the biggest injury to the sheet music trade to day cutting prices</i>		

STATISTICS!

Tiresome things—but they sometimes tell interesting stories.

47½% Phonograph Shops NOW HANDLE Sheet Music—Why? Because It Pays!

26½% Don't handle it, but have written that they want to—Why? Because It Pays!

We want to show you—to prove to you—that you ought to try it!

Fill in this form and Mail It—TODAY—Mail It

To E. C. MILLS, Music Publishers Protective Association, 56 West 45th St., New York City		
City	State	Street Address
Name of Store	Name of Manager	
Do You Handle Sheet Music Now?	Would You Be Interested If Shown to Be Profitable?	



The Tune That Sticks

TRICKS

The New Fox Trot Surprise by "Zez" Confrey Writer of **STUMBLING**



Very cute tricks, very cute tricks, very cute tricks they played, Wonderful tricks, quite a lot of wonderful tricks,

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

VALUE OF SHEET MUSIC DEPARTMENT

(Continued from page 122)

of the establishment that would otherwise be overlooked. Naturally, for instance, placing the sheet music department in the basement, with a piano demonstrating current selections, will draw customers to that portion of the store which, under more ordinary circumstances, they might avoid.

The Music Publishers' Protective Association has not suggested that the talking machine store place sheet music in the out-of-the-way sections of his establishment. Most of the retail talking machine stores are not large enough to need to draw customers to various sections of the wareroom. As far as the talking machine stores are concerned, those who have made a success of such departments have found that the placing of the sheet music racks near the forward part of the store, or at the wrapping counter, gets the best results. The idea of placing sheet music racks near the counter where the sales for records and machines are closed has a two-fold purpose. The sheet music is not brought to the customer's attention until after the sales of machines and records are made, and, therefore, it in no way interferes with the sales of records. While the customer is awaiting his or her purchase the multi-colored title pages of the sheet music attract attention and more often than not results in the sale of one or more copies of sheet music, some titles of which have had a particular appeal.

According to the music publishers a representative stock of sheet music can be installed in a talking machine store for approximately \$50. This is a small investment and no doubt many dealers will give the proposition a trial.

Ansell, Bishop & Turner, Victor dealers, with headquarters at 1221 F street, have opened an attractive branch store at 900 H street, N. E., Washington, D. C.

ROBT. HOOD BOWERS WITH COLUMBIA

Appointed Musical Director of the Company—
Well Known in Musical Circles

R. F. Bolton, director of the recording laboratories of the Columbia Graphophone Co., New York, announced this week the appointment of Robert Hood Bowers as musical director of the company. Mr. Bowers succeeds Charles A. Prince, whose plans in connection with new



Robert Hood Bowers

activities will be announced in the near future. Robert Hood Bowers is well known in musical circles throughout the country and is the composer of a number of successful selections, among which is the "Chinese Lullaby," featured by Miss Florence Reed in the dramatic success now playing in New York, "East of Suez." Mr. Bowers' musical knowledge assures his success in his new post and incidentally it is interesting to note that Mr. Bowers was identified with the Columbia organization a few years ago as associate musical director.

ZIMMERMAN-BITTER CO. BUSY

Several Installations of Store Equipment Rapidly Nearing Completion—Secures Many New Contracts for High-class Equipment

The Zimmerman-Bitter Construction Co., manufacturer of store equipment, New York City, is now completing several jobs which were started during the past month. The company is also busy getting ready equipment for new contracts which have been recently closed. The latest addition to the list of new contracts secured is that of Blumenstein's department store at 125th street, New York City, which is to be one of the finest jobs yet produced by the company. A handsome new talking machine department is being created, new artistic booths installed to be done in solid walnut, finished off with an inlay of black ebony. When completed it will represent one of the finest talking machine department equipments in the city, and officials of the Zimmerman-Bitter Construction Co. are very much gratified in securing this contract.

NEW QUARTERS IN STEUBENVILLE

The Robinson Music Co., of Steubenville, Ohio, opened its new place of business, at 141 North Fourth street, that city, on October 12 and 13. The Robinson Music Co. handles the Victor talking machine and Victor records. Thomas T. Evans and H. H. Fleer, of the C. C. Mellor Co., attended the opening. One of the messages of congratulation received by the firm was from the Victor Talking Machine Co.

PERFECTION PHONO. CO. CHARTERED

The Perfection Phonograph Co., of New York City, has filed articles of incorporation in New York State, with a capital of \$10,000. Incorporators are B. Rothblatt, D. Liebowitz and H. Podel.

QUALITY WORK — QUICK SERVICE — RIGHT PRICES

Is the Reason Why

Our Original Artistic Decorations Are Found In Leading Talking Machines

Robichek's art work is recognized by such houses as Wurlitzer, Bloomingdale Bros., Abraham & Straus and many others—as the most original and best obtainable.

Every bit of work is executed by a real artist—and is guaranteed to satisfy the most discriminating customer.

No job too difficult or particular—We guarantee to please.

SPECIALISTS IN

Japanese and Chinese Lacquer—Antique Reproductions—Period Designs in any Finish—Polychrome—Expert Gilding.

We call and deliver all work. We can interest you. Write or telephone us for prices.

From Oct. 1, 1922 in Our New Studios, 156 Fifth Ave.



Rudolph Robichek

Workes of Art
123 Fifth Ave.
Telephone, Lexington 2643.

S A I N T L O U I S

Sales Volume Grows Steadily—Demand Centers Around Better Class of Instruments—Review of Dealer' Activities—The News

ST. LOUIS, Mo., November 6.—All's well with the St. Louis talking machine world. Meaning that business grows apace, as it should in the ides of November. People are buying talking machines better than they have bought since along about this time last year, and all the signs are that they are going to keep at it, and increasingly, until the eve of Christmas. And they are buying the better class of machines, consoles and the large sizes of conventional models. Small models are the only ones that are hard to sell. Records have held up well all along and they are doing even better now. Not in St. Louis alone, but throughout the Eighth Federal Reserve District is improvement marked, according to William McC. Martin, Federal Reserve agent.

Announcement by the Columbia Graphophone Co. of the New Process records has created marked interest and increased orders at the local Columbia branch.

There was another big crowd at the appearance of the Gene Rodemich orchestra in November Brunswick releases at the Scruggs, Vandervoort & Barney auditorium.

Victor dealers of St. Louis had a get-together dinner on the night of November 2 at the Missouri Athletic Association, at which fraternalism and optimism reigned.

Brunswick dealers are complaining of a scarcity of the York \$150 models, for which the demand exceeds the supply.

Manager F. S. Horning, of the Stix, Baer & Fuller talking machine department, has a new radio department, adjoining the talking machine department, in which several makes of receiving sets and a complete line of accessories are offered. The radio branch of the business is rapidly developing.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, conducted, in the latter part of October, a sale of phonographs at which 2,000 instruments were offered at attractive prices and a large business done.

H. B. Levy, wholesale manager of the Aeolian Co.'s Vocalion department, Chicago, was here recently.

The Eight Victor Artists are booked for November 15 at the Orpheum, under the auspices of the Tri-State Victor Dealers' Association, and the advance sale indicates a packed house.

The Club Royal Orchestra, which appeared

here last month, was brought to the city by Manager J. F. Ditzell, of the Famous & Barr talking machine department. He has arranged also for the appearance on November 11 at the New Grand Central of the Benson Victor Record Orchestra from Chicago.

President Brightson, of the Sonora Phonograph Corp., passed through St. Louis recently on a return trip from the West.

Arthur A. Trostler, of the Schmelzer Co., Kansas City, and Fred B. Jenkins, manager of the wholesale Victor department of J. W. Jenkins' Sons Music Co., Kansas City, passed through St. Louis on their way back home from a visit to the Victor factory.

H. A. Keach, Hopkinsville, Ky.; T. J. Price, Belleville, Ill., and Mr. and Mrs. William Vetter, Cape Girardeau, Mo., Edison dealers, were recent visitors to the Silverstone Music Co.

Sybil Sanderson Fagan, whistler, and George Wilton Ballard, tenor, will give an Edison tone test November 18, at the Pershing Theatre.

O. A. Reynolds, traveling representative of the Silverstone Music Co., has recently opened ten new Edison accounts in his territory. This company is closing out its radio stock, having decided to concentrate on talking machines.

The new talking machine department of the Trorlicht-Dunker Carpet Co. is to be equipped with sixteen Unico demonstration booths of the most modern type.

George Marsh, in charge of the Brunswick Shop operated by Vogelsanger Hardware Co., Cape Girardeau, Mo., was a visitor to the Brunswick office recently.

H. H. Sheldon, who was connected with the St. Louis Brunswick organization for over two years, has been transferred to the Baltimore office. J. W. Helbling, of the Baltimore office, succeeds Mr. Sheldon at St. Louis and now travels southern Illinois and Missouri. Another new Brunswick traveling representative is W. F. Nipper, who will travel northern Mississippi, Tennessee, Kentucky and Arkansas.

The Lehman Music House, of East St. Louis, has been making very extensive improvements in its store; in fact, the rearrangements make it a completely new place of business. The Victrola department has been placed in a more accessible part of the store and equipped throughout with Unico booths, record racks and counters. This department now has a depth

of 120 feet, with six hearing rooms and five machine demonstration rooms, each of which is 9 by 12. These rooms have solid walls, felt deadened, to make them absolutely sound-proof. Mr. Lehman plans an elaborate opening of an entire week's duration, with everything, from a children's parade, with ten whistlers, in which the marchers will "Toot for Lehman," to personal appearance of Victor artists.

Plans are practically complete for the Victor record salesmanship classes to be held by F. A. Delano in St. Louis on November 13, 14, 15 and 16. The enrollment has been heavy considering the time of year.

The new York Brunswick console model, recently announced as added to the Brunswick console line, met with instantaneous and tremendous success and appears to be the sensation of the year from a standpoint of popular approval.

Fred Wymore, of Wymore Bros., Fulton, Mo., was a visitor to the St. Louis office of the Brunswick Co. recently. Other recent visitors were Gus Grob, of Grob Bros., Columbia, Ill., and Mr. McMackin, of C. L. McMackin & Son, Salem, Ill.

Among the recent visitors to the St. Louis branch of the Columbia Graphophone Co. were the following: H. A. Hampton, Hampton, Lane Drug Co., Christopher, Ill.; C. M. Danner, Winchester, Ill.; W. E. Kidson, Louisiana, Mo.; E. C. Milliken, Rolens & Milliken, Murphysboro, Ill.; I. E. Parkhurst, Plytheville, Ark., and Mr. Boverie, Boverie Store Co., St. Genevieve, Mo.

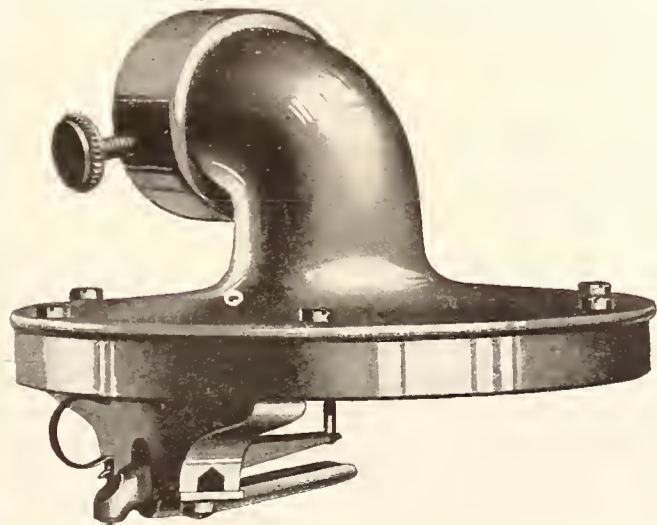
VICTROLAS FOR PUBLIC SCHOOLS

The public schools of Fulton, Mo., have been supplied recently by Baker & Ashurst, of that place, with two Victrolas and a working list of Victor records. Miss Airy, of the service department of the Koerber-Brenner Co., spent two days in the schools, giving some practical demonstrations of the use of the records in educational work. Miss Vance, music supervisor, plans extensive music appreciation work for the year.

NEW VOCALION DEALERS IN ST. PAUL

ST. PAUL, MINN., November 7.—The appointment of twenty-five new dealers who will feature Vocalion records has been announced by the Stone Piano Co., Vocalion distributor for the Twin Cities. Many of the leading dealers, including the Billman Furniture Co., Dayton's and Donaldson's, have added these records. An intensive sales drive on machines and records has been started and results are already apparent in greatly improved business.

Brings A New Enjoyment of the Phonograph



CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

Youngstown

OHIO

Attach a CLARAVOX Reproducer to your Victor, your Sonora or your Silvertone—put on some pleasing Edison Record and you'll listen to music the equal of which you've never heard on a phonograph.

Remember, the CLARAVOX is *not* just another reproducer constructed to simply play Edison Records. The CLARAVOX reproduces these records *correctly* with no loss of those rich, melodious overtones and with volume seemingly equal to the original selection.

No record library is complete without a few of those choice Edison Gems and no demonstration is as effective and profitable as an Edison Record played by the CLARAVOX on your own talking machine.

Order a sample CLARAVOX today. Demonstrate it on the phonographs you handle and you'll enjoy the best Christmas talking machine business in your history.

THE CLARAVOX CO.

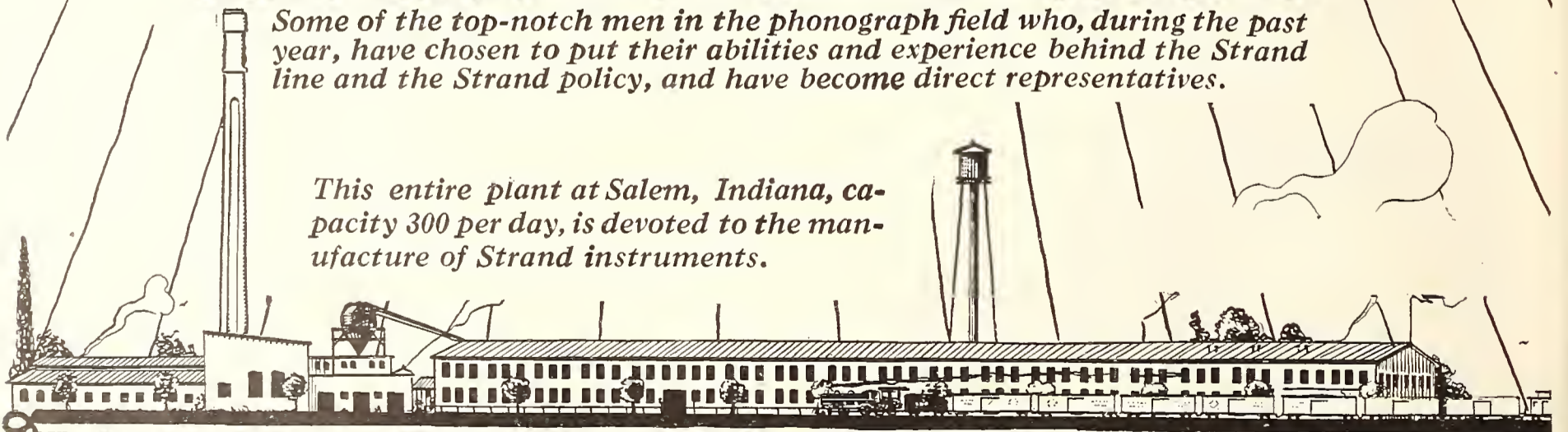
STRAND

Reg. U. S. Pat. Off.



Some of the top-notch men in the phonograph field who, during the past year, have chosen to put their abilities and experience behind the Strand line and the Strand policy, and have become direct representatives.

This entire plant at Salem, Indiana, capacity 300 per day, is devoted to the manufacture of Strand instruments.



MANUFACTURERS PHON

95 MADISON AVENUE

in One Year a Leader!

1921

1922

Our Policy

Proven by Twelve Months' Test

1. Quality and Design:

To build none but first class instruments and to concentrate on correct flat-top consoles, . . . every instrument guaranteed.

2. Low List:

So that you may offer better values, make sales easier and oftener and increase your rate of turnover.

3. Long Discounts:

To give you a liberal profit on each sale and make it doubly attractive to handle Strand Consoles.

4. Trouble Proof Shipping:

Prompt, safe deliveries assured by ample output and a trouble-proof shipping system.

5. Protection:

Exclusive territory; you are protected against dividing your trade with nearby competitors.

GEO. W. LYLE
PRESIDENT

"It's The Dealer's Turn Now"



Strand Queen Anne
Period Console: Lists at \$125

BRIGGS

OGRAPH COMPANY, INC.

NEW YORK CITY

BROOKLYN DEALERS ENJOY GROWING BUSINESS

Optimism of Merchants Justified by Better Trade—High-priced Instruments Lead the Demand—Theodore Jospe Opens Remodeled Store—C. W. Keith on Trip—Verbach Bros. Open Fine Establishment—Miller's Shop Adds Sonora Line—Recent Store Changes

Business for the past month in the talking machine field in this section has been gratifying as regards sales of both machines and records. Dealers in all parts of Brooklyn and Long Island have been able to show an increase over previous months and in most cases this increase has been far greater in total sales than for the same month last year—a sign that talking machine business is well on its way to normal. An interesting fact in connection with the growth of business has been the orders for high-priced models which dealers have been receiving from all classes of customers, rather than for the more conservatively priced types of upright models. This, in itself, constitutes an attitude on the part of the buying public which bespeaks a holiday trade that will in all probability be greater than any previous year. The popular console type of machine has been in great demand and dealers state that from now until the holiday season is over it seems to be a question of getting enough of these popular designs to meet requirements. Wholesalers of talking machines catering to this territory have made efforts to impress on the dealer the necessity of ordering these machines early and they have been able to make deliveries to dealers of many types ordered in the past two months. However, some dealers have disregarded these suggestions and in consequence even now they are finding themselves short of particular models which they failed to order in time. Wholesalers are making every effort to give the dealers a representative amount of machines, so that no one will suffer any great loss in sales by not having ample stock.

At the present time there is a lot of adverse criticism over the fact that some talking machine houses in Brooklyn are finding it necessary to announce in the daily papers a sale of popular-make talking machines at a greatly reduced price from list. All dealers whom this sale affects are bitter in their criticism of the action of these houses. When every dealer

Every Victor Dealer

SHOULD HAVE HIS STOCK OF MACHINES AND RECORDS COMPLETE THIS MONTH.

DO NOT PUT DELIVERIES OFF UNTIL DECEMBER.

TAKE EVERYTHING YOU CAN GET— THAT YOU WILL NEED, BEFORE THE END OF THE YEAR, DURING THE MONTH OF NOVEMBER.

THIS IS GOOD ADVICE

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



is getting a harvest of sales through the normal well-established methods it seems entirely unnecessary for any concern to resort to cut-price methods of getting business. The fallacy of the policy of these dealers is evident through the growth of competitive price-cutting sales which compels them to resort to further price reductions in order to get their share of the business. The result in some instances has been price reductions of such a drastic nature that there has been no margin of profit. Many of the merchants are making strenuous efforts to stop this kind of business and it is earnestly hoped that these dealers will see the injustice to the talking machine business in general by resorting to these tactics.

From all indications this Winter will find business in this section far beyond expectations, and when sales are totaled up for the fiscal



year it is expected they will show an appreciable increase.

Ordering of High-priced Records Significant

The American Talking Machine Co., Victor wholesaler, is having its hands full this month taking care of its many dealers throughout the territory as regards the timely delivery of machines and records. The demand for machines has been very great, stated R. H. Morris, general manager of the company, but more gratifying has been the large number of records which dealers are stocking, in anticipation of the holiday trade. These records have been ordered in the Red Seal class, which indicates that dealers are going to concentrate on the sale of this class of record, which, without doubt, is commendable on their part and will materially help in increasing their total sales. Charles Offerman, who covers Long Island for this company, is spending the greater part of his time with the dealers, helping them prepare their organizations and stores for the holiday trade, and he reports that never has he seen a more optimistic attitude on their part, which certainly indicates a prosperous season. In a chat with The World Mr. Offerman proudly related the fact that his son, William, who is a freshman at Columbia University, is a regular member of the freshman football team and is regarded by the coaches as a first-class player. The boy is about eighteen years of age, weighs 230 pounds and no doubt is desirable material for football. He probably will be heard from later as a member of the varsity team.

Formal Opening of Jospe Store


Theodore Jospe, who last month purchased the talking machine stock and fixtures of Groebl Bros. at Oyster Bay, has completed the renovation of the store and formally opened it this month with a concert, which he gave in the auditorium located on the second floor of the building. Mr. Jospe and his family are well known in Brooklyn as musicians of merit and the program included selections by several members of the family. The concert in the evening was attended by a large number of people and served to introduce this new store and its Victor talking machines and records to the people of Oyster Bay in an admirable manner. "The success of this concert was so great," stated Mr. Jospe, "that we are planning to conduct several more during the Winter at stated times, which we believe will materially increase our sales in both machines and records

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE more experience you have as a Phonograph Dealer the more you will appreciate the service we are prepared to render as Distributors of Sonora Phonographs in this territory.

We invite correspondence or calls from Dealers who have come to recognize the distinct value of the Sonora line.

Why not find out for yourself what Sonora is doing for other Dealers under conditions more or less like your own?

Any communication from you will have our prompt and careful attention.

LONG ISLAND PHONOGRAPH CO. INC.

150 Montague Street, Brooklyn

and create an interest in our store which is bound to help us." These concerts, no doubt, are beneficial to the dealers in many ways and afford ample returns for the expense and trouble incurred in arranging them.

Making Every Effort to Care for Dealers

The offices of the Long Island Phonograph Co., Sonora wholesaler, are teeming with activity this month, as Sonora dealers all over the territory are flooding them with larger orders for machines than ever before. This demand is for every model in the Sonora catalog and especially for the console types which the Sonora Co. placed on the market a short time ago. R. H. Keith, general manager of the company, remarked that it looks like one of the busiest and most prosperous seasons talking machine dealers have yet enjoyed, and added: "We are prepared to give our dealers every assistance possible and every effort is being made to supply dealers with enough machines to meet the demand. From all indications it seems that we will be unable to furnish everybody with as many machines as they would like, but they can be assured of delivery of as many as we can possibly get our hands on. New shipments are being sent us from the factory every week and we are making an effort to expedite the arrival of these shipments so that we can place them in the dealers' hands as soon as possible."

C. W. Keith on Important Trip

C. W. Keith, president and treasurer of the company, who has recently joined the company in an active way, spent considerable time this month in the Pittsburgh territory conferring with dealers and the Sonora wholesale representative there. Mr. Keith intends to study carefully conditions in this territory and make plans accordingly to take care of everybody as well as possible. Before his return home Mr. Keith plans to extend his trip to the factory of the Sonora Co., at Saginaw, Mich., where he will spend considerable time looking over the plant and conferring with officials there on delivery of machines. He will be met at the factory by J. J. Schratweiser, sales manager of the company, who has recently taken over transportation activities and who is going to the factory to meet Mr. Keith and confer with Sonora officials there on ways and means for quick delivery of their shipments. Mr. Schratweiser plans to make several stops in upper New York State en route to Michigan in an effort to locate car shipments from the factory which had been lost track of.

Vorbach Bros. Open New Store

The latest addition to the talking machine retail dealer field in Brooklyn is the shop recently opened by Vorbach Bros., at 10927 Jamaica avenue, which is located on a desirable corner in this section and fitted up with new fixtures and a very attractive display window. The store is featuring the Sonora phonographs and Vocalion records. To introduce this store to the people of this vicinity a beautiful window display of Sonora models was made which attracted a large number of people into the store. J. J. Schratweiser, of the Long Island Phonograph Co., spent considerable time in arranging this new store and helped materially in giving it a proper start. Both of the Vorbach brothers are live-wire merchandisers and no doubt will make a success of this new venture.

Fred Becht's Attractive Establishment

Fred Becht, who conducts a Victor retail business at 2587 Atlantic avenue, has just completed the renovation of his store. New fixtures and equipment have been installed and the store presents a most attractive appearance. Mr. Becht enjoys a reputation as a live-wire

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


VICTOR RECORDS

RECORD KNOWLEDGE

We are equipped to give Victor retailers practical and efficient record service, and if you have any record problems to solve our facilities and resources are at your command.

Every member of this organization is particularly well qualified to assist Victor retailers in developing record sales, for a thorough knowledge of the dealer's record requirements is included in the experience of each member of our sales staff.

VICTOR RECORDS

G.T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension Brooklyn, N. Y.

dealer that has built for him a business of the highest character, and these improvements will materially assist him in giving an additional service to his clientele and increase his prestige and standing with them.

Increases Booth Equipment

Edward C. Wellman, who conducts an exclusive Victor shop in Floral Park, has just completed the addition of several booths and has redecorated the entire store. An attractive show window has been installed where Victrola models can be displayed to advantage. Mr. Wellman started as a Victor dealer in a modest way and in a surprisingly short time he has increased his sales to such an extent that additional room was necessary to take care of it.

Miller Takes on Sonora Line

One of the best accounts yet established by the Long Island Phonograph Co., Sonora wholesaler for this territory, is that of Miller's Music Shop, at 110th street and Liberty avenue, Richmond Hill, which is to carry the complete line of Sonora phonographs exclusively. Mr. Miller recently acquired a very desirable location in this section of Brooklyn. He has fitted his store with every modern equipment and fixtures and has one of the best-equipped shops in this borough. Mr. Miller will carry, in addition to the Sonora phonograph, the complete Vocalion record catalog as well as sheet music and musical instruments. J. J. Schratweiser, sales manager of the Long Island Phonograph Co., was responsible for the addition of this new account and stated that it is expected that this store will become one of the best-known in Brooklyn in a very short time.

New Sonora Representatives

The latest addition to the Sonora dealer list established by the Long Island Phonograph Co. is that of Weber Bros., who conduct a talking machine business at 2202 Eighty-sixth street. A complete line of Sonora models is being featured this month in newspaper advertising and in attractive window displays in their store.

Another new dealer established by this company is B. Hirschlein, who has conducted a retail store at Carlton avenue in Central Islip, L. I., for a long time past. Lee Coupe, representative of the Long Island Phonograph Co. for this territory, is responsible for the acquiring of this desirable account.

J. J. Schratweiser, sales manager of the Long Island Phonograph Co., secured this month an agency for Sonora phonographs in the person of Harris Hermelein, who conducts a store at

1441 Broadway. Mr. Hermelein decided this month to take on the complete line, which he is showing in an attractive window display.

Salesmanship That Sells

Sam Goldman, manager of the Jacobs' Bros. store in Jamaica, is a progressive salesman of the finest type and through his efforts this store is showing a gratifying increase in sales every week. Recently Mr. Goldman sold a high-priced model Victrola through intensive salesmanship that probably would not have materialized for some time to come. After demonstrating the machine to the lady of the house at the store one day she promised to return with her husband, who was at business, some evening later on when they would decide which model they would purchase. However, instead of waiting for that eventful evening to come, Mr. Goldman that same evening placed the model which had interested his lady customer on the store truck and had it sent to this woman's home in ample time to be there on the arrival of the husband. The instrument was demonstrated then and there and the sale consummated before he left, and in consequence one more desirable sale was added to his large total, bearing out the policy that the time to sell a customer is when that particular customer is interested.

Pays to Keep After the Prospect

An important sale recently made by the Freeport Music Shop, of Freeport, was that of a \$2,600 Welte-Mignon piano, which was sold in conjunction with a large high-priced Victrola model. The purchaser became a prospect in the early part of the Summer before he left for his vacation, and on his return steps were immediately taken to interest him to the buying point which happily materialized in this important sale this month.

The L. J. Everett Co. department store, which has just opened in Roosevelt square, Jamestown, N. Y., has arranged a prominent place for talking machine records, which department will be one of its leaders.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.

DETROIT

Unprecedented Business Smashes Sales Records—Good Basis for Optimism—Changes in the Trade

DETROIT, MICH., November 10.—October was the greatest month of the first ten months of 1922, according to the majority of talking machine dealers in Detroit and vicinity. Records established during war-times and immediately following the close of the war, which were never expected to be equaled or even approached, went by the board, were smashed, completely shattered by the volume of business during October, 1922. It was an exceptional month and dealers' faces are wreathed in smiles as they reflect on that fact.

Until last month had rolled around and left everyone gasping over the volume of business it brought with it, October, 1919, had been one of the peak months in the history of the local

trade. As a result of the exceptional showing of last month dealers are looking forward to one of the greatest holiday seasons it has ever been their lot to enjoy. November and December, always two big months, are expected to far surpass anything of previous years. Those dealers who had the courage to predict as far back as four months ago that the Fall business would be the best in Detroit's history are now wearing an "I-told-you-so" expression and are busy setting the stage for the holidays.

Substantial Reasons for Optimism

The manager of one of the leading phonograph shops, who did not wish his name used, said: "If the next two months of the year prove to be as good as we expect them to be we will smash our 1919 record to pieces. At the present time the record for the first ten months of 1922 is very close to that for the entire twelve months of 1919." So that's the situation in Detroit. Business is good and is going to be better from now on to the end of the year.

New Jewett Dealers

A. A. Fair, sales manager of the Jewett Radio

& Phonograph Co., made a very extended business trip to Boston and other Eastern cities during the latter part of October. On his return he announced the opening of new accounts in the following cities: New Haven, New Britain and Hartford, Conn.; Newark, N. J.; Boston, Mass.; Worcester, Mass.; Philadelphia, Pa., and Indianapolis, Ind. Mr. Fair said that things were progressing nicely with the Jewett people and that they are making very satisfactory progress. He also reports a shortage on some upright and console models, together with the statement that the new William and Mary console is making a very decided hit with the trade.

The company has started a big advertising campaign in which their No. 10 Jewett console is being featured. On November 1 forty large billboards throughout the city carried Jewett advertising. This form of advertising will be maintained for some time.

Established in New Location

The Brunswick Co. has announced the securing of a new account in Detroit, the Henry S. Doran Co., located at 1416 Washington boulevard. The Doran Co. is an old-established firm in Detroit and was formerly located at 153 Michigan avenue. The company recently held the formal opening of its new location on Washington boulevard. The new store is a most attractive one, and, as the company enjoys an excellent reputation, it should be a big asset to Brunswick-Balke-Collender interests.

Edison Baby Consoles Popular

Peter C. Sweeney, of the Edison Shop, announces the receipt of several of the new Hephelwhite model consoles. These are the baby consoles, which have so long been eagerly awaited by dealers. Mr. Sweeney expects the model to be a very popular one with his trade, as interest in it is running very high. Asked about business conditions, he said that the Edison Shop had been enjoying a wonderful business, of late especially, although the business for the year has been most satisfactory.

Good Edison Record Service

The record department of the Edison Shop has been releasing popular records at the rate of one or two each week, and then including these in the monthly release list. As a result of this superior service the record sales have jumped immensely. Owners of Edisons who are devoted followers of the latest up-to-the-minute dances and songs have been enabled to get some new recent hits each week and thus keep abreast of the market. Owners of other makes drop in and hear the latest records considerably in advance of the release date of their own makes. This idea of having something new for the patron to hear whenever he or she drops in has been very popular. In Detroit Edison rarely fails to have new records first on the market.

New Brunswick Dealers

Brunswick announces the securing of several new accounts out in the State. Among these are the Davis Music House, of Saginaw, and W. K. Cummings, of Lansing, Mich.

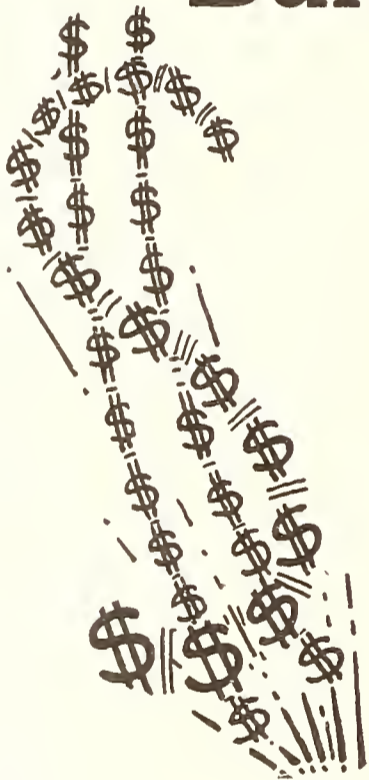
Night School for Salesmen

A night school course covering various subjects of interest to persons in selling positions was started recently at the Cass Technical High School. This is in line with the efforts of the Retail Merchants' Bureau to provide better business education for the vast number of retail sales people in Detroit. Among the subjects offered in the night course are Store Organization, Beginning Merchandising, Advanced Merchandising, Advertising, Retail Buying, Principles of Salesmanship, English and Salesmanship for Beginning Salespeople. The Retail Merchants' Bureau is composed of the leading merchants of the city and numbers among its members practically every phonograph or music dealer in Detroit. These latter were especially anxious to see the course installed, as they use salespeople of a very high type, and such a course will do much to develop that type.

Max Strasburg Has Been Ill

Max Strasburg, head of the firm of Max Strasburg & Co., has been confined to his home for several days of the present week by illness.

The Bubble That Bursts Into Money



Here's a new kind of Bubble.

When Bubble Books burst into a store it is good luck for somebody's pocket—especially at Christmas time.

Bubble Books sell well the year round but at holiday season they fairly outdo themselves. *No wonder*, for if there ever was an ideal gift for children, it's Bubble Books.

Sell them hard now and you'll continue to reap a golden harvest all next year—for every customer that buys now will be back again for more—and soon, too!



BUBBLE BOOKS "that Sing"

By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by Rhoda Chase

Now retail at \$1.00 each

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.



What will you do during the Long Winter Evenings?

A Crosley Radio Receiving Set will solve this problem ~

Mr. Phonograph Dealer

Progressive Phonograph dealers are now waking up to the fact that there is money to be made in the Radio Field. Their reasoning is logical. The phonograph dealer, of all the trades, is the best equipped to handle Radio Products. An extensive knowledge of Radio is not necessary. It is your ability to demonstrate that sells goods. This experience in displaying, demonstrating and merchandising music-reproducing instruments of similar types and values will make the Phonograph dealer a leader in the sale of Radio Apparatus.

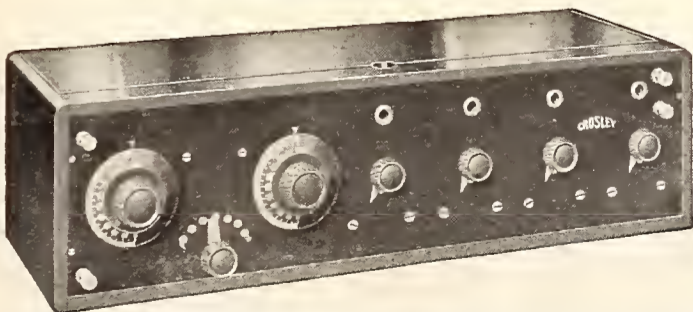
Many Radio Enthusiasts have had to forego the pleasures of a Radio Receiving Set because of the high first cost—practically all radio sales in the past have been for cash. By selling Radio Outfits on a time basis, an entire new field will be opened up that has never been touched.

Again, the Phonograph dealer is the logical outlet. You and your accounting and credit systems are equipped to sell on a time basis. The first man to enter the Radio field on the extended payment plan will be the man to reap the harvest of dollars that are sure to come.

Tuned Radio Frequency Amplification has met with universal success wherever it has been used. It simplifies tuning, increases range and eliminates interference. The Crosley Manufacturing Company was the first to bring this feature on the market and has developed it to its highest degree. This is the feature of our two and four tube sets. You can be assured of permanent satisfaction if you sell Crosley Instruments.

The advertisement that appears on this page and others of a similar nature are appearing in all the leading Radio and Electrical publications. Combined with our previous national advertising and the popularity of our instruments, a great demand has been created for Crosley Radio Apparatus and Parts.

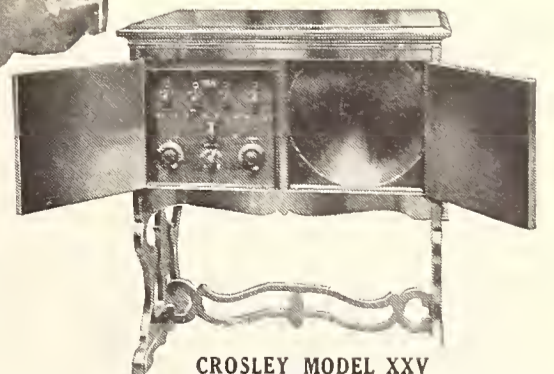
CASH IN ON IT



CROSLY RECEIVER MODEL X. A four-tube outfit the same as shown in the above scene. It consists of tuner, one stage of Tuned Radio Frequency Amplification (the feature that has made this instrument so popular), Detector and Two Stages of Audio Frequency Amplification in a beautiful mahogany cabinet. It will bring in distant stations loud and clear. Price without phones, batteries or tubes.....\$55.00

Write for our catalogs, literature and discounts

CROSLY
BETTER-COST LESS
RADIO



CROSLY MODEL XXV

This beautiful mahogany cabinet is equipped with a four-tube panel incorporating the same units as the Model X, but the panel is in a different shape, as will be noticed from the illustration. This cabinet is arranged to take the Model R-3 Magnavox, which can be quickly installed and hooked up in the set, but the Magnavox is not furnished at the price quoted below. Cabinet also contains space for "A" battery and "B" battery and battery charger, if desired. A throwover switch is provided to change from head phones to loud speaker. It is guaranteed to bring in broadcasting stations up to one thousand miles or more loud enough to be heard all over the room. This beautiful instrument, without tubes, batteries or phones, sells for\$150.00

CROSLY MANUFACTURING Co.

Dept. TMW1

Cincinnati·Ohio



NOVEMBER ROSE

GOOD-BYE

A Beautiful Ballad by **JACK SNYDER**

Sung, Played and Danced Everywhere

CHAS. K. BENNETT BACK IN FOLD

Popular Victor Man Joins Beckwith-O'Neill Organization—Ideally Qualified to Fill Important Post—Veteran of the Trade

MINNEAPOLIS, MINN., November 6.—George C. Beckwith, president of the Beckwith-O'Neill Co., of this city, Victor wholesaler, announced his week that Chas. K. Bennett, one of the



Charles K. Bennett

best-known members of the talking machine industry, would join the company's staff as general manager on December 1. As announced recently in The World E. F. O'Neill has retired from this company, leaving Mr. Beckwith in sole charge.

Victor dealers in this territory will undoubtedly welcome with enthusiasm the news that

Chas. K. Bennett has become associated with the Beckwith-O'Neill Co., for Mr. Bennett's experience in the Victor trade dates back for practically a score of years. He was associated with the Victor Talking Machine Co. for many years, occupying important sales positions, and for over five years was general manager of the Eclipse Musical Co., Cleveland, O., Victor wholesaler, where he won the esteem and friendship of the dealers throughout his territory. He retired from the Victor trade a short while ago, becoming associated with his brother, who operates a dairy products farm at Hudson, N. Y. However, Mr. Bennett has always maintained a love for the Victor trade that could never be supplanted and his association with the Beckwith-O'Neill Co. will enable him to rejoin the industry he loves so well.

TAKES OVER THE CIROLA PORTABLE

Zenith Mfg. Co. Will Manufacture and Market Popular Portable—Extensive Sales Campaign Featuring Cirola and Encore Replayer—Wm. Huguley President of Company

The Zenith Mfg. Co., Newark, N. J., manufacturer of the Encore Record Replayer, has just taken over the name, good-will and other assets of the Cirola Talking Machine Co. and contemplates marketing this portable machine on an extensive scale. The Cirola machine has been on the market for several years and thousands of them are now in use. Under the manufacturing plans arranged by the Zenith Co. the production is to be increased considerably and an advertising campaign arranged for the further exploitation of this product. Several improvements have been made in the equipment and this is to be placed in a high-class quality cabinet.

The Zenith Mfg. Co. also announces a national advertising campaign on the Encore

Record Replayer, and it is planned to use a series of ads in the Saturday Evening Post during the next twelve months. The first of these will appear in issues just prior to the Christmas holidays. A plan of dealer co-operation, in conjunction with this national advertising, has also been arranged.

William C. Huguley, an executive of long experience in the manufacture of mechanical devices, heads the Zenith Mfg. Co. The company has purchased its own building and contemplates manufacturing a series of products which will have particular appeal to the talking machine industry.

Mr. Huguley is a mechanical engineer of practical training who began his career by serving an apprenticeship with R. Hoe & Co., printing press manufacturers, as a machinist. He rapidly advanced to the tool-making ranks and worked for a few years with some of the leading concerns in the East. Just prior to the war he started a machine and tool-making business in New York under the name Automat Tool Works, where he designed and built labor-saving devices and automatic machinery. The business was then consolidated with the Specialty Products Co., of Newark, N. J., of which he became vice-president and general manager. During the war this latter firm executed some large contracts for the United States Navy. Later he organized a tool-making shop known as the Zenith Tool Co., of Newark, N. J., with a partner, Henry W. Grewe. This business quickly outgrew its quarters at 23 Marshall street and the new home of the company at 292 Chestnut street, containing 15,000 square feet, is equipped for the manufacture of mechanical devices of all kinds on a large scale.

The French Music & Art Shoppe, Columbus, Neb., has been successful in placing a number of Victrolas in the local schools. The concern is aggressively pushing the Victor line.



NOVELTY FOX-TROT HIT

MEET ME NEXT SUNDAY

BY JACK SNYDER

(I'LL WAIT FOR YOU)

Sung, Played and Danced Everywhere

GLEANINGS *from the* WORLD *of* MUSIC

WOULD-BE REFORMERS SPREADING ERRONEOUS IDEAS

Propaganda Ostensibly Intended to Raise the Character of American Music Often Fails to Do Any Constructive Good Because of the False Ideas Upon Which It Is Based

Those who have taken upon themselves the burden of purifying American music and purging it of what they term jazz and other forms of degrading music continue to be active in putting forth propaganda that is calculated to reflect upon American music as a whole, although perhaps the reformers are more or less sincere in their attitude from their own viewpoint.

The latest piece of propaganda is found in a dispatch from Atlantic City which reads:

ATLANTIC CITY, N. J., Oct. 13.—Jazz is threatened by a musical counter-revolution, led by Professor Peter W. Dykema of the University of Wisconsin, famous musical authority of the United States, who this week startled the country by his declaration that the majority of Americans are no better than African savages in their use of musical instruments.

Delegates attending the Ninth Recreation Congress under the auspices of the Playground and Recreation Association of America and Community Service today passed a resolution declaring "it is vital that immediate stimulus be given to creation of a song literature embodying the finer ideals of American life." The resolution appealed to the "poets and composers of the United States to devote themselves to creating more worthy songs of the people."

"We are musically undernourished," declared Professor Dykema. "America needs good music as badly as Austria needs good food. What better proof of this fact could one ask than the haste with which the public turns quickly from one bad popular song to another in unconscious search for the songs which will lastingly satisfy their musical hunger? Good popular songs are those which stress some fine and desirable aspect of American life and by both music and words awaken a sincere response in the hearts of the people."

"I do not mean that good songs need necessarily be 'high brow' songs. Let us have lots of songs in lighter vein, songs of humor, sport, friendship, love; songs that express any ideal of American life, not only its loftier moments."

A committee of five was chosen to direct the campaign, including Professor Dykema, C. M. Tremaine, Director of the National Bureau for the Advancement of Music; Sigmund Spaeth, Mrs. Fred W. Ahott, Managing Director of the Philadelphia Music League, and Kenneth S. Clark of the Bureau of Community Music of the Community Service.

The report reproduced is only one of similar character that has appeared in daily papers the past couple of years. Everyone appreciates the desirability of the development and greater appreciation for high-class music, but that is not

to say that all the so-called popular music of the day is fit only for the trash basket. As a matter of fact there is no real necessity for any reform movement in American music, for there is little or no jazz music being published at the present time, 95 per cent of all current songs being either melody numbers or popular novelties.

While it is said that there are over 500 orchestra combinations appearing on the vaudeville stage these aggregations are following in the footsteps of Paul Whiteman, Vincent Lopez and Paul Specht, who long ago departed from the rendition of jazz. It is true that they play lively music as well as much of the better class, but there are invariably no jazz numbers on their programs. They, themselves, term their organizations "Symphonic Syncopators" and they are capable of playing, and do play, the very best music with a popular appeal.

Only recently an advance report was given out covering the Fall activities of Paul Whiteman and his orchestra and the various combinations

under his direction. It shows that Whiteman alone has eleven bands working in New York, seventeen on the road and forty throughout the country. Vincent Lopez also has a number of orchestras under his direction and Paul Specht not only directs a great number of orchestras in this country, but has booked five or six combinations to appear in European centers during the coming season.

The point is that these, and other orchestra leaders of like calibre, set the pace for the entire country and the orchestras, even in the very smallest centers, try to conform to the standards of these combinations. This is easily done by following the modern orchestra arrangements issued by the popular music publishers and by paying close attention to the leading talking machine records made by Whiteman and others.

Some two years ago there may have been some need for a concerted movement to bring about the elimination of jazz. Now there is little or no foundation for any such movement. It might be well for one of the publishers' organizations to ask these propagandists to be a little more specific. If this is done we think the reformers will look elsewhere for their newspaper publicity.

FEIST SONG THE WINNER

"Why Should I Cry Over You?" Wins First Prize in Songwriter's Contest

Roseland Dancing Academy, the popular New York resort for the younger set, held a songwriter's contest on Thursday evening, October



The Roseland Cup

19, offering as a prize a beautiful silver loving cup suitably inscribed to the winner. The cup was won by Bob Miller and Herbert Steiner, representing Leo Feist, Inc. Each contestant was limited to one song, singing the verse and two choruses. The Feist number which won the cup was "Why Should I Cry Over You?" Other publishers represented in the contest were Irving Berlin, Inc., with the song "Homesick"; Jerome H. Remick & Co., "Indiana"; Stark & Cowan, "Blue"; Jack Snyder, Music Publisher, Inc., "In Maytime I Learned to Love"; M. Witmark & Sons, "Carry Me Back to Carolina"; E. B. Marks Music Co., "Little Red

Schoolhouse," and Shapiro, Bernstein & Co., Inc., "Georgette."

While the Feist song "Why Should I Cry Over You?" is undoubtedly one of the best of this season's offerings, the fact that Bob Miller, who rendered the song, was in splendid voice and is an excellent show man must be given some consideration. Herbert Steiner, who accompanied him upon the piano, operated in a manner which brought forth much comment.

NEW JENKINS NUMBER

"Martha," New Fox-trot, Jumps Into Immediate Popularity

The J. W. Jenkins' Sons Music Co. has issued a new fox-trot song called "Martha," which seemingly has met with instant favor. The professional and band and orchestra departments of the company have, through its reception, been induced to inaugurate a special publicity campaign. This is now well under way and will cover every channel of musical activity. Although "Martha" has only been in the hands of the trade a short time the sales have shown much activity and the firm reports a constant increase in the size of repeat orders. "Martha," together with "Lonesome Mama Blues," will be the outstanding features of the Fall catalog.

AN ABSOLUTE NOVELTY

WALTZING the BLUES

by Clarence Gaskill Writer of "Kentucky Blues"

M. WITMARK & SONS · WITMARK BUILDING · NEW YORK



FEATURING "NOVEMBER ROSE"

Jack Snyder, Music Publisher, Inc., to Concentrate on That Number During Season

The latest Jack Snyder song hit, "November Rose," is proving one of the most popular successes ever offered by this young writer. This song, in connection with "In May Time" (I Learned to Love), will be the feature of the catalog of Jack Snyder, Music Publisher, Inc., during the Fall season.

Al Livsey, business manager of the company, has arranged a special publicity campaign on these two numbers and the plans call for the expansion of the professional activities of the company. Besides the various branch offices and representatives now covering the country for this publishing house, the firm further contemplates the opening of offices in other important cities in the Middle West and on the Pacific Coast.

Many leading vaudeville headline artists are singing "November Rose," and it has been recorded by leading talking machine record and player roll companies. There is little doubt but that it is what can be termed an established success.

The publisher has issued some novel advertising material on this song, including a reproduction of a red rose, which is being distributed by the thousands. On the leaf attached to the stem of the rose is embossed in gold letters the title of the song.

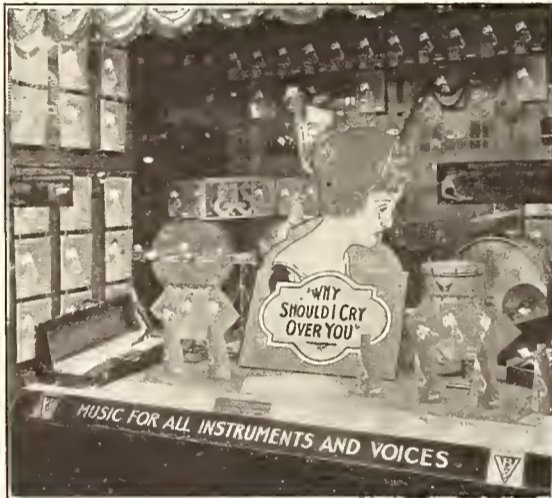
JACK GLOGAU MAKES CHANGE

Jack Glogau, who was formerly connected with Fred Fisher, Inc., having charge of that firm's mechanical reproductions, is now connected with the Harry Von Tilzer Music Co. Mr. Glogau is also the writer of a number of successful songs.

FEATURE FEIST NUMBER

"Why Should I Cry Over You?" Basis of Attractive Window Display

Volkwein Bros., one of the leading retail music establishments of Pittsburgh, Pa., have for many years given particular attention to their window dressings. On several occasions the



Window Display of Feist Hit

displays in the Volkwein establishment have not only created comment in the city of Pittsburgh, but have attracted the attention of merchants in other parts of the country.

Herewith is shown the Volkwein Bros. window of "Why Should I Cry Over You?" which was the means of adding considerably to the sales of this popular number during the week in which the showing was made.

Leo Feist, Inc., is the publisher of "Why Should I Cry Over You?" The number is one of the biggest successes as a vocal number on the vaudeville stage. As a fox-trot it has met with favor with both the orchestra leaders and dance enthusiasts and its sale has justified many dealers in giving it special window displays.

SEVERAL POPULAR RELEASES

Shapiro, Bernstein & Co. Catalog Contains a Number of Popular Hits

Among the new songs issued by Shapiro, Bernstein & Co., Inc., are: "Lost, a Wonderful Girl," "True Blue Sam" (The Traveling Man) and "Are You Playing Fair?" The first number is being sung by a large number of vaudeville stars. It has a melody a little better than the average class. "True Blue Sam" is a novelty which was recently introduced by Belle Baker at the Palace Theatre, New York. Other vaudeville performers are including this song in their programs and it is also being heard as a fox-trot.

Another novelty issued by the same company is "Where the Bamboo Babies Grow." This, too, is a popular dance. "Cuddle Me" and the latest song by Mary Earl in waltz time, entitled "Mississippi Ripples," complete the list.

NEW BERT GRANT NUMBER

Waterson, Berlin & Snyder Featuring New Waltz Song by Bert Grant

Waterson, Berlin & Snyder have accepted for publication a new novelty waltz song entitled "Tricky Little Tunes." The number is by Bert Grant, who wrote the music for several revue parts of "Shubert Units," now playing as vaudeville attractions under the titles "Town Talk" and "Jimmy Hussey's Funmakers." The above concern will also publish the "Units" scores.

FEIST TO PUBLISH "JENNIE"

"Jennie," a new novelty fox-trot song, has been accepted for publication by Leo Feist, Inc., which announces its early release. The song was written by Cliff Friend and Con Conrad, who have several successes to their credit.

"Just a plain old fashioned name"
 Now selling like
 "HOT CAKES"

FOX TROT SONG

Martha

POSITIVELY
 A GUARANTEED "HIT"
 AND SURE FIRE SELLER

Another big hit "Lonesome Mama Blues"

J.W. JENKINS SONS MUSIC CO. KANSAS CITY MO.

FIVE SONG GEMS

F R O M

IRVING BERLIN'S SECOND ANNUAL MUSIC BOX REVIEW

CRINOLINE DAYS

PORCELAIN MAID

Lady of the Evening

**PACK UP YOUR SINS
AND GO TO THE DEVIL**

Will She Come From The East?

IRVING BERLIN, Inc., 1607 Broadway, New York

NEW POST FOR SHEFFIELD

Becomes Manager of Mechanical Reproduction Department of E. B. Marks Music Co.

George Sheffield, formerly manager of the recording department for the Vocalion Division of the Aeolian Co., has been appointed manager of the mechanical reproduction department of the Edward B. Marks Music Co.

Mr. Sheffield is well known in music publishing and recording circles as well as in the concert and vaudeville fields. He is an excellent musician and concert singer and spent many years in the music centers of Europe. He is well equipped for his new post and his experience as a recording expert as well as his familiarity with music trade conditions should stand him in good stead.

The Edward B. Marks Music Co. announces the reorganization of its standard publishing department and greater stress is to be laid upon the needs of the concert star and better class singers generally as well as the teaching profession. This will not in any sense reduce the activities of the popular field. It rather means an expansion of the departments of what is sometimes termed better class music.

Eddie Lewis, prominent in musical and theatrical circles in Chicago, has been appointed manager of the Chicago office of Jack Mills, Inc.

"HOMESICK" WEEK PLANS COMPLETED

Big Campaign to Be Conducted Week of November 18 to 25 on Berlin Hit

Final plans for the week's campaign for the Irving Berlin success, "Homesick," which has been arranged for the week of November 18 to 25, inclusive, have been closed. Much display advertising material is being shipped to the trade for the use of sheet music, talking machine record and player roll dealers. The co-operation of all the mechanical reproducing companies, orchestras, theatres, dance halls and motion picture houses and others who will take part in the campaign has been assured.

The fact that the Berlin organization makes a very wise selection of the number for these national drives assures those who are interested of their success. Those who have taken part in such campaigns as those arranged for "All By Myself" and "My Mammy" hardly need to be induced to co-operate in the forthcoming "Homesick" Week.

NEW FEIST BALLAD FEATURED

Leo Feist, Inc., has just issued a new song entitled "In a Corner of the World All Our Own." The words are by Gus Kahn and the music by Jesse Crawford. This ballad is being featured in Ballaban & Katz's Chicago theatre, the largest motion picture house in the world.

FEATURE WITMARK HIT

"Say It While Dancing" Basis of Attractive Window Display in Los Angeles

In connection with the big fox-trot success, "Say It While Dancing," the publishers, M. Witmark & Sons, are conducting a big publicity campaign among the dance halls of the country with some very remarkable results. "Say It While Dancing" is both a hit and a slogan, and its sales are prodigious. Dealers everywhere are featuring it with striking window displays. Not the least effective among them is the one which was so artistically arranged by Johnston's "Ye Harmony Shoppe" in Los Angeles recently. It held the attention of that hustling city for three solid weeks—an unusual tribute to pay to a popular hit—and resulted in an excellent demand for the number.

HAVING REMARKABLE POPULARITY

"The Parade of the Wooden Soldiers" is being continued in the new production of "Chauve Souris." This was one of the outstanding songs in the past season and its popularity does not seem to diminish. All of the talking machine record and music roll manufacturing organizations have issued it in one or more forms and the trade reports it as having a steady sale. The Edward B. Marks Music Co. is the publisher.



SENSATIONAL FROM THE START
Carry Me Back To My
Carolina Home
A FASCINATING FOX TROT

by **BENNY DAVIS** Writers of **ANGEL CHILD--SAY IT WHILE DANCING**
 and **ABNER SILVER**

M. Witmark & Sons · Witmark Building · New York



Swanee Smiles

The New Sensation

With the Smiling Warmth of the Sunny South

Published by

Sam Fox Pub. Co.
CLEVELAND NEW YORK

THE SECOND "MUSIC BOX REVUE"

Irving Berlin's Latest Revue a Gorgeously Staged Spectacle Replete With Tuneful Music—Show Praised by Both Press and Public

Sam H. Harris presented Irving Berlin's new Music Box Revue last month at the Music Box, and it fascinated its first audience—the most distinguished seen at a theatre for several months.

The magnificence of the offering may be imagined when it is known that more than \$350,000 had been expended on its preparation.

A scene of great beauty and cleverness is "Satan's Palace," which closes the first act. The lighting and mechanical effects in this scene are remarkable. In this scene is introduced the song, "Pack Up Your Sins and Go to the Devil," sung by John Steel.

"The Forest" is a scene of exquisite loveliness and introduces scores of pretty girls, representing birds. "The Little Red Lacquer Cage,"

sung by the entire company, adds further to the beauty of this scene. They make their entrance from the stump of an old tree. Still another scene which won admiration is "Housetops," which shows a miniature city at night. John Steel here sings, accompanied by the chorus, "Lady of the Evening."

"Crinoline Days" is probably the outstanding song of the whole show. It shows Grace LaRue at her best and the effective setting in which the Crinoline Girls appear is not to be forgotten.

While it is true John Steel sings several songs, his most successful number is "Will She Come From the East?" This, as the title suggests, is a love song showing a girl from Broadway, a girl from the regions of the ice and one from the heart of the West and the inevitable girl from the land of cotton.

"Bring on the Pepper," sung by the McCarthy sisters and the entire company as well as what are known as the Pepper Girls, is not to be overlooked as one of those songs which will be heard frequently during months to come.

THE FORSTER CONSOLIDATION

Forster Music Co. and Forster, Music Publisher, Inc., Consolidated for Greater Efficiency

CHICAGO, ILL., November 9.—The F. J. A. Forster Music Co., doing business since 1903 as jobbers in sheet music, and Forster, Music Publisher, Inc., organized in 1916, publishers of the same, both of Chicago, have consolidated with a capitalization of \$250,000, fully paid, and will be conducted at 235 South Wabash avenue. The stock in both concerns is owned by F. J. A. Forster, who will henceforth be in a position to directly supervise the executives of these concerns and so assure even better service.

The combined business per annum has been something over a million and a half and the steady growth has made two establishments rather unwieldy. Additional space to the extent of five thousand square feet being made available, the equipment improved and the personnel placed more comfortably in contact with one another, a very high degree of efficiency will be found possible.

F. J. A. Forster will now have his entire forces where daily association can keep him in touch with them. With these advanced facilities and the increased capital a new era opens for the Forster Co.

FEIST SECURES AMERICAN RIGHTS

Leo Feist, Inc., has secured from Francis, Day & Hunter, London, England, the American publishing rights for the song, "If Winter Comes" (Springtime Will Soon Be Here). This is a composition by Melville Gideon and sung by him in the musical show, "Co-optimists." Inasmuch as there are apparently more than one of a similar title, Francis, Day & Hunter have distinguished their song by adding the above sub-title. This English publication is one of the biggest successes in England at the present time, and realizing that there is a real demand for the number Leo Feist, Inc., has decided to immediately make available copies of the song for the American public.

"IN A LITTLE TOWN NEAR BY" SCORES

One of the latest additions to the famous Black & White Series of M. Witmark & Sons is a song entitled "In a Little Town Near By," by Florence Turner Maley and Amy Ashmore Clark. It was sung last week at the Strand Theatre as the feature prologue and the music theme to the showing of the photoplay "The Bond Boy," in which Richard Barthelmess is starred. The music, seemingly, fitted the picture perfectly. The prologue was staged and sung in the usual artistic manner and scored a big hit with the audience.



WELL! What Wonders NOTE! New Numbers

1 No Use Crying FOX-TROT SONG HIT OF NINE COUNTRIES—VINCENT LOPEZ feature	1 Sonja RUSSIAN BALLADE (INTERNATIONAL SUCCESS) WILLIE HOWARD'S—HIT in "PASSING SHOW"
2 Parade of the Wooden Soldiers FOX-TROT SONG—CHARACTERISTIC Instrumental	2 The Pelican PARISIAN DANCE SENSATION BIGGEST HIT in WEBER and FIELDS' RE-UNITED
3 Little Red School House SEASON'S NOVELTY HIT	3 Plant Myself IN MY OLD PLANTATION HOME VAN and SCHENCK'S SOUTHERN SONG SENSATION
4 Jolly Peter —BUMMEL PETRUS EUROPEAN NOVELTY FOX-TROT SONG	4 Rose of the Underworld PAUL SPECHT'S ASTOR ROOF SENSATION
5 Whenever You're Lonesome MARVELOUS SONG and DANCE TUNE	5 Typical Tangle Tune MAL HALLET'S BROADWAY DANCE CRAZE
6 Love's Lament INTERNATIONAL WALTZ HIT	6 Tropical South Sea Isle HIT in W. B. FRIEDLANDER'S FOUR NEW SHOWS
7 Wonderful You GUS EDWARD'S latest SMASH FOX-TROT	7 Vaughn de Leath's Susan FOX-TROT \$5000. RADIO FEATURE sung in 20 SHOWS

STOCK THE ABOVE IN SHEET MUSIC, RECORDS AND ROLLS
WRITE FOR SPECIAL OFFER AND COMPLETE CATALOG OF SHEET MUSIC
Edward B. Marks Music Co. 223-25 W. 46th St. New York



I GAVE YOU UP JUST BEFORE YOU THREW ME DOWN



Being played and sung everywhere
Released soon on all records and rolls

WATERSON, BERLIN & SNYDER CO.
STRAND THEATRE BLDG NEW YORK

MAURIE SHERMAN USES NOVEL SONG-ANNOUNCING DEVICE

Leader of Prominent Orchestra at the Bismarck Hotel, Chicago, Features the Title of Each Number Played by Means of an Attractive Sign—An Excellent Method of Popularizing Songs

During the June convention of the National Association of Sheet Music Dealers much discussion was indulged in pertaining to the advisability of having dance orchestras announce in some form the titles being rendered. The



Maurie Sherman

music publishers, too, have long held the opinion that an announcement of a title in conjunction with the rendition of a song or dance selection was quite a valuable asset in the exploitation of any given number. The successful carrying out of such an idea, it has been said, would result invariably in a considerable increase in sales.

All of which makes it doubly appropriate to mention and give credit to the introduction of such a plan by Maurie Sherman, who, with his orchestra, is playing at the Bismarck Hotel, Chicago, Ill. Under Mr. Sherman's arrange-

ment there is in full view of the audience a stand upon which a sign twenty-two inches wide by fifteen inches high is displayed. This is painted in blue and white. The background of the sign proper is blue, and in white letters on the upper half portion of the sign is printed, "Maurie Sherman and His Orchestra Now Featuring." Below this is a space seven inches high by twenty inches wide in which the song titles are inserted. The lettering is similar in design to the announcement that appears above it. With the introduction of each selection its name is slipped into the space and the audience thereby knows the title before the opening bars are played.

Mr. Sherman has been congratulated on his innovation, not only by publishers, but the dancing public has been quick to compliment him upon the idea. The carrying out of his plan is very inexpensive and considering that the public is quick to respond the plan should be adopted by orchestra leaders everywhere.

SOUSA FEATURES WITMARK HITS

Sousa and his band have featured prominently all the Witmark big popular hits at their annual season at Willow Grove Park near Philadelphia. Among the most-played and frequently played-over-again numbers were the "Shuffle Along" selection, "Angel Child," "Where the

Maurie Sherman
and his Orchestra
Now Featuring

TOOT-TOOT-TOOTSIE

Novel Sign Used by Maurie Sherman to Announce Song Titles

Volga Flows," "All Over Nothing at All," "Say It While Dancing" and "I'm Just Wild About Harry." They are among the steady-selling popular favorites of the catalog.

Among the songs now featured by Vincent Lopez and his orchestra that are to be found in the catalog of M. Witmark & Sons are "Say It While Dancing," "Where the Volga Flows" and "All Over Nothing at All."



Haunting Blues



The Outstanding "Blues"
Hit of the Season

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

SPECIAL VICTOR RECORD MADE BY PRESIDENT HARDING

Two Patriotic and Inspiring Speeches Made by the President of the United States on Noted Occasions Recorded on Double Disc—Royalty to Be Assigned to American Red Cross

The Victor Talking Machine Co. has recently announced the release of a Thanksgiving Special, which is none other than a double-faced record made by Warren G. Harding, President of the United States. This new release, needless to say, is of a very momentous character, and there are many features about it which are very interesting.

On one side is recorded the address which the President made at Hoboken, May 23, 1921, on the occasion of the return for burial of 5,212 American soldiers, sailors, marines and nurses. On the other side is recorded the address which the President made in Washington on the occasion of the opening of the International Conference for the Limitation of Armament on November 12, 1921. The patriotic and idealistic sentiments expressed in these two addresses, as well as the simple dignity of their delivery, give to this record an institutional character. It will, without question, be received with great enthusiasm by the schools and educational institutions of the country, as well as in practically every American home.

The royalty from this record President Harding has assigned to the American Red Cross, and the label on each record bears a notice to this effect: "I direct that the royalty accruing from the sale of this record be given to the American Red Cross—Warren G. Harding."

These records are also being marketed without profit to the Victor Talking Machine Co., and the whole idea represents a very commendable effort to present two important historical utterances of the President of our country in a form in which they can be perpetuated, and, at the same time, to accomplish this end without monetary gain other than that for the American Red Cross.

In view of this record being recorded by the

President, and the American Red Cross being the beneficiary therefrom, it is not being handled in any way in a commercial manner. The ordinary commercial publicity and promotion work will be entirely dispensed with, both by the manufacturer and the retail trade. The announcement to the public will be confined to the label on the record, which includes a portrait of the President and his statement regarding the royalties; and to a very handsome poster, which has been approved by the American Red Cross and which contains a portrait of the President, a description of the addresses which have been recorded, a reproduction of the record with label and a statement to the effect that this record was recorded at the White House, May 24, 1922, and that it is being marketed without profit to the Victor Co.

It goes without saying that the Victor trade will handle the entire proposition in a manner befitting the dignity of the maker of the record and will confine its publicity activities entirely to the label and the poster, or reproductions thereof.

COLUMBIA RECORDS BROADCASTED

SAN FRANCISCO, CAL., November 4.—Columbia Symphony records and popular hits from the Columbia catalog are broadcasted daily by the KUCO radio station, owned and operated by the San Francisco Examiner. P. S. Kantner, manager of the local branch of the Columbia Co., was instrumental in arranging this splendid tie-up with Columbia records and each day the program is arranged by the Columbia Co. The KUCO station is one of the most powerful broadcasting stations in the West and thousands are enjoying daily the music sent out from this station.

INTRODUCES NEW ACCESSORY

The "Melo-Tone," Invented in Portland, Ore., Declared to Be of Much Value in Reducing Surface Noises and Improving Record Tone

PORTLAND, ORE., November 4.—A. C. Sherbert, of this city, has just perfected a clever device known as the "Melo-Tone" attachment, designed to reduce surface noise and harshness and to eliminate any metallic or throaty tone in reproducing records.

The device was recently tried out at the big radio broadcasting station at the Meier & Frank store, this city. A record was put on a standard machine and radio fans informed that half the record would be played as was, and the last half with the "Melo-Tone" attached. In a short time many telephone messages were received giving unstinted praise to the performance of the "Melo-Tone."

The new device can be attached or detached while the record is playing and is offered at a popular price. L. D. Heater, of 357 Ankeny street, Portland, is jobbing the "Melo-Tone" for the Pacific Coast, but no jobber has as yet been appointed in the East.

CLAYOLA GAINS IN POPULARITY

Bristol & Barber, Metropolitan Distributors, Find Demand Growing—Console Models Favored—Fifth Avenue Shops Exhibit Line

Bristol & Barber, New York City, are doing particularly good business with the Clayola line of talking machines, of which they are distributors. This line, made by George Clay Cox, Rochester, N. Y., is individualistic to a high degree and has a decided quality appeal. The line now consists of five particularly attractive models, three upright and two console. Several of these models are also equipped with radio. Both the talking machine and radio equipment is of the finest and the models are furnished with electric motors and are electrically lighted. Another striking feature of the Clayola line is the cabinet work. Each model is a work of art and well designed to grace any home no matter how pretentious. Many highly favorable comments have also been made on the exceptional tonal value of the Clayola as well.

N. G. Barber, of the Bristol & Barber organization, states that a number of representative talking machine dealers in the metropolitan district have already taken on the line. A number of these retailers are displaying the line on Fifth avenue. At the present time the two console models seem to be in the ascendancy. Shipments are now coming through from the factory in good quantities and it is expected that the Clayola line will provide an excellent selling proposition for the Christmas trade.

MCCORMACK RECORDS POPULAR SONG

In line with its policy of making recordings by distinguished artists of popular numbers that have real musical merit the Victor Co. is releasing a recording by John McCormack of that popular waltz, "Three o'Clock in the Morning." All indications are that this record will be received with great enthusiasm by the American public, as whenever the Victor Co. has adopted a similar policy in the past the American people have been quick to take advantage of the opportunity of manifesting their appreciation.

DECATUR, ILL., FIRM ENLARGES

DECATUR, ILL., November 7.—William Gushard Dry Goods Co. has enlarged its phonograph department, taking in considerable additional space. The department now almost covers the mezzanine floor. G. C. Hawkins, manager of the department, found it necessary to urge the officials of the company to increase the space occupied by his department as a result of greatly increased business.

The Public Is Buying VIOLIN SPRUCE REPRODUCERS

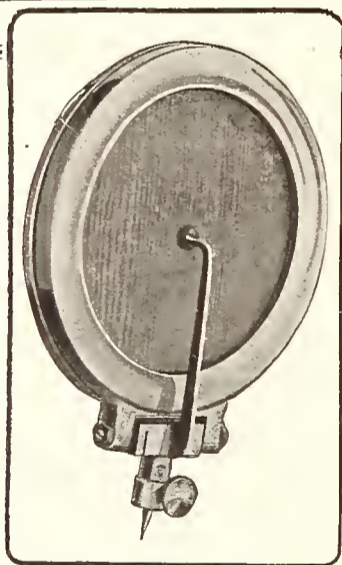
Foresighted dealers who prepared to meet the demand are making nice profits right now.

The Violin Spruce Reproducer is accepted as *the perfect reproducer* by artists, manufacturers and dealers who have tested it.

Don't delay! The sooner you stock up—the sooner your profits begin, because we have proved that phonograph owners are waiting for this notable improvement. Get set now so that you will be ready for the big Christmas Gift trade.

Write To-day for Detailed
Information and Discounts

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



VIOLIN SPRUCE
REPRODUCER

Fits any good phonograph.
Eliminates all metallic sounds.
Reproduces voice perfectly.
Individualizes all instruments.
Improves by use, like a violin.
Not affected by dampness.

Retails for
\$7.50



Violin Spruce Diaphragm

REMODELING STERLING WAREROOMS

Fine Brooklyn, N. Y., Quarters of Sterling Piano Corp. Soon to Be Completed

Renovations are going on apace at the new quarters of the Sterling Piano Corp., 81-87 Court and Livingston streets, Brooklyn, N. Y. When completed this will be one of the largest musical merchandising houses in metropolitan New York.

One of the features of the renovated store will be an artistically designed and spacious talking machine department on the main floor. A separate entrance to this department on the Court street side of the building has been constructed, making for convenient access to the display rooms, where complete stocks of Victor, Sonora, Columbia and Pooley machines are on display. The sheet music and music roll sections adjoin the talking machine department. In addition to the lines mentioned above, the Sterling Piano Corp. handles a complete stock of musical instruments and Sterling, Goetz and Huntington pianos.

DEALERS APPROVE K-E AD STUNT

Imprinting of Dealer's Name on Record Cleaners by the Kirkman Engineering Co. Proves an Exceedingly Popular Innovation

The new policy of the Kirkman Engineering Corp., New York City, to imprint the dealer's name on its K-E and Simplex circular record cleaners, has already met with much approval. These record cleaners, which have been on the market for many years, have always enjoyed a good demand and the additional advertising value added by the imprinting of the dealer's name has resulted in a decided stimulation of sales.

The sale of K-E automatic stops has shown an unmistakable increase within the last few months. The demand is heavy and in most cases for immediate delivery, and the Kirkman plant in this city is very busy taking care of the orders.

APPRECIATE VICTOR EXCHANGE

A great many letters have been received from Victor dealers located in every part of the country setting forth their individual appreciation and gratitude for the large scale exchange recently put through by the Victor Co. on a large number of Victor records. A great many dealers have, through this action on the part of the Victor Co., been able to improve their inventory through replacing the slow-moving stock with records that are in immediate demand.

PURCHASES RECORD FACTORY

The Cameo Record Mfg. Co., New York, manufacturers of Cameo records, has purchased the record plant at Jersey City, N. J., formerly owned by the Brunswick-Balke-Collender Co. The production of Cameo records at this plant will be started immediately and the Bridgeport factory will also be continued as heretofore.

A. C. GOURLIE BUYS MIAMI STORE

TAMPA, FLA., November 7.—A. C. Gourlie, proprietor of the Gourlie Music Co., of this city, has completed arrangements for the purchase of Ye Music Shoppe in Miami. The new acquisition will be operated as a branch store. Mr. Gourlie is restocking the Miami store with a complete line of Columbia Grafonolas and Columbia records. Chickering pianos are also handled.

E. E. BUCHER VISITS CHICAGO

E. E. Bucher, sales manager of the Radio Corp. of America, manufacturer of RCA radio product, left New York Wednesday for a short Western trip, his objective being Chicago.

Notice to the Trade—Letters have been sent to some of our customers in which it is alleged that the Encore Record Replayer is an infringement and warning them not to handle it. Our patent claims have been scrutinized by able counsel and pronounced sound. We advise all who receive such intimidating letters to ignore them. We are prepared to protect their interests against any legal entanglements.



The only steel repeater retailing at
\$1.00

The Wonderful New Encore Record Replayer

Is the fastest selling music device in the world

The manufacturers of the Encore began at the beginning and have built up an absolutely new repeater in every detail. There is not now—nor has there ever been—anything like it since the phonograph was invented. It is a perfect mechanism of nickel-plated steel, simpler, more compact, more flexible in operation, and more readily salable, than any other repeater ever produced. It does not touch the playing surface of the record, nor does it injure the reproducer. Besides, by means of the unique adjusting feature, it is possible to play ALL the record—every line of it. The Encore is not only entirely new—it is so far superior to any other repeating device that right now it is fast displacing all others. Everywhere, Encore is taking the lead and waltzing home the winner. The advantages of the exclusive features of the Encore are so readily apparent to any one that he sells himself as soon as he looks at it. This is the experience of dealers everywhere. The small price never stands in the way. The Encore is just what you have needed to freshen up interest in phonographs and records in general, and to keep up sales during all seasons. Dealers who are demonstrating it in their windows are not waiting for people to come in and buy—they are cashing in big money.

Advance orders for Christmas are coming in so fast that we shall soon be taxed to the limit to satisfy the demand. Avoid disappointment—send your order in RIGHT NOW. First come, first served.

ACT AT ONCE!

Some territory still open for live jobbers

Encore Sales Corporation

Sole Manufacturer's Representative

6 Church Street, New York

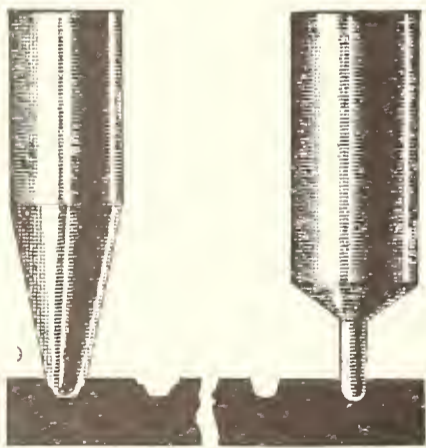
Every Holiday Purchaser Will Buy a Package of these Needles If You Display Them

Sonora Semi-permanent Needles are one of those little essential refinements that careful holiday purchasers like to add. Tell your customers how much more enjoyment can be obtained from a phonograph by the use of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent NEEDLES

The dealer who neglects to stock them will be missing a substantial profit during the next two months.



Note how the Sonora S. P. Needle does not injure record while the ordinary needle (to the left) does.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

INDIANAPOLIS

Need of General Sales Policy—Constructive Ideas Pay—Business Improves—New Agencies—General Review of Situation

INDIANAPOLIS, IND., November 6.—Victor dealers in this city recently have been making fruitless efforts to get together on the question of a general sales policy. A dinner and get-together meeting was held October 25 at the Athenaeum ostensibly for the purpose of extending the hand of fellowship to the newest Victor dealers, the Peoples Outfitting Co., but, in fact, to discuss formally suggestions for placing each of the eight Victor dealers of the city on a common basis of doing business.

Reports from the meeting vary somewhat, but they disclose the fact that each dealer in the city is facing the necessity of getting the business by such means as he sees fit regardless of what his fellow dealer may be doing. Unsuccessful efforts were made after the meeting at the Athenaeum to promote a second meeting, to be held three days later, for the purpose of perfecting a permanent organization.

Competition among the dealers of late has taken the form of unprecedented reductions in amount of initial payments, offers having been made of sixty-nine cents, thirty cents, five cents and nothing down with subsequent payments as low as \$1 a month. Dealers who have made these offers say an instrument seldom goes out without a substantial initial payment. Other dealers say, however, that the effect of the advertising is bad, regardless of what may actually be collected.

A concert by Sousa's band provided the central theme for a page of co-operative advertising in local newspapers by the Victor dealers the latter part of October.

The Fuller-Ryde Music Co. is promoting a Christmas plan which calls for the payment of \$2 the week of October 22 and the payment of \$3 a week until December 20, for which any machine up to \$150 in value will be delivered at Christmas.

Makes Hit With Personal Records

F. R. Follis, manager of the talking machine department of L. S. Ayres & Co., reports his business for October well ahead of that for October, 1921, despite the fact that his expenditures for advertising were nominal. The business was stimulated, Mr. Follis thinks, by development of interest in personal phonograph records made through arrangement with the Starr Piano Co., at Richmond. This feature was introduced at a musicale in the tea room of the store. A feature of the entertainment was the staging of the process of recording as it is done in the laboratories. Mrs. Florence Kinnaird, an Indianapolis singer, was soloist for the occasion. She and Fred Newell Morris, another local singer, spoke on the subject of music.

In connection with the promotion of the personal record idea Mr. Follis sent a letter to a selected list of musicians to whom invitation was extended to attend the musicale.

The store sells the personal records mainly to accommodate the artists concerned, Mr. Follis says. While the volume of sales is not large the advertising and good-will gained by the innovation are assets well worth going after, according to Mr. Follis.

Features Special Record

The D. H. Craft Co. sold more than 1,000 records made for it by the American Harmonists, entertainers at the Colonial Motion Picture Theatre. The record was made at Richmond, Ind., and featured a song, "Count the Days," which gained wide popularity as part of the theatre's musical program. Mr. Craft reports that the investment in the record proved immediately profitable and that the record continues to be a good seller.

Incidentally, Mr. Craft is using a blackboard sidewalk sign to good advantage in advertising

his records and rolls. He applies his own artistic ability in illustrating the songs he wishes to feature and by making the drawings humorous he combines considerable pleasure with the profit he gains thereby.

Fewer Dealers But More Business

T. H. Bracken, manager of the Starr Piano Co., reports that October was the biggest record month his store has experienced. This was in spite of the fact that the store's distributing territory has been reduced to the extent of forty dealers in the southwest part of the State, including Evansville. This territory has been attached to that served by the Caldwell-Lyons Co., of Shelbyville, Ky. Mr. Bracken also has made use of the personal record service to promote the record business. As to his business in both records and machines he says the outlook is better than it has been in the last two years.

Ned Clay Now Retail Sales Manager

Ned Clay, who has been manager of the outside salesmen of the Starr Piano Co. for several years, has been promoted to the position of retail sales manager, with headquarters in this city. He succeeds R. S. Kinnaird, who resigned to accept a position with the Indianapolis branch of the B. F. Goodrich Rubber Co.

What Enthusiastic Employees Accomplished

Enthusiasm of the sort that employers dream about in connection with their sales forces recently gave Widener's Grafonola Shop one of its most profitable days in the sale of records and also one of the most satisfactory bits of advertising the store ever had. Credit for the success of the occasion, W. G. Wilson, manager of the store, gives unreservedly to Miss Dorothy Ranshaw and Miss Dorothea Jones, of the sales staff.

The enthusiasm of these two young women took form in persistent appeals to the sales representative of the Columbia Co. for an early delivery of J. Russell Robinson's popular number, "To-morrow." Their interest in the number was due to the fact that Robinson is a native of Indianapolis and favorably known in the city, as elsewhere, through the popularity of "Margie." The appeals of the two young women resulted in a special release which placed the number in the Widener stock before any other store in the city had received it.

Encouraged by the success of their efforts to obtain the number Miss Ranshaw and Miss

FULTON No. 35 MODFL
THE HIGHEST CLASS TABLE MACHINE IN
THE PHONOGRAPH INDUSTRY
TODAY. Sample Price to Dealers **\$12.50**



Mahogany, 16x16x10, Double Spring, Universal Tone Arm, Back Casting and Metal Horn

Send for Sample To-day
Phonographs and Accessories, Repair Parts
for All Makes.

Best Steel Needles of American
Manufacture at 30c. per M.

ASK FOR CATALOGS and Price Lists of our
No. 50 and 75 Machines. It will pay you.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

WANTED

We are opening a chain of stores and want a good, popular priced line of large and small phonographs, cabinets, records and musical instruments on a commission basis preferred. State your proposition in full, in first letter, together with catalogs, price lists, publicity being done, etc.

NATIONAL RADIO PRODUCTS CORP., 509 Fifth Ave., New York, N. Y.

Jones obtained the services of H. C. Lorenze, of St. Louis, representing Waterson, Berlin & Snyder, publishers of the song, and of Bert Renick, a local singer, for the purpose of entertaining Saturday afternoon and evening downtown crowds. They also procured from the Fox Film Co. the first reel of "Silver Wings," showing that week at a local motion picture theatre, and procured from the Circle Motion Picture Theatre the art slides for "Tomorrow," which was scheduled to be shown at that theatre the following week. Thus equipped the Misses Ranshaw and Jones had the display window trimmed to represent a stage and the stunt was a great success from the noon hour until late Saturday night when crowds that blocked the sidewalk and interfered with automobile traffic watched the photoplay and the art slides and listened to the singers, who made the program snappy with both solos and duets.

Cheney for Secretary of State

H. A. Brown, manager of the talking machine department of the Pearson Piano Co., reports as the most noteworthy event of his October business the sale of a Cheney period model to Ed. Jackson, Secretary of State. The sale was made, he reports, in keen competition with other lines. Mr. Brown is featuring period models more than has been done before in the Pearson store and his orders for Christmas

holiday stock include one for twenty-five distinctive Vocalion period models.

New Edison Agencies

J. M. Van der Voort, assistant manager, in charge of the Phonograph Corp. of Indiana, Edison distributor, reports that several new agencies were organized in the State during October and that nearly all dealers are doing big business because they are going after it in the manner of pre-war days. "They have learned," he said, "that only by concentrated canvassing can sales be made in a worth-while way. Their experience is that people have plenty of money, but they hate to be separated from it."

H. G. Anderson, sales promotion manager of the corporation, returned the latter part of October from an extended trip over the Edison territory served by the Indianapolis branch. He reported that business was particularly good among the dealers in Illinois, where sales of the last three months were shown to have been twice as much as during the first nine months of the year.

A fire in the warehouse of the Edison Shop recently caused \$2,000 damage to machines, according to W. O. Hopkins, manager. It is thought the fire was caused by crossed wires. The damage was covered by insurance. Mr. Hopkins reports that he cannot get enough of the new Edison console models to supply the

demand and this situation will curtail his holiday trade, he thinks.

Recent Meeting of Sonora Dealers

Reports received during the annual meeting of Indiana Sonora dealers, held last month, indicate an exceptionally big business, according to Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co. George E. Brightson, president of the Sonora Co., in an address at the meeting said that in a trip over the territory between San Francisco and Indianapolis he had received reports of big business from the majority of dealers. The factory is thousands of machines behind in its orders, he said.

Brunswick Business Growing

Business in Brunswick machines and records is increasing steadily and consistently, according to Walter J. Baker, of the Brunswick Shop, and C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. The sale of Brunswick records has been stimulated remarkably by the appearance of Claire Dux, Brunswick artist, in an entertainment sponsored by the Matinee Musicale. The two dealers are anticipating a marked increase in record sales as a result of the appearance in this city on November 12 of the Ukrainian National Chorus.

Fred Binger With Granby

Fred Binger, formerly salesman in northern Indiana for the Chicago branch of the Columbia Graphophone Co., was a visitor at the Widener store the latter part of October. He is now representing the Granby Phonograph Co., with headquarters at Fort Wayne, Ind.

EVANSTON BRUNSWICK SHOP FORMED

A charter of incorporation has been granted to the Evanston Brunswick Shop, Inc., 1611 Sherman avenue, Evanston, Ill., under the laws of that State, to manufacture and deal in musical instruments and talking machines, with a capital of \$5,000. Incorporators are R. R. Bronson, B. F. Hobbs and John Dragamier.

HOMOPHONE

Do you know what it is? Have you heard it?
If not, get acquainted before Christmas.
Only successful home record maker.
Renews interest and adds a
new entertaining feature
to Phonographs.



*Sold by the following
Leading New York Stores*

Central Talking Machine Co.
Cool & Shaller, Inc.
Herbert & Huesgen Co.
Landay Bros., Inc.
Lord & Taylor
McCreery's
Wanamaker
Wurlitzer
Cabinet & Accessories Co.
(New York Jobber)

For Particulars Address

THE HOMOPHONE CO.

293 Plane Street, Newark, N. J.

I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

T O L E D O

Hard Work in Sales Field Pays Handsomely—The Activity of Toledo Dealers Proves This

TOLEDO, O., November 8.—Talking machine merchants are working hard and closing a good Fall volume of business. Those dealers who are aggressive and are employing advertising and salesmanship to the fullest extent are, of course, closing the largest volume. They are backing up newspaper publicity with direct-by-mail matter in generous proportions. Letters, leaflets, blotters, circulars and small inserts are employed. Every piece of outgoing mail carries an extra burden of advertising literature.

Business doesn't come easy, but these hustlers are finding it to be obtained if they will work to uncover it. One large retailer relates that he recently sold five talking machines in an adjacent town by simply going after the business and that community boasts a dealer who refers to trade as being slow. Similar experiences are coming to the surface almost every day. It's a market for go-getters—not for drones.

Retailers are finding that hooking up with movie attractions produces a worth-while number of sales. "School Days," "The Eternal

Flame," "Remembrance," "Blood and Sand" and other productions, all make it possible to sell music appropriate to the screen story. Far-sighted dealers find sales lead in almost every timely or current event.

Further, dealers are doing much buying and extending their activities. At least four have added new lines of talking machines, including the Vocalion, Columbia, Granby and Pooley.

At the Toledo Talking Machine Co., Victor wholesaler, sales are good. The demand is brisk and models are shipped out almost as soon as received, Charles H. Womeldorff states. The company, in common with other Victor jobbers, is experiencing a distinct shortage of certain machines. Stocks are broken and it is sometimes difficult to fill orders completely. This situation will become more acute as the holiday season approaches and buying increases. Wide interest is shown in the five special Victor records to go on sale Saturday, November 18.

At the J. W. Greene Co. sales are far in advance of any similar period and outside workers are closing a very satisfactory volume of trade. Solicitors are canvassing nearby small communities and are meeting with good results. Often machines are placed in homes for a short trial and this plan is usually successful in making the sale. Furthermore, the Christmas talking machine clubs have already achieved considerable success.

The new "Greene's Three Best Sellers Record

Service," introduced to customers by means of a direct mail drive, has produced good returns. The plan is this: Each month, at no extra charge, the best selling new records are sent to a list of people, which has grown to number many hundreds, and the records are charged to their accounts. There is no bother and no inconvenience and they receive the choicest numbers on the first day the records are released. Any or all of the records may be exchanged within forty-eight hours if they do not prove pleasing. The dealer soon learns the type of music that suits the individual taste and then sees to it that the three records sent to the customer are of the type he likes best.

At Grinnell Bros. machine sales have shown such an improvement that the total for the past three weeks was nearly double that for the same period a year ago and records sales have increased to the extent of 30 per cent. While this showing is highly gratifying, the fact that a shortage of Victrolas already exists and will grow more pronounced as the season advances is one of the discouraging elements in the talking machine situation. However, volume will be maintained in spite of the fact that models of all types will, without much doubt, be swept from the floor before the holiday demand is satisfied, Manager R. C. Elwell declares.

At the LaSalle & Koch Co. Victrola Shop sales are in advance of a year ago. The Fall outlook continues good. It is the opinion of R. O. Danforth, manager, that the holiday sales volume will equal any yet experienced. The three-section listening counter recently installed is proving a valuable asset in facilitating record service to the patron. Collections are good. The store plan of keeping in close touch with contract customers seldom permits of a repossession.

The Da-Lite Electric Display Co. is bringing out a new sign design, Harry Cuddeback states. The size will not be altered, however, and panels now in use will fit the new sign. November releases are "Suez," "When the Leaves Come Tumbling Down" and a combination panel of "I'll Build a Stairway to Paradise" and "I Found a Four-leaf Clover," also "You Remind Me of My Mother" and "All Over Nothing at All."

The Home Furniture Co., large installment house, has added the Columbia line. This concern also has a branch house in Detroit, and between the two stores a very good volume of phonograph trade is carried on. The announcement of the Columbia as a feature was made through the newspapers and by means of windows gayly decorated with Halloween novelties. Besides the Columbia Grafonolas, Brunswick's are dealt in. The latter line was acquired a few months ago. Helen Canfield is in charge of the department.

Rae & Maxwell, Columbia dealers, coupled their store with the film production, "School Days," by means of the cut-out display signs of a school boy holding a slate. Upon this slate the records "Little Red School House"



"We Serve the South"

We carry a complete stock at all times of every record in the Okeh Catalogue. This stock insures prompt delivery of re-orders as well as the latest releases.

Okeh Records

Best serve the popular demand because Okeh releases each month more dance music than any other company.

Write us regarding an Okeh Agency

Wholesale Phonograph Division

J. K. Polk Furniture Co., Inc.

Office and Showrooms

294 Decatur St.

Atlanta, Ga.

and "Down at the Old Swimming Hole" were featured.

The Goosman Piano Co. recently became the agent for the Granby phonograph in this territory. This line, in addition to the Columbia and Vocalion, is featured in window displays, cut-outs, signs, etc. Fred N. Goosman states the house is also working in conjunction with the new Vocalion local campaign.

The Ignaz Fischer Music Co. has added the Vocalion phonograph to its line and is going after trade with a comprehensive direct drive. The Aeolian Co. is conducting a newspaper and poster campaign in co-operation with dealers.

Four of the local Brunswick dealers, the J. W. Greene Co., John Veler, B. H. Broer Co. and Compton Bros. Record Shop, are co-operating to bring the exclusive Brunswick orchestra, Oriole Terrace, to Toledo, shortly, for a program of dancing. These merchants are convinced that once the music-loving public becomes familiar with the excellence of the work of this group of musicians sales of their records will increase very materially.

The local appearance of the Benson orchestra of Chicago here on November 26 is the subject of much interest among Victor dealers. They are all lending their efforts to make this event a complete success. Roy Bargy, the director, is a well-known Toledoan.

The Sonora phonograph is reaching out for wider local distribution and this machine is being broadly advertised in the newspapers and upon the billboards. Frank Frazelle, local Sonora dealer, is coupling his advertising and sales promotion work with that of the manufacturers and reports excellent returns.

Frank K. Dolbeer, head of the traveling department of the Victor Co., was a recent visitor.

At the Lion Store Victrola rooms sales for the current week were the largest since last December, A. J. Pete reports. The store is celebrating its sixty-fifth anniversary and in connection with this event Victrolas are being sold on a convenient down-payment. This plan gives a membership in the Lion Store

Sixty-fifth Anniversary Club and entitles holders to select any Victrola in the store and have



Interior of the Lion Store

it delivered immediately, the balance to be paid in weekly or monthly installments.

The department is making extensive preparations for the annual Victrola show which will be conducted November 8 to 18. The Victor



Another View of the Lion Store

Co. has sent one of the original trade-mark machines for demonstration purposes; also one of the new glass machines. Parts of a Victrola cabinet will also be on exhibition to show just how a Victrola cabinet is fitted together. A display of the Hall Fibre Needle Co., Chicago, is another interesting exhibit. It shows the entire needle manufacturing process from the bamboo pole to the finished needle.

WIDENER'S, INC., IN PROVIDENCE

PROVIDENCE, R. I., November 2.—Announcement is made that the Victor department of the Flint-Adaskin Furniture Co. has been purchased by Widener's, Inc. The stock has been transferred to the Callander McAusland & Troupee Co., located in Westminster street, where Widener's will operate a Victor talking machine department. This latter concern is commonly known in Providence as the Boston Store.

PAUL WHITEMAN A BENEDICT

Paul Whiteman, famous orchestra leader, was married on Saturday, November 4, to Miss Mildred Vanderhoff, of New York, daughter of Herbert Vanderhoff. The wedding was attended by many friends of the bride and groom and they left immediately after the ceremony for a brief honeymoon.

WHITNEY STORE DESTROYED BY FIRE

SPRINGFIELD, VT., November 1.—There is general regret locally over the heavy loss sustained last night when Fred W. Whitney's Pharmacy was destroyed by fire. This store has long been the headquarters for the Victor and Columbia lines. The fire came at a bad time, for the store was well stocked with merchandise in anticipation of a big holiday business.

G. B. POWELL JOINS MARTIN BROS.

SPRINGFIELD, Mo., November 6.—G. B. Powell, formerly of New Orleans and for years affiliated with the talking machine industry, both in the wholesale and retail fields, has taken charge of the phonograph department of Martin Bros. Piano Co.

Miss Fleata Trout, recently in charge of the record department of the Taylor Music Co., of Columbia, Mo., has been placed in charge of the Victrola department of the Cline Drug Co., at Herrin, Ill.

SPEAKS FOR ITSELF

Our DeLuxe Needle is always ready and glad to speak for itself. If you wish to enjoy entire satisfaction from your Talking Machine,

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)

GENNARO PAPI TO DIRECT VOCALION OPERATIC RECORDS

Prominent Metropolitan Opera Conductor Assumes Important Post With Vocalion Record Studio of Aeolian Co. and Will Direct All Vocal Operatic Selections in Co-operation With T. P. Ratcliff—Aeolian Concert Orchestra Organized to Record Standard and Operatic Numbers

A most interesting and important addition to the Vocalion recording organization of the Aeolian Co. is Gennaro Papi, one of the leading conductors of the Metropolitan Opera Co. and a particular authority on Italian opera.

Mr. Papi, who joined the Vocalion organization on November 1, still retains his connection with the Metropolitan Co., his service to the Aeolian Co. being largely in an advisory capacity. Mr. Papi will have general direction of all vocal operatic selections recorded for the Vocalion and will co-operate with T. P. Ratcliff, director of standard and operatic recordings at



Gennaro Papi

the Vocalion Studios, in the choice and presentation of various numbers.

The securing of Mr. Papi's services is due to the efforts of Mr. Ratcliff and is an important step in the program for the material enlargement of the catalog of Vocalion operatic records to which much attention will be given in the future. With Mr. Papi will come the services of the Metropolitan Opera Orchestra for such recordings as he directs.

The ambitious plans for the building up of a very substantial standard and operatic catalog of Vocalion records has also resulted in the organization of the Aeolian Concert Orchestra, which will devote its efforts to the recording

of standard symphonies and concert numbers, the first record by the new organization being the "William Tell" overture. Other standard numbers will follow in quick succession until the list of standard Vocalion records takes in practically all the worth-while selections.

UNIT CONSTRUCTION CO. EXPANDS

Announces Addition of Unico Wall Rack, Unico Supplement Display and Unico Audition Room Bench to Its Extensive Line

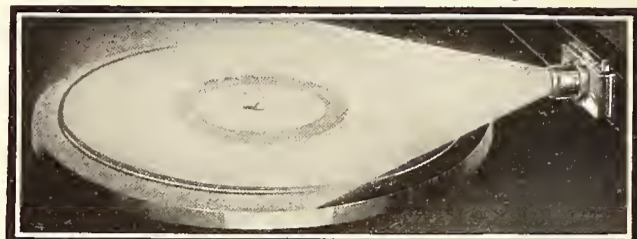
Several new items have been added to the product of the Unit Construction Co. Although the biggest business of this company is founded on audition rooms, record racks, etc., the line has been widened in scope considerably within the past few years until practically every furnishing for the audition room has been included. Announcement is now made of the Unico wall rack, Unico supplement display and the Unico audition room bench. The Unico wall racks are made in three sizes to accommodate four, eight and twelve records, respectively. The Unico supplement display is a decidedly useful, as well as ornamental, fixture for the audition room. The Unico bench is five feet long, sixteen inches wide and eighteen inches high and accommodates a cushion two inches thick. It is claimed that considerable saving of space is effected in the audition room by the use of this bench as with it three customers are comfortably seated in the space formerly used for two.

The Unit Construction Co. has announced special dealer prices on various cabinet stands for audition rooms, these prices being applicable to November orders only and graduated according to quantity. The stands listed are the Unico No. 50, the Unico 4-6 and the Unico 4-6S cabinet stands.

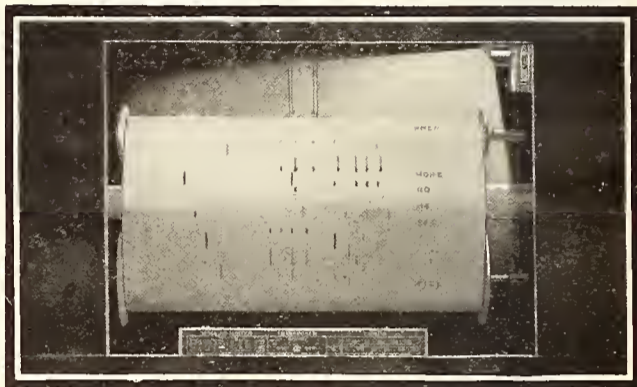
As was announced last month the Unit Construction Co. anticipated last-minute orders for equipment for holiday service and accordingly kept its plant busy even during quiet periods through the Summer months and stored stock. Orders for quick installation are given very prompt attention and many additional records for quick installation have been added to those listed last month.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices } Nickel Plated with Battery - - \$3.00
 } Gold " " " - - 3.75

Special Discounts to Dealers and Manufacturers
 Write for descriptive circular

Standard Accessory Corporation

Sole Manufacturers and Patentees
 1015 Third St. Milwaukee, Wis.

DEATH OF E. H. MOBLEY REGRETTED

ROSLYN, PA., November 3.—E. H. Mobley, Jr., of the Mobley Mfg. Co., of this city, is carrying on in an energetic manner the business which was founded and brought to its present success by his father, E. H. Mobley, Sr., whose recent death was a great loss to the industry. Mr. Mobley, Sr., was the inventor of the first metal diaphragm and manufacturer of the Mobley reproducer and other reproducers which he made to order. This and other talking machine parts was Mr. Mobley's line of endeavor since 1899, during which time he had patented many new and useful improvements on the reproducer and parts of the phonograph. Mr. Mobley, Jr., states that in the future the company intends to specialize on the reproducer and parts pertaining to the same. An attractive folder has recently been prepared for the trade.

KERR'S REMODELED STORE OPENED

FRANKLIN, MASS., November 11.—The formal opening of George L. Kerr's enlarged and remodeled store in this city took place yesterday and to-day. There were afternoon and evening concerts in charge of Miss Thelma Cohen, of the Steinert Co. There was a large attendance, which included Kenneth Reed, of Boston.

A VISITOR FROM ENGLAND

A recent visitor to New York was the Hon. Noel Pemberton-Billing, inventor of the gramophone record controller, which is now being marketed in England by the World Record, Ltd. Mr. Pemberton-Billing came to the United States primarily to take steps toward the exploitation of his invention in America.

Ring Up \$15.00 On Your Cash Register

WALLACE REDUCING RECORDS

Every time you hear the tinkle of the cash register bell on a Wallace sale you know it is \$15.00, not 75c or \$1.00. And you know, too, that the profit on the sale is \$6.00 or more. Sweet music, indeed.

Thousands of sets of Wallace Reducing Records are being sold by dealers because the demand is being created by an advertising campaign in national publications, costing more than \$100,000 a month. It brings the public to your store. Get started—send your order for one of the unit shipments which includes advertising material for store use.

Retail Price \$15.00

Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each In Lots of 12 Sets—\$8.55 each
 In Lots of 25 Sets—\$8.10 each In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE

630 South Wabash Avenue, CHICAGO
 62 Albert Street, WINNIPEG, CANADA



Answering That Eternal Question: "How Can I Make More Money?"

IF you are interested in a large sales volume and a more rapid turn-over—you will take advantage of this opportunity.

We made an unusual deal and you can "cash in" on our foresight in taking over—**2,500,000** fine standard records. Every record is guaranteed to be in perfect condition.

Now, these standard 10-inch records retail at the regular list prices and they are the best known and most advertised throughout the country

—and we offer them as long as they last at from **15 cents**
—according to the quantity ordered. **to 21 cents** *each*

You know and we know that at this price they cannot last long. We therefore advise you to wire or mail your request for our catalogue and details as promptly as you can.

The selections are all superlative numbers in popular vocal, instrumental, operatic, sacred, standard and popular dance music. The artists are all first rate and actually the same talent producing the records that cost you a good deal more.

Naturally, in making shipments, it's a matter of "first come, first served," and therefore, we suggest your immediate response if you are interested in getting some of these fine standard records.

Write or wire immediately for our catalogue and details.

PHONOGRAPH JOBBERS CORPORATION

Manufacturers and Distributors - - 105 West 20th Street, New York



Here is a pair of fox-trots that will prove as contagious as measles in a kindergarten. Ted Lewis and His Band give them a swing and dash that would make a mummy cut capers. "Homesick" for the come on, and "Tomorrow" for an encore till the candles burn out. A-3709.

Columbia Graphophone Co.
NEW YORK

DEVELOPING A BIG DEALER CO-OPERATIVE CAMPAIGN

J. J. Apatow Becomes Advertising and Sales Manager of the Emerson Phonograph Co.—Plans Perfected for Aggressive Campaign in Advertising and Dealer Service Fields

The Emerson Phonograph Co. has advised the trade that it is planning an aggressive campaign to build up its regular accounts and to stimulate new representatives in certain selected cities. Instead of developing a general magazine and newspaper advertising campaign each individual representative will receive personal co-operation to build up his local following, working in the direction of a large volume of repeat business for each city.

The sales promotion service will be "individualized" to meet the conditions of each locality. For instance, the newspaper advertising has been divided into three distinct divisions. First, to assist the retailer in selling his store and service as a local "institution." Through this means, states the company, the dealer cultivates a "stronger" good-will among his regular patrons and stimulates a spirit of friendship among prospective customers.

In this first series of newspaper advertisements the purpose will be to build up yearly accounts rather than individual purchases. Attention will be called to the personnel side of the store and the desire to render a maximum service. Since this first series of "talks" will be to build good-will or store friendships, little or no merchandise will be featured.

The second part of the campaign will give more attention to the individual requirements



J. J. Apatow

of the retailer. Such goods as he may prefer to advertise will be featured and, incidentally,

the trade-mark of the Emerson Phonograph Co. will be included as a part of each advertisement in the second series.

In the third part of the campaign stress will be placed on the features and sales advantages of the new Emerson record. There are some 5,000 vocal and instrumental numbers available and special numbers will be "played up" to fit the conditions of each individual store. In addition, there are a number of direct mail campaigns that have been prepared for the specific needs of the retailer.

Educational work to stimulate the interest and enthusiasm of retail sales people will be conducted along a new line. The Emerson plan will be to increase the productivity of the retail clerk in his own interest and in that of his firm. There will be some distinctive display cards and considerable other supplementary material of value in developing local business.

In order to conduct this new sales promotion department as efficiently as possible J. J. Apatow, former wholesale sales promotion manager of the Aeolian Co., has been appointed advertising and sales manager of the Emerson Phonograph Co. Mr. Apatow has had some fifteen years of experience as an advertising man and as an executive in sales promotion work. Hundreds of dealers have used his copy and other co-operative material to good advantage. Incidentally, he has served as a clearing house or central source for the solving of retailers' selling problems.

He was also connected with the Fred Gretsch Mfg. Co. and while with that organization developed a plan of working with dealers to build up their local sales volume. Previous to that Mr. Apatow was associated with the Chicago house of Sears, Roebuck & Co. as an advertising writer, and later as an editor of sales promotion copy. While with that organization he was in charge of research work and introduced a psychological process of testing advertising copy and plans. This tended to eliminate inefficient copy and served to strengthen the productivity of the copy of some fifty men employed in producing advertising and plans.

Some thirty well-known corporations are working in co-operation with the scientific men of the foremost universities to conduct research work in human reaction. Broad experiments are being developed to forecast the productivity of certain types of advertising, methods of cultivating retail business and processes of increasing the efficiency of retail salespeople. The organization is known as the Economic Psychology Association and Mr. Apatow has been its secretary since 1915.

OPEN COLUMBIA DEPARTMENT

The Apollo Drug Co., of Gary, Ind., has opened an exclusive Columbia Grafonola and record department. New sound-proof hearing rooms with comfortable furnishings are being installed by Mr. Hanley.

A Leader for YOUR Store

The E. A. COUTURIER Line of Brass Band Instruments

The prestige of carrying the best is a positive asset that no live merchant can ignore.

In the field of Brass Band Instruments the COUTURIER line bears (and lives up to) the strongest guarantee ever put behind a line of brass band instruments—a guarantee of 100% Perfect Intonation!

The exclusive COUTURIER Continuous Conical Bore—the biggest improvement of a century of fine instrument-building—that's the secret!

A Couturier agency becomes more valuable every day, as one musician after another discovers that the Couturier horn represents his dream of what a horn should be.

As a merchant you'll be interested in our proposition for dealers. A post-card request brings you full information

Valuable Territory Still Open in the Following States:

- | | | |
|---------------|---------------|----------------|
| Maine | New York | North Carolina |
| Vermont | New Jersey | South Carolina |
| New Hampshire | Delaware | Georgia |
| Massachusetts | Pennsylvania | Alabama |
| Connecticut | Virginia | Mississippi |
| Rhode Island | West Virginia | Tennessee |

Can't We Get Together?

The FRED. GRETSCH MFG. CO.

Wholesale Distributors in the East and South for E. A. COUTURIER Band Instruments

60 BROADWAY BROOKLYN, N. Y.

Okeh Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

1103 Olive Street, ST. LOUIS, MO.

307 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors of Okeh Records for the South and Southwest

AMERICAN PHONOGRAPHS FOR JAPAN

This Country Supplied Ninety-five Per Cent of All Such Instruments in 1921

WASHINGTON, D. C., November 6.—That American musical instruments are popular in Japan is indicated by the fact that in 1920 we supplied 95 per cent of the phonographs and 70 per cent of the musical instruments imported into that country, according to figures just received at the Department of Commerce from Consul Dickover, Kobe. Detailed statistics for 1921 and 1922 are not yet available, but it is thought that while the percentage for 1921 probably was not as high as that of 1920, 1922 promises to be even larger.

The increasing demand for phonographs and musical instruments is due partly to a genuine interest in Occidental music, which has been developing in Japan for years, and partly to a more recent dance craze, which promises to do much toward increasing the popular liking for our music.

NEW EXTRA LOUD JAZZ NEEDLE

A new special extra loud jazz needle has been placed upon the market by the Wall Kane Needle Mfg. Co., Inc., of Brooklyn, N. Y., which N. Cohen, president of the company, states is something distinctly out of the ordinary. The new needle differs from the balance of the Wall Kane line, which permits ten playings with each needle, in that the new needle is to be used but once for each record. It is stated that it is made in this country of highest grade American steel. It is attractively packed in envelopes, cartons and display cards and other dealer helps have been arranged. The new needle will be distributed, as are the other needles in the Wall Kane line, through the jobbing trade. Territories are now being awarded to applicants.

JEWELRY-MUSIC SHOP OPENS

CHISHOLM, MINN., November 6.—The Jewelry-Music Shop was recently opened here at 100 West Lake street by C. Bazzani and Peter Grosso. The new store is the outgrowth of a former music and jewelry business conducted by these two prominent local business men. The quarters have been attractively remodeled to meet the demands of the enterprise.

Reinhardt's and the Haverty Furniture Co., Columbia dealers in Memphis, Tenn., decorated their windows to excellent advantage recently in connection with the appearance in their city of Miss Rosa Ponselle, famous operatic soprano and exclusive Columbia artist.

H. L. WILLSON SAILS FOR EUROPE

H. L. Willson, president and general manager of the Columbia Graphophone Co., sailed on the "Olympic" Saturday, November 4, for a business trip abroad. Mr. Willson's first stop will be London, where the Columbia Graphophone Co. maintains factories and offices, and after surveying the field he plans to return home as quickly as possible.

F. A. Schoenberg, talking machine dealer of Benton Harbor, Mich., is remodeling his store on State street, adding several demonstration booths to take care of increased business, and a large stock is carried.

PERRY B. WHITSITE

Records Make Ideal Gifts

Every Victor dealer should teach his community to accept this fact. It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

COLUMBUS ~ OHIO

VICTOR DISTRIBUTORS



MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Helneman No. 77 Motor, Improved Blood Tone Arm and Reproducer, Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.
 Manufacturer
MELODY PORTABLE PHONOGRAPH

CHANGES IN THE DIRECTORATE OF THE VICTOR CO.

Eldridge R. F. Johnson and Levi L. Rue Elected to Membership of the Board of Directors Following the Resignations of Charles K. Haddon and Louis F. Geissler

CAMDEN, N. J., November 3.—At the general offices of the Victor Talking Machine Co. announcement was made today of the recent retirement of two veteran members of the Board, Charles K. Haddon, director and vice-president, and Louis F. Geissler, director and formerly general manager. It was also announced that the vacancies caused by the retirement of Messrs. Haddon and Geissler had been filled by the election to the Board of Eldridge R. F. Johnson, son of President Eldridge R. Johnson, and Levi L. Rue, president of the Philadelphia National Bank.

In discussing the above changes officers of the Victor Co. recalled that Mr. Haddon had spent practically his entire business life in the Victor organization. He served his apprenticeship in the same machine shop where Mr. Johnson was also an apprentice and later, in

1897, took employment as assistant foreman with Mr. Johnson, who by that time was well established in the business from which the Victor Co. has since developed. After a short time Mr. Haddon was placed in charge of the shop office and later in charge of record production. He was one of the incorporators of the Victor Talking Machine Co. in 1901 and since that time has been an active officer, advancing through the grades of purchasing agent and treasurer to the office of vice-president. Mr. Haddon's desire to retire is in part due to conditions of health, but more particularly in order that he may indulge in a long-standing wish to travel extensively. At the present time he is preparing to start with Mrs. Haddon on a trip around the world, which is expected to occupy six months or more.

It was also learned that Mr. Geissler's desire to retire had been known to his associates in the Board for more than four years, but that he had been persuaded to retain his directorship during the readjustment period following the war. Prior to coming with the Victor Co. in 1905 Mr. Geissler had been for many years associated with Sherman, Clay & Co. on the Pacific Coast. Before the incorporation of Sherman, Clay & Co. Mr. Geissler was a junior partner and later one of the very active officers of that company. As general manager of the Victor Co. from 1905 to the end of 1918 he had entire charge of the marketing of a tremendous volume of the Victor Co.'s output. Mr. Geissler's work in behalf of the Victor Co. and the trade at large, coupled with his genial personality, won for him the friendship and admiration of those associated with the music industry at large in various capacities. It was during his regime as general manager that there was witnessed the tremendous development of the Victor Co. which, incidentally, still persists, and it was during that period that the talking machine came into its own as the greatest educational factor in the musical world.

Eldridge R. F. Johnson is the only son of Eldridge R. Johnson. He completed his education at the University of Pennsylvania two years ago, since which time he has been with the Victor Co. under the tutelage of Vice-president Royal for the purpose of acquiring a good, practical foundation for his future activities.

Mr. Rue's selection is a natural sequence of his personal and business friendship with Eldridge R. Johnson, who, as is known, has for some years been a director of the Philadelphia National Bank, one of the largest banks in the country, of which Mr. Rue is president.

MOHAWK WORKS OF ART VERY BUSY

Forced to Add to Staff to Meet Growing Demand for Decorated Talking Machines

Decorated talking machines seem to be in particularly great demand. The Mohawk Works of Art has considerably increased its staff of decorating artists in order to take care of the large volume of business and inquiries which are coming its way.

M. E. Estrin, head of the organization, reports that most inquiries have turned into actual orders and that in practically every case where work was done it was followed by the shipping of a large number of additional machines to be decorated in the same manner. Dealers report that the decorating of talking machines not only makes pleased customers, providing them with standard make talking machines decorated in a manner that particularly harmonizes with the color scheme of the room, but also provides the dealer with additional profits on the decorating work. Arrangements are also being made with several manufacturers whereby the concern will decorate models for them.

BOOKED MANY SUBSTANTIAL ORDERS

JOHNSTOWN, PA., November 8.—Edward E. Hohmann, manager of sales of the Modernola Co., Inc., this city, recently returned from Cleveland, O., where he established a number of new representatives for the Modernola line. Mr. Hohmann reports that business has increased in a remarkable manner and that the company looks forward to excellent trade for the balance of the year.

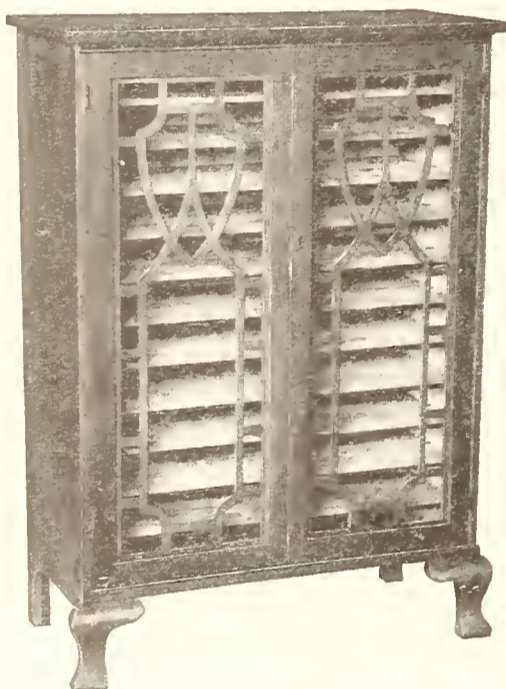
OPENS NEW STORE IN BROOKLINE

BROOKLINE, MASS., November 2.—E. A. Robart & Son, Inc., a Victor dealer at 311 Washington street, this town, has opened a second store here, the new one being located at 327 Harvard street, in the Coolidge Corner section of Brookline. This also is an exclusively Victor store.

J. A. Kieselhorst, of Alton, Ill., has enlarged his store equipment and facilities to accommodate the Brunswick line, which he has recently taken on.

MUSIC ROLL CABINETS

AT A SPECIAL PRICE



An attractive cabinet, 27" wide, 56" high, holding about 225 rolls. Finished in mahogany or English Brown, at

\$25.00 Dealer's Price F. O. B. N. Y. C.
Many other styles ranging from \$13.00 upwards

Write for our 100-page encyclopedia containing illustrations and prices of all accessories

PORTABLES

Outing, Swanson, Plymouth, Orpheus

Our new line of

STANDARD Phonographs

Console and Upright Models

Attractive in Design and Price

Now Ready

Send for Illustrated Price List

THE CABINET AND ACCESSORIES CO.

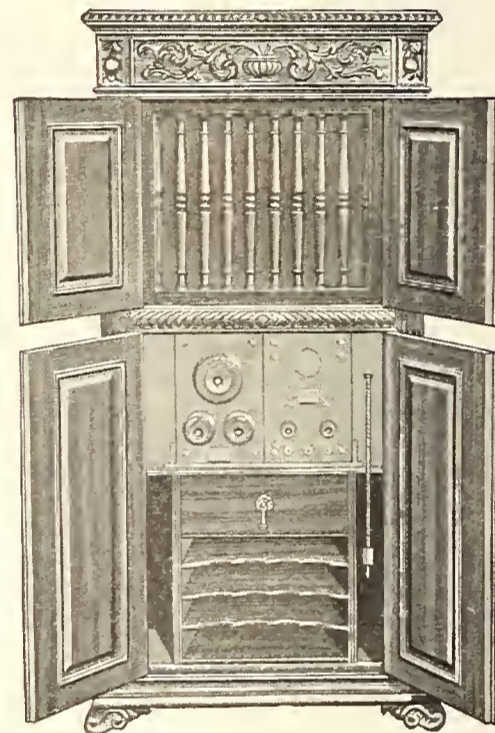
Incorporated

OTTO GOLDSMITH, Pres.

3 West 16th Street, New York
(near Fifth Avenue)

Telephone Watkins 2777-2778

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Manufacturing Co.
Mishawaka, Indiana

KENYON W. MIX, Director



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$200



Model
502
\$125



Model
503
\$135



Model
509
\$175

AS a mirror reflects a happy face—so the incomparable Steger Phonograph mirrors the charm of music, reproducing it with all the vivacity and beauty of the original singing or playing. All disc records are played correctly on the Steger, without change of parts, because of the unique counter-balanced Steger tone-arm. Purity of tone-reproduction is insured by the wonderful Steger tone-reproducer and tone-chamber of even-grained spruce.

The Steger Will Win Sales for You!

A demonstration of the Steger will merit the enthusiastic commendation of any true lover of music. Wide-spread interest in the Steger has been created by our extensive merchandising and publicity campaigns. Very desirable territory open. Write today for our attractive proposition.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established by John V. Steger, 1879

Steger Building, . . . CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$165



Model
504
\$150



Model
501
\$100



Model
510
\$200



Model
500
\$50

LOS ANGELES

E. P. Tucker Elected President of the Music Trades Association of Southern California at Annual Meeting—Month's News

LOS ANGELES, CAL., November 4.—The annual meeting of the Music Trades Association of Southern California held last month was the occasion for the election of officers for the forthcoming year. E. A. Geissler, past president, chairman of the nominating committee, reminded members that this was the fourth year of the present Association which had succeeded the old Los Angeles Talking Machine Men's Association, the work of which, together with a broadened scope, including all other branches of the industry, had been thus carried on. He stated that his committee after careful consideration nominated: E. P. Tucker for president, H. N. Briggs for first vice-president, E. E. Smith for second vice-presi-

dent, G. B. Epstein for treasurer, and A. G. Farquharson for re-election as secretary. There being no further nominations advanced, a unanimous vote declared them elected.

E. P. Tucker, who is Los Angeles manager of the Wiley B. Allen Co., acknowledged the honor paid him by his election and, after recounting some of the excellent services rendered by his predecessor, J. W. Boothe, and by the other past presidents, assured the members that he would faithfully carry out his duties and fulfil them to the best of his ability. He was of the opinion that many difficult problems would arise as in the past, but he felt sure that they would be successfully met.

J. W. Boothe, retiring president, who was

accorded a vote of thanks for services rendered, spoke of the future of the trade, especially of the talking machine business, declaring that it was still in its infancy in respect to volume. He told the members that the increasing interest in period model talking machines had been fostered to a very large extent by the interior decorators of furniture houses who recommended types of instruments which would harmonize with their other furniture.

Frank Anrys, president of the Wiley B. Allen Co., who was the special guest of the evening, addressed the members, congratulating them on their fine organization work, which he declared was the best in the entire country, and the banner which had been awarded them as winners by the National Association was well merited. He attributed their success to the splendid spirit of co-operation which existed in southern California and to their selection and retention of an experienced secretary, whose services are of great value.

Platt's New Victor Department

The enlarged and newly decorated store of the Platt Music Co. was formally opened last month and created much favorable comment from the public and on the part of members



Platt's Victor Department

of the trade. On the opening day the large store was literally filled with bouquets of flowers sent by friends of the retail and wholesale trade, conspicuous among them being a beautiful offering from the Victor Talking Machine Co. The Victrola department, which occupies the greater part of the main floor, is the "last word" in elegance and convenience; the sound-proof demonstration rooms, of which there are about thirty, are exceptionally well built from an acoustic standpoint, as well as being absolutely sound proof; a large oval record serving counter, with the record racks in the center, stretches fifty feet down the middle of the room. Department Manager Beck reports a wonderful increase in record sales daily since the installation of this new department.

Brunswick Goods Coming Fast

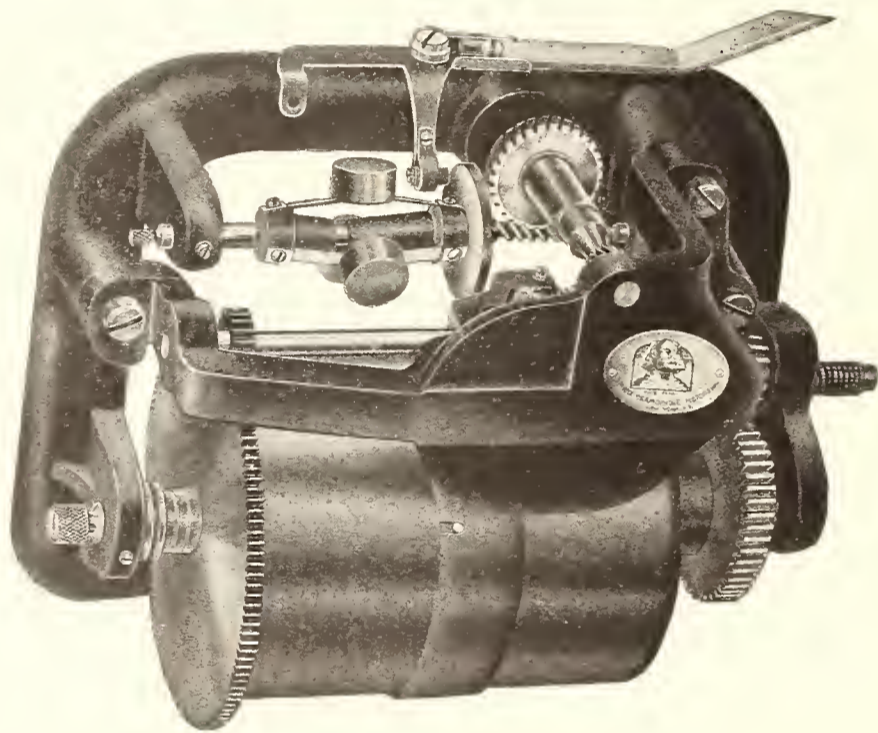
Howard Brown, branch manager of the local Brunswick phonograph division, has been obliged to increase his sales force considerably by adding several well-known phonograph men, the latest addition being William R. Piper. Goods are coming in on time, no less than nineteen carloads reaching here within ten days.

Charlie Chaplin Interested

Persons living in Hollywood become used to seeing famous motion picture stars strolling around the streets and the Forrest Victrola Studio in that town frequently sells Victor records and Victrolas to screen favorites of national and international reputation. Leah A. Ullom, manager, reports that recently she had placed a Victrola at the entrance to the store with a Phonoreel over the record which showed the adventures of Charlie Chaplin with a bulldog. As the machine worked along came Charlie himself, who stopped and looked at the little moving picture of himself with interest for a moment or two, then with a smile and wave of his hand he went on his way—possibly with thoughts of royalty from Phonoreels.

Long Music Co. House-warming

The Long Music Co., of Pasadena, has just completed important alterations and improvements. A large floor has been added and numerous sound-proof demonstration rooms installed. The new store presents an exceptionally attractive appearance and Mr. and Mrs.



*A motor designed to stand
the strain of hard usage*

CONSTRUCTED by Engineers with
the highest Engineering Skill.

Operated with uniformity, constant in
speed and built to run smoothly and
noiselessly under varying conditions.

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

WASTED SPACE TURNED INTO MUSIC SALON

Broad & Market Music Co.
 ARGYRIOU BROS. PROPS
 163 MARKET STREET
 Newark, N. J., Oct. 27th, 1922, 192

Zimmerman Bitter Construction Co.
 325 East 94th Street.
 New York City.

Dear Sirs:- I want to take this opportunity to tell you how well pleased I am with the work you just finished on our new department in the basement of our store.

I had no idea when you started the job that we could have such a wonderful looking place in so short a time and I wish to say that I am very much satisfied with the results and will soon have some more work for you as we are opening several more new stores throughout the state and as soon as we are ready, I will have you come and figure on the work.

If there is anything we can do for you in the way of recommendation we will be glad to do so, as the work you have done for us is surely worth all the praise we can give.

Very truly yours,
 Broad & Market Music Co.
Thomas P. Argyriou



OLD CONDITION



NEW CONDITION

HEARING ROOMS—RECORD RACKS
 SERVICE COUNTERS—DISPLAY CASES
 MUSICAL INSTRUMENT CASES, *Etc.*

ZIMMERMAN-BITTER CONSTRUCTION CO.

Office, Factory and Warerooms: 325-327 East 94th Street, New York City

Long received the congratulations of many friends and well-wishers on the opening day, which was made the occasion of a reception and dance attended by hundreds of people. The event was voted a huge success.

Death of Dan C. Voorhies Regretted

The news which appeared in the last issue of The World of the death of Dan C. Voorhies, of the Brunswick Co., was received with great sorrow and regret by all members of the music trade in southern California, where he was well known and greatly beloved. He was a frequent attendant at the meetings of the Music Trades Association of Southern California and was, therefore, known by others besides Brunswick dealers. A silent toast was drunk to his memory by members of the Association at the last meeting.

Victor Cut-out Record Exchange Appreciated

The Victor record exchange cut-out list, with its large assortment of numbers, was received

with great appreciation by Victor dealers in this section of the country and has been made the occasion of a special letter to the Victor Talking Machine Co. from the Music Trades Association of Southern California which reads as follows:

"The Victor Dealers' Committee of this Association wish to express to you, as a body, their appreciation of the consideration which you have shown to them through the latest cut-out record exchange. They consider that this is an excellent policy and a protection for dealers as well as for the Victor product in general and they also realize the financial investment which is incurred by you. Such splendid policies as these go a long way toward assisting the dealer in meeting some of the increased overhead expenses which he has to bear; we cannot permit this most generous act to pass without expressing to you our acknowledgment and thanks."

sixty-eight feet deep, devoted to his rapidly growing business.

As the accompanying illustration shows the front of the building is most attractive in every particular and Mr. Krause has taken advantage of the fact that there is considerable open space at the side to have painted on the wall a large and attractive Vocalion sign, he being an exclusive Vocalion dealer.

The store is located in one of the better residential sections of Chicago and caters to a very substantial neighborhood trade.

NEW STORE OPENED IN ANN ARBOR

Stofflet's, Brunswick dealer in Ann Arbor, Mich., on November 2 opened a beautiful new branch store in the Nickel Arcade, directly across the street from the campus of the University of Michigan. Unico booths and construction were used throughout in the new shop. To help put the formal opening across in a striking manner, the Oriole Terrace Orchestra was brought to Ann Arbor for the occasion, which excited considerable interest.

HANDSOME NEW STORE IN CHICAGO

W. P. Krause Holds Formal Opening of New Quarters at 4611 Lincoln Avenue, That City, Where He Handles the Vocalion Line

CHICAGO, ILL., November 6.—W. P. Krause, who has been in the music trade in this city since



Krause's Handsome New Establishment

1911 and has met with much success, recently held the formal opening of his attractive new

phonograph and musical instrument store at 4611 Lincoln avenue, where he has an entire two-story building, twenty-five feet wide and



Superior Tone Quality

Bell Hood Needle

does it

Most natural tone reproductions

Try your favorite record with a Bell Hood Needle

Plays Many Times Without Changing
 Now selling at 15 cents per package

BELL HOOD NEEDLE COMPANY
 183 Church Street, New Haven, Conn., U. S. A.





Syn-co-pate your feet you dog-gone strut-tin' hound, No-one can com-pete when you are strut-tin' 'round.

Struttin' at the Strutter's Ball

"You can't go wrong With any FEIST songs"

A Creole Fox Trot

HEAR IT NOW!

OTTO HEINEMAN WAS THE GUEST

At Halloween Party Held at Offices of the General Phonograph Corp on October 31—Attended by Members of Executive Offices

Otto Heineman, president of the General Phonograph Corp., was the guest of honor at a Halloween party held at the company's offices in New York on Halloween day, October 31. With his usual good fellowship, Mr. Heineman joined in the festivities with keen enjoyment and was one of the most important factors in the success of the event.

Every member of the General Phonograph Corp.'s organization at the executive offices was included in this party with the exception of W. C. Fuhri, general manager of the Okeh record division, who happened to be out of town when the party was given. A buffet luncheon was served on the twelfth floor, where the company maintains its Okeh offices, and after luncheon Okeh records furnished music for the

dancing devotees until 3 o'clock in the afternoon. All of the usual Halloween favors were on hand and prizes were distributed for the



Halloween Party Given Forces of General Phonograph Corp. different contests staged during the afternoon. A considerable measure of the success of this

Halloween party may be attributed to the efforts of J. A. Sieber, advertising manager of the company, who, with Miss Constable, secretary to W. C. Fuhri, and Mrs. Willets, of H. A. Budlong's staff, arranged all of the details incidental to the festivities and were indefatigable in their efforts to make the event a success. The twelfth floor was appropriately decorated with Halloween ribbons and streamers and every employe in the organization thoroughly enjoyed the interesting program from the beginning to the end.

GRETSCH LINE FOR THE HOLIDAYS

Famous Line of Musical Merchandise Selling Well Throughout Country—Walter Gretsch Returns From Trip to European Markets

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer of musical instruments, states that business is continuing very good. All records of last year are being surpassed and it would seem as though musical instruments would constitute a very substantial part of the coming Christmas business. Although the entire line is selling well there seems to be a particular demand for tenor banjo-mandolins, saxophones and drums. The increased business that is being received consists not only of larger orders from regular dealers, but every day sees new dealers taking on the Gretsch line, many of whom did not carry musical merchandise at all in the past.

E. E. Strong, sales manager of the company, is optimistic over the continuance of the good business which has been experienced in the past and believes that final records will mark 1922 as one of the biggest, if not the biggest, year in the history of the Gretsch organization.

Walter Gretsch, who has been in Europe visiting the various markets for several months, has returned to Gretsch headquarters.

L. H. JONES CO. IN NEW QUARTERS

SIoux CITY, IA., November 6.—The L. H. Jones Piano Co., one of the oldest music houses in this section of the State, has opened attractive quarters at 317 Fourth avenue. Among the instruments handled by this concern are Vose & Sons and Story & Clark pianos and a line of talking machines.

The Yuba Drug Co., of Yuba, Wis., will carry Columbia Grafonolas and records, having received the agency for these products a short time ago. A complete stock of records and Grafonolas will be kept on hand at all times.



When You Know This Price— You'll Act!

WE can't give you the price on this beautiful Emerson Model 20 here, but we can assure you that it will surprise you. A card or letter will bring you the price. You'll want it right away when you know it. The Emerson Model 20 is finished in antique brown mahogany. Emerson spruce Music Master horn; swinging hinged grill; Emerson thrush throat universal tone arm; "True Tone" reproducer; extra heavy double-spring precision-made motor; exposed parts gold-plated; 75-record patented filing system; perfect tone control—this is a beautiful machine, worth very, very much more than the almost ridiculously low price we are asking for it. Write today and find out what a wonderful bargain this is.

The UDELLWORKS

Twenty-eighth Street and Barnes Avenue, Indianapolis

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TEN RECORDS CONTINUOUSLY"

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



MODEL A

"DECA-DISC" IS MORE
SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PENNA.

C I N C I N N A T I

Start of Business Boom This Month Indicates Record-breaking Winter Trade—Retailers and Distributors in Optimistic Mood

CINCINNATI, O., November 3.—October marked the beginning—and a very fine beginning—of what virtually every dealer in talking machines and records regards as a record-breaking Winter trade. The splendid increase over September business was heartening indeed. Some dealers say that this is the best October that they have had in years, and that, in spite of the fine outdoor weather that marked the entire month.

There is no particular type of machine that

is unusually popular. All are being sold in quantities, although the console type continues to rule a slight favorite in buying from wholesalers. All of the retailers are laying in a greater variety and supply of stock than has been the case for a very long while, and all wholesalers are accepting shipments on every machine they can get from the factories.

Leading Distributors Tell of Activity

A. H. Bates, of the Ohio Talking Machine Co., dealer in Victrolas, is among the most

enthusiastic of the wholesalers. "Our October business," said Mr. Bates, "and the trade done by retailers handling our accounts, was one of the best in years. We have an enormous stock of Victrolas and records, and have not the slightest doubt but that we shall dispose of all of them. The fact that retailers are acquiring large stocks, and not allowing the jobbers to take the risk, is a very good sign. It is evident that business is going up, and that the next two months will produce something really big in the talking-machine trade."

The same sentiment is expressed by Mr. Oelman, of the New Edison Co., who said: "Throughout the Cincinnati district Edison business is in splendid shape. October was an excellent month, and so far as I can see November and December should really be exceptional. Retailers are asking for large stocks of goods, and we are hardly able to supply enough of new Edison models, which are very popular."

From the Cincinnati branch office of the Columbia Co. comes the report that wholesale business in Columbia goods is on the boom. After a dull, or at best only fair, September, October leaped into prominence as one of the best months in recent years. The very great number of Columbia retailers throughout the district who are asking for substantial shipments, and the prospects for November and December are good enough to celebrate about.

S. Reis, of the Brunswick Co., also reports an excellent wholesale trade during October. The month, according to Mr. Reis, was far above expectations, and augurs so much, after the dullness of preceding months, that the company believes the rest of the Winter is likely to set a record for wholesale and retail sales. The Brunswick record business during October was very good.

Retailers Encouraged Over Outlook

Among the retailers trade is equally encouraging. The definite settlement of the various industrial troubles and the shipment into Cincinnati of sufficient coal to insure the continued operation of virtually all industries are looked upon by dealers as causes for the October increase. Moreover, the great activity in building trades and other indications of returning prosperity incline tradesmen in every line of business to the belief that the Winter of 1922 and 1923 is not by any means to be the "Winter of their discontent."

Howard L. Chubb, one of the most progressive dealers in the city, whose Sixth street store attracts considerable attention, is among the most optimistic. His window displays for the most part are the feature of the talking machine trade here, and his foresight in discovering value in risks which some dealers hesitate to take is being adequately proved. Mr. Chubb said: "Our October business was fine, and I believe that our November and December business will be much better still. People have money, it seems, and if our recent trade is any criterion they are quite willing to spend it on talking machines, records, radio apparatus and the like. We look for an excellent Winter." The Chubb-Steinberg Music Shop is one of the most successful dealers in radio apparatus in the city.

At the Baldwin Victrola Shop business is booming. Machines and records have sold in encouraging quantities all through October, and November looms ahead as a month of remarkable trade. Since Mr. Craig took charge of the Baldwin Victrola Shop business there has been, on the average, really good, even during the dull months.

Morris Fantel, of Widener's Grafonola Shop, also reported a fine trade during October. "All of our lines of talking machines and records, Granby, Columbia and Victor," Mr. Fantel said, "have sold remarkably well. We are doing a fine business in Victrolas, in spite of the fact that the account is comparatively new with us. Record business has been fine. November and December, I am sure, are going to be in the nature of record-breakers."

HALLET & DAVIS PIANO CO.

ADOPTS THE SILENT MOTOR

HALLET & DAVIS PIANO CO.

PIANOS AND THE VIRTUOLO PLAYER-PIANO

ESTABLISHED 1839 FACTORIES: BOSTON

BOSTON OFFICE 146 BOYLSTON ST.

Silent Motor Corporation,
321 Dean St.,
Brooklyn, N.Y.

Att'n of Mr. O'Malley.

Dear Mr. O'Malley:

Now that you have completed shipment to us of the first 3,000 motors for our Hallet & Davis phonographs, we wish to thank you for the very fine cooperation and service that you have given us from the beginning.

Better still, however, we wish to tell you that we already have about 1,000 of our phonographs, either in customers' homes or dealers' stores, and have yet to receive a complaint on the motor.

The writer has had a good deal of experience with phonographs and phonograph motors in the past ten years and is frank to admit that he never dreamed of finding a phonograph motor which is so absolutely fool-proof as your Silent motor.

With very kindest regards, I am

Yours very truly,

HALLET & DAVIS PIANO CO.



Secretary.

Motors manufactured in three models which are guaranteed to play in excess of two, three and five records. Samples and prices on request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street

BROOKLYN, N. Y.

SUGGESTS PLANS FOR LARGER RECORD SALES

Abram Davega Delivers Instructive Talk at Monthly Record Recital and Sales Meeting of the Knickerbocker Talking Machine Co.

The outstanding feature of the monthly record recital and sales meeting held under the auspices of the Knickerbocker Talking Machine Co., Victor distributor, New York City, at the Knickerbocker auditorium on Thursday, November 2, was an interesting and spirited address by Abram Davega, president of the company, on the subject, "The Modern Way of Playing the Victrola." Mr. Davega stressed the importance of the expansion of the retail dealer's business through the selling of more records and of keeping up the interest of every Victrola owner in the use of his talking machine. Considering the already large number of turntables in existence and the continuous growth and output each year he pointed out that the sale of records should show a tremendous increase. Mr. Davega stated in part: "It is our opinion that the opportunity for developing the record end of the business has only just commenced. Judging by the sale of records, a large percentage of talking machine owners play them to a limited degree. These same owners have available, however, through the Victor record catalog, practically every form of entertainment that there is to be had. Showing your customers how to get the most out of the Victrola means greatly increased record business for you. We suggest a selling system that will educate new purchasers of Victrolas, as well as former purchasers, in the proper way to arrange the playing and selection of their Victor records and the classifying of the records that they own so as to see what form of entertainment they lack. We would suggest that the talking machine dealer and his employes arrange a campaign in the following manner. Place a streamer on the window saying: 'Step inside and we will gladly show you the modern way to play your Victrola' and then when the prospect enters your store show him or her how records from the Victor catalog can be arranged as, for instance, 'An Evening at Vaudeville,' 'An Evening at the Concert,' 'An Evening at Grand Opera,' etc., etc. It would be well to have suggested weekly programs for distribution to your customers, with a full explanation on the modern way to play records, always in program order. These programs must be arranged in such a way that they constitute only the very best form of entertainment. There should be no two records of a similar nature on one program."

Mr. Davega at this point referred to a streamer which appeared on the Knickerbocker stage illustrating the point he brought out, and also called attention to the printed folders which had been distributed throughout the auditorium and which contained a suggested vaudeville program of ten numbers carefully selected from the catalog. Mr. Davega stated that for the convenience of the dealers he had a large quantity of these printed up, provision being made on the back cover for the dealer's imprint.

These he offered to the dealers on a less than cost basis and stated that it was the intention of the Knickerbocker Talking Machine Co. to put out several more interesting programs of this character in the near future. After the idea was thoroughly started, however, it was his opinion that individual dealers could better arrange their own programs from the stock of records on their shelves.

In referring to this program, Mr. Davega continued: "There are very many other titles which can be chosen and the records arranged in the proper playing order for their customers. It would be very desirable to have them play their records in exactly the same order as arranged on the program and keep them in albums, each album being an evening's entertainment. If the dealers will get out programs each week numbering these programs so that they can be used over and over again for the different customers they will find that in a year's time they will have featured 500 records. They will also find that the customers will get more entertainment out of their Victrolas and they will buy more

records and it will be the rule rather than the exception for customers to purchase ten records, or a complete program."

In concluding his address, Mr. Davega stated that the business of the Knickerbocker Talking Machine Co. had shown a continuous growth. He also stated that the policy of the company to help dealers sell more merchandise was bearing fruit and that this same policy would guide the destinies of the company for years to come.

After Mr. Davega's address the dealers were guests of the Knickerbocker Talking Machine Co. at a luncheon served at the Hotel Theresa.

ASKS THAT SUPPLEMENTS BE READ

Realizing the necessity of salesmen and saleswomen to be familiar with the record releases each month as soon after the supplements are received by dealers as possible so that they can intelligently make sales, the Victor Talking Machine Co. has sent out letters to dealers urging that every member of the sales staff be compelled to study the supplements.

"One handle handles it"
Outing
Creator of Christmas Cheer



MOVABLE MUSIC

ALL YEAR 'ROUND RUN OF SALES

Size: 8 in. x 14 in. x 15 in.

Patent Pending

**MORE CONVENIENT than TABLE Machines.
TONE Quality EQUAL to LARGE Machines.
Finish Same as Any Large Phonograph.**

A Wonderful GIFT

Outing

TALKING MACHINE CO., Inc.

Oak and

A. J. COTE, President

MT. KISCO, N. Y.

Mahogany Finishes

Dealers in Mexico and Cuba should send orders and inquiries to
R. C. ACKERMAN
291 East 162nd Street New York, N. Y.
Foreign Export—**CHIPMAN LIMITED**
8-10 Bridge Street New York City
Cable Address, **CHIPMUNK**, New York

JOBBER:

GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.

GEO. C. ULRICH & CO.
56 Estey Bldg.,
Philadelphia, Pa.

VOCALION CO. OF OHIO
Cleveland, O.

M. & M. DISTRIBUTING CORP.
5 So. Wabash Ave.,
Chicago, Ill.

CABINET & ACCESSORIES CO.
145 East 34th St.,
New York, N. Y.

ART EMBROIDERY CO.
Louisville, Ky.

BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.

STERLING ROLL & RECORD CO.
137 W. 4th Street,
Cincinnati, O.

BRISTOL & BARBER
3 East 14th St.,
New York, N. Y.

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

WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.

STEWART T. M. CO.
Indianapolis, Ind.

RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.,
Richmond, Va.

A. C. ERISMAN CO.
174 Tremont St.,
Boston, Mass.

UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.

J. K. POLK FURN. CO.
294 Decatur St.,
Atlanta, Ga.

DAVENPORT PHONO. & ACCESS. CO.
217 Brady St.,
Davenport, Ia.

Representatives Wanted R. D. CORTINA CO.

originators of the phonograph method of language instruction desire representation in all principal cities.

Our National Advertising is producing inquiries from every part of the country. We refer these inquirers to our nearest representative.

This offers an exceptional opportunity to leading phonograph shops.

We solicit your correspondence

R. D. CORTINA COMPANY
105 West 40th Street New York City

HAPPENINGS IN THE DOMINION OF CANADA

ONTARIO TRADE OPPOSES COMMERCIAL AGREEMENTS ACT

Delegation of Manufacturers Registers Protest Against Proposed Legislation—Electric Phonograph Motor Co. Enters Radio Field—Changes and Expansions in the Trade—The News

TORONTO, ONT., November 8.—In connection with the bill before the Ontario Legislature introduced by Hon. W. E. Raney, Attorney-General, known as "The Commercial Agreements Act, 1922," a committee of the House, comprising twelve members from the Government and from the opposition, held, during the third week of this month, a three-day session in consultation with delegations from the various industries. From the talking machine trade there were present Messrs. E. M. Berliner, Berliner Gramophone Co., Ltd., Montreal; N. H. Conley, Mason & Risch, Ltd., Toronto; R. H. Murray, His Master's Voice, Ltd., Toronto; E. C. Scythes, Scythes Vocalion Co., Ltd., Toronto; O. Wagner, R. S. Williams & Sons Co., Ltd., and president of the Canadian Phonograph Manufacturers' Association, and James G. Merrick, secretary Canadian Phonograph Manufacturers' Association.

The key to the proposed legislation is in this clause: "Every agreement entered into between the vender and purchaser of any article, or by either or both with any third person, the object or effect of which is to establish, set or maintain any stated, fixed or common re-sale price of such article, or re-sale price which may later become stated, fixed or common, is hereby declared to be unlawful and shall be null and void."

Before the committee Mr. Merrick pointed out that in his twenty-odd years' close association with manufacturers and groups of manufacturers he had not known of a case where any group had combined or had discussed combining to fix a common re-sale price. In commenting on the question to your correspondent Mr. Merrick observed that any legislation of the nature of that proposed should be the decision of the Dominion Government and not of any provincial government. The bill before the committee would seek to impose upon manufacturers in one section of the country conditions that the same class of business men in the other provinces would be free from, which would lead to chaotic conditions. Mr. Merrick also noted that the opinions expressed by all the delegations were in opposition to the bill, none favoring it. Edgar M. Berliner, on behalf of the talking machine and record industry, in addressing the committee, presented effective argument against the proposed legislation. He pointed out that the experience of many years had demonstrated that on a policy of fixed retail prices the consumer received a better article for less money; that higher quality and more efficient service are possible than could prevail under conditions of haphazard prices. Competition, he pointed out, took care of prices and in this law of economics the public had better protection than anything else could give. Efficient manufacturers preferred the larger production that only lower prices made possible, hence reductions were always made when conditions permitted. Asked by the chairman of the committee if he had ever voluntarily reduced prices Mr. Berliner was able to refer to the decrease made in the price of His Master's Voice records from 85 cents to 75 cents earlier in the month as an evidence of the practice of the principle advocated in fixed prices. In reply to the chairman's query as to whether the decreases were dictated by altruistic motives, Mr. Berliner promptly but good-naturedly refused credit for altruism. The reduction, he assured the committee, was solely a business proposition, made

possible by increased manufacturing efficiency and by the certain likelihood of sufficiently large increases in the number of records being purchased by the public because of the lower price. Mr. Berliner pointed out that the retailers of his firm's products preferred the fixed prices because of the clean, straightforward and safe business methods promoted. This policy also made possible the continuing in business of the small dealer, a most desirable feature in the interests of the consumer. Altogether, Mr. Berliner made a telling and well-delivered contribution to the case presented by the opposing forces.

Sensing the demand for a reliable and complete radio outfit at a popular price the Simplex Electric Phonograph Motor Co., Ltd., this city, makers of the well-known Simplex electric motor, are about to enter the radio field with complete radio sets for both local use and long-distance range. The popular price of these sets will, it is believed, place them within the reach of everyone and should be the means of interesting talking machine dealers throughout the Dominion of Canada in these radio sets.

The Gold Medal Radio-Phonograph Corp., Ltd., is adding to its lines electric talking machines and combination radio-receiving and phonograph sets. They also have control of a new silent, enclosed and self-lubricating motor which, they consider, is partly responsible for largely increased sales of Gold Medal phonographs.

Paderewski's reappearance in recital has been definitely fixed for November 17 in Massey Hall, this city.

An interesting and tried-out proposition for Brunswick retail salesmen has been introduced by the Musical Merchandise Sales Co. This is a savings bank in the form of a miniature Brunswick phonograph. The idea is to use it as the reason for a return call when a previous call has not resulted in a sale. It is presented to the prospect with the suggestion that it affords the means of making the purchase possible at a later date with no outlay other than the saving of small change.

The Columbia Graphophone Co., this city, announces a reduction in the price of its ten-inch double-faced records from 85 to 75 cents.

Among recent visitors to Toronto was W. F. Hitchcock, of the Phonomotor Co., Rochester, N. Y., accompanied by his wife. While in the city Mr. and Mrs. Hitchcock gave a dinner party to some of their Toronto friends, among whom were A. B. Beverley, of the National Cabinet Co., and wife, James Pollock and Robert Dearth, of the G. L. Laing Co.

The "Impresad," for which the Musical Merchandise Sales Co., 79 Wellington street, west, is sole Canadian distributor, is making a hit

with the trade and orders are coming in freely for this outfit.

During the Summer months plans for an intensive campaign were completed by O. C. Dorian, who is trading under the name Manufacturers' Sales Co., with office and showroom on the second floor of the Tycos Building, 110 Church street. Mr. Dorian, who is wholesaling the "Strand" console line of phonographs, is widely known in the Canadian industry. Associated with Mr. Dorian in special sales work is E. H. Van Gelder, well known from coast to coast through his previous Sonora connection.

Alton F. Parkes, who has been connected with Gourlay, Winter & Leeming, Ltd., for the past fifteen years, has opened the Yvonne Music Shoppe at 2058 Danforth avenue, where he is handling His Master's Voice and Gourlay lines.

W. H. Banfield & Sons have arranged to manufacture completely in Canada various articles of the Oro-Tone range of phonograph equipment. Among these will be the O. G. Tone-Arm, which will be known as the No. 100; the No. 0 concert reproducer and the L. S. reproducer. "These are lines," says E. M. Jones, general sales manager, "that have taken well with the trade in Canada and we can reduce the cost of production and thus give the trade high-grade equipment at fair prices."

The Ventrilophone is a new talking machine made in Canada by the Britannia Cabinet & Phonograph Co., of this city. Its inventor is C. H. Larsson, who utilizes the space usually given over to record storage as a sound chamber.

In co-operation with the Commercial Investment Trust, of New York, and the Brunswick Co., the Musical Merchandise Sales Co., the exclusive Brunswick distributor in Canada, has worked out a plan to provide dealers with a means of doing more business with a given capital. This is a method of discounting their paper at reasonable rates. The plan was satisfactorily tried out in the United States by the Brunswick Co. to its satisfaction.

Samples of Starr phonographs and records were shown at the recent Ottawa fair, the two new Console models, XVIII and XIX occupying a place of prominence on the stand. A large Starr phonograph in ivory and gold proved a strong magnet for capturing public attention.

MONTREAL BUSINESS IMPROVES

Steady Betterment Creates Optimism Regarding Business During Winter Months

MONTREAL, QUE., November 7.—The outlook for business in this city shows a steady betterment, and dealers feel that the demand will be of satisfactory volume during the Winter season.

It is stated that the Quebec Legislature has approved of a tax not exceeding \$200 to be levied on any person carrying on any business

(Continued on page 158)

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season



Sample
Price **\$19.50**

GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

NEWS FROM DOMINION OF CANADA
(Continued from page 156)

in a private house by means of advertisements or otherwise. This should prevent gyp dealers from doing business in illegitimate ways and prove a boon to dealers who pay taxes, etc.

The Foyer Musical, Levis, Que., is going strong after the sale of Columbia classical and operatic records, and has in view a number of ways of educating the public to their value. This firm has been appointed sole Canadian representative for the distribution of Glo-Rite Polish.

The Berliner Gramophone Co., Ltd., Montreal, has announced the reduction of "His Master's Voice" 10-inch, double-sided records, from 85 cents to 75 cents.

Mischa Elman, "His Master's Voice" exclusive artist, and always a favorite in Montreal, added to his local successes by a brilliant recital recently at the St. Denis Theatre.

Layton Bros., Ltd., has been pushing the York console Brunswick model with success.

A Victor console model No. 240 is a big seller with Brown's Talking Machine Shop. Prospects are exceptionally bright with this firm.

Richard Bonelli and Dorothy Jardon, of the San Carlos Opera Co., exclusive Brunswick artists, played a week's engagement in this city during which Brunswick dealers took advantage of the opportunity to push the sales of these artists' listings.

"Ye Olde Independente Firm of Compo," as it is known in Lachine, Que., reports good business in Apex and other records, and H. S. Berliner, of that firm, expressed himself as highly pleased with the results of the season now opening up.

VICTOR ARTISTS DRAW ENTHUSIASTS

WOONSOCKET, MASS., November 6.—Paul Whiteman and his orchestra were featured in a concert at the leading theatre in this city through the efforts of La Roe's Music House, one of the most prominent Victor dealers in this sec-



No. 35861—Holly Wreath, natural prepared, each \$1.25; lasting for 25 years; cost is \$.05 per year. XMAS CATALOG No. 35 with illustrations in colors of Artificial Flowers, Plants, Vines, Baskets, Trees, Holly and Poinsettias mailed FREE FOR THE ASKING.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

tion of the State. The theatre was crowded to capacity, many Victor enthusiasts being included in the audience. A group of Victor boosters came down from Boston, among them Kenneth Reed, manager of the wholesale Victor department of M. Steinert & Sons Co. Other concerts in which Victor artists will appear are being planned by this progressive dealer, one of which will feature the Eight Famous Victor Artists. On December 4 a concert will be staged at Milford under the joint management of La Roe's and Reynold's music stores, the latter a Victor dealer of Milford. A concert to be held at Fall River is also being planned.

TALKING DOLLS INTEREST TRADE

At the recent merchandise fair held in New York one of the most attractive exhibits was the line of "Madame Hendren" dolls, which feature as part of their mechanical equipment talking machine records reciting nursery rhymes and singing songs. Talking machine dealers who visited the fair evinced keen interest in these dolls, not only from a sales viewpoint,



The Latest Talking Doll

but with the idea in mind of using them in window displays to attract the attention of passers-by. The doll shown in the accompanying illustration is known as the "Dolly-Rekord" model and is equipped with a small motor, which, when operated, plays various records with songs making a particular appeal to small children. Madame Hendren dolls, which are manufactured by the Averill Mfg. Co., New York, are being advertised extensively through various forms of publicity.

REPORTS LARGE FOREIGN DEMAND

The Mutual Phono Parts Co., manufacturer of Mutual tone arms and sound boxes, is enjoying heavy demand for its product. Every month during this Fall sales have run ahead of the business of the same period of last year. A. Frangipane, secretary of the company, reports that the foreign business of the company is also showing marked improvement. In one week as many as five inquiries were received from foreign countries.



EMERSON'S FOUR BEST MODELS



Model 17
Former Price, \$200
New List Price, \$100

**With Revised List
And New Prices**

Model 20
Former Price, \$250
New List Price, \$135

STOCK LIMITED TO PRIOR SALE

Nothing can be said that has not already been said, concerning the quality of this remarkable phonograph.

The Cabinet-Work is of Grand Rapids construction and workmanship. The finish and tone are wonderful.

The equipments are all gold-plated, with the round amplifying horn, and carry the record-filing album device.

*Write us for Special Dealers'
Discount and act quickly!*

Player-Tone Talking Machine Co.



**Offices and
Salesrooms**

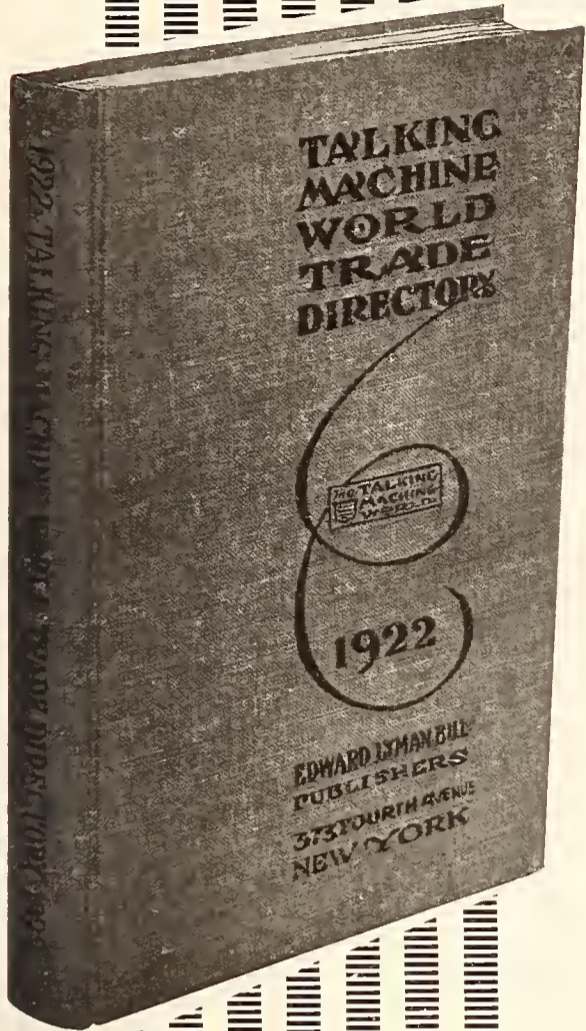
967 Liberty Ave.

**PITTSBURGH
PENNA.**



Model 40
Former Price, \$350
New List Price, \$150

Model 30
Former Price, \$285
New List Price, \$135



Just 50 Cents

HOW MUCH DO YOU EARN PER DAY?

How much does that make your time worth per minute?

If you were only earning \$20 a week the *Talking Machine World Trade Directory* would save you more than a week's income a year because this directory is essentially a time-saver.

It gives you the what, where, when and who of every phase of the industry. If you count the time you spend looking up any piece of data for yourself and then multiply by the number of times you hunt for data each month, you will get a fair idea of what this handbook can do for you.

Real economy, real efficiency and good sense, all tell you to invest in this great time-saver—this authoritative directory of the firms, products, etc., of your industry—this reference volume that has cost us many thousands of dollars to collect, prepare and assemble for your convenience and advantage.

SAVE YOURSELF TIME and MONEY USE THIS COUPON NOW

Send Stamps or Check

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the latest edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

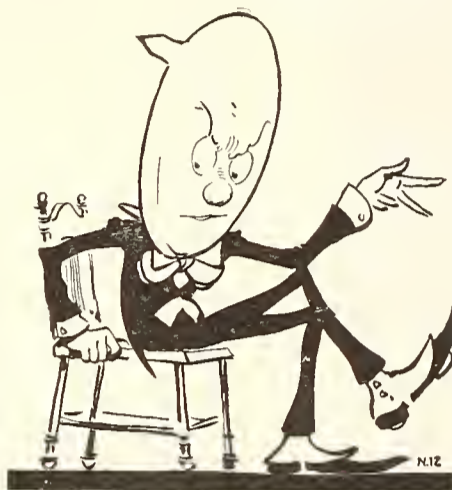
Firm

Street

City and State.....

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced



Extra Heavy
Size—1 1/8 in



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/4 in.

Furniture Footwear Protection

The protection of furniture bases, floors and rugs in the home, showroom, factory or office is important. No one likes chipped furniture, scratched floors or torn rugs. The use of

DOMES of SILENCE

GIVES PROPER PROTECTION

a great quality, but these slides have other equally important qualities, which ordinary devices do not possess:

- Economy*
- Simplicity*
- Silence*
- Invisibility*
- Adaptability*—Suitable for covered and uncovered floors alike.
- Service*— Long wear.

Protection to furniture, floors and rugs.
The perfect footwear for furniture—

DOMES of SILENCE

"Better than Casters"

Henry W. Peabody & Co.
DOMES OF SILENCE DIVISION
17 State Street, New York City

In All Your Talking Machine Orders,

Specify DOMES of SILENCE

F-73

What we say above about Furniture applies also
to Phonographs

ANNOUNCES GLOBE RECORD PLANS

M. E. Schechter, President of Globe Distributing Corp., Gives Details of Distribution Plans—Library Now Ready—Dealers Appointed

The recent announcement made by the Globe Distributing Corp., 30 Church street, New York, as to its plans for merchandising Globe records, has attracted the keen interest of the trade and the first announcement in The Talking Machine World last month has produced inquiries from dealers throughout the country and even abroad. The company's plans are progressing rapidly and M. E. Schechter, president and general manager of the company, is personally in charge of all the details incidental to distribution. Mr. Schechter is well known in the talking machine industry, having been Eastern sales manager for the General Phonograph Corp. for four years and prior to that time having occupied the important post of purchasing agent for the Sonora Phonograph Corp. He is, therefore, thoroughly familiar with every phase of the industry and brings to his new position an invaluable experience that will be placed at the disposal of dealers handling Globe records.

Associated with Mr. Schechter in the Globe Distributing Corp. are J. A. Scattergood, who has been elected vice-president of the company, and W. C. Dixon, who has been elected treasurer. Mr. Scattergood was formerly vice-president of the Gotham National Bank and also was an executive of the National City Bank. He is well known in banking circles and will be an important factor in the executive plans of the Globe Distributing Corp. Mr. Dixon is identified with several successful commercial enterprises.

In a chat with The World Mr. Schechter stated as follows: "We are planning to emphasize the five exclusive features of Globe records in every possible way. We have perfected a new and improved type of record that we will guarantee to play at least 250 times and which

will last longer than any record now on the market. We have practically eliminated surface noises and the list price of Globe records (sixty-five cents) will undoubtedly be a powerful sales stimulant. Regular monthly lists will be issued and the Globe library will consist of popular and standard numbers. We are working at a distinct advantage with this new record inasmuch as we already have an extensive library that can be merchandised immediately.

"At the present time we are working out our plans for the wholesale distribution of Globe



M. E. Schechter

records and full details regarding these plans will be ready in the near future. In all probability our plans for the wholesale distribution of these records will involve new merchandising ideas that will provide Globe dealers with maximum service and co-operation."

The Dubuque Music House, Dubuque, Ia., recently opened a branch in the Ruote Drug Store there.

LOPEZ CONCERT AT GIMBEL'S

Okeh Artist Appears at Concert on Election Day—Several Thousand Enjoy Program

Vincent Lopez and his orchestra, exclusive Okeh artists, entertained several thousand people at the piano salons in Gimbel's department store, New York, on Election Day. This concert, which was arranged through the courtesy of the General Phonograph Corp., proved a signal success, and M. Max, manager of the department, was congratulated by the executives of the Gimbel establishment upon the splendid audience which was attracted to the concert.

Vincent Lopez and his orchestra have won recognition as one of the leading dance organizations in the country and the Lopez Okeh records have attained phenomenal success. With his usual co-operation Mr. Lopez consented to give a portion of his vaudeville act that is a headliner on the Keith circuit, and this act, coupled with the rendition of selections featured on Okeh records, won the enthusiastic applause of the visitors on Election Day. Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., collaborated with Mr. Max in the preparation of the program and the details incidental to the concert.

A short while ago Mr. Max arranged to handle Okeh records in the Gimbel talking machine department and during the past few weeks the sale of these records has exceeded all expectations.

ROBERT WINTER ENLARGES STORE

IRWIN, PA., November 7.—Robert Winter, well-known music dealer, of this city, has enlarged his store by adding the second floor of the McClellan Building, which is being thoroughly remodeled. New features of the business will be a spacious reception and display room which will be devoted exclusively to the display of talking machines and the record library.

A SENSATIONAL OFFER

There still remain 975 of the original

2100

High Grade Phonographs to be disposed of immediately at a

Tremendous Sacrifice

if taken

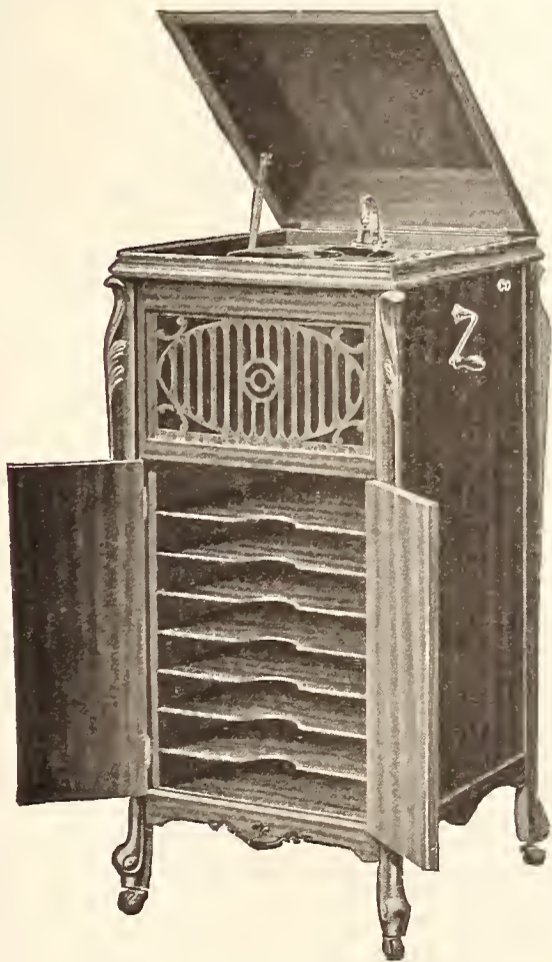
AT ONCE

These Beautiful Instruments are the product of the Famous Knittel Co.'s Quincy, Ill., factory.

We have purchased the entire output of this well-known concern and must dispose of it immediately.

The chance of a lifetime if taken at once. These instruments may be had with or without motors, tone arms, etc. The assortment consists of 75% mahogany finish and the balance in oak.

WRITE—WIRE OR CALL TO-DAY.



Model E. 50" High, 23" Wide, 24" Deep



Model C 46" High, 20" Wide, 21" Deep

THE CHICAGO PHONOGRAPH REALIZATION

1427 Carroll Avenue CHICAGO, ILL.

Appointments may be made with our Chicago Office for Meetings at Quincy.

FOR THE HOLIDAYS

No Store is Complete Without

**DURRO VIOLINS—BOWS—
STRINGS**

DUSS BAND HARMONICAS

LESTER and SALANTI ACCORDEONS

S. S. STEWART

GUITARS—BANJOS—UKULELES, Etc.

ABBOTT

SAXOPHONES and BAND INSTRUMENTS

THE AMERICAN BOY'S
FAVORITE



DUSS BAND HARMONICAS

BE READY

The Holiday demand this year, to all indications, will be the greatest in the history of the Music Trade.

Prepare to meet this demand by selling the best advertised instruments on the market.

ONLY 5 WEEKS MORE

FOR YOUR HOLIDAY BUSINESS
LOOK OVER YOUR STOCK AND ORDER

NOW!!!

If you haven't our No. 120 Catalog
Write at Once



BUEGELEISEN & JACOBSON

5-7-9 Union Square
NEW YORK

ACTIVE SONORA BUSINESS

Greater City Phonograph Co. Establishes New Accounts—Shortage of Product a Handicap

The Greater City Phonograph Co., New York, Sonora jobber in metropolitan territory, has been closing phenomenal business during the past few months and Maurice Landay, president of the company, states his chief trouble at the present time is a shortage of merchandise. This concern has been co-operating with its dealers to splendid advantage and the service that it has been offering the dealers has been an important factor in its success.

During the past few weeks quite a number of new Sonora accounts have been opened in metropolitan territory, among the recent ones being James Brooks, well-known Bronx dealer; the Samuel Mulwitz Furniture Co., Portchester, N. Y., and the Gotham Shop, 17 John street, New York. Mr. Landay is making plans for the biggest Sonora year in history, and judging from indications his optimism is justified.

ARTHUR BERGH ENDS EUROPEAN TRIP

Resumes Duties as Recording Manager of the Regal Record Co.

Arthur Bergh, who for many years was manager of the recording department of the Emerson Phonograph Co., recently returned to the United States after a four months' tour of European musical centers. While in Europe Mr. Bergh met many leading concert artists and musical directors and gathered many ideas for future use. He states that the experience gained in the art centers of the continent were of inestimable value.

Mr. Bergh has been appointed recording manager for the Regal Record Co. and he assumed his duties on November 1. To a great extent he was responsible for the development of that popular record, having been in charge of the recording of that product until June 1 of this year. The Regal Co. feels that his return as active manager of the recording of its records will assure the highest standard musical product.

C. P. CHEW WITH GRANBY CO.

NORFOLK, VA., November 6.—The Granby Phonograph Corp., this city, has announced a reduction in prices of several models of the line. An instance is found in the Sheraton model of the Granby phonograph, the list price of which was formerly \$175. This attractive model now lists at \$125.

Announcement is also made of the appointment of C. P. Chew as special representative of the Granby Phonograph Corp. with headquarters in this city. Mr. Chew is a well-known, experienced talking machine man, having served for a number of years as manager of the Philadelphia talking machine department of the Brunswick-Balke-Collender Co. Mr. Chew is bringing with him to the Granby organization tremendous enthusiasm and is making extensive plans for the sales promotion of his new line.

IN CHARGE AT FREDERICK'S

PITTSBURGH, PA., November 8.—Fred J. Drake, who is well known in Victor talking machine circles, is now in charge of the retail Victor department of the W. F. Frederick Piano Co.'s main store, 635 Smithfield street. The Victrola department is one of the most extensive in the city and there are a number of demonstration booths on both the first and second floors.

ELECTED TO DIRECTORATE

W. C. Fuhri and Raymond Gloetzner Become Directors of General Phonograph Corp.

Otto Heineman, president of the General Phonograph Corp., New York, announced this week that at a meeting of the board of directors of the company held a few days ago Wm. C.



Wm. C. Fuhri

Fuhri and Raymond Gloetzner had been elected members of the board in recognition of the services which they are rendering the company.

Wm. C. Fuhri, who is one of the most popular and capable members of the talking machine industry, is general manager of the Okeh record division of the General Phonograph Corp., and Mr. Gloetzner, whose technical knowledge has been acquired through many years' experience abroad, is general manager of the company's Newark plant.

The H. Janssen store at Gothenberg, Neb., recently won first prize for the most attractive float in a business and industrial parade. The float featured the Victor products.

SHELTON BROOKS

MAMIE SMITH

Record Exclusively for

Okeh Records

These are only two of the many popular colored artists recording for Okeh. Okeh Records are supreme in the negro field. You can profit tremendously by this supremacy. We carry a complete stock of every record, which assures you of prompt service on short notice.

Write us now for particulars
regarding an Okeh agency

INDEPENDENT JOBBING CO.
122 E. Centre Street, N. GOLDSBORO, N. C.

WARNING!

Be sure you buy metal disc blanks having the trade mark, KODISK, the only Metal Recording disc legally protected by U. S. Patent No. 1,421,045 issued June 27, 1922. This patent covers every basic principle of sound recording on a metal disc with a steel needle on any phonograph and is your protection as well as our protection against unfair competition.

KODISK can be bought from our authorized distributors and every KODISK bears our registered trade mark, KODISK, and the number of our patent and the date it was issued. We will protect our rights by prosecuting all infringers. You are liable if you sell merchandise not properly protected by granted Government Patents.

**Protect Yourself From Liability to Expensive
and Troublesome Lawsuits**

**BUY RECORD BLANKS MARKED
KODISK**

"Snapshots of Your Voice"

a silvery disc made of a special metal on which you can record any sound clearly and distinctly on any phonograph, using the sound box and a KODISK steel needle as a recorder and reproducer.

The record blank KODISK is the greatest profit producing gem on the talking machine market—simple and attractive, an article which meets a long-felt want and which sells itself. The greatest merchants in the country are selling and featuring "KODISK" because they recognize its power to create new customers and profits. KODISK record blanks should be your feature number. TAKE ADVANTAGE of its quick selling qualities.

DON'T BE THE INNOCENT BYSTANDER. BUY discs marked "KODISK" AND BE PROTECTED AGAINST INFERIOR QUALITY AND UNLAWFUL MANUFACTURE.

Prices and samples on request.

Get the facts. Get KODISK. Get the Profits.

METAL RECORDING DISC CO.

Manufacturers

Fisk Building, 57th St. and Broadway

NEW YORK

DISTRIBUTORS

Donald Fether, Downey, Cal.; (Distributor for Pacific Coast). Phonovations Co., Inc., 37 E. 18th St., New York City; (Distributor for New York State). Fox Philadelphia Co., 723 No. 26th St., Philadelphia, Pa.; (Distributor for Eastern Pennsylvania). M. & M. Distributing Corp., 1308 Mollers Bldg., 5 So. Wabash Ave., Chicago, Ill.; (Distributor for Illinois). Iver Johnson Sporting Goods Co., 155 Washington St., Boston, Mass.; (Boston distributor). Rosen Talking Machine Co., 11 School St., Boston, Mass.; (Boston distributor). S. & F. Distributing Corp., 72 James St., North, Hamilton, Ont., Canada.; (Distributor for Canada.)

EDISON ADOPTS NEW POLICY OF RELEASING RECORDS

Inauguration of New Plan in February Will Abolish Monthly Group Record Releases Now in Common Use—New Schedule Provides for the Releasing of Each Record as a Separate Unit

Thomas A. Edison, Inc., has just announced a new plan for releasing records that is radically different from that now being used by any of the record manufacturers and it is a plan which involves many meritorious points that presage its being received by the trade and public with a great deal of enthusiasm.

This new plan, which will be introduced in the month of February, 1923, is revolutionary in that it abolishes entirely and completely the idea of a different group of records being identified with a particular month of the year. Whereas it has been the policy of the Edison Co. for many years past to issue a monthly list of records at a different date each month, the Edison Co. will, with the inception of the new policy, release each new record as a single unit.

In other words, just as soon as a new popular number has proved its merit or its ability to attain popular favor it will be promptly released without reference to any monthly list. According to the schedule now laid out, the Edison Co. will release, each month, six or more "Flashes from Broadway," the new designation for Edison popular records, and six special numbers which will include selections of standard pieces, etc. In addition to these there will be each month other general releases of an unusual character. There will be no specific day of the month when any of these records will be released, and they will, in fact, be spread throughout the entire month, and as released will be classed under one of the three following headings: "Flashes from Broadway" Group, Special Group or General Group.

The idea is, of course, to give the Edison dealer records that will be as readily marketable as possible and to eliminate, in the public mind, the thought that certain records are identified with months that have elapsed and that they

are out of date, resulting in a loss of sales.

Along this line of speeding up the turnover of records for the retailer and of keeping the dealer record inventory as low as possible, the Edison Co. will supply its dealers with advertising and promotion material which dovetail with each new record release. There will be a large streamer for the top of the store window which will read, "Edison Recent Record Releases," under which will be room for pasting the name of each new release that comes out during the current month. A record bulletin, with a similar title, will be supplied for display in the store and in the record booths, and the bulletin will also have a space for adding the names of the new records as fast as they come out.

As soon as the window display and the store bulletins contain a list of twelve records a new display and a new bulletin of new releases will be started and the dealer will be supplied with a special booklet which features the last twelve selections to appear on the release bulletin. The dealer will then start to build up a new list of twelve numbers on the bulletin and on his window display and this program will be continued.

There will be nothing contained in the booklets which will designate them as belonging to a particular month, so that whenever any prospective record purchaser picks up any of the booklets all of the pieces featured therein will appear as live numbers. These booklets will, in make-up, typography, etc., resemble the former monthly record supplements.

Under this plan of merchandising records the Edison Co. and the Edison dealers will conduct a vigorous campaign to impress upon the record-buying public the thought that they should be continually dropping into Edison

The MELO-TONE

A fast selling specialty. Reduces surface noise. Gives any lateral type phonograph a soft, sweet, mellow tone. Retail 25 cents. Fifty in attractive display case \$6.25. Sample 25 cents.

L. D. HEATER

JOBBER

357 Ankeny St., Portland, Ore.

stores to see what the new selections are, and not confine their investigations about new releases to the monthly visits which are now prevalent. In this way the personal contact will be multiplied to a large degree and the opportunity to sell a greater volume of records presumably greatly enhanced.

SMITH & GEARY OPEN STORE

NEW BEDFORD, MASS., November 8.—Smith & Geary, 118 Kempton street, this city, are the latest addition to the music firms here. Mr. Geary, a member of the firm, was for many years associated with the local Steinert store and is widely experienced in the merchandising of musical instruments. The concern handles Sonora phonographs, Vocalion records, pianos and musical instruments.

ISSUES TIMELY PUBLICITY

Collings & Co., well-known Victor distributors of Newark, N. J., in the November issue of their house organ, The Record, carry some timely suggestions regarding Christmas records. For the purpose of encouraging their dealers to give unusual attention to such goods they have forwarded to the trade a special order blank in which is incorporated a complete and timely list of appropriate Christmas records.

Model 250 Sheraton Console
Former List Price \$175



Granby
Phonograph
"As Mellow as Southern Moonlight"

NOW the List Price is **\$125**

List Prices Reduced!

Now you can undersell competition by giving your customers the advantage of exceptionally low prices—and offer them an instrument of first quality:

THE Granby PHONOGRAPH

The phonograph of guaranteed construction, with the five-ply, three-quarter inch veneered cabinet and a clear, mellow, true-to-life tone.

And note these new Granby list prices:

	Was	Now		Was	Now
Sheraton Upright	\$140	\$120	Adam Console	\$275	\$200
Early Virginian Upright	200	175	Louis XVI Console	325	250
Louis XVI Upright	275	235	Queen Anne Console	375	250
Early Virginian Console	225	175	Chippendale Console	475	325

And with the liberal Granby discounts your profits are more satisfactory than ever. Write and ask for our attractive dealer proposition.

Granby Phonograph Corporation

Capital \$2,500,000.00

Offices and Factory: NEWPORT NEWS, VIRGINIA

New York Branch: 37 WEST 20th ST., NEW YORK, N. Y. Tel. Watkins 4508

SIAM SOO—does the Hootchie Koo.
Action brings crowds and crowds contain customers. Siam Soo doing a workout in your window will crowd the sidewalk. \$1.00 net from Columbia Branches.

Columbia Graphophone Co.
NEW YORK



ATLANTA

Good Business Begets Optimism—Shortage of Medium-Priced Machines Felt—Review of Trade

ATLANTA, GA., November 8.—Business conditions generally in Atlanta and adjacent territory are showing rapid and steady improvement and many of the larger music houses state that October was the banner month of the year with much good business still in prospect for the holiday season.

Talking machine dealers throughout the Atlanta territory, which takes in sections of adjacent States, are all in an optimistic frame of mind and a number of them have installed new equipment and remodeled their establishments to take care of the growing demand.

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, was a recent visitor to Atlanta, making his headquarters while here with the company's representative in the South, M. E. Lyle. During his visit Mr. Lyle found time to look up a number of his old acquaintances in the trade. His schedule from here was New Orleans and Dallas, with a stop-over of a day at Birmingham.

A. C. Boatman, who has been manager of the Victrola department of Chamberlain-Johnson-DuBose Co., is now devoting his time exclusively to his work as a teacher of music.

Wm. F. Standke, who was recently appointed district manager of the Brunswick-Balke-Collender Co., with headquarters in Atlanta, Ga., is well known to the talking machine trade in the South, as for seven years he was manager of the Columbia Graphophone Co.'s wholesale branch in New Orleans. He was also identified with the Grafonola Shop in Kansas City, Mo., for three years, and is recognized as exceptionally well qualified to co-operate with the dealers in this section of the country.

There is a shortage already apparent in machines at moderate prices. This is especially true of the console type, several of the more popular models being completely sold out with many sales hanging fire.

The dealers who are handling the Okeh record, "Tune In With My Heart," are finding their sales limited only by their supply. Ernest Rogers, a member of the Journal staff, is featuring this song during his engagement at one of the local theatres.

M. E. Lyle has recently returned from a visit to the Strand factory at Salem, Ind., where he attended the convention of Strand representatives and helped celebrate the first anniversary of the Strand consoles. He has been expecting samples of the new Heppelwhite Strand Console, listing at \$100, and the new "Consolette" for the Victor VI and the Chippendale, which will sell for \$175.

A recent addition to the sales force of the local Brunswick branch is H. Kaliski, who has

had long experience in the talking machine trade in the South, as he traveled for years for the Columbia Phonograph Co.'s New Orleans branch.

In Chattanooga the Clemmons Furniture Co. has moved into its new store. The attractive booths are Unico equipment and conveniently located on the main floor. The building itself is as fine a furniture store as any in the entire South.

The Southern Standard Music Co. has recently become Victor dealer and looks forward to a season of excellent business, since all the principal industries of Chattanooga are working full time.

The R. B. Broyles Furniture Co. is now located in its new store nearer the center of Birmingham's business district.

The Williams Piano Co., Sioux Falls, Neb., has inaugurated a strong campaign among local schools in behalf of the Victor line. The drive is meeting with considerable success.

REORGANIZE DANON RECORD CO.

The Danon Record Co., New York, manufacturer of Rekord Rekordo discs for making records in the home, has been reorganized and the new president of the company is Julius H. Roos, well known in talking machine circles throughout the country. Associated with Mr. Roos are Nestor Roos, who is treasurer of the company, and Ely Nahoum, who is secretary. In addition to making Rekord Rekordos this company is the exclusive sales agent for the Lamp-o-fone, a new combination lamp and phonograph that has been on display at the Hotel Claridge, New York.

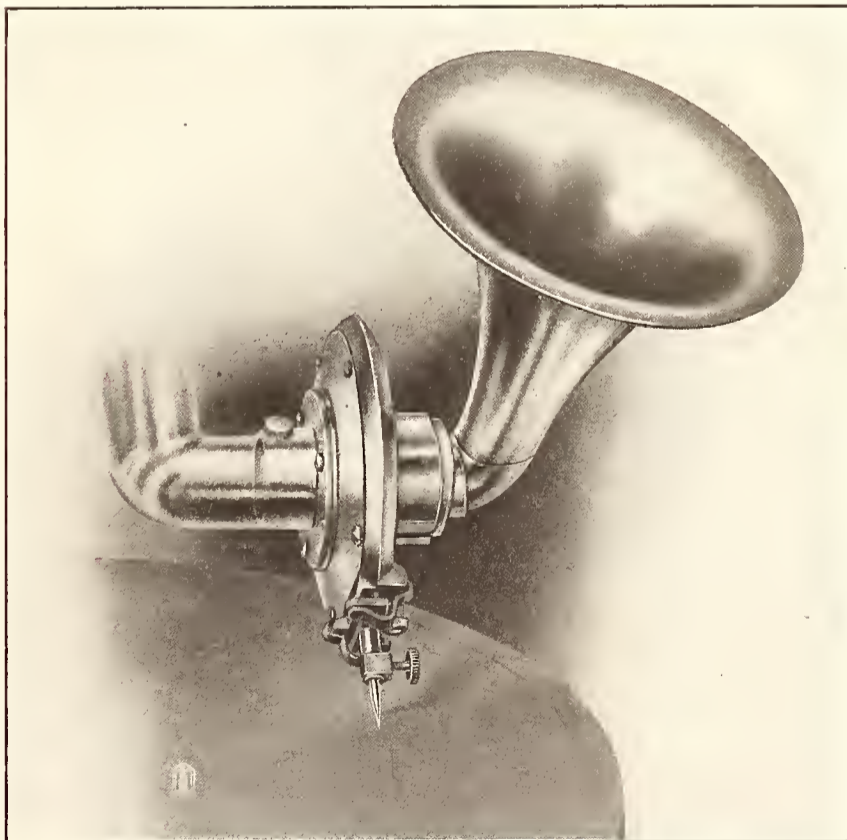
W. J. BAGSHAW A VISITOR

W. J. Bagshaw, secretary of the W. H. Bagshaw Co., well-known needle manufacturer, of Lowell, Mass., was among recent visitors to New York City. Mr. Bagshaw reported that the plant is working at full capacity and that the demand this season has been exceptional.

ADD-A-TONE

REGISTERED U S PATENT OFFICE

A Tone Amplifier



A Revelation in Sound Reproduction

The wonderful results obtained cannot be appreciated unless heard.

Price \$7.50

Regular Dealers Discount

For dancing— incomparable. Doubles the volume.

A demonstration means a sale.

Dealers are now stocking this wonderful amplifier.

PACKED IN A HANDSOME DISPLAY BOX

Samples from your jobber—(If for Columbia state so)

UNIQUE REPRODUCTION CORP.

32 Union Square

New York City

Jobbers—Write Us for Attractive Proposition.

PATHE FRERES PHONOGRAPH & RADIO CORP. OPERATING

Following Reorganization Eugene A. Widmann Becomes President of New Corporation With M. Emil Pathé as Director—Splendid Work Accomplished by Mr. Widmann and Mr. Leeming

Under the name of the Pathé Frères Phonograph & Radio Corp. the reorganization of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been completed. Creditors of the Pathé Frères Co. agreed on November 6 in the Federal Court in Brooklyn to accept stocks and bonds totaling \$3,500,000, which equals the sum owed, in the new Pathé Phonograph & Radio Corp. Federal Judge Edward L. Garvin signed an order directing the receivers for the Pathé Frères Corp. and counsel for the creditors to complete the arrangements.

This reorganization in the comparatively short period in which the Pathé Frères Phonograph Co. has been in the hands of a receiver in equity is a distinct tribute to Eugene A. Widmann, who was president of the old company, later one of the receivers in equity in association with the Hon. William Redfield and Benjamin M. Kay, and who is now president of the new organization. Within a short period of about ten months this reorganization to safeguard the interests of the creditors has been accomplished. The detailed plans of the reorganization were printed in a recent issue of The World. Schedules showing that the entire indebtedness of the corporation would be paid in full in cash and new securities were submitted to the United States District Court which resulted in a discontinuance of official supervision by that court.

Mr. Widmann was the first president of the Pathé Frères Phonograph Co. and through the greater part of its history its only president. For a few months previous to the receivership Mr. Widmann retired in favor of W. W. Chase. However, realizing Mr. Widmann's thorough knowledge of the details of the company and his unselfish interest in its progress, he was appointed as one of the receivers in equity. His plans for the new company have been very

carefully laid and are most extensive in scope.

It is announced that M. Emil Pathé, of the French house of Pathé Frères, will become a director in the new company and that abundant capital for the execution of extensive opera-



Eugene A. Widmann

tions has been acquired. It is also said that the concern will be maintained as a close corporation and it is planned to expand the company's operations in several important ways. Production of Pathé and Actuelle phonographs and records has been maintained without interruption during the past year. During that period a reduction in the price of Actuelle records was announced which has resulted in an exceptional demand and a corresponding remarkable increase in record production. It is now stated, as may be surmised from the name

of the new company, that radio apparatus will be added to the line. A large amount of experimental work has been conducted in the past toward this end and it is expected that it will only be a short time before the radio end of the business will be in full swing.

A large amount of credit is also due to H. T. Leeming, who, as general manager of the Pathé Co., has contributed much to its increased business. Under the expert supervision of these two executives and their experienced staff of co-workers it is safe to predict a bright future for the new company.

FINE BRILLIANTONE NEEDLE DEMAND

Byron R. Forster Reports Encouraging Conditions Throughout Country on Recent Trip

Byron R. Forster, president of the Brilliantone Steel Needle Co., New York City, returned to Brilliantone headquarters after an extended trip throughout the West. Mr. Forster brought back with him encouraging reports of good business being done throughout the entire country which were substantiated by large orders for Brilliantone needles. Mr. Forster stated that the demand for Brilliantone needles is exceptional and that a tremendous volume of business has been transacted during the past few months in these needles.

The plant of the W. H. Bagshaw Co., Lowell, Mass., of which the Brilliantone Steel Needle Co. is sole selling agent, is working at full capacity and overtime to keep up with the tremendous demand.

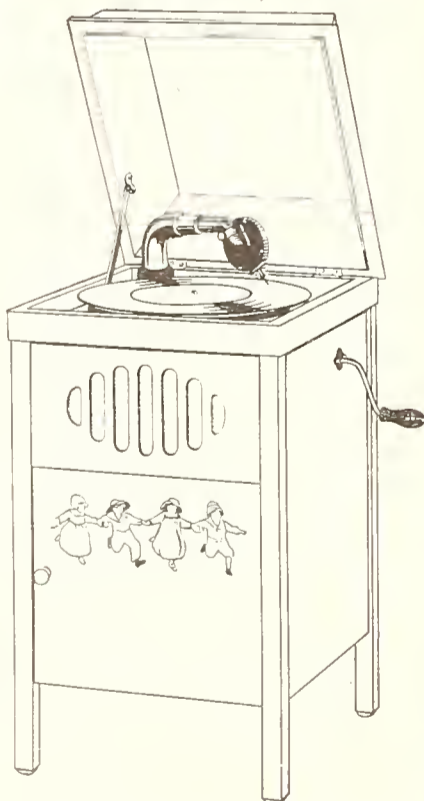
NEW "REPEAT-O-VOICE" AGENCY

The Plaza Music Co., New York City, has closed arrangements whereby it becomes sole selling agent for the "Repeat-O-Voice," a metal disc record which, without extra attachments, can be used for home recording. The record is six inches, double faced, and is retailed at a popular price.

CHILDREN'S PHONOGRAPHS FOR CHRISTMAS PROFITS

Now is the time to feature these phonographs, suggest them as the Ideal Christmas Gift.

We offer below a wide selection.

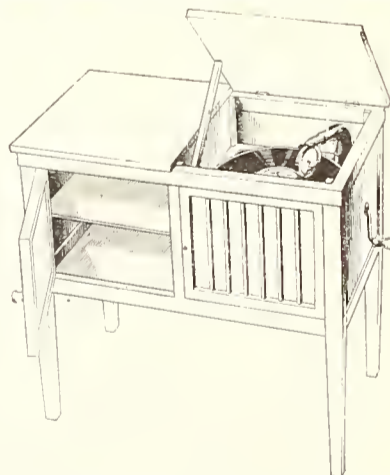


Baby de Luxe Plays 10" records. 23" high, 12 3/8" wide, 13 3/4" deep. Mahogany and Ivory Finishes.

Price \$25.00

DIAMOND JUVENILE CONSOLE

A real musical instrument for children



Specifications: 14" deep, 24" high, 28" long. Plays 10" records. Ivory, Blue, Gray and Mahogany Finishes.

Price \$25.00

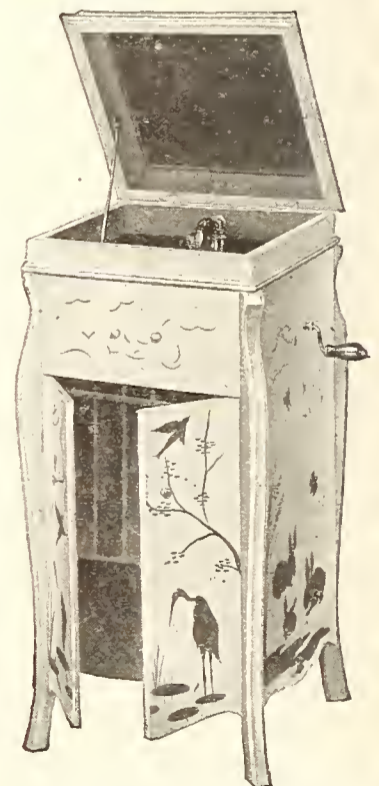
CHILDREN'S RECORDS

Bubble Books Nos. 1-14

Bobolink Books — All Issues

To Retail - - - At \$1.00 Each

Regular Dealer Discounts



Bobolink Sr., in Ivory and Blue. Plays all children's records.

Price \$18.00

Bobolink Jr., Price \$10.00

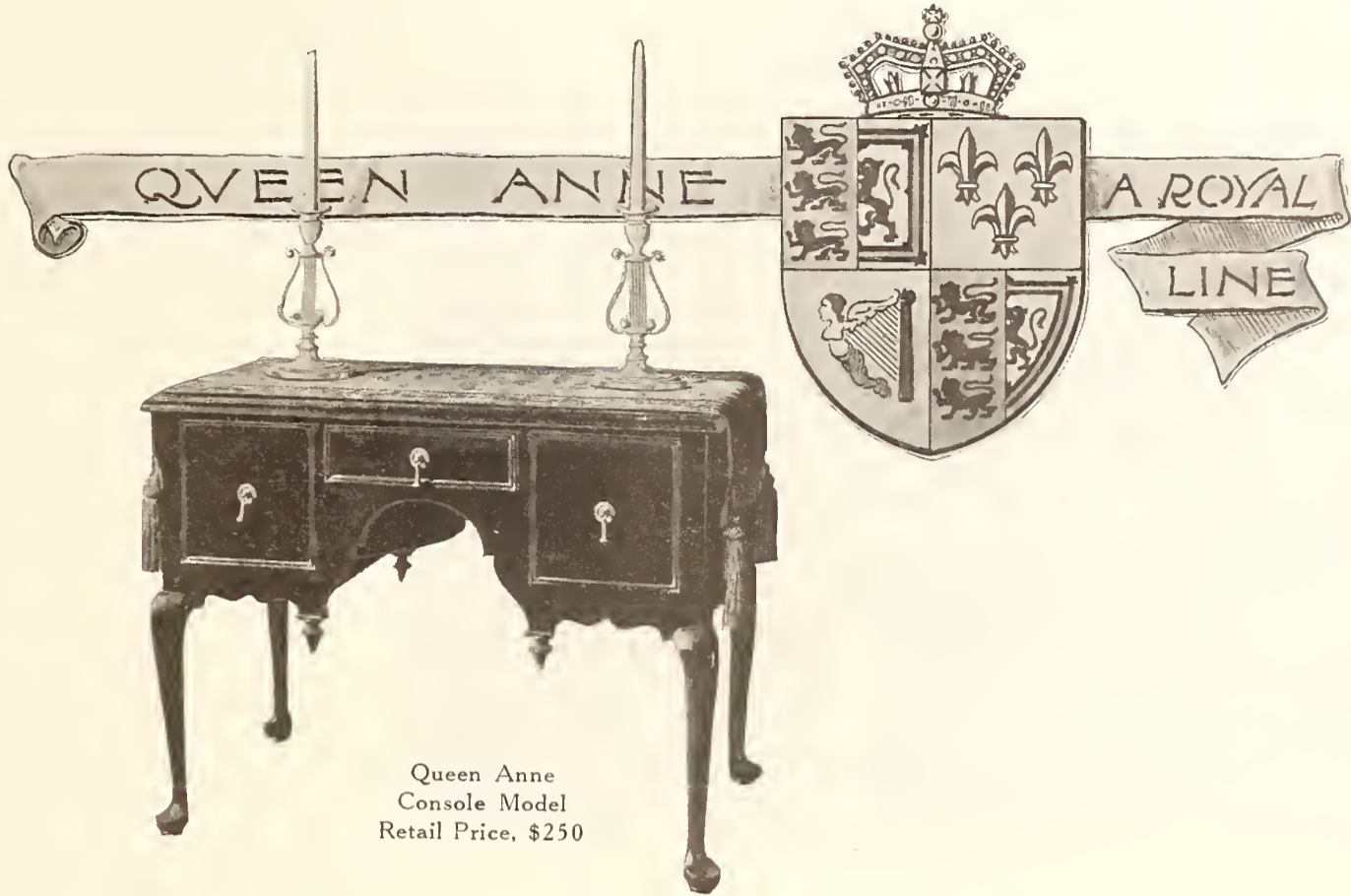
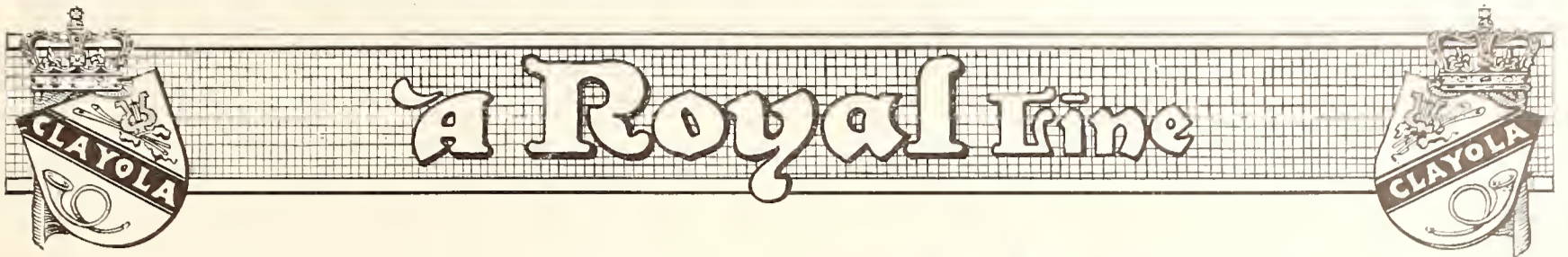
THE CABINET AND ACCESSORIES CO., Inc.

OTTO GOLDSMITH, President

3 WEST 16th STREET

Telephone Watkins 2777

NEW YORK



Queen Anne
Console Model
Retail Price, \$250

TO appeal to the most exacting tastes in both music and cabinetry this line of phonographs has been produced. Our representatives are able to state with confidence that there is nothing equal in design, mechanism, or tone to be had in phonographs.

CLAYOLA

Cabinets are the design of America's greatest furniture makers and cabinet craftsmen, Irving & Casson, of Boston. The tone chamber is of wood from the same identical stock that is used in the sounding boards of the Steinway pianos. The motor is electric, adapted to both types of current, and has proved itself through years of severe use, and there is an electrically operated non-set brake device, which is exclusive to these instruments. Another important exclusive feature is the "swing out" motor and turntable unit at one end with the tone chamber running the entire length of the table, leaving the top always undisturbed for regular table uses.

In addition to such better known styles as Queen Anne, and William and Mary, the line includes some writing desk and corner cabinet models, of unique beauty and originality. There are special designs that can be had with or without radio equipment.

EXCLUSIVE FEATURES

Cases specially designed by Irving & Casson of Boston.

Horn of Steinway piano sounding-board stock.

A universal electric motor.

Automatic Non-set Electric brake.

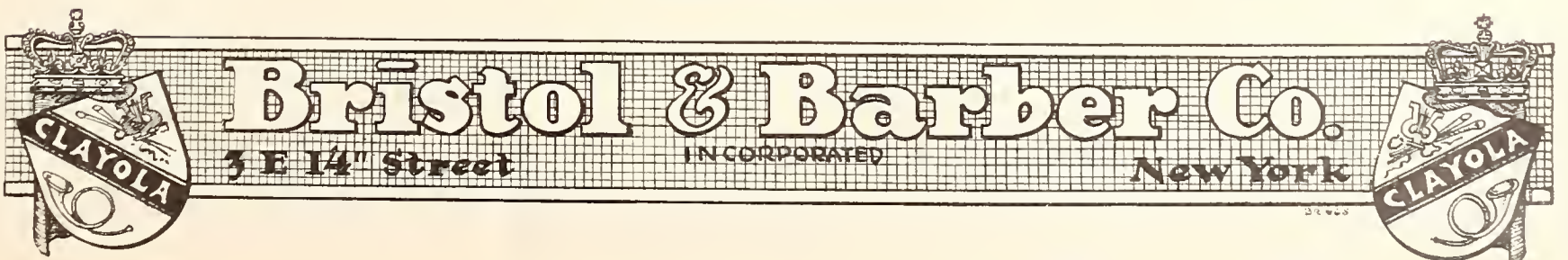
"Swing out" turntable and motor unit at end, giving extra long tone chamber.

Non-raising top, giving undisturbed table use.

For territorial rights communicate with

GEO. CLAY COX, 73 State St., Rochester, N. Y.

Eastern Distributors



CELEBRATE FIRST STRAND ANNIVERSARY AT SALEM, IND.

Representatives of the Manufacturers' Phonograph Corp., Inc., Journey From All Parts of Country to Attend Two Days' Session at Salem Plant to Celebrate and Plan Future Business

In honor of the first "Strand" anniversary, sales representatives of the Manufacturers' Phonograph Corp., Inc., located in all parts of the country, met at the plant in Salem, Ind., on October 27 to 28 for a two days' session. Although this is the busiest season of the year, these representatives assembled not only to celebrate the end of a most successful first year,

one found an opportunity to discuss important matters with George W. Lyle, president of the company; Ford Smith, factory manager, and other officials. Late in the afternoon the entire party visited West Baden, where dinner was served.

The next day was given over entirely to business sessions, and important conferences were



Attendants at Two Days' Convention of Manufacturers' Phonograph Co.

but with the hope that some way might be found whereby a large allotment of Strand product might be secured for each one's individual needs.

Friday was "get-together" day, the various groups arriving throughout the day, one contingent from the North and West coming down in the morning from Chicago, while the Easterners arrived in the early afternoon by way of Cincinnati. Each group was promptly taken in hand and given a trip through the plant, seeing all operations in proper sequence, from the arrival and storage of the lumber, through the different stages, from dry kilns to the final inspection, packing and shipping. As no formal session was scheduled for the first day every-

held on policies, product, plans, etc. As a result of the day's meetings the Manufacturers' Phonograph Co. will probably have several important announcements to make in the very near future, all of which will aim to give Strand dealers maximum service and co-operation.

The success attained by the Manufacturers' Phonograph Corp. in the brief space of twelve months is one of the outstanding features of talking machine activities this year. When George W. Lyle, president of the company, announced his plans for the introduction of the Strand phonograph it was freely predicted that his expectations would not be realized, as the company was formed at a time when the business situation was decidedly unimpressive. How-

ever, Mr. Lyle inaugurated sales policies and ideas which soon produced results and gradually a sales organization was formed that comprised some of the best-known men in the industry.

The Strand plant at Salem, Ind., is one of the finest talking machine factories in the country, with an equipment that is absolutely perfect and facilities that are unexcelled. It was thought at first that the tremendous output of the plant would soon result in overproduction, but the energy and aggressiveness of the Strand sales organization, coupled with the merits of the product, soon proved otherwise. In fact, there is a decided shortage of Strand consoles and consolettes this Fall, with every indication that the company will close a healthy and successful year in 1923.

The Strand representatives who attended this conference were as follows: George W. Lyle, president of the company; Arthur C. Erisman, Walter L. Eckhardt, R. H. Arnault, Mervin E. Lyle, Ben L. Brown, E. A. Fearn, R. J. Jamieson, Walter S. Gray, A. Schielie, S. M. Wirts and Messrs. Hanover, Schoenwald and McGrath. The factory executives who were present were Arthur L. Stone, Oscar F. Mehorney, Ford Smith and W. C. Shanks. W. C. Fuhri, general sales manager of the General Phonograph Corp., happened to be in Salem, Ind., during the convention period and was invited to attend the informal meetings.

USES TIMELY ADVERTISING

Columbia Dealer Uses Painted Sign to Advantage—Publicity Produces Results

St. JOSEPH, Mo., November 6.—Louis Deitsch, manager of Scanlan's Hardware Co., in this city, is a firm believer in advertising and he is making the people of South St. Joseph and vicinity recognize the fact that a complete stock of Columbia records is carried by this store.



Columbia Sign That Attracted Attention

Included in this campaign is a painted sign at the corner of the Scanlan Hardware Co.'s building, featuring a large Columbia record with an all-star Columbia cast at the bottom. Mr. Deitsch has named this record "The Illinois Avenue Blues," partly due to the fact that Illinois Avenue is the street on which the store is located. "The Illinois Avenue Blues" is frequently played by the Scanlan Trio of the American Legion Post.

BIG CALL FOR PHONO PARTS

A decided improvement in business is reported by William Phillips, president of William Phillips Phono Parts Corp., New York. The first two weeks of November would indicate that the remarkable October record will probably be surpassed this month. It is noticeable that practically all orders request immediate delivery, which would indicate that the talking machine manufacturer is in turn receiving a considerable amount of rush orders from the dealer. This condition illustrates the healthy state of the industry.

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.

Prices to the Trade Range from

\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono. attachment.

Regina Saxophones and Mandolin orchestrions.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY

LYRADION CO. OPENS WAREROOMS

New Wholesale and Retail Warerooms at 620 North Michigan Avenue, Where Full Line Is Shown, of Great Convenience to Retailers.

CHICAGO, ILL., November 9.—The Lyradion Manufacturing Co. has opened wholesale and retail warerooms at 620 North Michigan avenue, with L. C. Barnett as manager. The complete Lyradion line, comprising twenty models of straight phonographs and radio models and combinations of both, is exhibited at the new headquarters. The models are shown in upright, console and art types.

The new warerooms will prove of great advantage to Lyradion dealers in this territory who, when they have prospects for high-priced instruments, can bring them to the store and display the various models, thus enabling the dealers to make sales without the expense of carrying the full line.

DEATH OF E. E. DAVIDSON

The trade was shocked to learn of the recent passing of E. E. Davidson, who has been a member of the sales promotion department of the phonograph division of Thomas A. Edison, Inc., since 1897. Mr. Davidson died of pneumonia at the age of 63 and is survived by his wife and three daughters. During the years of his business activity Mr. Davidson made a great many friends in the trade on account of his genial personality and his marked ability along the lines in which he specialized.

CONVINCING PROOF OF ACTIVITY

The Dealer Service Department of the Victor Talking Machine Co. reports a very large increase in the demand for electrotypes and cuts of Victor trade-marks of the different models of Victrolas, the Victor borders and Victor advertising illustrations. A similar increase in activity is growing as regards window displays and window display material. All of this activity shows that the Victor dealers throughout the country are going out after business in a more aggressive manner than has been the case until the Fall season opened up so encouragingly.

Now that business is to be had the retailers evidently feel convinced that it is worth while going after through aggressive publicity efforts and the increased demand for dealer service material is, without question, a barometer of the fact that the retail business is improved to a remarkable extent and that the outlook is very fine.

PRICE SITUATION REVIEWED

Max Willinger, president of the New York Album & Card Co., New York City, reports that both plants of the company situated in Chicago and New York are very busy. Mr. Willinger states that paper, cloth and other commodities used in album manufacturing have been increasing rapidly in price and predicts that this increase in price on raw materials will have its ultimate effect in the increased cost of complete albums. At the present time, however, through the farsightedness of Mr. Willinger, the New York Album & Card Co. is still in possession of a fair stock of raw materials which was purchased at the previous prices. Following the long-established policy of this house it will not raise prices while this stock lasts.

NEW EDISON SHOP IN WARREN, O.

WARREN, O., November 7.—Another unit has been added to the music stores of this city in the new Edison Shop, recently opened on the second floor of the Packard Block here. Complete record and machine departments have been installed, together with an attractively furnished rest room. Several tone tests were featured in the opening ceremonies.

"TALKER" AND RADIO FIRM FORMED

The Radio Motion Picture & Phonograph Corp., of Fall River, Mass., and New York City, manufacturer of talking machines, motion pictures, radio apparatus, etc., has been chartered under the laws of Massachusetts, with a capital of \$300,000. Incorporation papers were filed by F. X. Perron, F. F. Berseron, J. H. Levesque and others.

The Music Shop is the latest addition to the music stores of Helena, Ark.

G. W. EDWARDS WITH REFLEXO

The Reflexo Products Co., Inc., New York City, maker of "Reflexo" talking machine needles and other brands, has announced the appointment of G. W. Edwards to its sales staff. Mr. Edwards was formerly sales representative of Joe Morris, New York music publisher, and will represent Reflexo products in New England. He has already begun his first trip throughout the territory. Mr. Edwards is well known to the trade and his wide experience will prove valuable in his new connection.

RECORDING PERSONAL AND COMMERCIAL AT REASONABLE RATES

No charge for test record which must meet your approval. Artistic results guaranteed.

Send for full particulars

J. B. ALLISON, Recording Laboratories, 21 East Palisade Ave., Englewood, N. J.

BALTIMORE

Shortage of Machines Acts as Detriment to Complete Trade Development—Sales Double Last Year's Figures—Trade Changes

BALTIMORE, MD., November 10.—The talking machine business here has resolved itself simply into a question of delivering the goods, as practically all the wholesalers in the city are entirely cleaned out and have a large number of unfilled orders on their books.

Business 110 Per Cent Ahead of Last Year

W. T. Roberts, manager of E. F. Droop & Sons, Inc., said to-day that never in the history of the firm have they been sold out as completely or so far behind in their orders as they are to-day, with the one exception of the abnormal war-time prosperity prevailing during 1918.

"We have orders on file now for upright and console types which cannot be filled before next March at the present rate we are receiving them from the factory," said Mr. Roberts. "Our business was 110 per cent last month ahead of October, 1921, and I look for this condition to continue, if not improve, right along until after the holidays." Mr. Roberts' optimism reflects the sentiment prevailing among the other jobbers in the city.

J. C. Shaw, manager of the local Brunswick branch, reports being hard put to keep anywhere near up with orders being booked for the Brunswick, especially the new console type, the York, which has made a phenomenal hit in this section ever since it has been put on the market, and he has been able to supply less than half of the orders booked for this machine while the Columbia agency reports to be in a little better shape insofar as deliveries are concerned. They also are behind in their orders for not only the current, but for the holiday trade.

Southern Conditions Satisfactory

W. S. Parks, who has just returned from a trip through the southern portion of the Baltimore territory, says the business outlook through the South, especially in North Carolina, as very good, due to the increase in the price of cotton and tobacco which growers have been receiving for their products for some time past.

Brunswick for Lansburgh & Bros.

Manager Shaw was greatly pleased the past week over the landing of a contract for the sale of the Brunswick products from Lansburgh & Bros., one of the largest department stores in Washington, D. C. Stanley Lansburgh, one of the members of the firm who has charge of the talking machine department, is featuring the Brunswick machine in all the company's advertising and has installed one of the most complete stock of Brunswick products in this section of the country, including both machines and records.

Mr. Shaw has just closed a contract for the erection of the largest billboard advertisement

in the city. The sign, which will be 115 feet by 25 feet, is to be erected opposite the Union Station and will be visible from all the trains passing through Baltimore on their way to the nation's capital and the South.

Flooded With Nondescript Machines

Baltimore is being flooded with sales of no-name talking machines just at present which are being featured by many department stores at bargain prices ranging from \$49 for uprights to \$99.75 for consoles of various types. These machines, which are extensively advertised without the name or the make being used, are being offered with liberal inducements as to cash payment and monthly payments in addition to a number of records being given free. The payments are as low as seventy-five cents a week on some of the machines.

H. T. Bosse to Go Into Business for Himself

H. T. Bosse, sales manager for Cohen & Hughes, Inc., has resigned to go into business for himself. I. Son Cohen, the head of the firm, is looking after the work formerly done by Mr. Bosse and the position of sales manager will not be filled, at least until after the first of the year.

Columbia Educational Records Popular

Sales Manager Swartz, of the Columbia Co., reports the big increase in the sale of educational records following a visit of Miss Margaret R. Martin, of the educational department of the Columbia Co., to Johns Hopkins and other institutions of learning in Virginia, West Virginia and North Carolina.

A Budget of Brieflets

Mrs. Kirkwood, in charge of the Grafonola department at Murphy's on Lexington street, reports a big advance sale for holiday goods.

W. L. Baker, formerly of the Duroflex Co., Inc., of Baltimore, is now in charge of the Washington sales department of the Columbia Co.

The Voluma Corporation, which in addition to improving the Voluma reproducer has also started the manufacture of talking machines, has just opened in a large, commodious and handsome showroom in the Academy of Music Building on North Howard street.

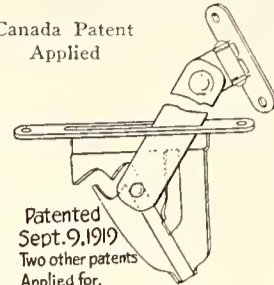
The Hamman-Levin Co., 212 North Howard street has just opened a fully equipped musical instrument department in connection with its piano and talking machine business. The Martin Hand Craft band instruments will be featured.

The Phonolamp talking machine agency here has moved into new and larger quarters at 111 North Green street.

Trout's Musical Shop, of Highlandtown, placed the largest single order for the Columbia record, "Homesick," of any house in the Balti-

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



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

flexible and bent.

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—

STAR MACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

more territory. This shop, which is located in the extreme eastern section of the city, is one of the most progressive and places larger orders than any of the large downtown music shops. It is a sample of the enterprise and hustling ability of the owners, Jerome and Leonard Trout.

The Columbia branch reports large sales and advance orders for the new Columbia record which has just been placed on the market here. The agency is doing some extensive advertising of this new record, full-page ads being used in the daily papers of the big cities throughout the Baltimore territory.

S. & K. Snyder have just opened their new and enlarged music shop on East Monument street, where they have one of the handsomest and best-appointed talking machine establishments in the city.

H. H. Sheldon, who recently joined the local branch of the Brunswick Co., has just returned from a trip to North Carolina and reports excellent business in that territory.

NEW STORE IN LEETONIA, O.

LEETONIA, O., October 30.—The Webber Music Store, of Lisbon, will open a branch store on Main street this week. An informal opening will take place during the week and all ladies attending will be presented with favors. The store will be in charge of Miss Helen Flodding, of Leetonia. The Webber Co. has for more than a year conducted a successful retail store at Lisbon, featuring the Edison line of phonographs and records.

W. J. STAATS BACK FROM EUROPE

W. J. Staats, treasurer of the Victor Talking Machine Co., of Camden, N. J., and Mrs. Staats returned last week from Europe on the "Mauretania." Colin E. Cooper, president-director of the Gramophone Co., of England, and also a director of the Victor Talking Machine Co., returned at the same time.

John Vandewalle has purchased the music business of Chas. Steinwedel at Seymour, Ind.

Premium Departments, Jobbers, Chain Stores, Large Dealers

We Make Records Under Your Special Label

Our plant is complete under one roof.
Recording, plating, pressing, label printing.

We can furnish you a complete printed catalogue under your trade mark or label—including Standards, Vocal, Late Dance Numbers, Hawaiian, Sacred, Operatic, and Popular Songs of the day.

Quantity to Suit—Quality the Best—Quick Service—Write or Wire

**Fletcher Record Co., Inc., 156 Meadow St., LONG ISLAND CITY
NEW YORK**

KANSAS CITY

J. W. Jenkins' Sons Music Co. Extends Unique Ad Service to Dealers—Artophone Corp. Opens Offices—News of the Month

KANSAS CITY, Mo., November 6.—The J. W. Jenkins' Sons Music Co., of this city, is rendering its dealers a unique service this Fall in presenting each one with a Jenkins Ad-service booklet. Fred Jenkins states that nearly every dealer in the territory is his own manager, decorator, advertising-man and salesman. Thus, there is little time to arrange advertisements of the appropriate, seasonal type. To make them attractive is an art beyond the average man. Many of the dealers also had trouble in knowing how to order the electrotypes the Victor Co. furnishes on request. The prepared plan was arranged by the advertising department of the J. W. Jenkins' Sons Music Co. to abolish all these troubles and unsuccessful advertising campaigns. Carefully worded advertisements with the electrotypes placed proportionately to attract the eye have been worked out for each week from now until the end of the year. The dealer has only to write the advertising department of the Victor Talking Machine Co. for the electrotypes, giving the number indicated in the copy. There is no charge for the use of the electrotypes except the postage. When they arrive the dealer tears the prepared sheet from the booklet and presents it with the electrotypes to the printer.

Edison Co. Adds Piano Line

Manager Blackman, of the Edison Co., has just returned from New York, where he has been in the interest of his company. He has opened his piano department in the retail Edison Shop and is featuring this week in his advertising and show windows the Bond reproducing grand piano.

Artophone Corp. Opens Local Offices

The Artophone Corp., whose manufacturing plant is in St. Louis, Mo., has located its offices in the Kansas City Life Building on Grand avenue, this city. E. W. Guttenberger is general manager. Foreign records of all nations made by the Okeh Co. are handled as the leader in the record line. Though the company has been in Kansas City but a short time, a rapid growth has been enjoyed and the outlook is exceedingly bright.

Wunderlich Music Co.'s Interesting Contest

The guessing contest being held by the Wunderlich Music Co. is going splendidly, according to Miss McArthur, manager of the record department. It is surprising the number of people that can be interested in this way, she says. The person guessing the serial number or the number nearest the record displayed in the show window receives a record of his choice. The Wunderlich Music Co. recently added the records of the original Sacred Harp Singers, who are now recording for Brunswick, to its already large variety of records.

Sings for Radio

Velma Lyons Weer, of the record department of the Wunderlich Music Co., sang for the Kansas City Star radio broadcasting station recently. Mrs. Weer was the first person to sing over the radio after the change from the 360 to the 400 meter wave length. All her selections were enjoyed. Every one "listening in" remarked the great difference in tonal quality when the radio station changed the meter. Mrs. Weer sang "Smilin' Thru'."

Brunswick Manager Reports Trade Optimism

F. M. Briggs, district manager of the Brunswick Co., returned recently from a business trip through southern Kansas and Missouri, where he called on the trade. Mr. Briggs reports an enthusiasm among the music merchants of these towns which was surprising to him. Since the settlement of the mining trouble in that territory business has shown a decided improvement.

The exclusive Brunswick artist, Mario Chamlee, appeared in Lawrence and Topeka, Kan.,

recently. Additional orders from dealers in this territory for records of this tenor have helped to make the past month a very busy one for the Brunswick people.



Persistent work has enabled Mrs. O. H. Kinman, Columbia dealer at Mankato, Kan., to achieve a record that will be difficult to beat. During a period of only one year she has sold fifty-six Grafonolas to the schools in her territory and when it is realized that the schools in north central Kansas in the vicinity of Mankato are widely scattered her achievement is all the more remarkable.

Besides selling the Grafonolas to the schools Mrs. Kinman also devised plans whereby the schools might raise the money to cover the

purchase of the Grafonolas and Columbia records, and she has followed very closely the suggestions advanced by the educational department of the Columbia Graphophone Co. One of the most important factors in the success achieved by Mrs. Kinman in this school work is the use of form letters and invitations which she sends to the teachers regularly, showing the advantages of the Grafonola and Columbia records for school work and promising active cooperation in the plan for financing the purchase of these products.

Duci de Kerekjarto, famous Hungarian violinist and exclusive Columbia artist, appeared in this city recently as a headline attraction at the Orpheum Theatre. He received unusually favorable newspaper notices and played to capacity houses. At several performances his appearance at the theatre lasted nearly a half hour, which is a remarkable tribute to a vaudeville act of this type. All the local dealers reported a noticeable stimulant in the sale of Kerekjarto records and his appearance here has made him

(Continued on page 172)

Distributor for

Radio Corporation of America

WORLD WIDE WIRELESS

WOLWORTH BUILDING - NEW YORK CITY

Phonograph Dealers Can Get the Cream of Radio Profits

RADIO is YOUR asset. Cash in on this permanent popular craze through the R. C. A. LINE of RADIO Equipment, including Westinghouse A. R. C. Senior and Junior Sets. General Electric A. R. 1300, A. A. 1400, A. A. 1520, 3-stage frequency Amplifiers:—U. V. 200, 201 and W. D. 11 Vacuum Tubes, and all other items in widest demand.

You Need No Technical Training To Sell Radio Right

Use our expert advice, our super-service, and stock what expert and amateur alike buy and praise. Let us put you right on the way to profit from Radio NOW. Install a Radio Department at once. It PAYS.

Wire for Special Offer

GENERAL RADIO CORPORATION

WALTER L. ECKHARDT, President

624-628 Market St., Philadelphia 806 Penn Ave., Pittsburgh

Makers and Distributors of High Grade Radio Apparatus.

The Music Master Radio Amplifier and Geraco Proven Radio Products.

Distributors for Okeh Records, Strand Phonographs and Gold Seal Record Repeaters in Pennsylvania, southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia.



Your Feet Won't Keep Still When You Hear —
“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once - Remember It Always



TRADE HAPPENINGS IN KANSAS CITY
 (Continued from page 171)

one of the most popular artists in the Columbia catalog.

George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was the guest and speaker at a recent joint meeting of the Co-operative Club and the Advertising Club at a luncheon given at the Hotel Biltmore. Mr. Hopkins' subject was "High Pressure Selling" and the largest attendance ever known by the Co-operative Club was gathered at this luncheon.

Standke's Grafonola Shop, 1120 Grand avenue, and the North Mehorney Furniture Co., Eleventh and McGee streets, both report greatly increased sales of the Columbia records made by Frank Westphal and his orchestra as a result of their appearance at the Main Street Theatre in this city. Mr. Standke placed two Grafonolas in the lobby of the theatre during the entire week and also carried timely advertising announcing the fact that Frank Westphal and his Rainbo Orchestra are Columbia artists exclusively.

CHANGES NAME TO "ADD-A-TONE"

Within the past week, and since the first forms of this issue went to press, the Unique Reproduction Corp., New York, has announced a change in the name of its product, which will hereafter be known as the Add-a-Tone, instead of the Uniqtone. There has been no change in the company's name, or in the personnel of the organization.

BURGESS SCORES IN SALES

Seventeen cabinet Victrolas sold in one month is the record of F. O. Burgess, Victor dealer of Sydney, Neb., a town of 3,000 people.

T. F. GREEN IN COMPLETE CONTROL

President of Silas E. Pearsall Co. Purchases Pearsall Interests—Plans for Expansion Contemplated—Personnel of Organization Remains Unchanged—An Important Move

The members of the local Victor trade were delighted to learn this week that Thos. F. Green, president of the Silas E. Pearsall Co., New York, Victor wholesaler, had purchased the Pearsall



Thos. F. Green

interests in this company and had, therefore, acquired complete control of this well-known organization. In a chat with The World, Mr. Green stated that no changes of any kind were being contemplated, except that plans for ex-

pansion and development were being worked out which would be announced in the near future.

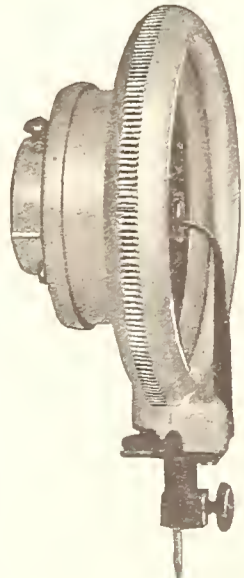
Thos. F. Green is one of the best-known and most popular members in the Victor wholesale industry. Since 1914 he has been president of the Silas E. Pearsall Co., and prior to that date was associated for a number of years with the sales division of the Victor Talking Machine Co., Camden, N. J. He numbers among his friends Victor dealers and wholesalers from coast to coast, and his intimate familiarity with every phase of Victor merchandising has enabled him to attain phenomenal success with the Silas E. Pearsall Co. Under his able direction this company's business has increased rapidly, and to-day it is recognized as a leader in the Victor wholesale field. Mr. Green has devoted his entire time to the Pearsall activities, being ably assisted by Lloyd L. Spencer, sales manager of the company.

WHITEMAN TO GO ON TOUR

Famous Orchestra Leader and His Men to Start on Six-week Concert Trip

Paul Whiteman and his orchestra are booked for a six-week concert tour, which will net Whiteman \$120,000 for himself and fifteen musicians. Whiteman has made arrangements with Paul Salvin, who holds a contract for Whiteman's services for the Palais Royal, New York, to give the Whiteman Band a six weeks' leave of absence.

During Whiteman's absence one of his orchestras will replace him at the Palais Royal. At the present time Whiteman has eleven bands working in Greater New York, seventeen on the road and forty bands throughout the country receiving the Whiteman music service. His income is over a million dollars annually from his many activities.



A QUALITY SOUND BOX

Here is a sound box that has won a reputation for its quality features of design, construction and tone.

It reproduces a full, mellow, resonant tone of unrivalled volume and clearness.

Good enough for the highest-class phonographs and cheap enough for the lowest-priced machines.

Get acquainted with the superior qualities of the Presto rubber-hub sound box and you will realize why it has been adopted by the leading independent manufacturers.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.

Let us figure on your **TONE-ARM** requirements. We have something new and better



HOLIDAY DISPLAY WINDOW FOR USE BY EDISON DEALERS

Thomas A. Edison, Inc., has prepared a very effective window display for use of Edison dealers during the holiday season. The display consists of a series of very richly colored and appropriately designed posters which convey brief but pertinent holiday messages regarding

very effective plan is to take the instrument out of the window entirely, but to leave the display otherwise as shown in the illustration, except for the fact that the small cards at the extreme right and left should be moved in close to the mounted stand and the two next larger



Display Window for Yuletide Season Prepared by Thos. A. Edison, Inc.

the part which the new Edison can logically play during the holiday season from a gift standpoint.

The illustration shows one plan for using these posters in connection with two models of the new Edison and a number of Edison Re-Creations. There are, of course, many other combinations which can be worked out and one

cards should be moved out to the extreme left and right.

The advantage of this window is to convey to passers-by the relation of music to the Christmas season, the appropriateness of the new Edison as a gift and the fact that this musical instrument is an ideal solution of the "family gift" problem.

MONTANA VICTOR DEALERS MEET

Many Instructive Addresses and Interesting Demonstrations Feature First Annual Meeting of the Victor Dealers of Montana

BUTTE, MONT., November 3.—The first annual meeting of the Victor Dealers of Montana, which was held in this city October 25, may be counted a decided success. The morning and afternoon sessions were filled with highly instructive addresses and demonstrations, covering Victrola construction, window trimming, ordering, selling and other topics which proved to be of deep interest to all present.

The day opened with an address by a noted Western surgeon, Dr. T. C. Witherspoon, who is conversant with the business conditions of the State and who did not hesitate to promise great things for the immediate future of Montana. Fred A. Bain spoke on advertising, driving home his message with pertinent and timely illustrations. Miss Minnie Tennis, of the Hennessey Co., enthusiastically described the fruitful results of Music Memory Contests she has fostered and carried out in Butte and other cities of the State. Leonard Waters, of the A. W. Hunt Music Co., chose "Selling Points" for his subject and revealed the secrets of his success as a Victrola salesman. Knight B. Owen, representing the Victor Talking Machine Co., brought an illuminating view of the factory's problems to the attention of the retailers. Other speakers of the day were: John Elliott Clark, Newton Congdon, of Orton Bros.; E. W. Softley, Miss Bess B. Jackson and Miss Beth Ericson. The business of the day ended with a general discussion.

In the evening a banquet and dance was held at the Silver Bow Club, at which the dealers and their ladies were guests of the John Elliott Clark Co., which has recently opened a wholesale house in Butte.

It is highly encouraging to find the dealers optimistic regarding Christmas business after the long period of depression they have been passing through. Prospects for the coming year are bright and the dealers are looking forward with a great deal of interest to another such meeting next Fall.

The C. D. Grubbs Music Co., of Houston, Tex., has been opened at 902 Capitol avenue. The new concern will feature Victor talking machines and records exclusively.

H. BILLINGS NEW CABLE MANAGER

Now Directing Activities of Aurora, Ill., Branch of the Cable Piano Co.

AURORA, ILL., November 8.—Henry C. Billings, of the Staffnote Roll Co., Milwaukee, formerly in the retail piano business in that city, has resigned to become manager of the local branch of the Cable Piano Co. With his wide experience in the player-piano selling field and an intimate knowledge of the music business, Mr. Billings' re-entrance into the retail field augurs success from the start. He presides over a well-located store with the exclusive Victor line and complete stocks of Cable and Mason & Hamlin pianos.

RETIRING VICTOR DIRECTORS DINED

PHILADELPHIA, PA., November 8.—The officers and board of directors of the Victor Talking Machine Co. tendered a dinner to Louis F. Geissler and Charles K. Haddon, who recently retired from the directorate of the company, at the Ritz-Carlton Hotel here last night. Eldridge R. Johnson, president of the Victor Co., presided, and in the course of the evening handsome gifts were presented to the guests.

MOVES TO NEW QUARTERS

The Laman & Johnson Music Co., Denver, Col., has moved from 35 Broadway to 60-64 S. Broadway.

PORTLAND MUSIC WEEK SCORES HUGE SUCCESS

Talking Machine Dealers Co-operate With Committees in Making the Event an Outstanding Success—Business Shows Improvement—P. H. Rector in New Post—Other News

PORTLAND, ORE., November 8.—Music merchants of all kinds, including talking machine dealers, are co-operating with the various committees and clubs in the celebration of Music Week, which began on November 5 and will end on November 11 with a great Music Week Ball underwritten by prominent business men and designed to cover the expenses of the celebration. Mayor Baker issued a Music Week proclamation urging all citizens to co-operate in the movement.

General business conditions throughout the Portland district show much improvement and the talking machine dealers have excellent reports to make, the only fly in the ointment being the probable scarcity of machines at holiday time due to freight delays and other causes.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., says: "Business conditions this Fall have improved wonderfully, but unfortunately we are again confronted with the usual Fall shortage. All Victor dealers are demanding goods and we naturally are keen to fill their orders. Shipments have again started to come in larger quantities and from now on we will be better able to supply their increasing needs."

Mr. Hunt announces three new Victor agencies in the Oregon district as follows: B. P. Bratt, of Baker, Ore., who has recently opened a complete new music store; R. E. Mitchell, a druggist, of Hermiston, Ore., and the Linnton Pharmacy.

Mr. Hunt is receiving the congratulations of his many friends on the arrival of Elmer Hunt, Jr., at his home.

Stanton Rowell, of Grant's Pass, Ore., and W. E. Bullard, of Ione, Ore., were two Victor dealers to pay Portland a visit during the past month.

Arthur W. Stein, manager of the Victrola department of Sherman, Clay & Co.'s store, reports a wonderful business which far exceeded that of last year. Sales of the better class of records are increasing, due, Mr. Stein says, to the concert season being here again. Geraldine Farrar and Mme. Margaret Matzenauer, two Victor artists, appeared in concert at the public auditorium during the past month and sang to packed houses.

J. H. Dundore, manager of Sherman, Clay & Co., and Mrs. Donald Spencer, business man-



Display Racks for Sheet Music

Sheet Music Practically Sells Itself When Well Displayed

Talking Machine dealers who are adding sheet music departments, as well as others not familiar with Universal display fixtures, are invited to investigate our line

Sheet Music Displays from \$4.00 Upwards

The illustration shows No. 516, a triangular revolving music rack. Capacity 225 sheets of music. Complete \$18.00.

Send to-day for our complete catalogue or apply to your jobber

UNIVERSAL FIXTURE CORP.
135 West 23rd St. New York

ager of the Portland Symphony Orchestra, have together fixed up an attractive list of symphonies, overtures, suites, etc., to be played by the Portland Symphony Orchestra during the coming season and announce that the majority of them can be heard on the Victor records and also on player rolls.

P. H. Rector, formerly of Schaff Bros., of Huntington, Ind., has joined the Sherman, Clay & Co. Victrola department, and Catherine Dresser is the new cashier on the main floor.

A new and attractive little music shop has opened up for business at 354 Yamhill street, to be known as "The Music Shop." L. A. Willard, for seven years connected with the music department of Lipman, Wolfe & Co., and Bert Guisness are the owners and will handle the Sonora phonograph, the Starr line of pianos, the Gennett and Columbia records, sheet music and small goods.

James A. Stitt, Pacific Coast representative of the Hallet & Davis Co., was a recent visitor and did big business with the Reed-French Piano Co., exclusive Hallet & Davis representa-

tive here. This concern is now featuring the Hallet & Davis phonographs.

The G. F. Johnson Piano Co. put on an attractive display of the Cheney phonographs and Victrolas at the Oregon Health Exposition held at the auditorium.

George Bohlen, Pacific Coast representative of the W. W. Kimball Co., was a recent visitor to the McCormick Music Co.'s store, assisting Mr. McCormick with an introductory sale of the Kimball phonograph, the agency of which the McCormick Co. has recently acquired. The McCormick store has been completely renovated and is in fine shape for displaying its line of Kimball pianos and phonographs.

The Kohler & Chase warerooms and offices have both been moved to 86½ Broadway.

J. P. Carney, Oregon representative of the Columbia Co., reports excellent business and says in the last sixty days twenty-five new Columbia accounts have been opened up throughout the State.

The talking machine department of the Wiley B. Allen Co. has increased its sales force to

NEW 12-INCH GOLD SEAL REPEATER

EVERY DEALER WHO HAS SOLD THE GOLD SEAL 10-INCH REPEATER CAN DUPLICATE HIS SALES AND PROFITS WITH THE NEW

GOLD SEAL REPEATER

The only 12-inch Repeater on the Market, and it sells for \$1.00 (dealer's discount 40%)

DISTRIBUTORS OF GOLD SEAL REPEATERS

Baltimore, Md....Cohen & Hughes.
Boston, Mass. ...Lansing Sales Co.
F. C. Henderson & Co.
Iver Johnson.
Eastern Talking Machine Co.
Sherman Sales Co.
Buffalo, N. Y....Buffalo Talking Machine Co.
C. N. Andrews.
Burlington, Vt. American Phonograph Co.
Chicago, Ill.....Lyon & Healy.
Walbert Mfg. Co.
Cincinnati, O.....Sterling Roll & Record Co.
Ohio Talking Machine Co.
Cleveland, O.....Cleveland Talking Machine Co.
Columbus, O.....Perry B. Whitsit.
Detroit, Mich.....Grinnell Bros.

Elmira, N. Y....Elmira Arms Co.
El Paso, Tex....W. G. Walz Co.
Jackson, Fla.....French Nestor Co.
Kansas City, Mo.J. W. Jenkins' Sons Music Co.
Los Angeles, Cal..Munson-Raynor Co.
Mobile, Ala.....Wm. H. Reynolds.
Newark, N. J....Collings & Co.
New York, N. Y..Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Silas E. Pearsall Co.
Greater City Phonograph Co.
Bristol & Barber.
Plaza Music Co.
Cabinet & Accessories Co., Inc.
S. B. Davega.
Oklahoma City, Okla.....Oklahoma Talking Machine Co.

Philadelphia, Pa..H. A. Weymann & Son, Inc.
Penn Phonograph Co.
The Talking Machine Co.
A. J. Heath Co.
Louis Buehn Co.
General Radio Corp.
Pittsburgh, Pa....Standard Talking Machine Co.
W. F. Frederick Piano Co.
Rochester, N. Y. E. J. Chapman.
St. Louis, Mo....Artophone Corp.
St. Paul, Minn....W. J. Dyer & Bro.
Syracuse, N. Y...W. D. Andrews.
Toledo, O.....Toledo Talking Machine Co.
Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.

GOLD SEAL CO., Inc., 105 West 40th Street, New York City



CUTS FOR XMAS ADVERTISING

Talking Machines, Pianos and All Other Musical Instruments

In one and two colors

SUITABLE FOR NEWSPAPERS, CIRCULARS, ETC.

Send for proof sheets (postage 4c.)

CRYSTAL ART SERVICE, INC.,

152 W. 42nd St., New York

take care of the increasing business, adding Ed Johnson, John T. Carr, formerly factory representative of Mason & Risch, Ltd., of Regina, Sask., and R. V. D. Pue, formerly with the Matthews Music Co., of Calgary.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports a greater demand for the console models of all makes than can be supplied. Dealers declare that the console type is the machine demanded by the majority of their customers and those with the upright models wanting to trade in for consoles.

Edward G. Gust, formerly assistant sales manager of the Bush & Lane Co., has transferred his affiliation to the G. F. Johnson Piano Co.

G. F. Johnson, of the G. F. Johnson Piano Co., announces the appointment of Carl Jones as Oregon and Washington sales manager of the Cheney phonograph, with headquarters at the Johnson Piano Co.

The handbook, "Music Appreciation for Little Children," issued by the Victor Talking Machine Co. for the use of teachers and parents, has been added to the music department of the Portland Public Library and has been in constant demand since being put on the shelf.

The Wiley B. Allen Co., which attractively advertised the set of ten lessons for the "Chick" Evans Golf Secrets on the Brunswick records, is contemplating putting in a golf demonstrating room for the golf bugs who come to the store with a bag of clubs to "try out" the various records to see if they are practical. Furniture and lights have been endangered by these customers, who cannot resist the temptation to swing their clubs while listening to the instructions of "Chick."

HANDLING OF TARIFF QUESTION

United States Tariff Commission to Deal Directly With All Requests or Petitions for Action or Relief Under Flexible Tariff

WASHINGTON, D. C., November 8.—The United States Tariff Commission will deal directly with those matters relating to tariff placed under its jurisdiction by the new tariff law, under instructions which have been issued by President Harding. The President has ordered that all requests, applications or petitions for action or relief under the flexible tariff provisions of the law shall be filed with or referred to the United States Tariff Commission direct for consideration and such investigation as is to be made. Within a few days the Commission will make an announcement of its plans for working out the duties under the new law. Tentative regulations governing its procedure have been drafted and the various members of the Commission are studying them. The personnel of the Commission is also being increased.

NEW ALTO AUTO-PNEUMATIC STOP

CHICAGO, ILL., November 10.—The Alto Mfg. Co., of this city, has just brought out a new automatic stop, which is something out of the ordinary in that it works pneumatically, being controlled entirely by the swinging of the tone arm. It embodies a non-set principle which is said to be very reliable and accurate in that it plays any record without setting regardless of whether it is hill and dale or lateral cut. The mechanism is easily attached to any talking machine. It is held in place by one or more screws to the motor board immediately under the turntable. Patents have been allowed on this new Alto auto-pneumatic stop in the United States, England, Canada and Germany.

The fellow who forgets is soon forgotten.

WORKING FOR BETTER ADVERTISING

A. L. Walsh, of Thos. A. Edison, Inc., Believes Advertising Contest for Music Merchants Will Have a Strong Elevating Influence

A. L. Walsh, advertising manager of the phonograph division of Thos. A. Edison, Inc., who is one of the executives in the advertising contest for music merchants conducted by the Music Industries Chamber of Commerce, declared himself to be highly in favor of any movement calculated to improve the retail advertising of musical instruments and in that connection says:

"The Music Industries Chamber of Commerce is to be congratulated on its initiative in being the first trade association to conduct a contest for the improvement of retail advertising among its members. Certainly, if ever the advertising of retail music merchants should be elevated to a higher plane, it is now with the music industry just emerging from a period of depression. Extreme care in the preparation of advertisements that bear their names must be observed by both national and retail advertisers if the music industry is to forge ahead again to a period of lasting prosperity.

"The time has passed, if it ever existed, when the advertising of a small retailer can be a paying proposition if handled in a haphazard, hit-or-miss manner. Each day the wise, old American public grows more discriminating and more eager to possess only the most selective merchandise. I do not refer only to the readers of a quality group of magazines, but to the subscribers of the small-town weeklies.

They have been educated to an appreciation of good advertising because bad advertising has been overdone. We all like to quote Lincoln and his statement that 'You can't fool all the people all the time.' Untruthful, exaggerated claims that were unnecessary have caused a lot of people to expect too much of a product and have resulted many times in the manufacturer losing that greatest of all advertisements—a satisfied customer.

"The retailer who is building for permanency should devote a good portion of his appropriation to prestige-building advertising. It is unfortunate that a lot of retailers still consider anything but the 'drag 'em in' brand of advertising worthless. Happily, though, for the good of the music business, this condition is gradually changing.

"Not long ago a representative of one of the big publishing companies canvassed the homes of hundreds of phonograph owners in various sections of the country. I don't remember the exact figures, but an alarming percentage of these owners had not played their phonographs for three months. Doubtless the same condition prevails in the player-piano field. Rather appalling, isn't it? and indicative that a lot of record and player roll business is being lost.

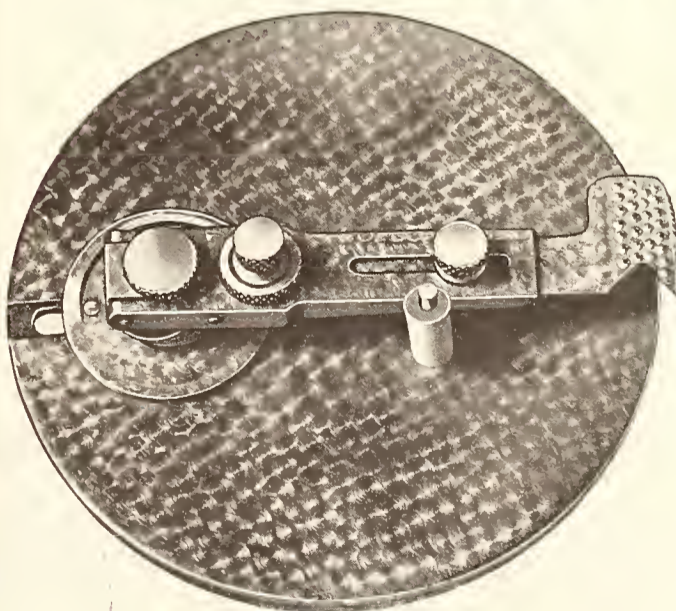
"Better advertising—concerted effort by all music merchandisers would change that situation. The idea that music is necessary in the home, that education is incomplete without it, must be sold.

"The Music Industries Chamber of Commerce has set the pace in arranging this contest and I believe we shall find many other trade associations falling in line. Let's see better advertising among you retailers—advertising that doesn't start the public talking about the other fellow's defects, but about your virtues."

The College Book Store, of Kirksville, Mo., has built a new Victor department in the front of its store and plans to expand the business this Winter. This new department is spacious and attractive.

Announcing a NEW REPEATING DEVICE!

RAPID REPEATER



Wonderfully simple—cleverly constructed, overcomes and eliminates objections to other repeaters. Will not mar or scratch the record. Made of metal—will last a lifetime. Adjustable for 10" or 12" records. No attaching, no complicated parts.

Retail Price **\$2.00**

Repeats any record instantly—no break between ending and starting, thus providing continuous music. Here is a sturdily built Repeater that you can

sell for almost the same price as celluloid or other flimsily made machines. Fully guaranteed—fits all makes of phonographs.

Send for Sample

and discounts. Agencies now being established. Write quickly for our attractive proposition.

THE RAPID REPEATER CO.

266 Van Alst Avenue

Long Island City, N. Y.

REPEATER PATENTS IN COURT

E. S. Geer Files Suit Against Zenith Mfg. Co.—Counterclaim Also Filed by Defendant

A suit was filed recently in the United States District Court, Newark, N. J., by Edmond S. Geer against the Zenith Manufacturing Co., of Newark, N. J., manufacturer of the Encore repeater. In this suit Mr. Geer, who is the inventor of the Geer repeater, asks for a permanent injunction, accounting and damages, alleging that the defendant has infringed patent No. 1,173,501, issued to Mr. Geer on February 29, 1916. Geer repeaters, which are being manufactured by the Walbert Manufacturing Co., Chicago, and Gold Seal repeaters, manufactured by the Gold Seal Co. under a license agreement with Mr. Geer and the Walbert Manufacturing Co., are made under this patent.

In filing its answer to this suit the Zenith Manufacturing Co. has filed a counterclaim against Mr. Geer asking for a permanent injunction, accounting and damages, claiming that the

Geer repeater infringes the Leisenring patent No. 1,143,289, issued June 15, 1915, and which the company states it now owns. In all probability, the action will be argued in the very near future. Mr. Geer is represented by Duell, Warfield & Duell, New York, and the Zenith Manufacturing Co. by Albert F. Nathan, Newark, N. J.

MISS FRIEDA HEMPEL ARRIVES

Miss Frieda Hempel, the famous soprano and Edison artist, who scored such a sensational success in concert in London, arrived recently from Europe and left at once for Montreal to sing with the Boston Symphony Orchestra. She will be heard in fifty concerts this season.

CONGRATULATIONS

G. L. Bunt, Victor dealer, Sioux City, Neb., recently became the proud father of a son, George Edward Bunt. Mother and son are doing well.

TALKING MACHINE MEN TO MEET

O. W. Ray, of Aeolian Co., and Others to Address Meeting on November 15

The regular monthly meeting of The Talking Machine Men, Inc., at the Cafe Boulevard on November 15, following the usual luncheon at 12:30, promises to be most interesting. One of the chief speakers will be O. W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., who will talk on the future of phonograph records, and another speaker will be Frederick N. Davidson, assistant director of music of the public schools of New York, who will discuss the Musical Appreciation Contest to be held shortly in New York schools under the auspices of the organization. Irving Berlin, Inc., will send several demonstrators to the meeting to introduce the latest Irving Berlin song hits.

STANLEY MUSIC CO. ENTERS FIELD

New Haven, Conn., Store Announces Opening With Complete Hallet & Davis Line

NEW HAVEN, CONN., November 6.—The formal opening of the Stanley Music Co., Chapel and State streets, this city, was announced recently through the medium of large display space in the local newspapers. The advertising was of exceptional character, announcing that the Stanley Music Co. had secured the exclusive agency for the Hallet & Davis line of phonographs and that the complete line is on display at the ware-rooms of the company.

G. H. Appel, who has been engaged in the retailing of musical merchandise here for the past twenty-five years, has been engaged as manager for the new concern and he is planning an extensive campaign in the interest of the Hallet & Davis phonographs.

ATTRACTIVE STARR CO. EXHIBIT

H. Wallace Carner, distributor for the Starr Piano Co., in Richmond, Va., handling the company's entire line of pianos, phonographs and Gennett records, had an elaborate exhibit at the Virginia State Fair held in that city recently, and attracted much attention from the many visitors who attended. Some hundreds of Gennett records were given away to visitors in accordance with a special plan evolved by Mr. Carner and special discount coupons providing for a 25 per cent allowance on record purchases were also distributed, many of them having since been redeemed by dealers in the territory.

DEATH OF WILLIAM A. CONDON

The death of Wm. A. Condon, president of the Condon Co., New York, who passed away on November 9 following an attack of acute appendicitis, will be a shock to the members of the talking machine trade. He had been ill but a short time and was apparently in the best of health until a few weeks ago.

FINE BRUNSWICK RECORD DISPLAY

ATLANTA, GA., November 9.—The Julian Prade Co., featuring the Brunswick line, has rearranged its phonograph department to better handle its growing trade. J. B. Ragsdale, manager of this department, recently staged an effective, if gruesome, window display featuring the record "Danse Macabre" (Death Dance), with a skeleton, grave and tombstone in evidence, tying up with this musical number in one of the local theatres.

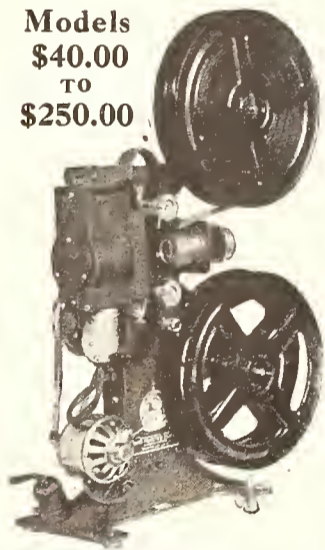
The Sonora Co. sent out a Clara Kimball Young Sonora moving picture slide for the month of November, which shows the famous film star in an artistic pose admiring the new Sonora Queen Anne model. The slide is beautifully colored and is by far one of the most artistic which has yet been furnished Sonora dealers by the company.

THE SAFETY CINEMA

A NEW SOURCE OF PROFIT *for* the TALKING MACHINE DEALER

The Safety Cinema can easily be sold to many of the customers now on your books. And in addition it opens up broader fields and new prospects for the talking machine dealer that yield generous profits and satisfied customers.

Models
\$40.00
TO
\$250.00



The Safety Cinema is the simplest projector on the market. Absolutely safe—approved for use without booth by the National Board of Fire Underwriters. Connects direct to ordinary electric light socket.

The Safety Cinema has a strong selling appeal to homes, churches, schools, clubs and community centers—the very type of prospects that now claim your attention. You are equipped through experience and facilities to turn this new field into dollars of profit.

Our film libraries place more than 1,200 different subjects at the command of Safety Cinema owners on a rental basis—many notable stars as well as the leading religious and educational films. Film rentals may also yield the dealer a profit with no investment.

Write today for complete information and our special proposition to talking machine dealers. It will point the way to bigger profits for you.

UNITED PROJECTOR & FILM CORP.

69 W. Mohawk Street, Buffalo, N. Y.

Safety Standard Film Libraries in Twelve Principal Cities

Here is the *only real* improvement in RECORDS

Your people want improvements—*real* improvements.

The Globe Record is the first *real innovation* in the way of new and improved records since double-faced records came out twenty-five years ago.

The Globe is neither a paper nor a laminated record.

That is why Globe Records sell; why—at 65c—they are the greatest value that can be offered.

Globe Records are clear, virtually noiseless, far more durable, marvelously rendered and thoroughly up-to-the-minute every minute.

New distributing methods—as sweeping as the physical improvements in the record—make Globe Records *the outstanding money maker for every talking machine merchant.*

Globe Record Distributing Corporation
30 Church Street New York

better
than
STANDARD
65c

NOTE the five
exclusive
features

1. New, improved type of record.
2. Back to pre-war price—65 cents.
3. Practically free from surface noise.
4. Greater durability.
5. Special system of quick service.



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—American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamper or matrix. Wish to hear from any company in need of an experienced man and capable of supervising. Address "Box 1221," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesmen calling on talking machine dealers everywhere to carry the Tego record brush on a liberal commission basis. Sample furnished with literature. A chance to make some easy money. Write us for particulars and territory you cover. Sturgis Novelty Works, 218 Central Building, Rochester, N. Y.

WANTED—Two salesmen, to travel throughout country, on commission basis, representing article being handled by every jobber in United States and Canada, product so well established that not even sample is required. Weekly salary of at least \$100 assured right man. Address "Box 1223," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesmen that have been or are calling on electric or radio trade. See Mr. Rice, 6311 N. Clark St., Chicago, Ill.

POSITION WANTED—Recording expert, 28 years' experience, latest methods with his own outfit, is open for engagement. Address "Box 1224," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

ELECTRIC VICTROLA SIGN

Something entirely different in a Victrola sign. 14 feet long, 30 inches high; 12 inch flexlume letters reading Victrolas. On each end of sign is 25 inch wide, oval "dog" house, containing a regular sized Victor dog, with lights to reflect on them. Circle of rotating lights surrounds dog on each end and running in opposite directions. Colors green and red; very striking sign; single faced, complete with motor and flasher. Cost \$300; sell for \$150, at \$25 a month; used only ten months. Tri-State Talking Machine Co., El Paso, Tex.

FOR SALE

Complete model talking machine ware-room equipment consisting of two 6x9 rooms of double glass construction; 5 record rack sections, a 9x12 machine alcove supported by pillars and ornamental cornice. Rooms equipped with accessories, service pockets, flood lighting, etc. Equipment finished in white ivory. Apply "Box 1220," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Music and gift store carrying the Victor and Brunswick lines of machines and records. Town of 5,000. Fine building and location. Further particulars to person interested. Address "Box 1222," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

"RECORDION" PHONOGRAPH

of standard value—past and present—five upright—three console—1923 models. Offering the greatest dealer's opportunity.

At Your Service

COLUMBIA MANTEL CO.

175-177 Powers St. BROOKLYN, N. Y.

Real merit wins—The "Recordion" has it.

SPRINGS

VICTOR		
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 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.....	No. 16	.45
1"x11' for motor No. 1.....	No. 1	.35
HEINEMAN		
1"x.025x12' motors.....	No. 33 & 77	.33
13/16"x.026x19', also Pathé.....	No. 16	.75
13/16"x.026x17'.....	No. 4	.59
MEISELBACH		
7/8"x10' motors.....	No. 9 & 10	.29
1"x9' motors.....	No. 11 & 12	.29
1"x16' motors.....	No. 16, 17 & 19	.49
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'glar hole, regular...	No. 201	.45
1"x.025x18', rect'glar hole, regular...	No. 401	.65
1"x.025x16', rect'glar hole.....	No. 146	.58
KRASBERG		
1"x12' motor 2A, pear-shape and rect. holes.	No. 146	.49
1"x16' motor 3 and 4 on outer end.....	No. 146	.60
EDISON DISC		
1 1/2"x.028x25', regular size disc motors....	No. 146	1.47
1"x.028x11', Standard.....	No. 146	.55
15/16", Home.....	No. 146	.70
15/16"x18' type A 150, old style disc.....	No. 146	1.28
1" Amberola 30-50-75.....	No. 146	.56
SMALL MOTORS		
7/8"x.023x10', marine ends, Hein. Col., etc....	No. 146	.29
3/4"x.025x10', marine ends, Hein. Col., etc....	No. 146	.27
5/8"x.020x9', marine ends.....	No. 146	.21
1/2"x.020x9', marine ends.....	No. 146	.18
Victor Gov. springs, No. 1729.....	No. 146	per 100 .95
Victor Gov. spring screws, No. 3304.....	No. 146	per 100 .92
Victor Gov. balls, n/style, No. 3302.....	No. 146	each .07
Victor Gov. spring screw washer.....	No. 146	per 100 .72
Columbia Gov. springs, No. 3510.....	No. 146	per 100 .95
Columbia Gov. spring screws, No. 439.....	No. 146	per 100 .92
Columbia Gov. spring screw washers.....	No. 146	per 100 .72
Columbia Gov. ball, lead, flat and spring...	No. 146	.08
Columbia Gov. ball, new style & spring...	No. 146	.08
Turntable felts, all wool, green, 10", round.	No. 146	.15
Turntable felts, all wool, green, 12", round.	No. 146	.18
Terms, 2% cash with order.		

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

REPAIR PARTS

Main springs and repair parts for Victor, Columbia, Brunswick and any other make of machine. Just mention quantity of articles you are interested in. Magic Phono. Supply Co., 261-273 Lorimer St., Brooklyn, N. Y.

PHONOGRAPHS WANTED CASH

I want 50 of the best machines that \$1,000 cash will buy. Address "Box 1226," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

PHONOGRAPH BOOTHS FOR SALE

4 complete booths in chestnut—finished in white enamel, 6 ft. x 6 ft. 20 sections, single plate glass in each section, wood ceiling. Price \$250, F.O.B. Philadelphia. Fred A. Brown, 203 West Allegheny Ave., Philadelphia, Pa.

FOR SALE

2,000 new Edison Blue Amberol records in original cartons. \$20.00 per hundred. H. H. Leopold, 1566 Main St., Bridgeport, Conn.

FOR SALE

Established music store in Western Pennsylvania railroad and manufacturing town. Draw from 20,000 population. Exclusive of country districts. Pianos, Victor and Edison agencies. New clean stock. No junk. Will sell at invoice. Excellent reason for selling. Address "Opportunity," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

If you call on the talking machine trade you can add to your income by handling our line of accessories and specialties. We want a man in every State to represent us also in the following cities:

Chicago	Brooklyn	St. Louis
Cleveland	New York	Minneapolis
Pittsburgh	Detroit	San Francisco
Boston	Baltimore	Kansas City

Write at once for full particulars

INTERSTATE SALES COMPANY
Manhattan Bldg. Milwaukee, Wis.

FOR SALE

Manufacturer of motors and sound boxes wishes to dispose of the tools, jigs, dies, etc., as well as the stock of finished and unfinished parts, as he is specializing in the manufacture of another article.

This is a splendid chance for a party who intends to enter this line, as he can obtain the tools and appliances at a fraction of what it otherwise would cost him. "Box 1227," care of The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

A well established music house in city of 50,000 in Michigan, handling nationally known instruments, phonographs a specialty. Best of reasons for selling. Possession at once for holiday trade. Address "Box 1225," care The Talking Machine World, 373 Fourth 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.

AKRON ENJOYS FINE BUSINESS

One Blot on the Holiday Business Horizon Is Impending Shortage of Machines

AKRON, O., November 6.—With the volume of retail business in Akron increased 12 per cent as compared with the same period in 1921, retail music dealers anticipate continued improvement in business this month and predict that the holiday season will be one of the busiest of the entire year. Jack Moore, secretary of the Akron Merchants' Association, in his monthly summary, announces a 55 per cent increase in music store sales for October over the same month a year ago.

Dealers anticipate their only trouble from now until the holiday season will be the inability to get merchandise. Some shops are keeping one model of a particular make on the floor and are making sales, but are not guaranteeing delivery. Record trade has picked up somewhat, but dealers say this particular phase of the business should be better, especially at this season of the year.

In connection with the forty-fifth anniversary sale of the M. O'Neill department store, the talking machine section offered for the week a number of specials and according to Miss Ethel Baer an immense volume of business resulted.

Several modern record booths are being installed in the rear of the main floor of the F. W. Van Scoyoc Music Co., South Main street, and soon after November 15 it is planned to open a complete record department featuring Vocalion records.

The George S. Dales Co., which concern recently acquired the entire third floor of its South Main street building, will open an enlarged and modern talking machine department on the second floor of the building about November 15. Mr. Savage announces many innovations in the talking machine shop will be introduced when the department is formally opened.

KIDDIE REKORDS BEING MARKETED

Kiddie Rekord Album Now Ready for Trade—
Extensive Sales Campaign Under Way—Vic-
tor H. Emerson President of Company

The Kiddie Rekord Co., with executive offices in the Fisk Building, New York, has just launched an aggressive campaign featuring the Kiddie Rekord album. This album, which makes a particular appeal at this season of the year, features six nursery rhyme records, sung by well-known artists. The sales appeal of the album, however, lies in the fact that on the reverse side of the record there is presented an artistically colored drawing in harmony with the title of the record. These multi-colored drawings cannot fail to make a favorable appeal to children, and the record album itself is also artistically decorated with colored figures in keeping with the character of the records.

Album No. One features the following standard nursery selection: "Three Little Kittens," sung by Miss Young; "Old King Cole," sung by Mr. Hare; "Mary Had a Little Lamb," sung by Miss Edna Emerson (daughter of Victor H. Emerson); "Jack and Jill," sung by Miss Young and Mr. Harrison; "Little Bo Peep," by Miss Edna Emerson, and "Tom Tom, the Piper's Son," by Mr. Hare.

Victor H. Emerson, president of the Metal Recording Disc Co., and one of the foremost figures in the talking machine industry, is the inventor of the Kiddie Rekord, and is responsible for the perfection of the idea. Mr. Emerson is president of the company, and associated with him are Fred C. Lounsbury and Jesse Lounsbury, both of whom are well known in New Jersey business circles. The Kiddie Rekord album is already being handled by dealers throughout the country, who are featuring it exclusively as a gift for the children. It is expected that volume No. One will shortly be followed by another series of records, and a complete library will be available shortly.

JOIN HEPPE & SON'S SALES FORCE

PHILADELPHIA, PA., November 9.—The sales staff of C. J. Heppe & Son, Victor distributors of this city, has been augmented through the appointment of two new representatives, William J. May and William E. Trout. Mr. May will cover New Jersey, Delaware and Maryland, and Mr. Trout will cover eastern and southern Pennsylvania.

INTRODUCING NEW JEWETT CONSOLE

DETROIT, MICH, November 9.—The Jewett Phonograph Co., of this city, announced recently that it is considerably behind in orders, and that, with the exception of two models, it is sold up till the first of the year. In the very near future the company will announce a new console retailing at \$125 or less and another one retailing at approximately \$150. With the addition of these two models, the Jewett line will have five consoles ranging in price from \$125 to \$225 and four uprights, from \$95 to \$175.

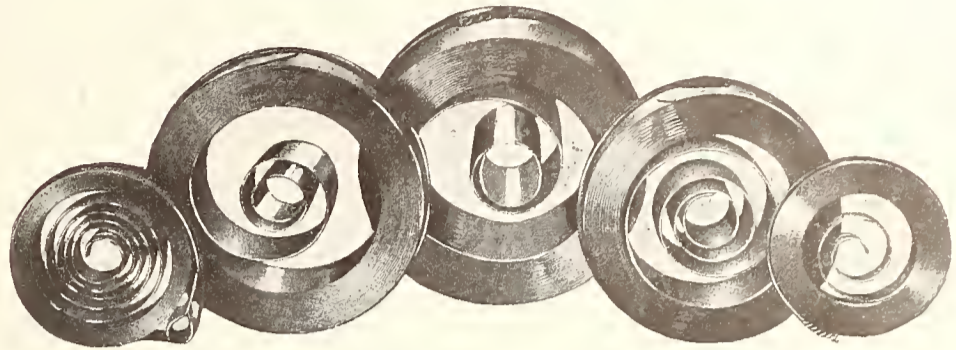
H. G. NEU FINDS BETTER BUSINESS

H. G. Neu, sales manager of the Regal Record Co., 18 West Twentieth street, New York City, made a two weeks' trade trip through Eastern territory early in November. Mr. Neu states that the sales of Regal records have shown substantial increases during recent months and from all indications the holiday business will tax the capacity of the manufacturing plant.

CHICAGO CONCERN FILES PETITION

CHICAGO, ILL., November 7.—The Phonograph Records Exchange, at 35 South Dearborn street, conducted by Harry Arney, recently filed a voluntary petition in bankruptcy. The concern lists liabilities of \$13,821.01 and assets of \$12,113.84.

**FAVORITE MAIN SPRINGS
OF HIGHEST QUALITY**



**and Phonograph Repair Parts, Motors, Tone Arms
Sound Boxes, Cabinet Hardware and Accessories**

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.....	0.33
1 in. x 0.25 x 16 ft., oblong hole, for Meissel- bach, Sonora and Krasberg.....	0.50
1 in. x 0.28 x 10 ft., for Columbia	0.33
1 in. x 0.22 x 10 ft., for Columbia	0.30
1 in. x 0.20 x 13 ft., for Victor	0.33
1 in. x 0.20 x 13 ft., for Victor, bent arbor....	0.33
3/4 in. x 0.23 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
3/4 in. x 0.25 x 11 ft., for Edison	0.22
1 in. x 0.25 x 19 ft., for Brunswick	0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12....	0.30

MICA DIAPHRAGMS

	Price each
1 23-32 in. Victor Ex. Box, first grade.....	\$0.15
1 7/8 in., new Victor No. 2, first grade.....	0.18
1 31-32 in., for Sonora, first grade.....	0.20
2 1-16 in., for Meisselbach box, first grade....	0.22
2 1/2 in., first grade.....	0.25
2 3/4 in., for Pathé new style, first grade.....	0.35
2 3-16 in., for Columbia No. 6, first grade....	0.25
2 9-16 in., for Pathé or Brunswick, first grade	0.45

SAPPHIRES

	Price each
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

	Price each
Brilliantone, all tones.....Per 1000	\$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Wall Kane Needles, per package.....	0.06

ATTACHMENTS

	Price each
in Gold or Nickel-Plated	
Kent, for Victor arm	\$0.25
Kent, for Edison with C box.....	2.50
Kent, without box for Edison.....	1.60
Universal old style, for Victor tone-arm.....	1.15
For Columbia, plays Vertical records.....	0.25

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
	Price each
No. M, complete with 12-in. turntable.....	\$4.50
No. 36, complete with 12-in. turntable.....	7.50
No. 33, complete with 12-in. turntable.....	8.50
Imported single-spring, 10-in. turntable.....	3.00

TONE ARMS

	Price each
No. K, with sound box.....	\$1.25
No. P, nickel-plated without sound box.....	2.75
No. P, gold-plated	4.50
No. M, ton arm, Meisselbach sound box.....	4.75
No. M, gold-plated " " " "	7.50

SOUND BOXES

	Price each
No. B-1 Bliss Sound Box, fit Victor.....	\$1.25
No. B Balance, fit Victor.....	0.75
No. F Favorite, fit Victor.....	1.75
No. 1 Nickel-plated, loud and clear.....	3.00
No. 1 Gold-plated, loud and clear, for Victor...	4.50
No. M Nickel-plated, mellow tone, for Victor...	1.75
No. M Gold-plated, mellow tone, for Victor....	2.25
No. G Nickel or gold-plated, fit Victor.....	1.00
No. P Gloria patent, extra loud.....	3.00
No. P Gloria, gold-plated.....	4.00
No. H Imported nickel-plated, Exhibition.....	1.25

PARTS—HARDWARE

	Price each
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.....	0.45
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...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

ILSLEY LUBRICANT

5-lb. Can	\$1.75
1-lb. Can	0.40
4-oz. Can	0.15

DELIVERY ENVELOPES

	Price each
40-lb. Brown Kraft 10-in. per 1,000.....	\$7.50
40-lb. Brown Kraft 12-in. per 1,000.....	9.50

GENUINE

HOHNER HARMONICAS

	Price each
1896 Marine Band, any key, per doz.....	\$4.50
1896 Full Concert, per doz.....	10.00
214 1/2 Vestpocket Harp, per doz.....	3.60
151 Marine Band Tremolo, per doz.....	8.00
606 Echo (double-sided), per doz.....	10.00
34B The Old Standby, per doz.....	4.00
132 Hohner Band, per doz.....	4.25
Complete revolving stand with 3 doz. Harmon- icas, 32 inches high, mahogany.....	26.50

FAVORITE MFG. COMPANY

105-107 East 12th Street, New York City

N. E. Cor. of 4th Avenue

Telephone Stuyvesant 1666



Columbia Gravure Delivery Bags deliver "A sales message in pictures" whenever you deliver a record in one of them. Same price as ordinary delivery bags. They earn their overhead. Your Columbia Branch has them.

Columbia Graphophone Co. NEW YORK

FINE COLUMBIA DISPLAY SERVICE

Dealers Find Artistic Columbia Window Display Service Effective in Arousing the Interest of the Public in Grafonolas and Records

The advertising department of the Columbia Graphophone Co. has been congratulated by Columbia dealers upon the sales value of the window display service which it is now present-

sents a portion of the December display, will give some idea of the artistic value of the service, together with its sales appeal. Each month's service consists of two large posters, one of which features a Columbia artist and the other presenting a list of specially selected records that may be found in the month's releases. There is also a large hanger, a center-piece and six handsome window cards featuring special selections. The entire display is lithographed

in eight colors and can be used to advantage by Columbia dealers regardless of the size of their windows, for there is hardly any window space that cannot be utilized for the display of several of the units if space for the entire set is unavailable.

Dealers who are already using this window display service have found it extremely valuable in interesting the public in the merits of the Columbia line of Grafonolas and records and many inquiries being received daily regarding the service indicate its popular appeal.

SEVERAL NEW MODELS ON DISPLAY

The Cabinet & Accessories Co., Inc., New York City, has on approval at its new headquarters, 3 West Sixteenth street, several additional new models which have been added to the "Standard" line of talking machines which it sells. The line consists of both upright and console models. The new console types are particularly attractive in both cabinet work and in tone value. Increased delivery is now being received from the factory and it is expected the Christmas sales of Standard machines will reach a substantial figure.

BOSCHEN-SMITH CO. CHARTERED

The Boschen-Smith Piano Co., Inc., Park avenue and Fayette street, Baltimore, Md., has been granted a charter of incorporation under the laws of Maryland, with a capital stock of \$50,000. The concern handles pianos, organs and talking machines. John F. Boschen is the incorporator.

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 Oct. 1, 1922:

STATE OF NEW YORK, } ss.:
COUNTY OF NEW YORK, }

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 managers are: Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.

Editor—J. B. Spillane, 373 Fourth avenue, New York City. Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.

Business Managers—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; E. P. 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, Editor.

Sworn to and subscribed before me this 27th day of September, 1922.

(Seal) GEORGE T. NEWELL, Notary Public No. 82.

(My commission expires March 30, 1924.)



RECENT BUSINESS TROUBLES

A petition in bankruptcy was filed a few days ago against the National Motor Accessories Corp., of New York, manufacturer of automobile accessories and radio receiving sets. Judge Learned Hand appointed John L. Lyttle receiver, and it is stated that the liabilities are about \$25,000, with the assets about \$7,000.

A petition in bankruptcy was also filed against the Raymond Engineering Corp., New York, manufacturer of radio receiving sets. Several judgments were obtained recently against this corporation for amounts exceeding \$20,000.

The Air-O-Phone Corp., of New York, manufacturer of Air-O-Phone radio receiving sets, which was adjudged bankrupt some time ago, filed schedules in bankruptcy recently, listing liabilities of \$13,119 and assets of \$15,180, main items of which are stock, \$8,000, and accounts, \$6,998.

WEIGHT REDUCING COURSE POPULAR

Health Builders, Inc., New York City, reports that the "Weight Reducing" course which was placed on the market last month met with instantaneous approval. Thus far this month a substantial number of representative talking machine dealers have taken on this new record set and extensive sales drives are under way.

Columbia Yuletide Service for Dealers ing to the trade. Under the direction of Lester L. Leverich, manager of the Columbia Co.'s advertising, this service has been augmented considerably and now represents one of the most effective and attractive window display services that have yet been presented to the dealers. It is sold at the rate of \$3 per month, and Columbia dealers throughout the country are taking advantage of this low price to become identified with the distinctive Columbia proposition. The accompanying illustration, which repre-

FROM
OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Upward Course of Trade Interfered With by Situation in the East and the Local Political Upheaval—Employment Figures Show Pleasing Trend—Imports Should Be Watched—Value of Co-operation Emphasized—Radio Situation Reviewed—Edison Diamond Disc Becoming Active—Plans of the Teutons Worth Watching—Lower Price for His Master's Voice Gramophones—New Officers of the Federation of British Music Industries Elected—The General Election and the Trade—The Month's News Reviewed

LONDON, E. C., November 2.—Easement of the somewhat strained political situation way East and the remote possibility of another war permits the average trader to breathe a little more freely. The considerable apprehension that did exist for a time exercised a baneful influence on the upward course of trade and one began to think of all sorts of commercial and social disorganization. But thanks be, it is over; the trade will recall its many canceled and suspended orders and proceed to reap a goodly season's sales harvest according to expectation.

The foregoing about sums up the line of thought among leading men of the gramophone trade. My own observations tend to the belief that a fairly satisfactory season is in store. At time of writing there is a noticeable speeding up of activity in manufacturing and wholesale quarters, which indicates that retail dealers are at last well on the move.

Last week's unemployment figures show a slight increase, it is true, but the future is brighter and one can safely predict that each

week's figures will show a pleasing decrease from now onward. The returns pertaining to national trade during September make quite good reading. Compared with August figures exports show an increase of £2,500,000 (about \$12,500,000) and imports a decrease of \$30,000,000. The export figures, as to about one-half, represent value of manufactured articles, clearly indicating a considerable revival of industrial activity.

Looking over the gramophone trade field one is unpleasantly reminded of the growing expansion of imports of parts and accessories, mainly from Germany and Switzerland. My horizon is not necessarily clouded by insular prejudice; I believe in international trade relations under certain qualifications. As instance: There are several British manufacturers of gramophone motors, tone arms and sound boxes; not all good, I admit, but mostly so. Yet many assemblers and dealers are so hide-bound by the fetish of "cheapness" at any price that their standard of production and service is sacrificed for the sake of a few shillings (often a few pence) difference in favor of the imported article. Do they think a few shillings difference would prevent a sale to a man who really wanted a gramophone? I am afraid the answer is an affirmative one. A broad view of domestic economy should alone enlighten our people to a realization of the devastating effects of such a policy.

Gramophone Dealers Co-operate to Advantage

That gramophone dealers this side recognize the power of combination was made plain at the annual general meeting of their associa-

tion—the G. D. A. Vice-president Ernest J. Marshall was elected president for the ensuing year in place of E. Rasin Jones, and Mr. Moon, of Plymouth, found favor as vice-president.

The present is a busy time for dealers and that may account for the somewhat sparse attendance on this occasion. According to Chairman Marshall eighty new members had been enrolled since February. Mr. Moon raised an interesting discussion re the question of hire-purchase, to which Mr. Marshall and other members contributed. The feeling of the meeting seemed in favor of standardizing a policy on basis of fixed cash price and for goods hire-purchased—so much down (as much as possible) with 10 per cent on the balance payable in equal monthly instalments over six or twelve months.

Probably of greatest interest was the subject dealing with exchange of unsalable records, raised by Mr. Stokes, of Keith Prowse & Co., the London agents for Sonora. I have previously explained in these columns how dealers are hampered by the present system of having to order three new records for every old one returned, receiving full credit for the one exchanged and paying for two. The difficulty here is that, while the manufacturer has to make good his loss on the deal by forcing a covering order for two fresh records, the retailer finds himself in a worse position than before through overloaded stock, a further portion of which must figure in the next exchange, and so on. Obviously, in the interests of all parties, the matter calls for drastic remedy. Faced with

(Continued on page 182)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française dn Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-holaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanol Dvor, Moscow; 9, Golovinsky Prospect, **Tiflis;** Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

-

MIDDLESEX

-

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 168, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sona, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 181)

the fact that somebody must bear the cost of record exchanges, Mr. Stokes is evidently of opinion that dealers should certainly pay a share. He thought dealers would cheerfully do so. That manufacturers fully recognized the position was shown by sympathetic response to G. D. A. representation, which in one case resulted in a definite offer—from the Columbia Co. With their agreement Mr. Stokes explained a scheme to take up surplus or unsalable records, twice yearly, to extent of 10 per cent of purchases during period prior, in exchange for new stock up to two-thirds of their value. "Stock could actually be reduced under this plan," said Mr. Stokes, "and the loss to dealers would be only 3 1/3 per cent of their purchases." Ten per cent is evidently regarded as being a fair estimate of records which might be classified as unsalable, that is, given careful buying. The Columbia scheme has the further advantage of eliminating that bugbear of a two or three-to-one covering order, and it is Mr. Stokes' view that probably the percentage of returns would gradually decrease. Anyway, he thought the Columbia offer deserving of serious consideration; it was made in a spirit of friendly co-operation. If dealers would study the matter and forward their views to the G. D. A. secretary some considerable help toward a permanent solution of this unsalable stock problem would surely result, said Mr. Stokes.

Wireless News in General

As reported last month the Postmaster General thought it well to suspend the issue of reception licenses. That ban has not yet been raised and we still await the registration of the Broadcasting Co. For this, however, we shall not have long to wait. Briefly, the present position is as follows: Differences between the wireless companies and the P. G. have been overcome; twenty firms applied for permission to broadcast; any genuine British company manufacturing wireless apparatus may join the new broadcasting company; this company has been formed with a capital of £100,000 guaranteed by six big firms; a simple form of reception license will be obtainable at the post-offices; an indelible mark is to be placed on approved types of apparatus; high-class programs of music and instruction will be broadcasted, no "dud" stuff; broadcasting is to commence from Marconi House, London, and Trafford Park, Manchester; six other stations in different parts of the country to be erected.

Membership in the Broadcasting Co. will not entitle a member to use the patents of other members. The Marconi Co., it is reported, claims to hold patents which are necessary for the construction and use of valve receiving sets. In part, this claim is said to apply to the Fleming valve patent which is nearing expiration. There are certain rules and regulations to which wireless receiving sets must conform and sets will be tested. At the Horticultural Hall, London, a big wireless exhibition indicated the

great extent to which the trade has already grown. About fifty firms exhibited apparatus of various kinds and the public attended in thousands daily.

Edison Diamond Disc Activity

It is good news that the Thomas A. Edison Co. is taking steps to widen its sphere of sales representation throughout the United Kingdom. A limited number of high-class music dealers have been handling the Edison disc products with such success as to justify the placement of additional agencies.

That there is a difference between reproduction and re-creation in the Edison sense was made plain to me in the course of an interesting conversation with Mr. Wagner at the London office. By actual demonstration I was able to appraise the Edison products at their true value in the re-creation of the living voice and instrument. So true are these expressed through the medium of "The Phonograph With a Soul," so true in fidelity to the original, that actual comparison between the two is openly invited.

I understand from Mr. Wagner that the company is now prepared to conduct negotiations direct from your side with first-class dealers here, the idea being to secure efficient representation of the Edison goods in each town. For the Diamond disc phonograph the average ruling prices may be stated as from £20 to £130, but for this market the firm has in preparation four new types to be called "London Models," which will range in price from £20 to £45. Each, of course, varies in certain respects, though it is to be observed that the reproducer and motor are exactly the same in all models irrespective of price.

To the further development of Edison business here I have no doubt that most of the best retailers will subscribe. May it so be!

General Election Disorganizes Trade

The uncertainty of the political situation the last few weeks has, in the opinion of those who should know, proved inimical to business interests. The announcement of the Government's resignation and the probability of a general election within the near future have not improved matters. At this time of our seasonal trade a political crisis is certainly unfortunate. And there looms on the horizon the possibility of the return of the labor party in sufficient force to upset voting power in Parliament. All of which is highly disconcerting to the business world.

Gramophones in the Public Libraries?

From Professor Walford Davies, director of music at the Welsh University, comes a valuable suggestion that gramophones and records should find a place in every public library. He thinks they are as much a necessity as books in the scheme of public education. This view is endorsed by Sir Landon Ronald, director of the Guildhall School of Music, who eulogizes the teaching value of gramophone records. "If I could have my way," he said, "every room in the

Guildhall School of Music would have its gramophone and library of records. The students would hear how the great artists sing or play this or that piece, and we could say, 'That's how it should be done.'" The value of such examples to the budding student is incomparable. An oral demonstration would be of equal personal value to the proper understanding of the works of great masters as the study of musical books. Records are doing for music what the printing press has done for literature.

The libraries might with advantage take a leaf out of the book of the Federation of British Music Industries. Through its able representative, Major Bavin, musical lectures are being given all over the country. On each occasion suitable records are called into use to illustrate Major Bavin's remarks. The Gramophone Co., Ltd., also conducts occasional lectures on much the same lines. There is certainly good scope for developing the idea through the public libraries, and particularly in the schools. With the latter a good start has been made and there is to-day a large number of schools in which music lessons are conducted with the aid of a gramophone.

Watch Germany!

According to the Deutsche Instrumentenbau Zeitung German exports of musical instruments continue to show an increase in proportion to a decline of the domestic trade. All classes of instruments have so far advanced in price that the German working and middle classes have to economize on purchases. Price increases exceed 100 per cent. In part, owing to depreciation of the mark abroad, export business has greatly developed. Trade accounts have been reopened in many of her old markets. The expansion of the boycott in India of British goods presents possibilities of which German exporters are taking full advantage. For these and other reasons German factories are well occupied. Their greatest handicap is in the purchase abroad of raw materials at high prices. Though this results from a falling currency it cuts both ways and, fortunately for manufacturers in other countries, forces up the price of the finished article to a figure which is giving competitive elements a more healthy chance than formerly. But Germany is astute. Through various agencies her world interests are being quietly rehabilitated and her trade preserved. And whither go the profits—to Germany? No! To turn good foreign money into worthless paper marks is not good enough. Therefore I say watch Germany! Her financial interests are banked abroad and that is where she will stake her trading claims!

This Month's New Zonophone Issues

"A really pleasing program" is a fair description of the latest records published by the British Zonophone Co. Of those listed I would mention A-264 (twelve-inch), bearing selections one and two from Donizetti's famous work, "The Daughter of the Regiment." One of the

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FROM OUR LONDON HEADQUARTERS—(Continued from page 182)

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best discs received for some time, it is magnificently recorded and rendered by the Black Diamond Band. Another twelve-incher is A-265, "I'll Forget You" and "Speak" (Tosti), by Cecil Sherwood. This artist is new to Zonophones; he possesses a tenor voice of undoubted quality, which is reproduced to good advantage. Among the ten-inch records a "special" is 2257, air from "Norma" and "Nocturne, Op. 9, No. 2," recorded by the well-known pianist, John Amadio, to the high standard one expects. Jack Hylton's Jazz Band gives us a couple of fox-trots on 2260, "Rosy Cheeks" and "Say It With Music," and on 2271 "Dear Old Southland" and "Stumbling," fox-trots. Both are well recorded and may be described as good records by those who favor this style of music (sic). On 2249 the Black Diamond Band is under tribute with "A Wistful Waltz" and "Cat's Cradle Waltz," neither of which, in my opinion, is very inspiring. Melville Gideon offers on 2258 "I Shall Remember Your Kisses" and "There's Only One Girl," both composed, sung and accompanied by himself. Diction and reproduction generally are exceedingly clear. Hubert Bath's fine composition, "Freedom," which formed the test piece at the recent 1,000-guinea championship brass band contest at the Crystal Palace, is the subject of a fine playing (on 2262) by the St. Hilda Colliery Band, which organization, by the way, carried off the trophy at last year's contest.

The Federation of British Music Industries

At the recent Grand Council meeting R. W. Gentland was unanimously elected chairman. He was justly described by the retiring chairman, Louis Sterling, as a great enthusiast for the Federation ideals. At the annual general meeting Mr. Sterling's address touched a high note of optimism as regards music trade prospects. Dealing with propaganda work he thought the Federation was gaining the confidence of the public by eliminating abuses from our industry.

According to the Federation Journal, Buxton is the favored venue for the next Music Trades Convention.

Other subjects dealt with included the question of trade lectures and it was agreed to try and arrange for lectures on window dressing and local music trade advertising.

The Federation is very active in the promulgation and execution of useful schemes for the benefit of the whole British music industries. One can already count the value of its existence by actual accomplishments; there is much propaganda work of an evolutionary nature undertaken that necessarily will show concrete results only by the grace of time, continuity of effort and the co-operation of every section of the trade. That the Federation well deserves. Reduction in Price of "His Master's Voice"

Dealers have been advised of an all-around reduction in the price of "H. M. V." gramophones. These reductions came into force the beginning of October and range from 9 per cent in the case of the higher priced models to as much as 20 per cent off some of the cheaper instruments. The price of the school model remains unchanged. This announcement comes at the right time and should result in the creation of extra business, especially in conjunction with the company's hire-purchase proposition.

Miscellaneous News of Interest

Militancy in the gramophone trade is suggested by the introduction of a gun. This, how-

ever, is a gun for serving needles. Fully charged, it holds about 30 needles and by an ingenious arrangement serves one at a time without fear of pricking one's fingers.

P. B.'s seven to seventeen-minute World record, after considerable delay, has been marketed. It is playable on even a single spring machine by means of a simple control device to regulate speed.

Great activity prevails at the works of J. E. Hough, Ltd., manufacturer of Winner and V. F. records, gramophones, motors, accessories, albums and many other quick-selling lines. Their new season's list of parts and accessories and a complete catalog of discaphones have just been published. Dealers at home and abroad can get pretty well any part of any machine from this firm and all types of complete instruments.

As mentioned last month two firms are specializing in the making of personal records. Another has entered the field. Robert Howe, the well-known baritone, who has made about 2,000 recordings, now announces arrangements for private recording for five guineas, or one guinea for trial only.

APPOINTED PROVISIONAL PRESIDENT

J. B. Vicini Burgos, Aeolian Co. Representative in San Domingo, Appointed Head of the Republic on Withdrawal of U. S. Military

J. B. Vicini Burgos, of San Domingo, Aeolian Co. representative, has been appointed provisional president of the Republic on the evacuation of the United States Forces of Occupation. H. B. Tremaine, president of the Aeolian Co., immediately cabled congratulations to Mr. Burgos, who replied: "Very many thanks to the Aeolian Co. and yourself personally."

Mr. Burgos has been the Aeolian Co. representative for many years and is a man of varied financial interests. He secured the Aeolian agency following his own purchase of a Weber Pianola piano many years ago, when his enthusiasm moved him to bring the possibilities of the instrument home to the other citizens of the Republic.

Lucy Goldsmith, manager of the export department of the Aeolian Co., who made the original sale to Mr. Burgos many years ago, was also the recipient of an interesting cable from the new president.

ENGLISH INVENTORS IN EVIDENCE

WASHINGTON, D. C., November 3.—In the patents relating to talking machines recorded at the patent office a number of English patentees are in evidence this month as follows: No. 1,429,755, a repeating and stopping device for talking machines, Frank Bowley Mitchell, Hove; No. 1,429,340, a collapsible gramophone, Joshua Green, Hove; No. 1,428,818, production of sound records, Adrian Francis Sykes, New Barnet; No. 1,428,819, manufacture of sound records, Adrian Francis Sykes, New Barnet; No. 1,427,211, gramophone and like sound reproducing instrument, John Jofeh, London; No. 1,425,944, sound recording and reproducing instrument, Wm. E. Clifton and John Sturton Ewart, Nottingham, assignors to Cliftophone, Ltd., London.

NEW STERLING WAREROOMS OPENED

NEW HAVEN, CONN., November 1.—The formal opening of the new Sterling Piano Co. warerooms, 62 Church street, this city, recently was made the occasion of a concert which was attended by many local music lovers. Among the artists were Max Kortlander, Pete Wendling and Victor Arden, widely known through their recordings for Q R S rolls.

The new establishment is one of the most attractive music houses in the State. Jack Thompson, well known in this city, is manager and he acted as host at the formal opening.

PLANS ANNIVERSARY MASS MEETING

Merchants' Association of New York Entitled to Congratulations on Twenty-fifth Anniversary of Constructive Work

Arrangements are under way by the Merchants' Association of New York to celebrate the twenty-fifth year of its existence at a mass meeting in Madison Square Garden on November 17. Business houses of the city which have been in existence for one hundred years or more will be invited to send representatives. The Merchants' Association of New York has been instrumental in inaugurating many moves of importance for the protection and advancement of the interests of the business men of Gotham, and by its efforts much necessary legislation of a beneficial character has been enacted into law.



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- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
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- Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
- Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

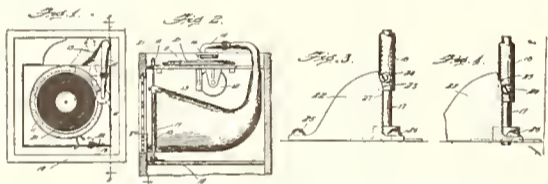
WASHINGTON, D. C., October 10.—Attachment for Phonographs.—Carleton B. Preston, Providence, R. I. Patent No. 1,423,360.

This invention relates to attachments for phonographs and was primarily designed for use with phonographs of the Edison type.

In using phonographs of this type a separate and distinct movement of the reproducer is necessary to place the same at a point directly above its starting place on the record. This movement is accomplished by means of a lever which controls the horn to which the reproducer is attached. With the eye as the only guide, in a subdued light the proper positioning of the reproducer is difficult and uncertain. A positive guide is therefore desirable and an effort has been made to supply one.

The general objects of this invention are to overcome dependence on the eye for positioning the reproducer, and to accomplish this result in the same movement that lowers the reproducer onto the record, thus combining the two movements in one; and to attain these ends in a positively acting, simple and inexpensive guiding means.

To these ends there is provided guiding means which co-operates with means associated with the horn to swing the horn and its shaft as the parts are being lowered to playing position, thereby causing the reproducer to travel



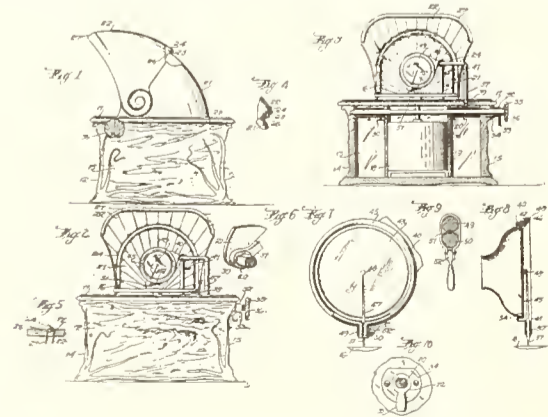
the desired distance toward the record on a diagonal plane, and as the movement of lowering is completed the reproducer travels vertically to playing position.

Figure 1 is a top plan view of a talking machine; Fig. 2, a section along the line 2—2; Fig. 3, a front elevation of the guiding means in engagement with the co-operating projection as viewed on line 3—3 of Fig. 2, and Fig. 4 a like elevation of the same showing the parts in another position of engagement.

Sound Box. Henry Berman, Ossining, N. Y., assignor of one-half to Emil Erik, same place. Patent No. 1,423,707.

This invention relates to phonographs and particularly relates to a construction thereof whereby the horn and reproducer elements thereof are materially reduced in number of parts and cost of production without sacrificing any of their effectiveness.

The invention consists essentially of a collapsible sounding board or shell in lieu of a horn and a removable reproducer co-acting therewith, whereby when the sounding board is col-



lapsed the reproducer and its support can also be removed, leaving the phonograph with a top having no projections therefrom.

One embodiment of the invention is used in an illustrative sense and not a limiting one, for the invention is capable of many different embodiments.

One embodiment of the invention is illustrated in the accompanying drawings, in which—

Figure 1 is a side elevation of the device; Fig. 2 is a front elevation; Fig. 3 is a vertical section thereof; Figs. 4, 5 and 6 are detail views.

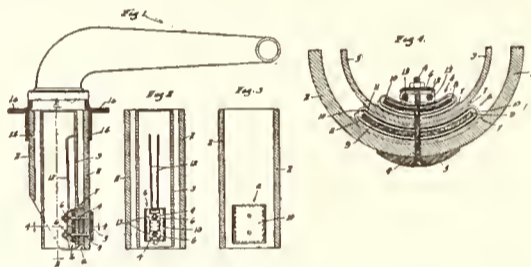
Tone Modifier for Phonographs. Fred W. Cooley, Minneapolis, Minn. Patent No. 1,423,832.

This invention relates to sound-reproducing machines, generally designated as talking machines or phonographs, and the invention is particularly directed to the sound chamber or tone arm or tubes of such machines.

It is an object of the invention to construct the tone arms or sound chambers of talking machines so that an improved tone is produced thereby.

The invention disclosed in the present application is an improvement upon that disclosed and claimed in prior Patent No. 1,349,604, granted August 17, 1920, and No. 1,352,115, granted September 7, 1920. The purpose and object of the invention will be readily understood from the following description made in connection with the accompanying drawings, in which like reference characters refer to the same parts throughout the several views, and in which—

Figure 1 is a view showing the tone arms of a talking machine with the improvement applied thereto; Fig. 2 is a section of the device of the

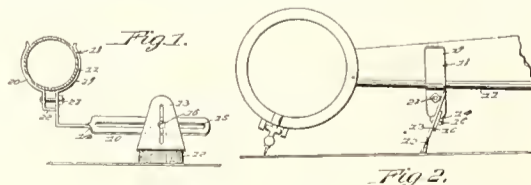


invention taken substantially on the line 2—2 of Fig. 1, looking in the direction of the arrows; Fig. 3 is a similar section with some of the parts removed, and Fig. 4 is a section on an enlarged scale taken substantially on the line 4—4 of Fig. 1.

Record Wiper for Phonographs. Charley Landgraf and John Hernacki, Chicago, Ill. Patent No. 1,424,023.

The object of this invention is to provide a simple and efficient means in the form of an attachment for phonographs and similar musical and talking machines for wiping the record to remove dust from the surface thereof and particularly from the sound groove as a means of preventing irregular or undesirable vibrations of the needle and protecting the sound groove from injury; 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 view of a wiper embodying the invention applied in the operative position to



the sound arm of a conventional form of phonograph; Fig. 2 is an end view of the same to show the inclination of the brush holder to correspond with that of the needle.

Reproducer. Charles J. Del'Marmol, Frankford, Pa. Patent No. 1,424,087.

This invention relates to reproducers for talking machines and similar devices for the transmission of sounds and it has for its primary object to provide a reproducer which will effectively reproduce sounds or sound waves,

while at the same time the volume of sound so reproduced will be considerably increased.

Another object of this invention is the provision of a reproducer of the type above referred to which is exceptionally light in weight, whereby friction on the records is reduced to a minimum.

A further object aimed at is the provision of a reproducer characterized by an effective insulation of the stylus bar and its mounting from the main or body portion of the reproducer, whereby foreign noises and scratchy sounds due to metallic contacts are obviated and prevented.

A still further object of this invention is the provision of a reproducer, which is simple in construction, neat in appearance, cheap to manufacture, effective in use, not liable or susceptible to derangement, and by the employment of which tonal reproduction is raised to a very high degree of perfection.

With the foregoing and other objects in view as will become more apparent as the following description proceeds, this invention consists essentially of a reproducer having a resonating chamber in front of the diaphragm proper and valvular outlets therefrom disposed in eccentric relation to said diaphragm.

Figure 1 is a fragmentary side view of portion of an ordinary phonograph and tone arm having the improved reproducer applied thereto, the latter being shown from a frontal aspect;

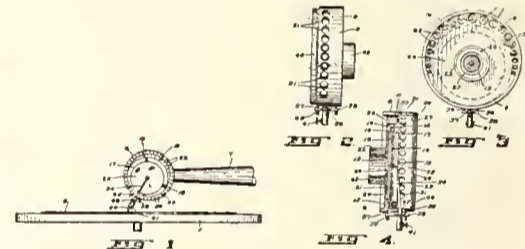


Fig. 2 is an enlarged side elevation of the improved reproducer detached from the tone arm; Fig. 3 is a rear view of the same, and Fig. 4 is a central transverse section of the same.

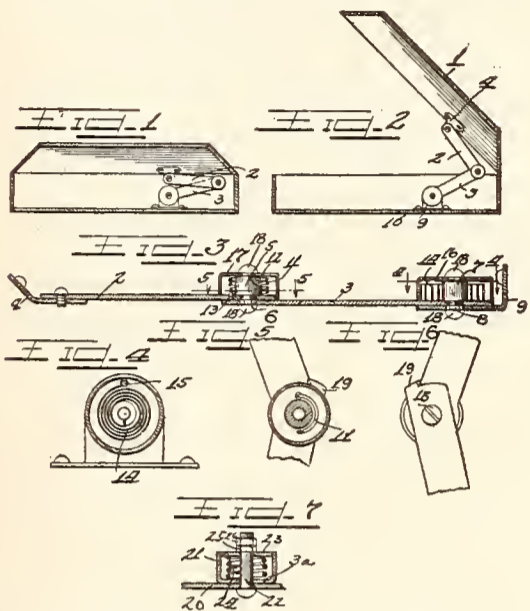
Balancing Cover Support. Frederick C. Aschburner, Chicago, Ill. Patent No. 1,424,550.

This invention relates more particularly to a flexible or jointed support in which springs or friction are utilized to balance the weight imposed upon the support in any adjusted position. In supporting a horizontal hinged member, cover, or the like in adjusted positions the vertical load component varies according to the distance the cover is opened. This is well illustrated in opening a hinged phonograph cover as shown in the drawing in which the vertical load component is greatest when the cover is closed and decreases as the cover is raised. In the preferred construction, the invention contemplates the use of coil spring in a joint or joints and these springs are wound up as the cover is lowered and unwound as the cover is raised, and the increase or decrease of the tension of the spring is substantially proportional to the increase or decrease of the moment of force of the weight computed according to its supporting leverage so that the cover may be held balanced at any desired point. In the past, friction means has been employed for such a purpose, but the same has not proved satisfactory where there is a varying load of any consequence, as the friction means would have to be clamped sufficiently tight to sustain the greatest load, making the operation of the cover or lid rather difficult, and further, under such circumstances, the friction means would quickly wear and become inoperative, since it must support the weight. But under different circumstances a friction joint may be employed. It is therefore an object of the invention to provide a jointed supporting means for a lid or cover in which tension or friction means are utilized to balance the lid or cover.

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

It is further an object of the invention to provide spring means for a supporting joint that varies in proportion to the sustained load and supporting leverage as well as to construct a cover support which is simple, compact, durable and efficient.

Figure 1 is a longitudinal section through a phonograph cover showing the jointed supporting means upon one side; Fig. 2 is a section similar to Fig. 1 showing the lid raised and held in supporting balance; Fig. 3 is a section through



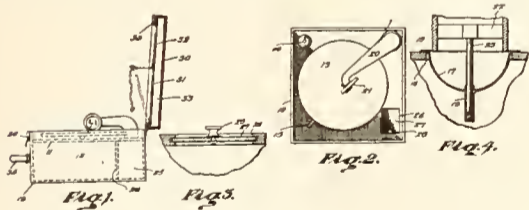
the improved jointed support showing the structure of the coil springs; Fig. 4 is a section on the line 4-4 of Fig. 3; Fig. 5 is a section on the line 5-5 of Fig. 3; Fig. 6 is an elevational view of the middle joint; Fig. 7 is a sectional view of a detail illustrating a modification.

Portable Phonograph. Jacob R. Rose, Philadelphia, Pa. Patent No. 1,424,681.

This invention relates to phonographs and has for its object the provision of a phonograph which is provided with a concave-convex resonator between the tone arm and the amplifier, whereby to improve the quality of sound given out by the device.

An important object is the provision of a phonograph in which the cabinet is formed with a relatively small compartment within which the tone arm and reproducer may be packed when not in use, the cabinet having a cover which closes down and encloses the turntable whereby the entire structure will be encased.

Another object is the provision of a storage compartment in the cover for the purpose of



holding the disc records used in connection with the machine.

An additional object is the provision of a device of this character which will be simple and inexpensive to manufacture, easy to set up and knock down, efficient in use, durable in service, and a general improvement in the art.

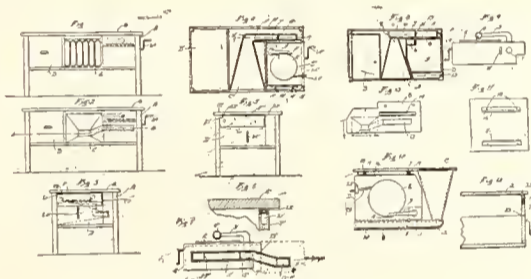
Figure 1 is a vertical sectional view through the device with the cover in open position; Fig. 2 is a plan view thereof; Fig. 3 is a detail sec-

tional view showing the compartment door open, and Fig. 4 is an enlarged detail sectional view through the resonator.

Phonograph Construction and Housing. Frederick H. Livingston, Binghamton, N. Y., assignor to Wm. J. Vogt, same place. Patent No. 1,424,835.

It is the primary aim of this invention to provide an improved phonograph wherein the housing for the machine and its horn is of a novel construction, being in the shape of a table, which, when the machine is not in use, may be used in the capacity of an ordinary library table, while when it is desired to use the phonograph a drawer containing the main operating parts of the phonograph may be extended so that a record may be played when on the revolving disk while the drawer is in either an opened or closed position.

Figure 1 is a side elevational view of one form of the invention. Fig. 2 is a similar view of a slightly modified form of the device. Fig. 3 is an end elevation of the form shown in Fig. 1. Fig. 4 is a horizontal sectional view taken on the line 4-4 of Fig. 2; Fig. 5 is an end elevation of the form shown in Fig. 2; Fig. 6 is an enlarged sectional detail showing the means for locking one of the doors. Fig. 7 is an enlarged sectional view taken on the line 7-7 of Fig. 4, showing the sound passage or conduit in section, the drawer containing the machine parts in elevation and the horn in dotted lines. Fig. 8 is a horizontal sectional view taken on the line 8-8 of Fig. 1. Fig. 9 is a side elevational detail of the drawer, of the

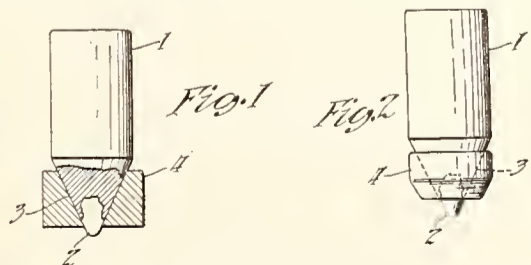


form shown in Fig. 8, removed. Fig. 10 is a side elevation of the plate partition forming a part of the modification of Fig. 8. Fig. 11 is a side elevational detail looking toward the inner face of a part of the front wall of the body of the table, showing a part of the means for mounting the drawer. Fig. 12 is top plan detail, partly in section, of the horn, drawer and passage of the arrangement shown in Fig. 8, and Fig. 13 is an enlarged fragmentary longitudinal sectional detail view on the line 13-13 of Fig. 8.

Stylus Mounting. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,425,458.

The principal object of this 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.

More specifically described, the invention consists in applying reinforcing means to the stylus holder at its weakest point, that is, where the jewel or stylus emerges or projects therefrom,



such reinforcing means preferably being in the form of a collar forced onto the reduced end portion of the holder to a point just above the projecting portion of the stylus so as to grip the said reduced portion under tension.

Figure 1 is an enlarged view in elevation, partly in section, of a reinforcing collar applied to a stylus mounting before the surplus metal

of the collar has been removed, and Fig. 2 is an enlarged view in side elevation of a finished stylus mounting embodying the invention.

Reproducer for Talking Machines. Evrett M. Low, Brooklyn, N. Y. Patent No. 1,424,838.

This invention relates to that class of devices known as reproducers for talking machines, the object of which is to provide an instrument which will reproduce faithfully sounds as they are recorded, and prevent the introduction of elements into the reproduced sounds that are not in the record or other source of reproduction.

Figure 1 is a side view. Fig. 2 is an edge view looking in direction of arrow y, Fig. 1, shown sectioned on line x-x, Fig. 1. Fig. 3 is an edge view looking in direction of arrow z,

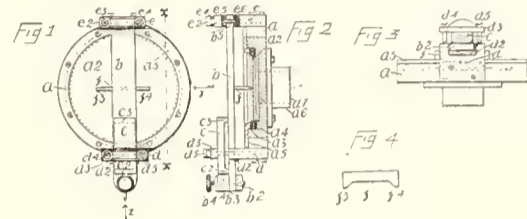


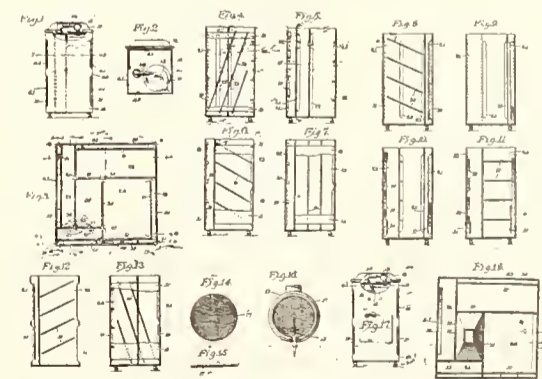
Fig. 1, the needle holder being removed, the better to show other parts. Fig. 4 is a view of the bridge f. Fig. 5 is an elevation of the bracket e.

Apparatus for Recording, Reproducing and Amplifying Sound. Chas. Blieberger, New York, assignor to A. Alexander Thomas, same place. Patent No. 1,425,505.

The basic principle of this invention involves a series of what may be called sound-developing compartments communicating with a sound-receiving chamber into which the sound vibrations to be amplified are suitably introduced. In the preferred form of the invention the sound-developing compartments communicate not only with the sound-receiving chamber, but also with each other through openings of suitable size and arrangement. As the sound enters the receiving chamber it spreads freely in all directions into the sound-developing compartments, through which it passes to the outer air. When the invention is applied to a talking machine the sound-developing chambers are constructed of different volume.

When the invention is used for recording sound, the sound is introduced from the outer air into the compartments and chamber, whence the sound waves are directed to a suitable recording device.

Figure 1 shows a talking machine of the cabinet type, having a portion broken away to disclose the interior. Fig. 2 is a plan thereof with the cover portion in raised position. Fig. 3 is an enlarged cross-sectional view taken on the line 3-3, Fig. 1, looking downwardly. Figs. 4 to 6 and 8 to 13 are sections taken on the



various corresponding lines of Fig. 3 of the drawings, and looking, in each instance, in the direction of the arrows. Fig. 7 is a sectional view similar to Fig. 6, but illustrating a modification. Fig. 14 is a face view of the improved diaphragm, and Fig. 15 is an edge view thereof. Fig. 16 is a view showing the diaphragm as embodied in a sound box. Fig. 17 is a talking machine of the cabinet type, broken away to show a modification introducing the concealed horn, and Fig. 18 is a section on line 18 of Fig. 17.

REPAIRS

All Makes of Talking Machines
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Advance RECORD BULLETINS for December, 1922

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18955 Mary, Dear... Henry Burr
While the Years Roll By, Edna Brown-Elliott Shaw

- DANCE RECORDS
18954 Toot, Toot, Tootsie! (Goo'bye)—Fox-trot, Benson Orchestra of Chicago
Do I?—Fox-trot, Benson Orchestra of Chicago

- VOCAL AND INSTRUMENTAL RECORDS
55178 The Creation—With Verdure Clad (Haydn), Lucy Isabelle Marsh
18958 Christians, Awake... Trinity Male Choir

- RED SEAL RECORDS
87349 Boris Godounow—In the Town of Kazan, Moussorgsky
66099 Fond Recollections... Popper

COLUMBIA RECORDS

- SYMPHONY RECORDS
49895 Elisir D'Amore, "Una furtiva lagrima" (A Furtive Tear) (Donizetti)—Tenor Solo, Charles Hackett
98028 Ernani, "Ernani involami" (Ernani Fly With Me) (Verdi)—Soprano Solo... Rosa Ponselle

- A3700 Dixie-Fantasia (Arranged by R. H. Bowers), Columbia Band
Old Number One—March (Prince), Prince's Band
A3702 First Love (Holzmann)—Waltz—Accordion Duet... Marconi Bros.

Mid-month List

- DANCE MUSIC
A3709 Homesick (Berlin)—Fox-trot, Ted Lewis and His Band
A3706 Toot, Toot, Tootsie! (Goo' Bye) (Kahn-Erdman-Russo)—Fox-trot, Frank Westphal and His Orch.

AEOLIAN CO.

- VOCALION RECORDS
Operatic Selections
52043 O Terra Addio (Farewell to Earth) (From "Aida") (Verdi)—Rosa Raisa-Giulio Crimi
CHRISTMAS SELECTIONS
24033 Adeste Fideles (Oh, Come, All Ye Faithful) (Oakelly)—Reading—Tenor and Aeolian Male Quartet...

- Tenor—Orch. Accomp... Carsten Woll
Vuggesang om Julekelden (Christiansen)—Tenor—Orch. Accomp... Carsten Woll
14449 Zions Liede (Meyerowitz)—Orch. Accomp. Morris Goldstein and Chorus

- POPULAR SONGS
24032 Three o'Clock in the Morning (Robledo-Terriss)—Tenor—Orch. Accomp., Colin O'More
For the Sake of Auld Lang Syne (Ball)—Tenor—Orch. Accomp... Colin O'More

- DANCE SELECTIONS
14436 I Wish I Could Shimmy Like My Sister Kate (A. J. Piron)—Fox-trot, The California Ramblers
Lonesome Mama Blues (Bille Brown)—Fox-trot... The California Ramblers

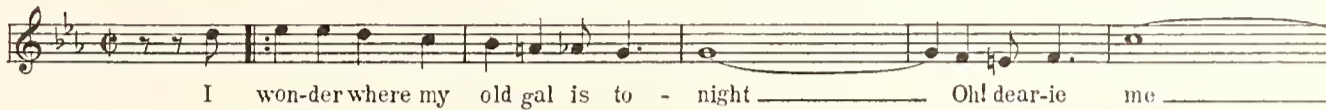
EDISON DISC RE-CREATIONS

- 50995 Royal Australian Navy March... New York Military Band
Marche Indienne—Hindoo March... Creator and His Band
50996 Henry and Hank In Vaudeville... Kaufman Bros.

EDISON AMBEROL RECORDS

- 4633 That Old Fashioned Mother Of Mine (An Old Fashioned Lady)... Joseph Phillips
4634 Flower Of Hawaii... Palakiko's Hawaiian Orch.
4635 Santa Claus Hides In Your Phonograph, Harry E. Humphrey

A WONDERFUL SONG ~ DON'T WONDER ABOUT IT ~ GET IT
I WONDER WHERE MY OLD GAL IS TONIGHT
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SKIDMORE MUSIC CO. Inc.



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ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 186)

- 4641 In An Old Fashioned Town.....Walter Scanlan
- 4642 Selection from Trovatore..Creatore and His Band
- 4643 Kitty Donohue.....Robert Denning and Chorus
- 4644 Carnival Of Venice—Variations—Cornet Solo,
Bolunmir Kryl
- 4645 I'm Waiting For You, Liza Jane...Vernon Dalhart
- TWO BOHEMIAN SELECTIONS**
- 9870 Rozmysli si, Marenko-Prodana Nevesta (Sextette
—Bartered Bride)—Houslove Solo (Violin),
Milan Lusk
- 9871 Kde Domov Muj (My Homeland) Bohemian (Na-
tional Anthem)—Houslove Solo, (Violin),
Milan Lusk
- BLUE AMBEROL HITS FOR DECEMBER**
- 4661 Hot Lips—Fox-trot.....Ernest L. Stevens' Trio
- 4662 Love's Symphony—Fox-trot,
Harry Raderman's Orchestra
- 4663 Are You Playing Fair?—Fox-trot,
Broadway Dance Orchestra
- 4664 Down Old Virginia Way,
Walter Scanlan and Helen Clark
- 4665 Cow Bells—Fox-trot..Harry Raderman's Orchestra

BRUNSWICK RECORDS

- 50017 Der Burger Als Edelman—Menuett Des Lully
(Strauss)—Symphony Orch.,
Richard Strauss and Symphony Orch.
- Der Burger Als Edelman (Intro. to Act II)
(Strauss)—Intermezzo—Symphony Orch.,
Richard Strauss and Symphony Orch.
- 15026 Prelude in C Sharp Minor (Rachmannoff)—
Pianoforte SoloLeopold Godowsky
- Black Keys Study (Op. 10, No. 5), Followed
by "Butterfly Study" (Op. 25, No. 9)
(Chopin)—Pianoforte Solo ...Leopold Godowsky
- 15027 Morgen (To-morrow) (Strauss)—Soprano, in
German—Violin Obligato by Frederic Frad-
kin—Pianoforte by Frederic Persson,
Claire Dux
- Mondnacht (Moonlight) (Schumann)—Soprano,
in German—Pianoforte by Frederic Persson,
Claire Dux
- 13055 Elijah—If With All Your Hearts (Mendels-
sohn)—Tenor With Orch.Theo Karle
- Elijah—Then Shall the Righteous Shine Forth
(Mendelssohn)—Tenor With Orch.Theo Karle
- 13056 Extase (Ecstasy) (Ganne) — Violin, 'Cello,
PianoElshuco Trio
- Spanish Dance (C Major) (Moszkowski)—Violin,
'Cello, PianoElshuco Trio
- 5172 Lo, Here the Gentle Lark (Shakespeare-Bishop)—
Soprano With Orch.—Flute Obligato by
Marshall LufskyVirginia Rea
- Lass With the Delicate Air (Arne)—Soprano
With Orch.Virginia Rea
- 5173 Friend o' Mine (Weatherly-Sanderson)—Bari-
tone With Orch.John Barclay
- I Love a Little Cottage (Stott-O'Hara)—Bari-
tone With Orch.—Violin Obligato..John Barclay
- 2336 I Found a Four-leaf Clover (From "George
White's Scandals") (De Sylva-Gershwin)—
Soprano and Tenor With Orch.,
Irene Audrey-Charles Hart
- Two Little Ruby Rings (From "Daffy-Dill")
(Hammerstein-Stothart)—Soprano and Con-
tralto With Orch.....Irene Audrey-Charles Hart
- 20005 Poet and Peasant Overture—Part I (von Suppé)
—Concert Orch.....Brunswick Concert Orch.
- Poet and Peasant Overture—Part II (von Suppé)
—Concert Orch.....Brunswick Concert Orch.
- 2323 Japanese Moon (Terriss-Huntley)—Fox-trot,
for DancingIsham Jones' Orch.
- In the Land of Smiling Waters (Oliver-Coombs)
Fox-trot, for DancingIsham Jones' Orch.
- 2324 Carolina in the Morning (Kahn-Donaldson)—
Fox-trot, for DancingOriole Terrace Orch.
- Chicago (Fisher)—Fox-trot, for Dancing,
Oriole Terrace Orch.
- 2325 Homesick (Berlin)—Fox-trot, for Dancing,
Carl Fenton's Orch.
- Ji-Ji-Boo (White-Meyer-White)—Fox-trot, for
DancingCarl Fenton's Orch.
- 2327 Mr. Gallagher and Mr. Shean (Gallagher-
Shean)—Fox-trot, for Dancing,
Bennie Krueger's Orch.
- Boardwalk Blues (Turk-Robinson)—Fox-trot,
for DancingBennie Krueger's Orch.
- 2328 Where Is the Man of My Dreams? (Intro.:
"Cinderelatives," From "George White's
Scandals" (De Sylva-Gershwin)—Fox-trot,
for DancingJoseph C. Smith and His Orch.
- Just as Long as You Have Me (Intro.: "The
Twinkle in Your Eye," From "The Ging-
ham Girl") (Fleeson-Von Tilzer)—Fox-trot,
for DancingJoseph C. Smith and His Orch.
- 2329 Homesick (Irving Berlin)—Comedienne With
Orch.Marion Harris
- Carolina in the Morning (Kahn-Donaldson)—
Comedienne With Orch.Marion Harris
- 2330 Do I? (Young-Lewis-Akst)—Vocal Trio With
Orch...Brox Sisters With Bennie Krueger's Orch.
- Early in the Morning Blues (Brown-Klages)—
Vocal Trio With Orch.,
Brox Sisters With Bennie Krueger's Orch.

- 2331 While the Years Roll By (Lewis-Young-Austin)
—Soprano and Tenor With Orch.,
Irene Audrey-Charles Hart
- No Wonder I'm Lonesome (Lewis-Young-
Meyer)—Male Quartet With Orch.,
White Way Quartet
- 2332 If You Don't Think So, You're Crazy (Turk-
Robinson)—Tenor and Baritone With Orch.,
Billy Jones-Ernest Hare
- All Over Nothing at All (Rule-Brennan-Cun-
ningham)—Tenor and Baritone With Orch.,
Billy Jones-Ernest Hare
- SPECIAL TO BE RELEASED AS RECEIVED**
- 2335 Why Should I Cry Over You? (Miller-Cohen)
—Fox-trot, for DancingCarl Fenton's Orch.
- Gee! But I Hate to Go Home Alone (Goodwin-
Hanley)—Fox-trot, for Dancing,
Carl Fenton's Orch.
- SPECIAL OCTOBER 25**
- 2326 To-morrow (Turk-Robinson) — Fox-trot, for
DancingArnold Johnson and His Orch.
- I Wish I Knew (Spencer-Anderson-Bryant)—
Fox-trot, for Dancing,
Arnold Johnson and His Orch.
- CHRISTMAS RECORDS**
- 20006 March of the Toys (From "Babes in Toyland")
(Herbert)—Concert Orch.,
Brunswick Concert Orch.
- Naughty Marietta Intermezzo ("A Dream
Melody") (Herbert)—Concert Orch.—Violin
Solo by Frederic Fradkin,
Brunswick Concert Orch.
- 5174 Ring Out, Wild Bells (Tennyson-Gounod)—
Baritone With Orch.John Barclay
- Birthday of a King (Neidlinger)—Contralto
and Chorus With Orch.,
Elizabeth Lennox and Chorus
- 2333 Santa Claus Hides in the Phonograph (By
Santa Claus Himself) (Alan-Brown)..Ernest Hare
- Christmas Morning at Clancey's—Irish Comedy,
Steve Porter
- 2334 Collection of Hymns—No. 1 ("Nearer, My God,
to Thee"; "Lead, Kindly Light"; "Oh, Come,
All Ye Faithful")Bell Orch.
- Collection of Hymns—No. 2 ("Beautiful Isle
of Somewhere"; "All Hail the Power of
Jesus' Name"; "Silent Night"),
Brass Choir With Bell Orch.

OKEH RECORDS

CLASSICAL SELECTIONS

ODEON RECORDS

(Recorded in Europe)

- 3019 Salut D'Amour (Love's Greeting) (Edward El-
gar)—Orchestra..Marek Weber and His Orch. 12
- Scherzo No. 1 (Franz Schubert)—Orchestra,
Marek Weber and His Orch. 12
- 3022 Largo (G. Raphael)—Violin, 'Cello and Organ,
Marek Weber Trio 12
- L'Arlesienne — Adagietto (G. Bizet)—Violin,
'Cello and OrganMarek Weber Trio 12
- 3023 Wiener Blut (Johann Strauss)—Orchestra,
Marek Weber and His Orch. 12
- Tales From the Vienna Wood (Johann Strauss)
—OrchestraMarek Weber and His Orch. 12
- 3024 Silent Night, Holy Night (Stille Nacht, Heilige
Nacht) (Gruber)—First Violin, Second Violin
and OrganMarek Weber Trio 12
- Song of Christmas (Lefebure Wely)—Violin,
Harp and OrganMarek Weber Trio 12
- 3025 Greetings of Joy (Josef Strauss)—Orchestra,
Marek Weber and His Orch. 12
- Sunset on the St. Lawrence (M. Heller)—
OrchestraMarek Weber and His Orch. 12
- 3026 The Father of the Regiment (Ziehrer)—Cornet
Solo, With Orch. Accomp.....Felix Silbers
Gypsy Dream (Silbers)—Cornet Solo, With
Orch Accomp.Felix Silbers 12
- 3021 Nocturne in B Major (Chopin)—Piano Solo,
Dr. James Simon 12
- Etude in G Flat—Waltz in E Minor (Chopin)—
Piano SoloDr. James Simon 12
- 3027 Egmont—Overture (Part I) (Beethoven)—Or-
chestraEuropean Symphony Orch. 12
- Egmont—Overture (Part II) (Beethoven)—Or-
chestraEuropean Symphony Orch. 12
- 50602 Ariadne of Naxos—Es gibt ein Reich (Richard
Strauss)—Soprano, With Orch., Sung in
GermanMaria Jeritzza 12
- (Recorded in Europe)
- INSTRUMENTAL**
- 4678 The Okeh Laughing Record,
The Gypsy Baron—Wer uns Getraut (J.
Strauss)—Instrumental,
Cornet Solo With Orch. 10
- 4667 Forge in the Forest (Michaelis)—Descriptive,
European Concert Band 10
- Mill in the Black Forest (Eilenberg)—Descrip-
tiveEuropean Concert Band 10
- 4688 O' Sole Mio (My Sunshine) (Di Capua)—
Standard Hawaiian Instrumental,
Frank Ferera-Antony Franchini 10
- Panorama Bay (James V. Monaco)—Waltz,
Venetian Sextet 10

- 3020 Faust-Selections (Charles Gounod),
Conway's Band (Capt. Pat Conway, Conductor) 12
- Reminiscences of the Plantation (1, Introduc-
tion; 2, "My Old Kentucky Home"; 3, "Old
Zip Coon"; 4, "Essence of Old Virginny";
5, "Dixie"; 6, "Massa's in de Cold, Cold
Ground"; 7, Finale) (Chambers),
Conway's Band (Capt. Pat Conway, Conductor) 12

MONOLOGUE

- 4682 The Chicken Thieves (Shelton Brooks)—Mono-
logueShelton Brooks 10
- Collecting Rents (Shelton Brooks)—Monologue,
Shelton Brooks 10
- 4686 Uncle Josh on the Radio (Stewart-Hager)—
MonologueByron G. Harlan 10
- Uncle Josh Patents a Rat Trap (Jack Baxley)
MonologueByron G. Harlan 10

VOCAL RECORDS

- 4670 Got to Cool My Doggies Now (Bob Schafer-
Babe Thompson-Spencer Williams)—Popular
Colored Singer,
Mamie Smith and Her Jazz Hounds 10
- You Can Have Him, I Don't Want Him, Didn't
Love Him Anyhow Blues (William Tracey-
Dan Dougherty)—Popular Colored Singer,
Mamie Smith and Her Jazz Hounds 10
- 4676 Cow Bells (Sidney D. Mitchell-Lew Klein-Al
Piantadosi)—Tenor With Orch. ..Billy Jones
Oh! Is She Dumb? (Grant Clarke-Edgar Leslie-
Archie Gottler)—Tenor-Baritone Duet With
Orch.Billy Jones-Ernest Hart 10
- 4677 Coal-black Mammy (Laddie Cliff-Ivy St. Helier)
Contralto With Orch.Aileen Stanley
Mandy (From the Musical Comedy, "Strut, Miss
Lizzie") (Creamer-Layton)—Baritone With
Orch.Ernest Hare 10
- 4681 Call Me Back, Pal o' Mine (Morgan Brown-
Harold Dixon)—Tenor With Orch.,
Lewis James 10
- Three o'Clock in the Morning (Dorothy Terriss-
Julian Robledo)—Male Trio With Orch.,
Crescent Trio 10

DANCE RECORDS

- 4666 Three o'Clock in the Morning (Julian Robledo)
—WaltzMarkels' Orch. 10
- Swanee River Moon (H. Pitman Clarke)—
—WaltzMarkels' Orch. 10
- 4667 Call Me Back, Pal o' Mine (Harold Dixon)—
WaltzRega Dance Orch. 10
- Love's Lament (Rolf Piquet)—Waltz,
Markels' Orch. 10
- 4668 My Rambler Rose (From "Ziegfeld Follies of
1922") (Louis Hirsch-Gene Buck-Dave
Stamper)—Fox-trot, ...Herman Popper and
His S.S. George Washington Orch. 10
- List'ning on Some Radio (Intro.: Chorus of "It's
Getting Dark on Old Broadway") (From
"Ziegfeld Follies of 1922") (Louis Hirsch-
Gene Buck-Dave Stamper).Herman Popper and
His S.S. George Washington Orch. 10
- 4669 Why Should I Cry Over You? (Ned Miller-
Chester Cohn)—Fox-trotMarkels' Orch. 10
- My Girl Is Like a Rainbow (Fanchon-Marco-
Lester Stevens)—Fox-trotMarkels' Orch. 10
- 4671 Haunting Blues (Henry Busse)—Fox-trot,
Tampa Blue Jazz Band 10
- Chicago (That Toddling Town) (Fred Fisher)—
Fox-trotMarkels' Orch. 10
- 4672 Say It While Dancing (Davis-Silver)—Fox-trot,
Markels' Orch. 10
- I Wish I Knew (You Really Loved Me) (Rob-
ert E. Spencer-Frank Anderson-Harry Bryant)
—Fox-trotMarkels' Orch. 10
- 4673 Tricks (Zez Confrey)—Fox-trot,
Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Coal-black Mammy (Ivy St. Helier)—Fox-trot,
Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4674 I Wish There Was a Wireless to Heaven (Willy
White)—Fox-trotRega Dance Orch. 10
- Radio Eyes (King Kettler-George H. Finzel)—
Fox-trotRega Dance Orch. 10
- 4675 The World Is Waiting for the Sunrise (Rus-
sell Bennett)—Fox-trotMarkels' Orch. 10
- When the Leaves Come Tumbling Down (Rich-
ard Howard)—Fox-trotMarkels' Orch. 10
- 4679 Nellie Kelly, I Love You (From the Musical
Play, "Little Nellie Kelly") (Geo. M.
Cohan)—Waltz—Whistling by Sam Cook,
"The Whistling Minstrel." Accordion by
Mario PerryRega Dance Orch. 10
- You Remind Me of My Mother (Intro.: "Till
My Luck Comes Rolling Along," From the
Musical Play, "Little Nellie Kelly") (Geo. M.
Cohan)—Medley Fox-trotMarkels' Orch. 10
- 4680 Don't Bring Me Posies (It's Shoesies That I
Need) (Fred Rose)—Fox-trot..Markels' Orch. 10
- Two Little Wooden Shoes (From the Musical
Comedy, "Spice of 1922") (Jack Stanley-
James F. Hanley)—Fox-trot..Markels' Orch. 10
- 4683 Away Down South (Harry Akst)—Fox-trot,
Fred Van Eps (Banjoist) 10
- Struttin' at the Strutters' Ball (Spencer Wil-
liams)—Fox-trotMarkels' Orch. 10
- 4684 Birdie (Jesse Crawford)—A Sweetie-tweety Fox-
trotGlantz and His Orch. 10
- The French Trot (Milton Davis)—Fox-trot,
Glantz and His Orch. 10

(Continued on page 188)

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 187)

- 4685 I'll Be in My Dixie Home Again To-morrow (Roy Turk-J. Russell Robinson)—Fox-trot, Markels' Orch. 10
- 4704 Wagsey Watermelon (Elsie Jean)—Baritone With Banjo Accomp. Ernest Hare 10
- 4705 Rocking-horse Parade (Ring-Hager)—Christmas Novelty Hager's Concert Orch. 10
- 4706 Homesick (Irving Berlin)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4707 Turtle Dove (Victor Leon)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4708 You Gave Me Your Heart (From the Photo Play, "Blood and Sand") (Ted Snyder)—Fox-trot, Natzky's Biltmore Orch. (Jack Green, Director) 10
- 4710 Childhood Days (Henry Creamer-Dave Franklin)—Fox-trot Blue Ribbon Trio 10
- 4711 I Certainly Must Be in Love (William Tracey-Dan Dougherty)—Contralto With Orch., Elsie Clark 10

- 20847 Early in the Morning Blues—Fox-trot, Orlando's Orch. 10
- 20852 Homesick Ernest Hare
- 20853 All for the Love of Mike. Billy Jones To-morrow
- 20854 Three o'Clock in the Morning. Crescent Trio

- Duet—Orch. Accomp. Bernard Almont-Bob Thomas Struttin' at the Strutters' Ball—Tenor Solo—Orch. Accomp. Bernard Almont
- 7185 Wicked Fives Blues—Fox-trot, Original Memphis Five
- 7177 That Da-Da Strain—Fox-trot, Original Memphis Five
- Indigo—Blues—Fox-trot. Original Memphis Five
- 5110 A Christmas Story—Recitation—Orch. Accomp., Ernest Hare
- 5089 Santa Claus' Arrival—Descriptive Specialty, Gilbert Girard
- Santa Claus Distributes the Toys—Descriptive Specialty Gilbert Girard

GENNETT LATERAL RECORDS

- 4969 Silent Night, Holy Night (Mohr-Gruber)—Hymn Criterion Quartet, Unaccomp.
- 4970 Nearer, My God, to Thee (Adams-Mason), Criterion Quartet, Unaccomp.
- 4900 Spelling Love (Cook-Gabriel)—Baritone, Homer Rodeheaver
- 4901 'Tis the Last Rose of Summer (Moore)—Soprano Ruth Rodeheaver
- 4966 Oriental (Myers-Schoebel)—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- 4967 Discontented Blues (Myers-Schoebel-Miller)—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- 4968 Panama (Tyers)—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- 4971 Maui Waltz—Ukulele Solo Frank Ferera
- 4973 Why Should I Cry Over You? (Cohn-Miller)—Waltz, Joseph Knecht's Waldorf-Astoria Dance Orch.
- 4975 No Wonder I'm Lonesome (Meyer)—Fox-trot, Bailey's Lucky Seven—Featuring Lillian Robbins
- 4978 Lovin' Sam (The Sheik of Alabam') (Ager-Yellen)—Fox-trot, Reser Trio—Billy Jones Sings the Chorus
- 4979 Carolina in the Morning (From "The Passing Show of 1922") (Donaldson)—Fox-trot, Bailey's Lucky Seven
- 4980 Stuttering (Pinkard)—Fox-trot, Bailey's Lucky Seven
- 4981 I'm All Alone (Coale-Anderson)—Fox-trot, Falcone's Metronome Orch.
- 4982 I'm Just a Little Blue (For You) (Van Alstyne)—Waltz, Hudson Pavilion Orch. (Jack Lawson, Director)
- 4976 To-morrow (Turk-Robinson)—Tenor Billy Jones
- 4972 Old Favorite Waltzes—Part I, Joseph Knecht's Waldorf-Astoria Dance Orch.
- 4974 Arkansas Traveler Wm. B. Houchen
- 10066 To a Wild Rose (McDowell)—Transcription by Scipione Guidi Thos. Griselle
- 4977 Edelweiss (Volkslied)—Baritone Josef Kalman

EMERSON PHONOGRAPH CO.

- LATEST DANCE HITS
- 10549 Homesick—Fox-trot Glantz and His Orch.
- 10551 Love Sends a Gift of Roses—Waltz, Glantz and His Orch.
- 10552 Blue—Fox-trot Joe Samuels and His Orch.
- 10553 Chicago—Fox-trot Original Memphis Five
- 10554 Lovin' Sam—Fox-trot Glantz and His Orch.
- LATEST VOCAL HITS
- 10550 Three o'Clock in the Morning—Tenor Solo, Charles Harrison
- 10555 Nellie Kelly, I Love You—Tenor Solo, Charles Harrison
- CHRISTMAS NUMBERS
- 10459 Kiddies' Dance (Christmas Morning) (Walter Rogers) Emerson Concert Band
- 1087 Adeste Fideles (Come All Ye Faithful)—Male Quartet Shannon Four
- 10270 Hark, the Herald Angels Sing (Mendelssohn)—Male Quartet Stellar Quartet
- 10460 Lead, Kindly Light—Male Quartet Trinity Quartet
- 10221 Holy, Holy, Holy Cathedral Quartet
- 10290 Holy Ghost, With Light Divine—Duet, Reed Miller-Royal Dadmun
- 1039 Nearer, My God, to Thee—Male Quartet, Shannon Four
- 1021 The Holy City Royal Dadmun

PATHE FRERES PHONOGRAPH CO. (Actuelle Records)

- SACRED
- 020832 Sun of My Soul... Charles Cinway-Arthur Wilson
- 020833 Hawaiian Medley—Ukulele Frank Ferera
- 020835 Les Patineurs (The Skaters)—Accordion Duet, Perry-Peppino
- RECORDS BY ARTISTS OF INTERNATIONAL FAME
- 025088 My Old Kentucky Home Yvonne Gall
- 025089 Silent Night, Holy Night. Margarethe Matzenauer
- 025090 Somewhere a Voice Is Calling. Tito Schipa
- 025091 Prophete "Coronation March", New Symphony Orch. (Arthur Bodanzky, Conductor)
- 020852 Homesick Robert Judson
- 020853 All for the Love of Mike. Harry Blake
- 020854 Three o'Clock in the Morning. Apollo Male Trio
- 020839 Why Should I Cry Over You?—Fox-trot, Golden Gate Orch.
- 020840 Carolina in the Morning—Fox-trot, Majestic Dance Orch.
- 020841 You Gave Me Your Heart (So I Give You Mine)—Fox-trot Golden Gate Orch.
- 020843 Just as Long as You Have Me (From "Gingham Girl")—Fox-trot Hackel-Berge Orch.
- 020845 The Tale of a Fan (From "Better Times")—Fox-trot, Hazay Natzky and His Orch. (Jack Green, Director)
- 020831 Toot, Toot, Tootsie—Fox-trot Hackel-Berge Orch.
- 020842 Ji-Ji-Boo—Fox-trot Original Memphis Five
- 020844 It's Getting Dark on Old Broadway (From "Ziegfeld Follies")—Fox-trot Will Carroll Trio
- 020846 Who Loves You Most, After All—Fox-trot, Hot Springs Novelty Orch.
- 020847 Early in the Morning Blues—Fox-trot, Hot Springs Novelty Orch.
- PATHE FRERES PHONOGRAPH CO. (Pathé Records)
- DANCE
- 20839 Why Should I Cry Over You—Fox-trot, California Ramblers
- 20840 Carolina in the Morning—Fox-trot, N. Glantz and His Orch.
- 20841 You Gave Me Your Heart (So I Give You Mine) California Ramblers
- 20843 Just as Long as You Have Me (From "Gingham Girl")—Fox-trot Hackel-Berge Orch.
- 20845 The Tale of a Fan (From "Better Times")—Fox-trot, Hazay Natzky and His Orch. (Jack Green, Director)
- 20831 Toot, Toot, Tootsie—Fox-trot Hackel-Berge Orch.
- 20844 It's Getting Dark on Old Broadway (From "Ziegfeld Follies")—Fox-trot Don Parker Trio
- 20846 Who Loves You Most, After All?—Fox-trot, Orlando's Orch.

GLOBE RECORDS

- DANCE RECORDS
- 7179 You Gave Me Your Heart, So I Give You Mine—Fox-trot California Ramblers
- 7178 Parade of the Wooden Soldiers (Intro: "Bum-mel-Petrus")—Medley Fox-trot Coreyfonic Orch.
- 7183 Carolina in the Morning—Fox-trot Coreyfonic Orch.
- 7184 Silver Swanee—Fox-trot Coreyfonic Orch.
- 7186 Homesick—Fox-trot Coreyfonic Orch.
- 7187 Thru the Night—Waltz Symphonia Dance Orch.
- 7171 Lovely Lucerne—Waltz Symphonia Dance Orch.
- 7173 Yankee Doodle Blues—Fox-trot Coreyfonic Orch.
- 7174 To-morrow (I'll Be in My Dixie Home Again)—Fox-trot Golden Gate Orch.
- 7175 I Wish I Knew (You Really Loved Me)—Fox-trot Golden Gate Orch.
- 7182 Lovin' Sam, the Sheik of Alabam'—Contralto Solo—Orch. Vaughn De Leath
- 7170 For the Sake of Auld Lang Syne—Baritone Solo, Orch. Herbert Wiley
- 7172 Gee! But I Hate to Go Home Alone—Baritone Solo—Orch. Arthur Fields
- 7176 Hurry Along, Liza, With Me—Tenor-Baritone

BANNER RECORDS

- DANCE RECORDS
- 1115 Homesick—Fox-trot Majestic Dance Orchestra
- 1116 To-morrow—Fox-trot Vocal Chorus, Arthur Hall, Samuels' Music Masters
- 1117 Carolina in the Morning—Fox-trot, Hollywood Dance Orchestra
- 1118 Lovin' Sam—Fox-trot Hollywood Dance Orchestra
- 1119 Two Little Wooden Shoes—Fox-trot, Roy Collins' Orchestra
- 1120 Toot, Toot, Tootsie—Fox-trot Roy Collins' Orch.
- 1121 You Gave Me Your Heart—Fox-trot Vocal Chorus, Arthur Hall, Samuels' Music Masters
- 1122 Homesick—Tenor Solo—Orch. Acc. Billy Clarke
- 1123 Carolina in the Morning—Duet—Orch. Acc. Billy Burton and Everett Clark
- 1124 All Over Nothing at All—Tenor Solo—Orch. Acc., Arthur Fields
- 1125 Three o'Clock in the Morning—Tenor Solo—Orch. Acc. Billy Burton
- NOVELTY RECORD
- 2062 The Laughing Record, De Leath, Thomas, West and Randall
- 2063 Kiddies' Patrol (Christmas Eve)—Descriptive—Orch. Acc. Walter Rogers
- 2064 A Visit From St. Nicholas (Christmas Story for Children) Victor Fletcher
- 2065 Adeste Fideles—Male Quartet, Liberty Male Quartet
- 2066 Holy Night, Peaceful Night—Male Quartet, Liberty Male Quartet
- Hark! The Herald Angels Sing—Male Quartet, Banner Male Quartet
- BLACK SWAN RECORDS
- 2028 O, Come All Ye Faithful... Black Swan Quartet
- 40005 I Need Thee Every Hour... Black Swan Quartet
- Santa Claus Hides in the Talking Machine, Edward Lee
- A Visit From St. Nicholas... Edward Lee

Some Leading Jobbers of Talking Machines in America

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

Mickel Bros. Co.
 Omaha, Nebraska
 Des Moines, Iowa
Victor Distributors

ADVANCE LIST DECEMBER RECORDS (Continued from page 188)

- BLUES**
- 14128 You're Fooling With the Wrong Gal Now, Josie Miles
If You Want to Keep Your Daddy Home, Josie Miles
 - 14129 Cootie For Your Tootie.....Etta Mooney
Throw It in the Creek (Don't Want Your Lovin' No More).....Etta Mooney
 - 14130 The Wicked Fives Blues.....Lena Wilson
You've Got Everything a Sweet Mamma Needs But Me.....Lena Wilson
- DANCE**
- 10079 Coal Black Mammy....Brashear's California Orch.
Carolina Shout.....Brashear's California Orch.
 - 10080 Romany Love.....Laurel Dance Orchestra
Bahy Girl.....Laurel Dance Orchestra
 - 25005 Christmas Waltz.....Kaluana & Brown
Pansy Faces.....Kaluana & Brown
 - 40006 The Birds and the Brook (Whistling record), Bessie Johnson
 - The Song Bird.....Bessie Johnson
 - 60007 Melody In "F" (Cello Solo).....Audrey Lane
Sous La Feuille (Under the Leaves)..Audrey Lane

Sherman, Clay & Co.
 San Francisco, Los Angeles, Portland, Seattle, Spokane
 PACIFIC COAST DISTRIBUTORS OF
VICTOR PRODUCTS

The
Toledo Talking Machine Co.
 Toledo, Ohio
**Wholesale Victor
 Exclusively**

**SOUTHERN
 VICTOR WHOLESALERS**
The Corley Company
 RICHMOND VIRGINIA

REGAL RECORDS

- DANCE RECORDS**
- 9378 Homesick—Fox-trot...Hollywood Dance Orchestra
Cow Bells—Fox-trot...Broadway Melody Makers
 - 9379 Carolina in the Morning—Fox-trot,
Hollywood Dance Orchestra
My Old Planatation Home—Fox-trot,
Roy Collins' Orchestra
 - 9380 Tomorrow—Fox-trot—Vocal Chorus, Arthur Hall,
Samuels' Music Masters
 - 9381 Lovin' Sam—Fox-trot.....Roy Collins' Orchestra
 - 9381 Suez—Fox-trot.....Continental Dance Orchestra
 - 9382 Silver Swanee—Fox-trot...Broadway Melody Makers
 - 9382 You Gave Me Your Heart—Fox-trot—Vocal
Chorus, Arthur Hall...Samuels' Music Masters
 - Cock-a-Doodle-Do—Fox-trot,
Samuels' Music Makers
 - 9383 Toot, Toot, Tootsie—Fox-trot,
Majestic Dance Orchestra
 - Two Little Wooden Shoes—Fox-trot,
Majestic Dance Orchestra
 - 9384 Japanese Moon—Fox-trot...Continental Dance Orch.
Love's Lament—Waltz...Continental Dance Orch.
- POPULAR VOCAL RECORDS**
- 9385 Yankee Doodle Blues—Duet—Orch. Acc.,
Billy Clarke and Bert Green
 - All Over Nothing at All—Tenor Solo—Orch. Acc.,
Arthur Fields
 - 9386 Homesick—Tenor Solo—Orch. Acc...Billy Clarke
Nelly Kelly, I Love You—Tenor Solo—Orch. Acc.,
Sam Ash
 - 9387 Carolina in the Morning—Duet—Orch. Acc.,
Hugh Donovan and Everett Clark
 - My Buddy—Tenor Solo—Orch. Acc., Hugh Donovan
 - 9391 Three o'Clock in the Morning—Tenor Solo—
Orch. Acc.....Hugh Donovan
 - Bells of St. Mary's—Tenor Solo—Orch. Acc.,
Walter Scanlan
- NOVELTY RECORD**
- 9390 The Laughing Record,
De Leath, Thomas West and Randall
 - The Mocking Bird—Whistling Record..Billy Golden
- XMAS RECORDS**
- 9388 A Visit from St. Nicholas (Christmas story for
Children).....Victor Fletcher
 - Santa Claus Hides in the Talking Machine
(Christmas story for Children)...Victor Fletcher
 - 9389 Kiddies Patrol (Christmas Eve)—Descriptive—
Orch. Acc.....Walter Rogers
 - Kiddies Dance (Christmas Morning)—Descriptive—
Orch. Acc.....Walter Rogers
 - 960 Holy Night, Peaceful Night—Male Quartette,
Liberty Quartette
 - Hark! The Herald Angels Sing—Male Quartette,
Regal Male Quartette
 - 961 Adeste Fideles—Male Quartette..Liberty Quartette
Joy to the World—Male Quartette,
Regal Male Quartette

WILL MAKE RADIO SETS

The Eagle Radio Co., Newark, N. J., manufacturer of an indoor radio antennae known as the "Portabloop," has announced a new radio receiving set of simple design which is to be exploited in conjunction with the company's other radio apparatus. The trade-mark name of the new product will be the "Portabloop Receiver." The manufacturer felt a necessity to manufacture this device owing to the popularity of its "indoor loop," the sales of which have been quite heavy. Many dealers who stock the products of this firm requested that it manufacture a complete receiving outfit.

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The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

- | | | |
|---|---|---|
| Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated. | Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated. | Style 3 All parts of Tonearm and Reproducer are Plated. |
| No. 1 New Scotford Tonearm and Superior Reproducer . Nickel \$7.00 Gold \$ 9.00 | No. 2 New Scotford Tonearm and Superior Reproducer . Nickel 7.75 Gold 10.00 | No. 3 New Scotford Tonearm and Superior Reproducer . Nickel 8.50 Gold 11.00 |

Samples Prepaid at the Above Prices

*Write for Our
Specification Sheet and Quantity Price List*

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

The NEW EDISON London Group Offers New Sales Possibilities

A NEW field of sales for Edison dealers is covered with the popularly-priced London Group, four new models recently added to the Edison line.



See Pages 36-37 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—Kipp Phonograph Co.

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—Sbultz 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 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 373 Fourth Ave., New York, December 15, 1922



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

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



Queen Anne

*“Nothing but the best
quality will do”*

The old slogan is again heard in the land. Instead of unreasonable extravagance on the one hand, and niggardly price-buying on the other, a sensible desire for high-class, lasting merchandise at a fair price is being felt everywhere.

Sonora has always given the public and trade a square deal. The highest quality of material and workmanship, the most advanced improvements possible at the time—*full value*—and rebates to the trade when prices were lowered—these have won to Sonora a vast following.

Every phonograph dealer will feel the Sonora demand next year. Many of those who could not get Sonoras during the rush season are *waiting to get them* later. Get your share of these sales. Write us for information.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

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 Talking Machine World

Vol. 18. No. 12

New York, December 15, 1922

Price Twenty-five Cents

NOVELIST RECOMMENDS "TALKER"

Pays Tribute to Perfection of Recording and Stresses Educational and Entertainment Possibilities of Talking Machines in Homes

Mrs. Gene Stratton-Porter, famous American novelist, in an interesting article in *McCall's Magazine*, pays tribute to the perfection of talking machine recordings, pointing out that often the record is superior to the artists' actual performance in concert work. The following is an extract from the article:

"To your library add music—violin, piano and harp, played by hand if it is a possible thing. If it is not possible then, even before the automobile, purchase the very highest-grade talking machine you can encompass with your means, and records selected quite as carefully as you select books. If you go less beautifully clothed, less deliciously fed, make a generous selection from the great composers of the world—oratorios, symphonies, sonatas and serenades. Then add a carefully chosen list from the folk lore of the nations of the world.

"I have met a few people who have professed to dislike a talking machine and pronounce it an instrument of 'canned music.' The fact is the average record gives one a better reproduction of the art of the great masters of the world than they themselves give in nine instances out of ten when making public appearances.

"Schumann-Heink once said to a friend of mine that if he wanted to hear her at her best he should buy her records, and the explanation she gave was sane and sensible as morning light. She said that when she was booked for a concert performance, when the day and hour arrived, she must sing perforce. It might be gloomy weather, she might be physically out of condition, she might be depressed mentally—in any event it took several numbers to limber up her voice until it reached its best. When she sang to have her voice recorded she waited until she was physically fit, until her mind was free from care and was fixed tenaciously upon what she was doing. She sang several numbers to exercise her voice before she stepped before the recording instrument. Sometimes she sang a number over, listening to each record of it, to the extent of from ten to twenty-five or thirty times before she got it so that there was not one note upon which she could improve. The record as given to the public was as perfect as it was in her power to make it. She said that the same thing held true of every record that was made for public usage. So do not feel that you are denying your children anything when they cannot go to the concerts, but must listen to the music of the records you buy."

TO IMPROVE SOUND REPRODUCTION

Interference Tube for Talking Machines and Telephones Eliminates Disagreeable Noise

An invention designed to eliminate undesirable sounds in the operation of talking machines has been patented by Mari Elize Wolvekamp, of Oakland, Cal. The invention, which is known as an "Interference Tube for Phonographs and Telephones," is in reality a small tube to be fitted between the tone arm and the reproducer of a talking machine for the purpose of intercepting or interfering with certain high tones which ordinarily make their presence known by a whistling sound. It is said that the use of these interference tubes "makes the voice shorter, clearer and more distinct and very often more agreeable to hear." The same idea can be applied to the telephone by attaching the tube to the receiver.

GEN. HARBORD NEW R. C. A. PRESIDENT

Fighting General of U. S. Marines Elected President of Radio Corp. of America—Edward J. Nally Elected Managing Director of International Relations With Offices in Paris—Changes Go Into Effect January 1

The Radio Corp. of America, New York, N. Y., announced recently that James G. Harbord, the fighting general of the Marines at Chateau Thierry, had been elected president of the company. Retiring from the United States Army, in which he ranked next to General John J. Pershing, he succeeds Edward J. Nally, who has resigned as president of the corporation to become that company's managing director of international relations, with headquarters in Paris.

The creation of this office of managing director of international relations for the Radio



General James G. Harbord

Corp. and the election of General Harbord as the new president took place at the regular meeting of the directors of the corporation held in New York a few weeks ago. General Harbord takes over his new duties on January 1 and the post to which he has been elected is regarded as of vital importance to the Government as well as to the public. General Harbord becomes head of a company whose activities include international wireless, the setting up, maintenance and operation of radio sets and apparatus on ships at sea and the development and sale of broadcast receiving sets for the home.

Mr. Nally has just returned from Europe, after several months' visit there, during which he concluded arrangements with the great wireless concerns of England, France and Germany by which the radio interests of the four great nations will act together in creating and operating international wireless communications with all parts of the world, especially with South America.

BALDWIN MUSIC SHOPPE OPENS

OKMULGEE, OKLA., December 4.—The Baldwin Music Shoppe, an exclusive Brunswick dealer here, held its formal opening recently. Carnations and coin purse souvenirs were given away. A local orchestra furnished music for the occasion. E. Stern and C. B. Howell, proprietors, believe that they will enjoy a nice holiday business as a result of starting off right.

Don't think! Know! In other words, make a study of your business and know its ramifications.

NEW FIELD FOR "TALKER" STORES

The United Projector & Film Corp. Planning Campaign to Interest Talking Machine Dealers in Safety Moving Picture Machine for Use in Homes, Schools, Churches, Etc.

BUFFALO, N. Y., December 8.—The United Projector & Film Corp., manufacturer and distributor of a safety moving picture machine designed for use in homes, public schools, churches, etc., reports that talking machine dealers are showing considerable interest in the sales possibilities of this moving picture machine and its library of films. The company is now busy preparing a campaign designed to introduce this machine into every section of the country, a feature of which will be the appointment of several more distributors in order to give dealers better service.

Among the new jobbers recently appointed by the company is the Prince-Walters Co., of Lowell, Mass., which will act as distributor for the New England territory. This concern is a progressive talking machine establishment and is well known throughout New England, and these machines will undoubtedly be introduced to talking machine dealers in this territory in a manner that will make it a permanent addition to dealers' stocks of machines and records.

In discussing the possibilities of this home moving picture machine, officials of the company were enthusiastic over the new field of sales which it offers the talking machine dealer. This article closely parallels the talking machine in its use and not only is it an aid to public schools, community centers, etc., for its educational value, but it also offers a wide and varied field of entertainment. They stated that the talking machine dealer can carry this high-class article at a small expense, the initial cost of stock being a very small one as only a few machines need be carried and at the most a stock of six machines would cover every requirement. A film service offering a large variety of subjects is available and can be procured on a rental basis at short notice. For the convenience of machine owners the company has established distribution centers in Albany, N. Y.; Toledo, O.; Harrisburg, Pa., and Pittsburgh, Pa., and in addition several more are to be appointed and will be announced shortly to the trade. These centers are for the purpose of exchanging films and will carry complete libraries which consist, at the present time, of over 1,200 subjects. This list is being added to each month and includes reproductions by some of the leading artists in the moving picture field. Several new films are in the process of making at the present time, among which is a new educational and entertaining film by Charles Ray, popular moving picture star, who has already made one or two films for the company.

BROADCASTS COLUMBIA RECORDS

DES MOINES, IA., December 6.—The Des Moines Register and Tribune of this city announces in each edition the fact that it will broadcast the current month's Columbia records at the Tribune radio station, WGF, and then lists the records. Before broadcasting begins the list of records to be broadcast is announced, followed up by the records themselves. Not only has this idea proved an excellent advertising feature for the Register and Tribune, but it has resulted in many responses from radio fans throughout the State of Iowa for encore performances. One day's program resulted in 400 responses of this character from the city of Des Moines, besides several hundred others from the State of Iowa.

"Health and Gymnasium Week" Will Help Sell Health-Giving Records :: :: By Frank H. Williams

The popularity of the various sets of records, to the music of which exercises may be taken, has manifested a steady growth, but as yet the surface has barely been scratched and talking machine dealers cannot afford to overlook any means of bringing the merits of these very unique combinations of music and exercise to the attention of an enlarged clientele throughout the country.

Sales of these record sets could be effectively stimulated if dealers in their localities would inaugurate a Health and Gymnasium Week. During this period the stores should feature all the records procurable which are designed to help people in taking health-giving exercises in their own homes or which could be used to good effect in local gymnasiums for the purpose of putting more pep into class marches and class exercises. Such a week would help the store immensely in attracting attention and in not only selling more of these health records, but also in selling more records of all kinds.

Right now, when people are getting into the routine of Winter and when indoor life is making them feel the need of health-giving exercise, is the very best time to put on such a week. People would pay much more attention to such an event at this season than at any other time of the year and this would mean more business from such a stunt now than at any other time.

This special week could be put on by dealers without much effort or trouble and without the expenditure of any very large amount of money. The first step would be to announce that such an event was to be staged. This announcement could be made in ads in the local newspapers and on placards placed in the show windows of

the store. The announcement could be along lines somewhat as follows:

ANNOUNCING
HEALTH AND GYMNASIUM WEEK ALL
NEXT WEEK AT THIS STORE.

Now when cold and disagreeable weather are keeping people indoors who during the Summertime were able to get life-giving fresh air at Summer resorts, at tennis, at golf, at baseball and at other sports there is a widespread desire among the alert, enterprising people of the city to take some sort of exercises which will keep them fit during the Winter.

To make it easier and more profitable for such people to take the desired exercises a number of health-giving phonograph records have been issued. These records and all records suitable for playing at home while taking exercises and in gymnasiums for class work and for marches will be featured in our store next week.

For this special week we have laid in a complete stock of records of this character. And to all people who purchase certain quantities of records we will give free an album in which to keep them.

Start now to keep fit during the Wintertime and make fun of your daily exercises by doing them to music.

The store then could arrange some very attractive window displays of the sort of records it would sell during the week and to each record in the window displays it could attach a little card telling all about the record and the use to which it was to be put, etc. An attractive feature of the displays would be to show some of the records already in use in local gymnasiums, in the home and in local schools while the children are taking class exercises.

Daily demonstrations in the store would aid

materially in making the event a success and if the dealer could secure the services of some local athlete and have this athlete demonstrate various exercises to the music, either in the window or warerooms, the store would have a drawing card which would be sure to attract large numbers of people and help greatly in selling more of these record sets, which have already proved their worth, such as Walter Camp's "Daily Dozen" and "Weight Reducing Exercises," made by Health Builders, Inc.; "Wallace Reducing Records," made by the Wallace Institute; "Victor Health Records," made by the Victor Talking Machine Co., and the "Copeland Health Records," made by the Bridgeport Dye & Machine Co.

Put on a "Health and Gymnasium Week." It will attract a lot of attention and help business. You can do it easily and quickly and inexpensively.

CHATTANOOGA FIRM ADDS VICTOR

CHATTANOOGA, TENN., December 6.—One of the latest firms in the South to add the Victor line of talking machines and records is the Southern-Standard Music Co., of this city. A handsome Victor department has been opened in this store under the management of L. M. Murphy, who was formerly connected with the Cable Piano Co. Improvements are planned to the warerooms which will make this one of the finest music stores in this section of the State and a vigorous advertising and sales campaign in the interest of the new line has already been inaugurated. The usual forms of publicity are all being utilized in this drive.

Greetings

THE TALKING MACHINE'S HELPMATE



We are now closing another year in our history—a year that has seen the same high quality of Nyacco albums maintained and the prestige and popularity of Nyacco albums still further increased.

We look forward to 1923 as a big year for the talking machine trade. It is our sincere wish that it will prove the biggest year in your history. Selling Nyacco albums will do much to help make it so.



The Best Interchangeable Leaf Record Album on the Market

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
174 Tremont St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.

Western Coast Factory Representative, E. R. DARVILL—Munson Raynor Corp., 315 S. Broadway, Los Angeles, Cal.

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak



Victrola No. 90
\$125
Mahogany, oak or walnut

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or oak



Victrola No. 210
\$100
Mahogany



Victrola No. 280
\$200
Mahogany or walnut



Victrola No. 330
\$350
Victrola No. 330, electric, \$390
Mahogany



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company
Camden, New Jersey

Off With the Old and On With the New—A Year of Achievement and Prosperity Ahead

How quickly the years roll past! The Christmas season is with us again and treading close upon its heels will come the New Year. In spite of the fact that days are full to overflowing, we cannot help but pause for a little quiet retrospection—a looking back, as it were, to the months which have closed of this year of 1922. When the last chapter is ended the New Year will commence and once more we will enter upon the cycle of new and untried experience which will mark another milestone in Life's journey.

When we were younger we cried out "Merry Christmas!" without thinking very much of all which the words implied. Now, however, we say them with an earnestness which increases as the years go past. A "Merry Christmas" does not mean to us now a day of feasting and celebration, but rather the climax of a year well lived.

And so when we say to you, our friends, "A Merry Christmas and a Happy New Year," we mean so much that a volume could scarce contain it. There is nothing perfunctory, or formal, or cold in our manner or heart when we voice these age-old sentiments. We know that your Christmas and ours can only be "Merry" when there is cheer and merriment and joy and a sense of having done well, in our hearts.

In our business lives the great majority of us have worked very hard. It has been necessary—and we are glad of that! Working hard has been good for us. It has taught us to be self-reliant, self-respecting and independent in our thinking. People who are ready to think and work are not lazy. They are not procrastinators. Consequently they get results.

We can have a Merry Christmas in very truth when we know that we have played our part in the Game of Life well; when we have been fair, just, capable and reasonably exacting as business associates; when we have been sympathetic and progressive in home and community life; when we have so planned our time that we have had time enough for the things we needed to do and have not wasted or spent

to poor purpose those precious hours which will never come back.

If we can come—you and I—to the end of the year, tired and weary, possibly, but nevertheless able to say with sincerity, "God's in His heaven, all's right with the world!"—then we can have a happy holiday period, because there will be nothing of regret in it. We will know that cordial relations exist between us and our fellowmen and that because we have served well

A Little Reflection Over Events of the Past Year Will Point the Way to Greater Prosperity in 1923

and done something helpful for others, we have a right to peace and happiness and contentment in the closing days of the year.

Doing "something" for others is a very large order. Let us consider it a moment.

First of all, we have a responsibility to ourselves, for unless we are healthy, efficient, capable, forward-looking, zealous in our chosen task and ready to give our best to whatever we undertake, we shall not be ready to do for others. The machine which carries us swiftly over the roads to the point of our destination must be in good running order or it cannot serve us. We must be right in mental outlook, in desire to achieve and in the Spirit of Doing or we cannot serve others.

Those who accomplish most are the ones who begin at home and work outward in an everwidening circle. Let us remember this:

"The light that shines farthest, shines brightest at home." That is to say, we will prove ourselves worthy of Christmas joys if we aim definitely to make our own business organization finer, stronger and of loftier ideals. Service is love in action—love is the Christmas spirit.

So let us plan to have glad hearts ourselves and to feel and act in such a kindly manner that old Santa Claus himself would be glad to claim relationship. Some of us, perchance, have not done as much as we might for our chosen calling or profession, through the channels of its trade organization. We have been inclined to question, "What will we get out of it?" This is the spirit of selfishness, as opposed to the spirit of love.

Why not carry the Christmas spirit throughout every day of the New Year? If we do this, we can be sure of good will and harmony and happiness.

We like to think of Christmas as the period when our batteries are recharged by the kindly relations, helpful contacts and efforts in the direction of expansion for the New Year. Some people never have their batteries attended to and then some day the cells go dead at the most inconvenient times. This is the advantage of a regular season for attending to necessary duties, the season for looking over the mechanism of our social and business lives.

Are we grateful and appreciative for the blessings which are ours? Are we doing just what we have to, or as much as we can? Are we unselfish and forward-looking and ready to extend the encouragement which the other fellow needs?

If we have the spirit of Christmas in our hearts there will be little need to worry about the New Year. We are informed that advertising contracts for 1923 already amount to \$250,000,000 and the record is not closed. Even at this, there is an increase of 33 per cent over and above the publicity outlays for 1922.

It is usually conceded that the amount of confidence expressed by the country as a whole in its advertising appropriations is a rather reliable indication of what we may expect in the way of increased or decreased business. If this is so, the New Year bids fair to be prosperous. And if it is prosperous there should be an opportunity for more and better service.

After all, we are really standing at the crossroads, looking both ways. We are sure to see where we have made mistakes in the past. We are sure to discover times we might have acted more promptly, more wisely, more understandingly. But if we have done the best we knew as we went along, and if we are ready to do better yet in the days to come, we will be entitled to a 25th day of December, full of happiness, and anticipation of greater achievements in the months ahead.

So, when we say, "A Merry Christmas and a Happy New Year," we are thinking of what has gone before and what is to come. We are hoping that the experiences gained will make life richer and brighter and more hopeful.

To each and every one of you we would say, "May Christmas last the whole year through and may the New Year bring you your heart's dearest wish, whatever it may be."

Be very definite in what you want. Head toward that goal, and if it is a possible and reasonable goal, you will reach it. We seldom get to any destination which we do not set out to reach. This is the advantage of resolutions. One resolution firmly determined upon and lived up to is worth a hundred soon forgotten.

A Merry Christmas, and remember that "A merry heart doeth good like a medicine!" And a New Year so happy that it will be a red letter day in the Rosary of the years!



BRUNS
MADERITE

Greetings

The Good Will of our patrons and friends we regard as one of our most valuable assets. The spirit of the season brings to us renewed appreciation of old associates and the value of new friends.

This, then, is our message—May your Christmas be a happy one and success attend your efforts during the coming year, is the sincere wish of

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

A. BRUNS & SONS
Manufacturers of Phonograph Moving Covers
50 Ralph Ave., Brooklyn, N. Y.

Cover, Straps Attached



Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
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. 80
\$100
Mahogany, oak or walnut



Victrola No. 120
\$275
Victrola No. 120, electric, \$315
Mahogany or oak



Victrola No. 230
\$375
Victrola No. 230, electric \$415
Mahogany



Victrola No. 260
\$160
Mahogany or walnut



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



"HIS MASTER'S VOICE"

Victrola

REG. U.S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.
Victor Talking Machine Company
Camden, New Jersey

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 5982-5983 Madison Sq.
 Cable Address: "Elbill," New York

NEW YORK, DECEMBER 15, 1922

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

DEVELOPMENTS AND PROSPECTS REVIEWED

BUSINESS in the talking machine field, which opened so hesitatingly during the early months of 1922, is closing in a manner which testifies not only to the improved financial condition of the nation, but also to the strenuous merchandising efforts in evidence in every branch of the industry.

During the past few months there has been a steady enlargement in the demand for talking machines and records in all sections of the country, and those manufacturers, jobbers and dealers who have taken the public into their confidence through intelligent, constructive advertising have been rewarded by an increasingly satisfactory volume of business.

The year, however, has not been without its dark spots. The great cleaning-out of surplus stocks of nondescript talking machines and records interfered in a very large measure with the sales of legitimate, nationally known products. In connection therewith a tendency to extensive price-cutting was evident which naturally was not a factor towards stability or business betterment. Such practices invariably undermine the prestige of those who indulge in this unwise form of trade stimulation.

While the price-cutting situation has considerably bettered, the evil has not entirely disappeared, and it is being "aided and abetted" by the long terms and small initial payments, which have become too prominent these days in the retail field. Dealers make excuses by saying keen competition has brought about this condition, but the fact remains that strong men and strong houses cannot afford to indulge in such practices. Cheapening the product cheapens the makers and cheapens the house selling the product. This condi-

tion calls for serious consideration by dealers who have the best interests of the industry at heart.

Judging from reports of improved business which are reaching us from all parts of the country, there is no question but that the talking machine industry is destined to enjoy a very large measure of prosperity during 1923. In this campaign for placing more talking machines and records in the homes of the people of the United States there should be loyal and indefatigable efforts by the trade as a whole toward maintaining the most improved methods of correct merchandising—methods that will be fair to the purchaser, fair to themselves, and fair to the manufacturer.

The musical and industrial standing of the talking machine has received a great impetus during the past twelve months. Prominent writers on economics have paid tribute to the growing importance and stability of the industry, while celebrated musical critics, leading composers and speakers at great educational conferences held throughout the country have recognized afresh the increasing value of the talking machine in the musical life of the Nation and have willingly recognized its aid in imparting musical knowledge not only in the home, but in the great pedagogical institutions.

Record music is unquestionably making America more musical every day. It is compelling our people to become acquainted with the best in musical literature and with the operas. All this is evident despite the tendency of the paragraphers to descant upon the growth of jazz and music of the lighter sort. This has a place in the musical menu for there must be entrées as well as solids, but the fact remains that the people who are enjoying the music of the talking machine have the opportunity of being brought into contact with the very finest minds in the musical world.

TALKING MACHINE RECORDS IN THE SCHOOLS

THE very interesting information has been forthcoming that in compiling its budget for the new school year the Board of Education of New York has set aside a specified sum of money—a small sum, it is true, for the purchase of talking machine records for schools, some 200 titles being listed which may be ordered by the school principals just as are ordered other supplies for school use. Although the sum set aside for records is small, it is to be hailed as an entering wedge and as indicating a new appreciation of the value of the talking machine in the schools in promoting a better understanding of the principles of good music.

Other cities and towns have long ago taken a lead in this matter, and have provided talking machines and library records for the schools without any great argument. Great cities, however, as do all great bodies, move slowly, and that the school authorities of the metropolis of the nation have at last seen the light and seen fit to set aside a portion of a rather limited budget for the definite purpose of buying records is a move that should have a great influence on the rest of the country.

It is safe to say that the attitude of The Talking Machine Men, Inc., in lending practical and material assistance to the cause of music in the schools through offering prizes, providing supplies for music memory contests, has had a distinct influence in awakening the school authorities to an appreciation of the real value of the talking machine.

THE HARMFUL EFFECTS OF LONG TERMS

AS we go about the country we hear talking machine dealers handling various lines complain of the shortage of machines, or at least of the impending shortage that promises to mean lost sales and consequently lost profits before the peak of the holiday buying has past.

On the other hand, we see these same dealers for reasons hard to fathom engage in a hectic rush to put machines into the homes of customers either without initial payment or for a down payment and on terms little short of ridiculous. Down payments of forty-nine and sixty-seven cents or other like amounts on machines selling at \$100 or more have been a common occurrence, and terms formerly kept well within the year are now running from eighteen to twenty months.

The evil effects of long terms as a means of inviting carelessness in the matter of payments with subsequent repossessions and particularly in tying up for the dealer much needed capital, have so often been set forth that their repetition is a waste of time. When, however, retailers are faced with the possibility of being

unable to get sufficient machines to take care of holiday demands, and then see fit to send out their present stock on ridiculous terms when they know it cannot be replaced, there develops a condition that is certainly in direct variance with sound business principles.

The replacement value of any merchandise should normally have a direct effect upon the sales price and particularly upon the terms, for a machine that goes out for a half dollar or less as down payment to-day will very probably mean a loss of a sound cash sale before the New Year.

It frequently happens that dealers endeavor to explain low terms by pleading that they bring customers to the store and the salesman can then demand and get larger payments. As a matter of fact, advertised terms like advertised prices are taken by the public to represent the maximum and as a general rule are considered subject to reduction rather than increase.

Next year will in all probability be an excellent year for all kinds of business, but the merchant in any line who ties up his good money unnecessarily in long-time paper at the present time is not going to be in a position to realize in the fullest measure on the business possibilities of the coming months.

THE VALUE OF MUSIC MEMORY CONTESTS

THE decision of The Talking Machine Men, Inc., the organization of talking machine retailers in Greater New York and neighboring districts, to take an active part in the conduct of a music memory contest in the public schools of New York in cooperation with the officials of the Board of Education is distinctly a move in the right direction and may be expected to bring the very satisfactory results that have been realized by dealer organizations in other localities that have followed the same course.

The New York plan calls for the direct linking up of the dealers' stores in various sections with the schools in their particular districts, by having retailers offer a limited number of records free for the use of school classes studying for the contest. The cost of the move is ridiculously small in proportion to the wide interest that is bound to be aroused by the contest and to the direct publicity

THE Talking Machine World offers a prize of ten dollars monthly for the next three months for the best article of from four hundred to five hundred words from a dealer, salesman or traveler setting forth an original and practical idea, or a proven plan, for selling or exploiting talking machines or records, or improving collections. The contests will close on the first day of January, February and March. One dollar each will be paid for all articles which do not win prizes, but which are deemed worthy of publication because of the ideas they contain. The plans or ideas must be practical and tested. Address articles to "Contest Editor, Talking Machine World, 373 Fourth Avenue, New York."

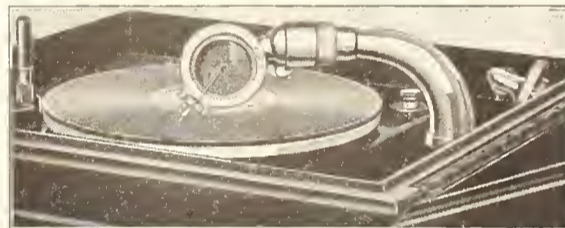
for the various members of the association that is certain to result.

Various talking machine companies have accomplished great work for some years past in arousing in school authorities a proper appreciation of the value of the talking machine for music study, but as a rule the local dealers have of their own initiative taken very little advantage of the field thus created. By getting in close contact with the schools through music memory contests and by aiding the school authorities directly in their musical work, talking machine dealers, can, as has been proven, develop a direct contact with, and interest in, themselves and their establishment that means dollars and cents in profit, and a business opportunity that can be realized in no other way.

Even though the direct dollars-and-cents results from musical appreciation work may not be realized by the individual dealer to the extent that he feels warranted in expecting, he must remember that he is first of all selling music and that any movement that directly or indirectly is calculated to arouse a greater appreciation for, and interest in, music is bound in some way or another to prove of benefit to him in his business.



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."

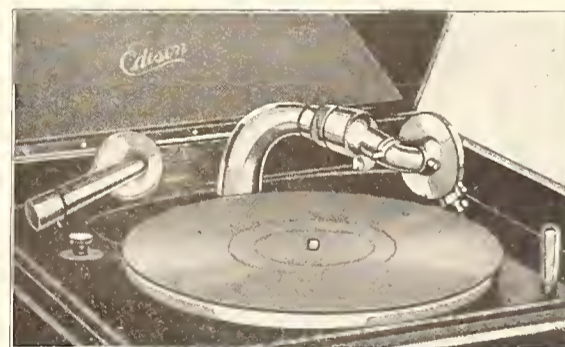
WRITE YOUR EDISON JOBBER. HE HAS IT.

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

JEWEL PHONOPARTS COMPANY 150-160 W. Whiting St., Chicago

Winter Months Offer Dealers Fine Opportunity of Extending Exceptional Service

The Winter months, with their ice, sleet and snow, offer the talking machine dealer the opportunity of extending service of an exceptional order toward customers and prospects which will strengthen the reputation of any concern as well as result in many sales that would otherwise be lost. For the most part, the woman of the house is the buyer and when the ground is covered with a white mantle of snow and the thermometer is jumping around the zero mark there is little possibility of getting this class of trade to venture from the warm fireside to visit the local music house. No matter how alluring the advertising copy and no matter how much certain records will appeal, there is every possibility that the trip to the music store for a demonstration will be deferred until the quicksilver climbs. In many instances the force of the advertisement will then have been lost or the new monthly record supplements will turn the mind of the prospect toward other and more recent recordings.

Conditions similar to that outlined above can be overcome by the merchant who saves the customer from venturing out by going out into the cold himself. In other words, if the customer will not visit the store it is up to the dealer to visit the customer. This is favorable for the dealer because he can, to a certain extent, choose the time for his visit, and in addition to the records which the prospect has evinced a desire to hear he can take along several other recordings which he is pretty sure will appeal to the customer he intends to call upon.

An hour or so at the telephone each day, taking a certain number of names contained

on the mailing list at each sitting, will most certainly result in several appointments with customers interested in some of the latest record releases. The merchant should strive to make the appointments in the evening, when the head of the house is pretty sure to be at home. With the whole family circle listening to the records he has brought along for demonstration purposes his chances for making a large sale are much greater than if he had

When Patrons Refuse to Venture Outdoors in the Cold and Snow Dealers Should Make Sales in Their Homes

only one listener. Often what father likes in the way of music may not appeal to mother, and in this advanced age the likes and dislikes of the children play an important part in the decisions of the parents regarding purchases. If there are children in the home and the parents prefer the classics the dealer can probably boost his sales by taking along a few records of popular or dance music.

These home demonstrations can be carried still further by arranging home concerts to

which patrons may invite their friends. In the case of a home concert it would be well to arrange a varied program and the dealer could even consult with his patron as to the program. This latter suggestion would prove especially valuable from the standpoint of adding live names to the prospect list and making sales, because the customer would be apt to know what type of music her particular friends would enjoy most.

As has been mentioned in a previous paragraph advertising when the weather is exceptionally bad will not draw nearly as well as when the days are fine and crisp. Therefore, the dealer who desires to build a solid patronage on the basis of service should stress this feature of his business. Advertising in the middle of the Winter should contrast the interior of the home with its warm, cozy fireside and the family grouped around, with the bleak out-of-doors. Of course, the main factor of the ad is the contribution of the talking machine to family entertainment. Each advertisement should also contain a statement of the fact that a telephone message will result in a home demonstration of records which the customer may desire to hear at any appointed time. Thus will the advertising be made to reach the height of its effectiveness.

CLAYPOOL-LACY MUSIC CO. BUYS

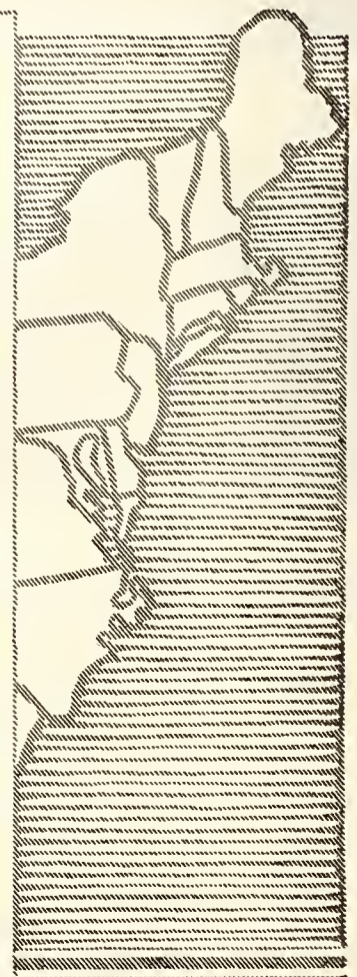
CRAWFORDSVILLE, IND., December 8.—The entire stock of Victor talking machines and records of Schulz & Schulz, of this city, has been purchased by the Claypool-Lacy Music Co., which will hereafter have the exclusive representation of the Victor line in Montgomery County.



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

A Yuletide Message from Peerless

LOOKING AHEAD

A big record season is invariably followed by a large demand for albums.

It is the confident belief of the writer that a factor of sales in January and February will be your preparation now in the matter of a generous album stock.

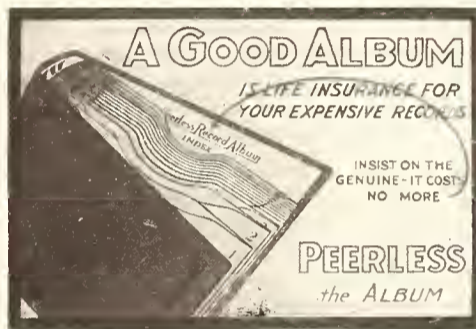
The good profit offered you on Peerless Albums is your one best reason for stocking them. On the other hand, Peerless quality, widely known and acknowledged, is a standard that you can safely rely upon for establishing firm relations with all your new record customers.

Open the gate to 1923 prosperity now by completing your Peerless Album stock for good service to your clientele and in the interest of greater sales.

Phil Ravis

To its many customers, friends and to the entire talking machine industry, Peerless extends its heartiest Christmas Greetings and sincere best wishes for the New Year.

We are particularly grateful for our extraordinary business of 1922, due to a large extent to the steadfast patronage of our old customers and the many new accounts which have been added to our clientele.



A Postal will bring this sign to you in the next mail—WRITE

Fully mindful of our great responsibility to the trade in 1923 we have closed contracts for additional manufacturing equipment (soon to be installed) which will allow for further progress and service.



Manufacturers of:—

- | | |
|--|--|
| Peerless De Luxe Albums | Peerless "Classification Systems" |
| Peerless All Grades of Record Albums | Peerless Record Album Sets for All Make Machines |
| Peerless "Big Ten" Albums | Peerless Record Stock Envelopes |
| Peerless Record-Carrying Cases | Peerless Delivery Bags |
| Peerless Interiors for Victrolas and Phonographs | Peerless Supplement Envelopes |
| | Peerless Photo Albums |

It Does Make A Difference What Album You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

DECREASE IN PRODUCTION IN TALKING MACHINE FIELD

Department of Commerce Issues Census Figures Showing Appreciable Decrease in Output of Talking Machine Industry in 1921 as Compared With 1919—New Jersey Leads in Production

WASHINGTON, D. C., December 4.—The Department of Commerce announces that the reports made to the Bureau of the Census show a considerable decrease in the activities of the establishments engaged chiefly in the manufacture of phonographs, graphophones and talking machines (the industry including records, parts and accessories) during 1921 as compared with the returns for 1919. The total value of products reported amounted to \$98,164,000, a decrease of 38.1 per cent since 1919, when the total products were valued at \$158,548,000. In addition, phonographs, graphophones, talking machines and parts valued at \$7,173,000 in 1919 were made in establishments engaged primarily in the manufacture of products other than those covered by this industry designation. The corresponding figures for 1921 are not available.

Of the 154 establishments reporting products of over \$5,000 for 1921, 38 were located in Illinois, 36 in New York, 19 in New Jersey, 16 in Ohio, 12 in Michigan, 11 in Indiana, 9 in Wisconsin, 8 in Pennsylvania, 5 each in California and Connecticut, 3 in Massachusetts, 2 each in Iowa, Minnesota, Missouri and Oregon, and 1 each in Tennessee, Virginia and West Virginia. New Jersey produced 62.7 per cent of the total value of products in 1921, being the leading State in the industry in that year as well as in 1919.

The decrease in production has been accompanied by a corresponding decrease in the number of persons employed, in the total amount paid during the year in salaries and wages and in the amount expended for materials. Considerable fluctuation is noted in the number of wage earners employed each month during the year. In January, the month of maximum employment, 20,407 wage earners were reported, and in August, the month of minimum employment, 14,693, the minimum representing 72 per cent of the maximum. The average number employed during 1921 was 17,938, as compared with 28,721 in 1919. A classification of the wage earners with reference to the prevailing hours of labor in the establishments in which they were employed shows that 9,254, or 51.6 per cent of the total average number, were employed in establishments where the prevailing hours of labor per week were 48; 4,482, or 25 per cent, where the hours were from 48 to 54, and 2,144, or 12 per cent, where the prevailing hours were 44 or less per week.

The statistics for 1921 and 1919 are summarized in the following statement. The figures for 1921 are preliminary and subject to such change and correction as may be necessary from a further examination of the original reports.

	1921 ¹	1919 ¹	Per cent of decrease ²
Number of establishments.....	154	166	7.2
Persons engaged.....	21,757	33,826	35.7
Proprietors and firm members.....	77	43	...
Salaried employes.....	3,742	5,062	26.1
Wage earners (average number).....	17,938	28,721	37.5
Salaries and wages.....	\$29,025,000	\$42,651,000	31.9
Salaries.....	7,255,000	8,688,000	16.5
Wages.....	21,770,000	33,963,000	35.9
Cost of materials.....	41,042,000	59,740,000	31.3
Value of products.....	98,164,000	158,548,000	38.1
Value added by manufacture ³	57,122,000	98,808,000	42.2

¹ Figures for 1921 do not include establishments reporting products under \$5,000 in value, thus excluding 19 establishments which employed a total of 10 wage earners and reported products aggregating \$54,000. The figures for 1919, however, include 11 establishments which employed 7 wage earners and reported products valued at \$25,000.

² Percentages omitted where base is less than 100.

³ Value of products less cost of materials.

Detailed statistics of production for the years

1921 and 1919 are shown in the following table:

	1921	1919	Per cent of decrease*
TOTAL VALUE.....	\$98,164,000	\$158,548,000	38.1
Phonographs, graphophones and talking machines:**			
For disc records—			
Number.....	2,138,000
Value.....	\$88,836,000
For cylinder records—			
Number.....	596,000	66,000	73.2
Value.....	\$38,584,000	\$1,316,000	57.9
Dictating machines—			
Number.....	23,000
Value.....	\$1,417,000
Records and blanks:			
Disc records—			
Number.....	103,436,000	101,085,000	*2.3
Value.....	\$47,323,000	\$42,931,000	*10.2
Cylinder records and blanks—			
Number.....	1,755,000	5,912,000	70.3
Value.....	\$521,000	\$1,759,000	70.4
Needles:			
Steel, value.....	739,000	1,360,000	45.7
Other, value.....	395,000	249,000	*58.6
Parts and accessories not included in finished instruments reported:			
Cabinets, value....	1,662,000	3,653,000	54.5
Other parts and accessories, value..	4,911,000	10,516,000	53.3
All other products, value.	3,577,000	6,242,000	42.7
Custom work and repairing, value.....	452,000	269,000	*68.0

* Denotes increase.

** For 1921 statistics of cylinder record and dictating machines are combined with those of disc record machines to avoid the disclosure of operations of individual establishments.

THE TALKING MACHINE HER TEACHER

Marion Talley, the Amazing Young Singer of Kansas City, Who Sang for Metropolitan Opera Magnates, Is a Victrola Graduate

Marion Talley, the clever young Kansas City girl whose wonderful vocal talents so aroused the musical people of her native city that she was recently given a hearing before the magnates of the Metropolitan Opera Co., attributes much of her startling vocal proficiency to the talking machine. It is interesting to know that she never heard her idols, Galli Curci or Geraldine Farrar, sing except on the Victrola. From the former's record, "The Wren," she learned to sing the selection which won the instant favor of the connoisseurs who heard her "try-out" recently at the Metropolitan Opera House.

So deep an impression did she make on Gatti Casazza, director of the Metropolitan forces; Otto Kahn, Directors Bodansky and Franko and others who had the privilege of hearing her test recital, that it was decided

she was to spend three years studying with the best teachers. In New York, where she will remain indefinitely, Marion Talley will study voice culture, languages and all the other accomplishments necessary to a great prima donna. She will be supplied with tickets for all the Metropolitan productions and have a chance to study at first hand the many celebrities she has heard so much about. The people of Kansas City are quite proud of Marion Talley and they have good reason to be. Her voice is unusually developed for a girl of fifteen; in quality it is more like the finished voice of a woman, of twenty-two.

GOLDEN RECORD CO. ENTERS FIELD

Locates Recording Laboratory in Los Angeles —Plans for Expansion

LOS ANGELES, CAL., December 6.—Asserting that this city is peculiarly suitable for the manufacture of talking machine records on account of atmospheric conditions, Theophilus Fitz has started the first recording laboratory on the Pacific Coast.

The Golden Record Co., of which Mr. Fitz is president, is housed in a suite of rooms at 1044 South Hope street. The company has already made records which are on sale in Los Angeles' leading music shops. Records by nationally known musicians are about to be made. Mme. Constance Balfour and Mme. Aldrich are among the number.

TIES UP WINDOW WITH CONTEST

ROBINSON, ILL., December 2.—A most unusual and interesting contest was recently staged by the Vandaveer Music Co. here, causing considerable favorable comment and widespread interest. The contest was directed toward the children of the city, who were asked to write essays on the ancient city of Cairo, Egypt. Prizes were awarded to the winners. In connection with the contest a special window display was staged by the company, reproducing as faithfully as possible the famous tower and gate to the city.

GRANBY CORP. CHANGES NAME

The Granby Phonograph Corp., of Norfolk, Va., manufacturer of the Granby phonograph, has filed an amendment to its charter of incorporation changing the name of the firm to the Granby Manufacturing Corp.

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

Greater City Phonograph Co., INC.
 311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
 for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked as the ease with which it sells.

"Sonora & Sales are Synonymous"

Radiola

TRADE MARK REG. U.S. PAT. OFF.

The name RADIOLA is a trademark which is the property of the Radio Corporation of America and which is registered in the U. S. Patent Office. It designates only the radio receiving sets of the Radio Corporation of America.

The name RADIOLA is not only an identifying symbol and, therefore, a protection to the public, but also a guarantee that the radio set to which it is applied embodies the latest approved results of scientific research conducted on behalf of the Radio Corporation of America.



*This Symbol of
Quality Is Your
Protection.*

*Among RCA distributors are the following famous
music houses:*

ALBANY RADIO CORPORATION, Albany, N. Y.
LANDAY BROS., Inc., New York City
LYON & HEALY, Chicago, Ill.
W. F. FREDERICK PIANO CO., Uniontown, Pa.
GENERAL RADIO CORP., Philadelphia, Pa.

Radio  **Corporation**
of America

Sales Department, Suite 2076
233 Broadway, New York, N. Y.

District Office
10 South La Salle St., Chicago, Ill.

The Portable Talking Machine Can Be Sold Throughout the Entire Year :: :: By Carl Knittel

Now, some good people in the trade may not agree that the portable talking machine is a year-round product, but they have arrived at that conclusion through some experience previously had when the manufacture of portables was in its pioneer state, or without getting the experience of others so as to form an unbiased judgment. They are firm in their belief that the portable is a seasonal article and, therefore, cannot be sold at times other than in season.

What a peculiar thing is the state of mind. When a man *thinks* he cannot sell an article he most certainly does not sell it, no matter how well the thing will merchandise when properly pushed, or how rapidly others are selling it.

Many dealers realize the value of selling prospects talking machines who have little or no room and very little funds. These people need talking machines worse than others, as they must stay at home for their entertainment in the majority of instances. What an opportunity there is to sell portables to these people! The cost is such that many sales can be made where a more expensive instrument would not have been purchased.

Any keen merchandiser must instantly realize that this class of customer will prove a steady record buyer and later on will more than likely buy other machines as he becomes more prosperous.

The portable has come to be the ideal gift, for Christmas, birthdays, anniversaries, weddings, graduation, and this fact, with proper attention to mailing list, can be accentuated by dealers. There is no better method of studying

the languages than with the aid of the talking machine, and dealers can develop that business owing to the fact that the portable can be carried to rooms where quiet and concentration can be had.

Suppose the children want to dance at the house next door. Over goes the portable and those people next door get a taste of the phonograph pleasure, possibly becoming a future customer. Many dealers are using the

Prospects Who Cannot Afford Large and Expensive Models Can Be Sold Portables Regardless of Season

portables in the record demonstration rooms, as they play the record very well and allow keeping the larger machines in the salesrooms, without tying up heavy capital. Likewise, they can be set right on the counters and occupy no floor space.

The outdoor uses of the portable we well know, so there will be no need of taking up space to dwell on them. The sick room is

many times made more cheerful to the invalid by the music of a portable carried into the room, and, in some sanitariums, from room to room.

Many dealers who indulge in the sending out of house-to-house solicitors in selling either machines or records have found the portable a wonderful sales help. Christmas clubs in factories and offices can be made up in this way by taking the machine right out where these customers are, rather than waiting for them to come in.


In other words, the portable puts a positive punch into your sales campaign, as you can pick it up and go after the business if necessary.

All these thoughts are given with the idea of constructively helping the dealer develop business in a channel that he may not have thought of before and to bring about a realization of the fact that a little effort in a new direction may result in increased business.

SUGGEST LIBRARY "TALKER" ROOMS

New York librarians are discussing a suggestion that a room be set aside in the larger libraries where talking machine music may be played. The idea is based on the theory that music is the closest of the arts to literature and that shelves of text-books on music are only of academic value when there is not a ready means of illustrating them by sound.

A certain talking machine dealer in a small city makes a specialty of catering to automobilists who pass through his community. Bill-board advertising does the trick.

Flexlume Signs

For more than ten years the Flexlume Corporation has been learning how to make electric signs draw business.


There is more to it than glass and metal—design, for instance, the art of making the sign carry advertising thought. There is the science of proper illumination, the right kind of construction and the importance of having a nation-wide service organization.

All these points have been perfected by Flexlume in ten years of specializing on a particular type of sign.

Let us send you a sketch showing a Flexlume for YOUR business.

FLEXLUME CORPORATION

36 Kail St., Buffalo, N. Y.





ORMES Greetings

WITH the closing of a banner VICTOR year we consider it a privilege to extend hearty greetings to the trade. It is in a spirit of appreciation and thanks that we wish you a Merry Christmas and a New Year filled with success and prosperity.

This spirit of appreciation and good will will be manifested in 1923 by an intensive and practical form of co-operation, based on an intimate knowledge of the VICTOR retailers' problems and requirements.

A. Price
Vice-President

Who's your Victor jobber?

ORMES, Inc.

5 West 37th Street

New York

How Advertising of Long Terms Operates to the Discredit of the Industry in Many Ways

During the war period, and more particularly during the more recent general business depression, when money for the purchase of musical instruments was so terrifically scarce and bankruptcies and unemployment generally prevalent, there may have been some real excuse—if there ever is an excuse—for retail talking machine dealers offering their merchandise at a substantial price sacrifice or long terms which seem more like the length of a bond issue than the period for instalment payments on a musical instrument.

But "those days" are no longer here. The average talking machine dealer to-day—and by average is meant the dealer with some real business aggressiveness and ability—is able to do a very fair turnover in both machines and records. Indeed, it is now common to find that shortages on certain models or certain selections prevail with this or that dealer.

Yet, in the face of this quite satisfactory current condition, as well as a very favorable holiday season, and despite the excellent prospects for 1923, retail talking machine dealers, as a whole, have not cleaned house, as regards their advertising appeal, the amount of down-payment required and the length of the period over which instalments are extended.

It is time for the entire retail trade to take inventory of itself, to think very seriously of the foundation on which the business is being built and of its more permanent future. The advertising of long terms operates to the discredit of the industry in many ways, indicating a surplus of supply over demand and a poor financial system. Advertised prices and terms are always to be accepted as maximum and the difficulty of shortening the terms after the customer is in the store is readily appreciated by those salesmen who have to face such a situation.

Current necessity should no longer compel the retailer to do those things which are obviously destructive of his future business.

It is time for dealers to renew the constructive type of advertising which used to be in evidence before and during the war—the kind of advertising that sells talking machines and records to the American public on a basis of the entertainment and culture development they afford; the kind of advertising that betrays the constructional advantage and musical perfection of this or that instrument; the kind of advertising that interests people in the recordings of this or that artist or group of artists; the kind of advertising that makes the people want the music and entertainment that they can get through the talking machine records so

badly that the price factor and the terms factor become absolutely subsidiary.

That is the way automobiles are sold and that is the way talking machines should be sold. Price should not be an issue and terms should not be an issue, and neither one will be an issue if the desire is created so strongly that it cannot be denied.

The desire to own a talking machine will be created along these lines, providing the retailers, as a whole, pervade their advertising and sales promotion work with constructive ideas of the sort mentioned.

If the retail trade continues to impress the public with the cheapness of the talking ma-

Talking Machine Shortage Problem During Holiday Period Solved by Short Terms and Good Initial Cash

chine, that is, impress the public with the idea that 67 cents or thereabouts will put an instrument worth several hundred dollars in anyone's home, and that it will stay there for time immemorial, providing the purchaser remits 50 cents or thereabouts each month on account, the talking machine industry had better provide for a very poor future. The American public is not going to make a favorite of anything which it is not induced to respect, and this kind of advertising positively does destroy respect for the products of the industry.

Right now is the time to watch credits and shorten terms, for every instrument moved off the floor on terms covering several years or more means a cutting into capital and also the loss of a probable later sale on a cash or short-term basis. Instruments sold on such terms these days cannot be replaced readily and thus have an added value that all too many dealers fail to appreciate. Short terms and good initial cash payments will help solve the talking machine shortage problem during the holidays and Spring, and at the same time bring needed cash to the dealer.

A large majority of talking machine dealers

will recognize the truth of what has just been said, and a large majority of them will protect the future of their own business and the future of the industry by refusing to continue to cheapen the wonderful products they are selling and to formulate their sales and advertising policy along lines that befit normal business conditions, rather than utilize publicity and selling methods which belong only to the depression period that has now become history.

NEW BRUNSWICK MOVING PICTURE

Designed to Exploit the Brunswick Phonograph—Has Clever and Entertaining Scenario

The Brunswick-Balke-Collender Co., with its usual enterprise, has just had manufactured by one of the largest film companies at a cost of several thousand dollars a new moving picture exploiting the Brunswick phonograph. It is entitled "Where Harmony Reigns, in A Flat." The reel is about 350 feet in length and is a finished, artistic production with a complete scenario that is clever and entertaining. The reel will be loaned to Brunswick dealers free of charge for a period of two weeks with the understanding that they make prompt use of it in their local theatres, or they have the option of purchasing it. If desired, the dealer's name and address, as well as his slogan, appears at the end of the film. A very interesting folder bearing upon this new Brunswick film has just been sent to the trade showing how the reel can be made an effective adjunct to the dealer's newspaper and general advertising campaign.

BROADCAST "VICTROLA CONCERT"

Washington, D. C., Department Store Features Victrola in Radio Concert

WASHINGTON, D. C., December 3.—Woodward & Lothrop, department store of this city, is broadcasting concerts in which one instrument will be featured exclusively at each concert. Recently a "Victrola Concert" was given, every number being rendered by the talking machine. The Woodward & Lothrop radio broadcasting station is one of the best equipped in the South. The concern reports that the sale of talking machines and records has been greatly stimulated since the installation of a complete radio department.

It is the stoppage of leaks, such as preventing the loss of small sales, which bring success.

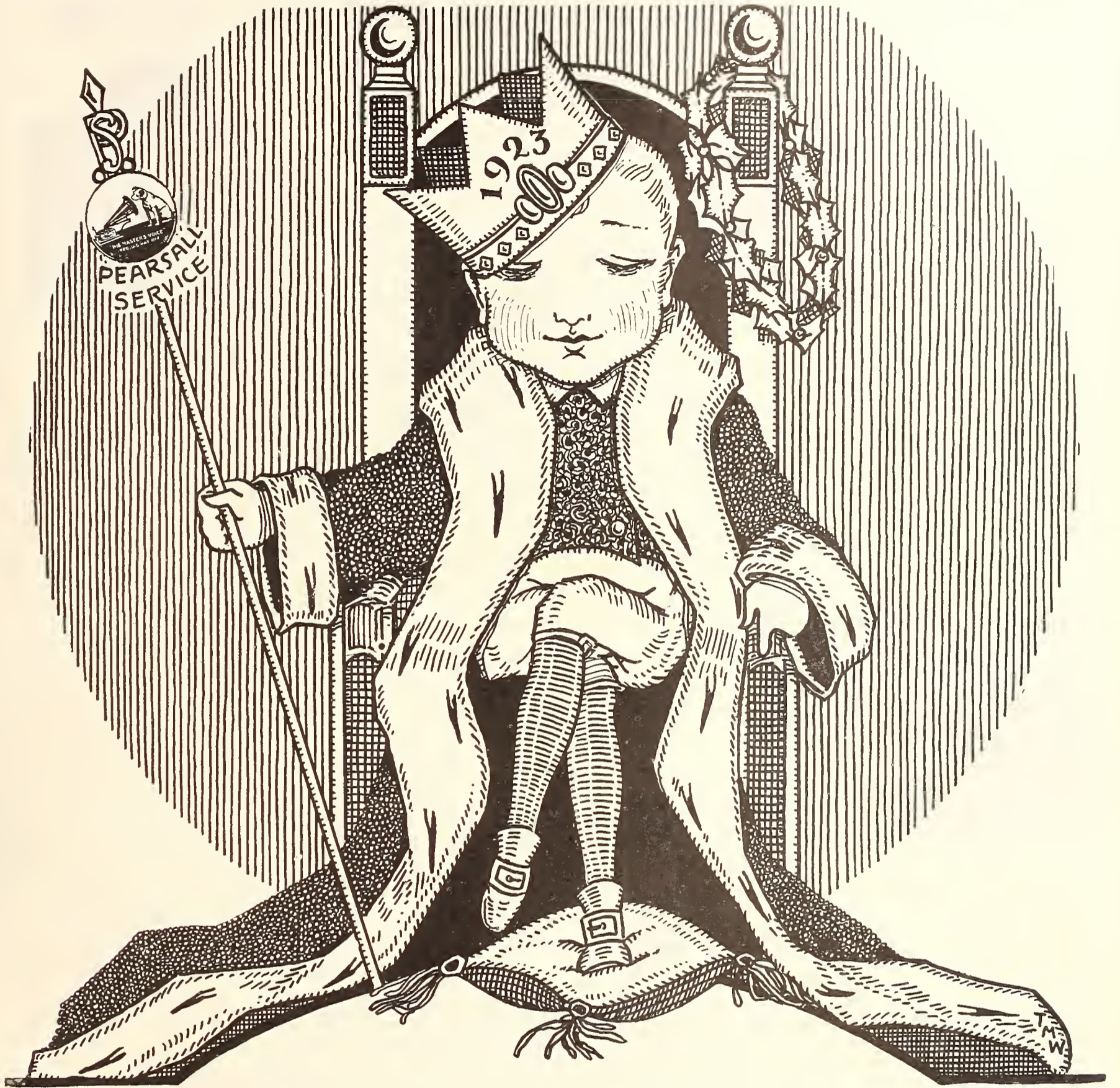
ATTRACTIVE JOBBING PROPOSITION

Wall-Kane Phonograph Needles

THE TEN RECORD NEEDLES

Some Jobbing Territories Still Open

WALL-KANE NEEDLE MFG. CO., Inc., 3922 14th Ave., Brooklyn, N. Y.



A ROYAL WELCOME TO 1923 A NEW KING

In welcoming the NEW YEAR, it is our earnest hope that 1923 will bring to Victor dealers a full measure of prosperity and happiness.

It is with keen pleasure that we extend our thanks to Victor retailers for the patronage and confidence with which they favored us during 1922.

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, *President*

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.

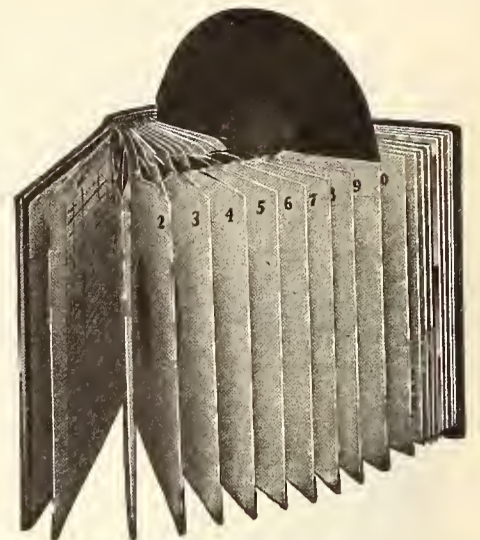
Our large and growing business is due to satisfied customers and repeat orders.

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

PACKARD MUSIC HOUSE ADDS CHENEY

Prominent Fort Wayne, Ind., Music Concern Features Acquisition of Agency in "Cheney Opening and Demonstration Week"

The VanKorn-Shower Co. points with pride to its appointment of the Packard Music House, Fort Wayne, Ind., as a dealer of Cheney instruments. The Cheney line was acquired by the large Indiana music house the latter part



View of Packard Talking Machine Department of October, when a week was set aside as "Cheney Opening and Demonstration Week."

A very effective showing of all the models was made on the floor and many visitors came to the store. Both partners of the jobbing firm were present, along with a young lady who was brought to do special work during the demonstration. Liberal advertising space was used daily announcing the event. One of the big attractions during the opening was a display in the window of a working model, the case of which was made entirely of plate glass, enabling passersby to view the mechanism as it operated.

A business is as strong as its greatest weakness, whether that be in the sales organization, the collection department, advertising, etc.

STUDY SUCCESSFUL COMPETITION

Some Profitable Pointers May Be Gleaned From Other Merchants in the Same Business Who Are Achieving Outstanding Success

What are your competitors doing? Not the failures, or those making a bare living, but the merchants in your community handling talking machines and records who are doing a good business and, in short, making a success of their enterprises. Are you watching them—studying their methods and gaining a knowledge of the things or policies which are drawing customers to their stores and taking them away from you? If you are not, then begin now and take advantage of what you learn. Try to beat your competitor to it, don't follow in his footsteps.

One thing is sure, when a man makes a success of his business it is because his methods appeal to the public. He attracts their attention by new, forcible and effective methods of presenting his goods. He keeps his line and his store before the minds of the public steadily and persistently and he loses no opportunity of making a sale.

The merchant who sits back and is satisfied to merely take any stray crumbs which may come his way certainly will not make any great success of his business, and he cannot expect to build up a solid, substantial trade in this way. A systematic campaign in all branches of business is the only way in which expansion can be accomplished. This means a vigorous campaign in advertising, publicity of all kinds, sales drives, etc. New ideas put into effect are the things that count. Unusual windows, "different" advertising and concentrated sales drives are bound to result in a general stimulation of trade.

Worry leads to ineffectiveness in business.

VICTOR HOLIDAY DEALER PUBLICITY

Artistic Folders, Illustrating Machines, Listing Christmas Records and Other Special Publicity Matter Sent to Dealers

A lot of very effective and artistic Christmas holiday material has just been sent out by the Victor Co. to its dealers which, if properly handled, should be resultful in developing holiday trade. One of the most artistic is a lithographed folder in several colors which contains illustrations not only of the most popular styles of Victrolas, but also pictures of the leading Victor artists and a stimulative talk on music. This is accompanied by a quality envelope to enclose the folder, which is designed to be sent out with a carefully prepared sealed letter. Another folder is devoted to a list of Victor records best suited to the holiday season. There are also suggestions for three separate and distinctive window displays embodied in a four-page folder which show the best and most effective ways of using the material for window decoration which the Victor Co. is providing.

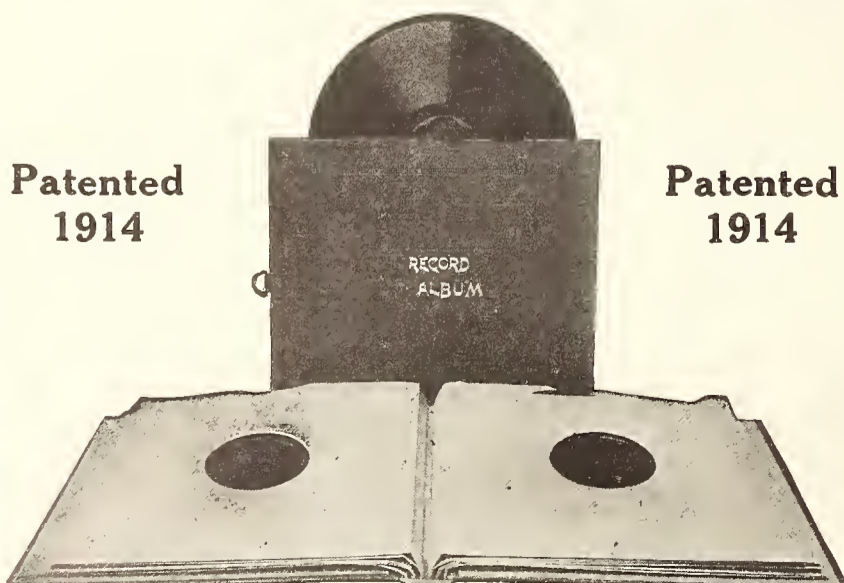
Two large posters have also been sent out, one suitable for window use and the other for use in the store, both of which contain the selected list of Christmas records.

Dealers are fortunate in being able to secure such a comprehensive array of high-class holiday material—it simplifies their problems of window and store display and enables them to get in close touch with machine and record prospects.

FILES BANKRUPTCY PETITION

An involuntary petition in bankruptcy has been filed by the Paul Talking Machine Shop, 112 Main street, Kansas City, Mo. Joseph M. Jones has been appointed receiver for the concern.

Patented
1914



Patented
1914

You Can't Deny

that the STABILITY of your trade depends upon the Stability of the merchandise you handle. Many a dealer who paid out his hard earned money for Quantity rather than Quality soon saw his trade gradually dwindle away.

On the other hand, the conscientious merchant who appreciates Quality and insists upon selling only goods of Quality constantly increases his business. He knows Quality goods when he sees them. That's why Boston Albums will always be found in his store. Boston Albums are Quality goods and he knows it. If you are not handling Boston Albums, write us today for samples.

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

The Records of Quality



GENERAL PHONOGRAPH CORPORATION
25 West 45th Street
NEW YORK, N. Y.

Mr. Heumann
President

In this Christmas Message we want to express our sincerest thanks and appreciation. We promise to follow the same policy in the future we have in the past, continuing to make the BEST RECORD. Our Sincerest Wishes for a Very Merry Christmas and a Happy and Prosperous New Year!



e to OK^{er} Dealers

A Personal Message

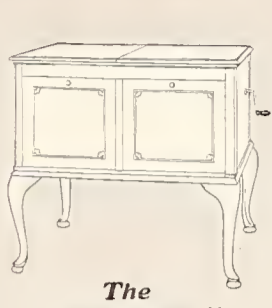


CHRISTMAS, 1922, marks the Fourth Anniversary of our Okeh Record. Starting with a small program, thanks to the co-operation of our friends, we were able to build up a big repertoire in American and Foreign records. You have helped us to make Okeh a national organization, and we consider you part of it.



Okeh Records





The "Queen Anne"



Model "210"



The "Colonial"



Model "127"



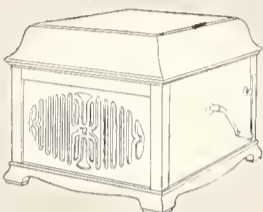
The "Chippendale"



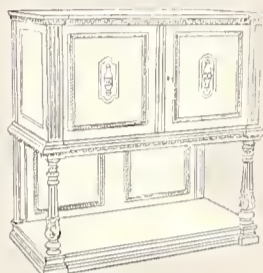
Model "117"



The "Beaux Arts"



Model "105"



The "Lombardi"



Model "122"



The "York"



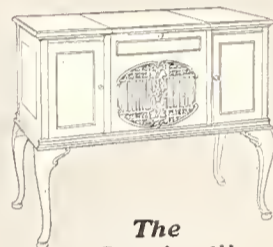
Model "212"



The "Cambridge"



Model "135"



The "Stratford"



The "Oxford"



Model "207"

A Merry Christmas and a Happy New Year

from

THE BRUNSWICK-BALKE-COLLENDER CO.
Established 1845
CHICAGO NEW YORK CINCINNATI TORONTO

Thanking all Brunswick Dealers for the fine spirit of co-operation shown during the past year.

Congratulating them on the truly remarkable volume of business done.

And wishing them even greater successes for 1923.



Model "200"



The "Gotham"



The "Georgian"



Model "101" Portable



BRUNSWICK

PHONOGRAPHS AND RECORDS

Overloading Salesmen With Too Many Prospects Invariably Results in Lost Sales

The talking machine business depends more on securing live prospects and their proper handling so that the maximum number of sales will be secured than most other businesses and, therefore, this branch of the trade should be made the subject of considerable study so that policies may be formulated which will not only result in the securing of live prospects, but will also bring about sales. Numerous methods of securing prospects are in vogue, most of which bring about the required results and practically all dealers have a fairly live list. Where they fall down is in the distribution of these prospects to the various salesmen and canvassers. The dealer or sales manager loads down his canvassers and salesmen with a great number of names and the result is a lack of concentration. The salesman tries to visit as many of these as possible during the course of a month and in his eagerness he does not give the time he should to each individual prospect. In many instances the salesman has a prospect half sold and he then leaves to visit the next one. Before he returns to the half-sold prospect again the sale has been lost through change of mind or perhaps an instrument has been purchased elsewhere.

The point is that it would be much better for the dealer to cut down the number of prospects which the salesman is expected to see so that more attention can be given to each. In a certain talking machine store in the metropolitan area five outside salesmen were supplied with an average of 700 names and sent out. Now, no salesman can cover

the ground which these men were expected to and get the best results. These men made a great number of calls in order to make a good showing on their reports. Sales, however, did not come up to expectations and after much thought the sales manager cut down the number of prospects per salesman to fifty and in a brief talk impressed on their minds the necessity of giving prospective customers more time. In short, the men were told that where

*Lack of Concentration
on Individuals Is Very
Often the Reason for
Poor Results of Really
Good Salesmen*

a prospect showed the least interest in the ownership of a talking machine the salesman should stick until the sale was made or lost. The result of this change of policy was far beyond expectations. No more half-made sales were lost and the monthly reports of the salesmen showed a startling jump in sales totals.

A salesman of wide experience in the retail music field recently made a suggestion to the

writer which might prove worth trying. He pointed out that a box should be provided in the store into which the salesman places the names of those prospects with whom he is unable to make contact or interest in the line. Each salesman should be supplied with the same number of prospects and when one is taken from the list and placed in the box he must take therefrom another which has been placed there by one of the other salesmen. Of course, he selects a prospect which he thinks he might sell. Thus, one salesman may fail to interest a certain prospect and another salesman eventually secures the name through the box and may be successful for various reasons.

No two salesmen approach and present the merits of their line in exactly the same manner and where one man has failed to appeal to the prospect another may succeed through the difference of approach and presentation. A manner which appeals to one person may not do so to another and, therefore, it is safe to assume that one salesman may arouse a feeling of dislike in the mind of the prospect and thus eliminate any chances of making a sale and another salesman will succeed simply because he strikes the right note.

HARRY RIDDELL A PROUD DADDY

Harry Riddell, manager of the Muskegon Brunswick Shop, Muskegon, Mich., has a new use for his Brunswick in quieting or drowning out young Mr. Kirkland Riddell, a newly arrived ten-pounder.

Okeh Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

1103 Olive Street, ST. LOUIS, MO.

307 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors of Okeh Records for the South and Southwest

Read how Columbia Dealers at a nominal

What you get each month

- 1 A pictorial presentation of a dominating sales idea that will increase your record business many times, beautifully lithographed in eight colors on sheets 22 x 32 inches.
- 2 Window streamers—one or two window streamers, lithographed in five colors, featuring special releases or seasonable lists. This is your window's "headline."
- 3 Special lists of records, appropriately illustrated in eight colors that will turn over your stocks on hand.
- 4 At least six cutouts, lithographed in eight colors, all on current records and monthly releases that will move the goods.
- 5 Artist Poster—a beautiful portrait of one of Columbia's Exclusive Artists lithographed in eight to ten colors. Good all the year round.

The thousands of Columbia Dealers who have used these displays for the past eight years will tell you that they would not be without them at any price.

We will gladly refer you to dealers in your own state who have immensely increased their business by the use of these window displays. If you want to assure yourself a good share of next year's prosperity you could not make a better move than to subscribe immediately for the Columbia Window Display Service for 1923.

Read what the experts say.

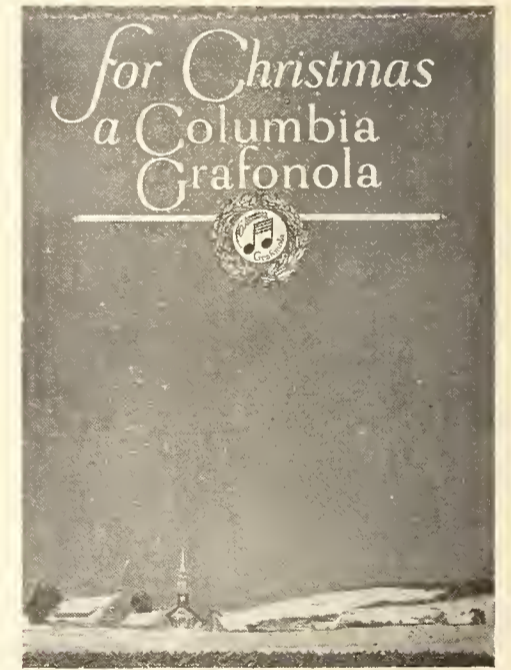
EVERYBODY knows that the best business bringer a dealer can have is his window. But unless that window is used right, much of its good is lost. The big question for every Columbia Dealer to decide is, what will you put in your window for 1923 to increase your sales?

We'll answer that by saying, we have created for Columbia Dealers what experts call the finest series of window displays ever gotten up to sell phonographs.

Here's the Beautiful

THE eleven pieces of display advertising pictured here constitute the Columbia Window Trim for December, 1922.

Lithographed in eight colors and done by a number of the best artists in New York, it possesses attention-getting powers and sales-creating value which will make it the talk of the trade.



COLUMBIA GRAPHOPHONE COMPANY

can "Double Up" Sales for 1923 cost per month!

By preparing these displays in large quantities, we have gotten the price down to an insignificant sum per dealer.

For Christmas, 1922, nearly 4000 Columbia Dealers will have the Christmas display shown below in their windows.

It is only a taste of what is coming for 1923.

For full information about this splendid sales material send the attached coupon to your branch.

Christmas Display

If you are not one of the 4000 Columbia Dealers who will have this display for this Christmas, write or wire your nearest branch and get yours at once.

Never in the history of merchandising has so little money bought so much selling help.

Read what the experts say.

MUSIC
of joy and praise for the Yuletide Season

HOLY NIGHT, PEACEFUL NIGHT *— Jeanne Gordon*
OH COME ALL YE FAITHFUL
HARK THE HERALD ANGELS SING *— Howard and Alice Quartet*
FESTIVAL OVERTURE *— Cincinnati Symphony Orchestra*
MARCH JOYEUSE
NAZARETH *— Single and Columbia Stellar Quartet*
VOICE OF THE CHIMES
BIRTHDAY OF A KING *— Barbara Marnet*
STAR OF THE EAST *— Howard and Columbia Stellar Quartet*
YE OLDEN YULETIDE HYMNS *— Columbia Stellar Quartet*
HARK THE HERALD ANGELS SING
ADESTE FIDELES *— Howard and Alice Quartet*
CHRISTMAS TIME AT PUMPKIN CENTER *— Howard and Alice Quartet*
EVENING TIME AT PUMPKIN CENTER

Van Gordon as Brunhilde in the Valkyre
Cyrena Van Gordon
Exclusive
Columbia Record Artist

Specially Recorded To Amuse Children

THE MOO COW MOO—THE HIGH CHAIR
THE MONKEY MAN—IN THE SHAVE SHOP
— Columbia Stellar Quartet
JOY OF THE BEAUTIFUL PINE—
JOHNNY CRICK FINDS THE BEST THING
IN THE WORLD *— Howard and Alice Quartet*
LOOPY—LOO
OATS, PEAS, BEANS AND BARLEY GROW
LONDON BRIDGE
ROUND AND ROUND THE VILLAGE
— Howard and Alice Quartet
SILENT NIGHT
AWAY IN A MANGER
OVER THE CRADLE OF A KING
CRADLE HYMN OF THE BLESSED VIRGIN
— Columbia Stellar Quartet

Columbia Records

CHARLES HACKETT
— Columbia Stellar Quartet
Columbia Record Artist

TOSCHA SEIDEL
— Columbia Stellar Quartet
Columbia Record Artist

Read what the experts say:

The Educational Director of the Associated Advertising Clubs of the World says:—

"I do not know a better thing that a retail dealer could do to strengthen his own position and increase his own business than hitch his wagon to a national advertising star by using such a cleverly worked out window display as your people have created."

EARLE PEARSON.

The Secretary-Treasurer of the Association of National Advertisers, Inc., says:—

"One of the pieces in the display that first attracted my attention was that of Cyrena Van Gordon as Brunhilde in the Valkyre. I just felt, when I saw that picture, that I wanted to go right off to a Columbia store and buy the record. But if I had not been privileged to see this picture privately, and had been one of the 'men in the street' passing by a dealer's store, how could I know that the dealer had such a record if he did not tell me so in his store window?"

"If I were a Columbia Dealer, I would certainly see that every piece of this display were put to use."

JOHN SULLIVAN.

One of the foremost poster artists of America says:—

"I have seen the Christmas window display of your company, and regard it as an exceptional piece of advertising art."

"It seems to me that we need higher standards of art in retail dealers' windows, reaching as they do, the rank and file of people who pass continually up and down 'Main Street.'"

"Your display has real merit, not only from the standpoint of attracting attention to the dealers' stores, but the whole conception is one calculated to sell goods."

ADOLPH TREIDLER.

The Vice-President of The Art Directors Club, Inc., says:

"Your Christmas display for your Grafonola I consider a fine, if not the finest, of its type that I have seen. . . . It has a freshness and a charm that attracts and invites—something that mere blattancy and color never achieve."

FREDERIC J. SUHR.

1819 Broadway, New York

COLUMBIA GRAPHOPHONE CO.

(Mail this coupon, properly signed, to your Columbia Branch.)

Without any obligation to me, please send me full information about the Columbia Monthly Window Display Service for 1923 and the special trim for Christmas, 1922.

Name

Address.....

Suggestions for Making Sales of Machines and Records During Holidays :: By W. Bliss Stoddard

St. Louis merchants united last year in a great campaign to push the sale of talking machines and records as Christmas presents. Newspapers, direct mail, window displays, special offers and demonstrations all played their part in acquainting people with the desirability of a talking machine. They say that "the constant drop of water wears away the roughest stone" and the constant repetition of "Buy a Phonograph" or "Buy a Talking Machine" as seen on almost every page of the daily papers was bound to get the reader to thinking about such a purchase sooner or later. These appeals were varied and were imbued with the idea that a talking machine was a welcome gift for any and every member of the family. So much has been said about "phonograph clubs" that this phase of selling was little advertised by the St. Louis dealers.

Goldman Bros. was one of the few firms that spoke of their Xmas Club, through which one could purchase one of the popular-priced machines at the rate of \$2.00 a month. What interested most prospective customers, however, was their offer of a complete set of bluebird china with each phonograph. They showed in their window a table set with this china and at the other end one of the talking machines. Broad red ribbons ran from each to a card on the wall, framed with a Christmas wreath, which stated: "Music for the Christmas Holidays—China for the Christmas Feast—All for two dollars down and two dollars a month."

The P. A. Starck Piano Co. was another firm that made a special offer to secure the holiday purchase of a talking machine. It offered free with each machine a handsome floor lamp with silk shade. The instrument and lamp were displayed in the window, while inside, on a low platform covered with a soft rug were placed one of the lamps (lighted) and one of the phonographs. This machine was kept in constant action to demonstrate its quality, and from the large stock of records in the rack any would be played to suit the visitor's fancy. The firm does a large mail order business and one of the main features of its success is the

fact that it ships phonographs anywhere for a free trial.

Shattinger's, featuring records rather than talking machines, had one catchy display that called instant attention to the late records. In the corner was shown a Christmas tree, gaily decorated with lights and tinsel, beside which stood Santa Claus with his pack. In the foreground was a talking machine wreathed with pine and holly. Around this was dancing a circle of figures. Each alternate one was a record, with hands, feet and head made of bamboo sticks painted black; while between each was a black cardboard figure, the head of which was in the shape of a music note,

Original Methods to Garner Gift Dollars by Live Dealers of St. Louis Result in Increased Business

while the arms and legs were grotesquely curled. A card with a holly border advised:

Candy vanishes and flowers fade, but MUSIC RECORDS give pleasure long after the first thrill of Christmas morning. Give them as gifts. Let our demonstrators play as many as you wish.

A good idea of the pleasure a talking machine will give, not only now, but in the years to come, was worked out by McNichol. In the foreground was shown a phonograph, in front of which were two children dancing their dolls to the sound of its music. The wall was painted grey, with white clouds. In the center of the first cloud were seen several youths and maidens

dancing to the music of a machine. The second cloud showed a mother rocking her child to sleep to the soothing tones of a lullaby from the machine at her side. The third cloud showed a couple well on in middle life sitting close together listening to the music of a phonograph. A card by the actual machine suggested:

YEARS OF HAPPINESS IN ONE CHRISTMAS GIFT

Think of THIS Christmas gift as a gift of year-round Christmas cheer for many years to come. You and your family and friends can enjoy all the music of all the world for a lifetime when you give a Columbia Grafonola.

The talking machine as a means of keeping children at home was recently suggested by the Grand Leader. Their striking window first brought the idea before the public. The floor was covered with cotton to represent snow, and in the background were small trees, also thickly powdered. In the foreground was a toy house, about four feet high. The door was open and the interior brightly lighted. In a high chair sat a doll, gazing at a phonograph of actual size, which took up the greater part of the interior of the house. The window was lighted by bulbs of blue glass, which gave a moonlight effect to the scene—the bright light in the little house causing the phonograph to stand out distinctly. A card near the glass suggested:

NOTHING LIKE MUSIC TO KEEP THE YOUNGSTERS ENTERTAINED

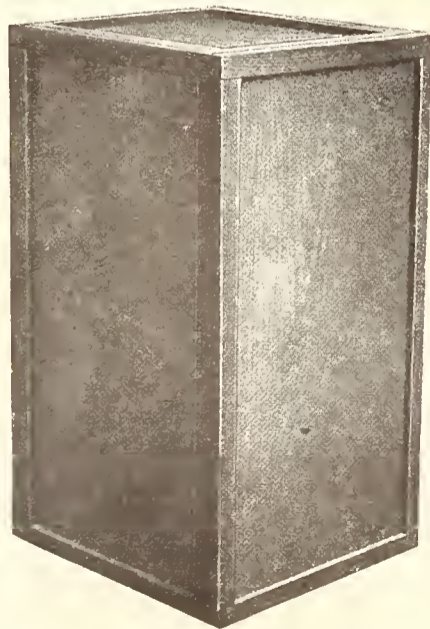
Put a phonograph in your home if you want to keep the children there.

The majority of people have but a faint conception of the great variety of records that are being produced and it takes an ad like that of the Home Music Co., Lancaster, Pa., to bring home the fact that they can get practically any variety they desire. This enterprising firm recently took an entire page in the local paper, in the center of which it placed the cut of a fine Victrola. Above, below and on either side were little boxes on the top of each of which was printed one of the headings—concert songs, sentimental ballads, comic, Italian gems, opera gems, Church hymns, popular songs, sacred songs, marches, transcriptions, Hawaiian airs, folk songs and descriptive; as well as jazz, mazurka, fox-trot, waltz, one-step and two-step. In such a list there was music of a kind to please the most diverse tastes. If it had arranged a window along the same line, with a Victrola, and the records, labeled as above, set in wire racks suspended from the ceiling or laid on the floor, it would have acted as a very potent selling agent for the disposal of these records. Incidentally, considerable publicity was gained for the company's dance records by offering them with a Victrola for the use of public dances. Once the young people found to what good advantage they could be used for the larger dances, they were more apt to see the possibilities of same for little informal at-home dances and the sale of this class of records was given a decided impetus. Not only that, but vocal and descriptive selections to be placed upon the Victrola while the dancers were resting were freely loaned, and in this way the latest song hits of the metropolis were brought to the attention of the public as soon as they were received in stock, resulting in an early call at the store for some of those which had struck their fancy.

Fix this firmly in your mind: There is a buyer for every article manufactured.

"EMPIRE" Packing Cases

Reinforced
Three-Ply
Veneer



Standard
for
Phonographs
and
Radio Sets

Let us figure on your requirements

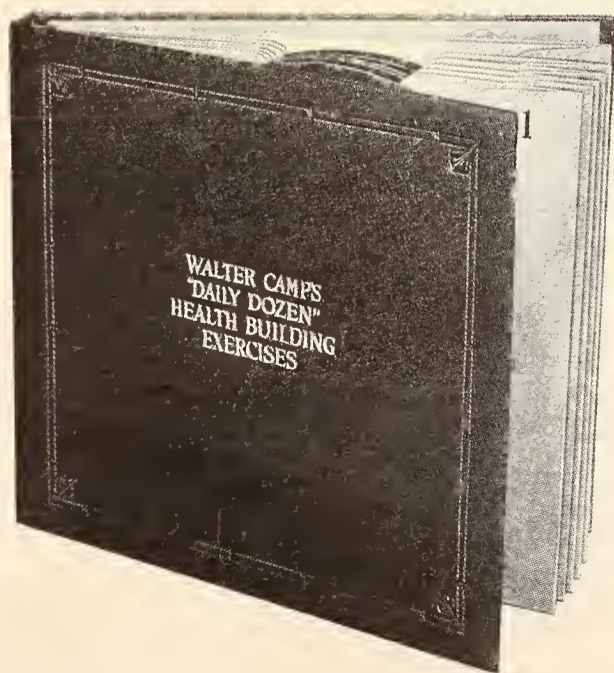
EMPIRE MFG. COMPANY, Goldsboro, N. C.

A Merry Christmas and A Healthy and Prosperous New Year



THIS year has been a healthy year for ourselves, for our dealers and for their customers. Over 1800 retailers have been added to the list of those selling "Health Builder" sets of Walter Camp's "Daily Dozen" on phonograph records. Almost all of these new accounts have reordered substantially and repeatedly, thus proving the healthy demand for "Health Builder" products. 1922 also saw the advent of the Health Builder "Weight Reducing" set, which met with instantaneous popularity.

The "Health Builder" sets, attractively contained in albums with charts, etc., offer you an inviting source of revenue for 1923. An intensive and expansive campaign of national advertising will increase interest. If you sell "Health Builder" products you will cash in on these demands and therefore we are sure you will find 1923 a Prosperous New Year for you and a healthy one for your customers.



*Plan to sell the "Daily Dozen"
and also the "Health Builder"
Weight Reducing Sets for 1923.
Send for full information today*

to

Health Builders

INCORPORATED

Department W 12

334 Fifth Avenue - New York

TRADE CONDITIONS IN BERMUDA

W. D. Wadson, Here After Victor Shipments, Tells of Big Possibilities on His Island—Installs Sheet Music Department

Walter D. Wadson, of the firm of Thomas J. Wadson & Son, Hamilton, Bermuda, exclusive Victor dealers in that city, was a visitor at the offices of The World late in November. This is the second trip Mr. Wadson has made to the United States since August. Naturally, like all other dealers at this season of the year, he was particularly interested in getting as heavy shipments of Victor goods as possible for the holiday season.

He was also greatly interested in the Music Publishers' Protective Association's campaign which is encouraging talking machine dealers to stock current selections of popular music. His firm has made arrangements to carry popular songs.

In speaking of general trade conditions in Bermuda, Mr. Wadson says he feels that the Victor sales in his territory have hardly scratched the surface of possibilities. While it is true that for a number of years they have done an excellent business he feels that the future will see even a greater expansion in the demand for musical instruments.

Sitting back and wondering how to stimulate collections or increase sales will not do the trick unless the thoughts are backed up by action.

EFFECTIVE WINDOW DISPLAYS

Collins Piano Co., of New Orleans, Features Timely Windows—"Ned" Wilson Firm Believer in This Type of Publicity

NEW ORLEANS, LA., December 5.—The Collins Piano Co., at 155 Baronne street, Victor dealer, has been featuring recently a series of effective window displays that have not only attracted the attention of passers-by, but have produced direct sales. One of these windows featured the popular Feist hit, "Why Should I Cry Over You?" and as a result of this display the Collins Piano Co. sold an exceptionally large number of Victor records featuring this hit.

"Ned" Wilson, manager of the Collins Piano Co., and one of the most popular men in the local trade, is a firm believer in the value of distinctive window displays and under his direction the Collins windows are changed frequently and almost invariably present displays well calculated to produce direct results. He takes advantage of holidays and other timely events to prepare windows particularly pertinent to the season of the year or to the character of the events uppermost in the minds of the public.

NEW YORK FIRM CHARTERED

A. Schochet, dealer in talking machines and radio sets in New York City, has been granted a charter of incorporation under the laws of this State, with a capital of \$40,000. Incorporators are A. Schochet, D. Lerman and A. Mintz.

MANY NEW BRUNSWICK AGENCIES

Branches Throughout Country Report Placing Line With Dealers in Widely Separated Sections of Their Territories

The phonograph division of the Brunswick-Balke-Collender Co. reports a large number of new accounts opened recently by its various branches throughout the country. Among those listed the past month are: The Santa Monica Brunswick Shop, 423 Santa Monica boulevard, Santa Monica, Cal.; Sturgis Music Co., 4703 Moneta avenue, Los Angeles, Cal.; B. Tilton, 119 N. Cortez street, Prescott, Ariz.; Leonard Piano Co., 415 Live Oak street, Miami, Ariz., opened by the Los Angeles Brunswick branch. Geo. G. McManus, 44 Westwood avenue, Westwood, N. J.; Verbach Bros., 431 Fulton street, Jamaica, N. Y., opened by the New York branch of the concern. Martin & Cote, Ft. Kent, Me.; Beal & McCarthy Music Co., Rockland, Mass., opened by Kraft, Bates & Spencer, of Boston, Mass. Herman Zinn, Brockway street, Palatine, Ill.; W. J. Davis Music House, 317 Court street, Saginaw, Mich.; Butler Music Co., Marion, Ind.; Schmidt Music Co., Davenport, Ia.; Gulick McFarland Co., Fort Madison, Ia., opened by the Chicago headquarters of the Brunswick Co. O. L. Pfanstiel, New Braunfels, Tex.; Copeland Jewelry Co., Palestine, Tex., opened by the Dallas branch. Reifsnnyder Music House, Lebanon, Pa., Philadelphia branch; Spring-Holzworth Co., Main street, Alliance, O., Pittsburgh branch; Melody Shop, Punxsutawney, Pa., Cleveland branch; Topeka Music Co., 633 Kansas avenue, Topeka, Kan., Kansas City branch; A. Holtz, Haigler, Neb., Omaha branch; Sullivan & Taylor, 11 Aspir street, Flagstaff, Ariz., Denver branch; John Church Co., Chattanooga, Tenn., Cincinnati branch.

LIBROLA (Library Table-Phonograph)

You should \$ **150⁰⁰** (retail price) Model similar see the **to the one below.**

Write for illustrations and net prices.

Immediate Shipment



Seaburg Mfg. Co.
Jamestown, N. Y.

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Genuine Mahogany, Walnut or Oak

The Biggest Value on the Market. A Trial Order Will Convince

ENJOY BANQUET AND PLAN BUSINESS

Employees of Morris Music Shops Entertained at Most Enjoyable Banquet by Morris Nimcowitz—Plan Big Holiday Business

Morris Nimcowitz, proprietor of the Morris Music Shops, located at 2030 East Fordham road, and at 659 Lenox avenue, New York, recently entertained his employes at the Parisienne Cafe, Fordham. Those present included M. Nimcowitz, Joe Fisher, manager; Messrs. Dimond, Jordan, Schaffer, Rouch, Berg, Rabinowitz and Teneoit—all employes of the Lenox avenue branch. The guests of honor were Mrs. Nimcowitz, Miss Silverblat, Harry Nimcowitz, Joe Fisher and O. P. Grafen, sales manager of the Granby Phonograph Corp.'s New York headquarters.

The banquet was a most enjoyable affair with Joe Fisher as toastmaster, and during the evening speeches were made by Messrs. Nimcowitz, Dimond, Schaffer, Grafen and Mrs. Nimcowitz. One of the features of the evening's program was a song, entitled "The Yell of Morris," composed by Jordan and Fisher.

During the evening the business campaign was discussed and everybody agreed upon the transaction of \$100,000 worth of business during the holiday season. It was also decided to have a reunion of this kind at frequent periods in the future.

JOINS RADIO SHOW MANAGEMENT

S. H. Fairbanks, who managed the recent successful radio show in Boston, Mass., has been retained as advisory director by the management of the American Radio Exposition, which will hold a radio show in Grand Central Palace, New York, from December 21 to 30. Mr. Fairbanks will take charge of the exhibits, the apportionment of space and other details incidental to staging the show. L. S. Byers, executive secretary of the committee in charge of the show, will continue with the aggressive program of arrangements already projected.



1922

To Victor Dealers
The
Buffalo Talking Machine Co.

Sincerely Wishes All A Joyous
and A Truly Complete
Christmas



1923

A Prosperous New Year!

A New Year of great opportunities for Victor Dealers. The Buffalo Talking Machine Co., with its many avenues of service, will materially assist Victor Dealers in 1923, more than ever to capitalize on the opportunities offered.

Ask us to co-operate with you.

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the twenty-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.]

3. PAPA HAYDN AND HIS SURPRISE

At the close of last month's article I explained how the "Surprise" Symphony got its name and said a few words about its second movement, in which the "surprise" occurs. I also suggested that the first movement, as given on one-faced Victor record No. 35243, might profitably furnish something interesting and instructive to listen to a few times during the



The Portabloop Receiver is now ready for delivery

Write us for our agency in your location

No outside aerial

Be the first in your territory

Don't hesitate—write



210 Central Avenue

period between November 15 and December 15.

A Reminder on Form

Assuming then that those who are following these articles have listened to record No. 35243 and have some idea of how it goes, let me make a few comments. By this time everybody ought to remember that the first movement of a symphony, as Papa Haydn worked out its form, consists of (a) an introduction, sometimes, but not always, leading to (b) a first theme of incisive, brisk character which, after being announced and (usually) repeated, gives place in turn to (c) a second theme, commonly in the dominant of the main key (that is, a fifth above or a fourth below) and of more appealing feminine character, after which comes (d) a development during which the two themes are worked out to the limit of the composer's ability to make something of them, whereupon there is (e) a recapitulation of the two themes and lastly (f) a coda or closing piece, commonly made out of the material of the first theme.

Now, have you been trying to hear any of these divisions and subdivisions in the charming music of the Surprise? If you have you will at once have perceived that the music, as arranged for the record, has been slightly condensed. For instance, there is not much development and the recapitulation has been shortened. As it is, the music runs about as follows:

Analysis of the Record

First there is a pleasing little introduction of just a few bars in length, sounded by the strings and some of the wood-winds, which briefly but unhurriedly leads into the first theme. This is easily recognized from its rhythm of Ta...Ra.Ta.Ta.Ta... with the stress on the last syllable. Haydn takes this engaging theme and pitches it about, first in his high strings and then in his low ones. His second theme comes in after the first has been well enunciated, so that you cannot mistake the intention to make it his principal idea. It comes in so gently and quietly that you hardly notice it as it sounds its calm way through the low register of the violins. In fact, Haydn scarcely gets it sounded before he proceeds to drop it and dashes into a development of the first theme. Notice how he changes slightly the rhythm and then alters the instrumentation, first giving bits of the melody to the wood-wind and to the brass, and then by a series of scale passages carrying us back gradually to a restatement of the theme in its original form. This safely sounded, he gives us a dashing little coda to close things up; and there we are.

Haydn's Wind Instruments

If you will listen carefully you will notice two or three interesting points. For one thing, Haydn was dealing in those days (130 years ago) with orchestras which had not the capacity of the instruments of to-day. The wind instruments were especially poor in contrast to their modern successors. In fact, the flutes, oboes, bassoons, trumpets and horns which formed the wind sections of Haydn's orchestra (clarinets, English horns, bass clarinets, contra bassoons, trombones and tubas came in later) were not as yet provided with keys or valves. In consequence they were able to sound only the open harmonics of their tubes. On a brass instrument these were obtained by altering the pressure of the lips against the mouthpiece. Modern players, of course, do this, too, but in addition their instruments carry extra crooks to the tubes, controlled by valves, whereby the player can produce all the other tones needed to make a chromatic scale. In

just the same way a wood wind instrument of Haydn's time had only finger holes and consequently could not sound all the tones of the chromatic scale, but only the scale of the key which it was built to sound. Naturally, therefore, the wind instruments in Haydn's orchestra did not get much to do except to play accompanying chords to the melodies sounded by the violins and 'cellos. In the first movement of this Surprise Symphony there is a striking illustration of this fact. Right in the middle the melodies suddenly cease and the wind instruments alone, for several bars, sound a syncopated accompaniment, with a rhythm something like this:

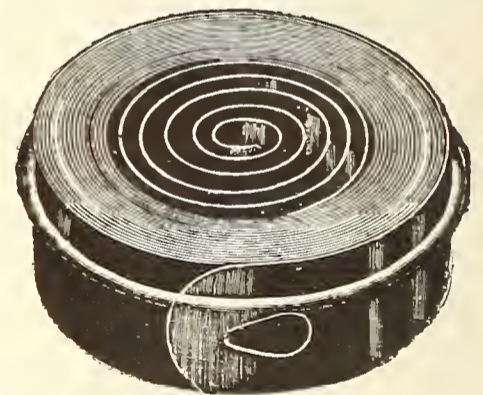
Ta...Ta.Ra.Ta.Ta...

Ta...Ta.Ta...Ta.

over and over again, until a sudden rush of scale passages in the violins swallows it up. Now, in the scores of symphonies of this period you will find whole pages of notes for the wind instruments in which nothing more exciting than this takes place. Indeed, if you listen closely in this piece we are now discussing you will hear much the same sort of music for the wind instruments from beginning to end. It is only very occasionally that they get a bit of melody. The reason, of course, is that these instruments were so very limited in their powers. On the other hand, a symphonic composer of today finds that his wind instruments offer him two complete choirs, one of the wood and one of the brass instruments, each able to play a whole piece by itself and to execute passages which even fifty years ago would have been thought impossible.

I said above that the record we have been using has a condensed version of the movement. This, nevertheless, is quite satisfactory as a picture of the complete score, since it only

Main-Springs



For any Phonograph Motor Best Tempered Steel

Size	Length	Material	Price
3/8 inch	x 10 feet	for all small motors	Each \$.30
1/2 "	x 10 "	Pathe, Columbia, Heineman	.35
1 "	x 10 "	Columbia	.40
1 "	x 11 "	Columbia with hooks	.50
1 "	x 13 "	Victor, old style	.45
1 "	x 15 "	Victor, new style	.50
1 1/4 "	x 18 "	Victor, new or old style	.70
1 "	x 12 "	Heineman and Pathe	.45
1 "	x 10 "	Saal, Silvertone, Krasberg	.45
1 "	x 13 "	Saal, Silvertone, Brunswick	.50
1 "	x 16 "	Sonora, Brunswick, Saal	.60
1 3/16 "	x 18 "	Heineman and Pathe	.75
1 1/2 "	x 25 "	Edison Disc	1.50

SAPPHIRES—GENUINE

Pathe, very loud tone, each 15c, 100 lots \$11.00.
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

TONE-ARMS

The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal..... 4.00
With smaller reproducer, but loud and clear..... 2.50

PHONOGRAPH NEEDLES

We can give you best price on Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvetone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

In the second set of Puccini's opera *Manon Lescaut* occurs Manon's song "In quelle trine morbide" (In these soft silken curtains). It is a little gem of purest melody, as soft and silken as its title. Rosa Ponselle's golden soprano gives this the brilliance of a rare jewel. 79971 on the December list.

Columbia Graphophone Co.
NEW YORK



omits a bit of the development and the greater part of the recapitulation. The introduction, the statement of the themes, the development and the coda are all properly represented and though one would have been better pleased to have had the movement entire (by using both faces of the record for the single movement), there is no good cause for complaint in what is given us.

Quartet and Symphony Compared

Referring now for a moment back to last month's article, it is easy to see that the only difference between the classical symphony and the classical quartet lies in the fact that the one is written for a larger and more powerful array of instruments than the other. As the possibilities of the orchestra were more clearly seen, however, the composers of symphonic music became bolder and made more experiments, until to-day we find the symphony much more complex, though at the same time more satisfying, more complete and in every way more wonderful. On the other hand, I personally confess to a vast love for the sweetness and light of eighteenth century music, which did not occupy itself with futile attempts to put metaphysical states into sound, but was content to produce pure forms of beauty.

Turning now to record No. 35244 we listen to the second movement just to remind ourselves of the place where the "surprise" comes in. Nothing more need be said about this little set of variations on a simple theme, for its form and content are as an open book which all can read. But the minuet which constitutes the third movement demands a few moments' attention for its very loveliness.

About a Minuet

I have already reminded readers that a minuet is a stately dance in triple time, not unlike what a slow waltz would be, though the dance itself is more like a formal quadrille, as that used to be danced two generations since. The symphonic composers, however, beginning with

Haydn, made it merrier than ever it was as a formal dance and the present piece fully sustains its writer's reputation for geniality. It begins on the third beat of the bar and trips merrily along for all the world like the homeliest rustic merrymaking and not at all like the stately pageantry of an eighteenth century drawing-room. Interrupted in the middle of its course, the music turns to the Trio (so-called, I suppose, because originally it was written to be played by three instruments, or else because it is always in three-four time). This is invariably a slower and highly contrasting section and in the present case forms an unmistakable but appropriate foil to the merriment of the main movement, which in due course turns up again and trips its merry way to its conclusion.

Entry of the Scherzo

Let us pause, as we take off the record, just long enough to remind ourselves that although Mozart retained the idea of the Minuet in his symphonies, the more serious and powerful mind of Beethoven rapidly inaugurated a change when he substituted the Scherzo, which, in the same rhythm and with the same contrasting middle section, presents ideas of a less trivial and more moving shape and carries on further the modern conception of the symphony as a great epic poem in tone. Beethoven made the definite change in his third (Heroic) symphony and exemplified it still further in the glories of the fifth, seventh and ninth.

Finale!

Back we go now to the first record, 35243, and this time we take its reverse side. Here is the attractive melody of the finale. Haydn was a genial old soul and melody flowed from him without ceasing. He could always write a pretty tune and he never repeated himself. How he did it is not the point. He did it, that is all we need care about. And in this case he lives up to his reputation. The movement is in the general shape of what is called

a rondo, which means a sort of circular form in which you keep on going round and round, as it were, coming back to the original tune at equal intervals from beginning to end. There is nothing difficult to follow and so I recommend to the student the simple course of first listening two or three times till the "run" of the piece is well in his mind and then trying it again a number of times to get a line on the instrumentation, that is, on the manner in which Haydn has distributed the parts among his instruments. Again the comparative poverty of the wind instruments will be noted and also the fact that Haydn used so often to write for his bass strings in only one part, making the 'cellos simply double the contrabasses an octave higher. It took Beethoven to learn to treat the violas and 'cellos as separate, individual voices. In the quartets of Haydn's time one also finds the viola poorly treated, as if composers were not quite sure what to do with it and thought it best simply to give it the merest filling in, just enough to thicken up the harmonies and make the chords reasonably full. Mozart soon learned better, as you can find out from listening to the Victor records of Mozart quartet movements as made by the Flonzaley and Elman Quartets. On the other hand, the moment you go to the works of a later period you find a vast difference. The instruments are now treated more individually. It is no longer just a first violin with three accompanists. Beethoven, Schumann, Dvorak, Smetana and Tschaiakowski are represented by Flonzaley interpretations of movements from some of their best quartets and careful attention to these will show exactly what I mean. There are few more fascinating hobbies than the discovery of the inner development of musical composition; nor is any method of pursuing the search comparable with this method of listening critically to fine records.

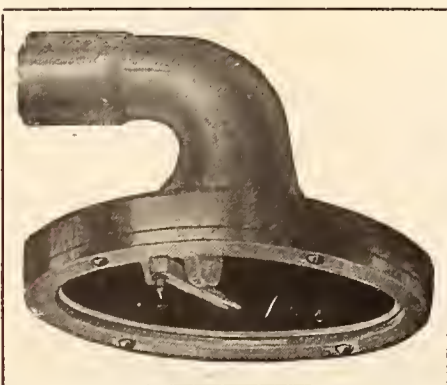
(To be continued)

Beautiful in **Design**

No Loose Parts

Perfect in **Tone**

Flexible Stylus



THE "VICSONIA" REPRODUCER

A recognized medium for the PERFECT playing of EDISON DIAMOND DISC records on VICTROLAS or GRAFONOLAS. Made in Nickel and Gold Plate

Sample Reproducer in Nickel Finish Sent on Receipt of \$4.50

VICSONIA MFG. CO., Inc., - 313 E. 134th Street, New York, N. Y.

The Diamond Service Rack Sells More Records



No. 1 Size. 27½" high, 9½" deep, 16" wide. Finished in gray or ivory—\$5.00. In Mahogany—\$6.00.

Hundreds of dealers say this practical little rack pays for itself in a few weeks' time, it has such a strong influence on sales.

Made with two sections—one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in less time.

Takes the place of the usual cluttered up table. Occupies small space on wall. Eliminates breakage. Advertises your feature record.



No. 2 Size. Same as No. 1 except that it is 28" wide. Finished in gray or ivory—\$7.50. In Mahogany—\$9.00.



January Will Be a Big Sales Month for the Diamond Juvenile Console

WHY? Because January is "Bonus Month"—the month when pocketbooks are pleasantly fattened—the month when thousands of people do their heaviest buying. Wise talking machine dealers will get their share of the Christmas overflow by displaying the Diamond Juvenile Console.

A Real Talking Machine for Children

Cabinet of selected hardwoods and veneers—24" high, 14" wide and 28" long.

Finish is beautifully enameled in gray, blue and ivory. Grille is blue or old rose silk.

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records up to 10 inch. Particularly adapted to children's records and Bubble Books.

Guaranteed Heineman Motor!

Cut gears, cast frame, removable motor board. Fully guaranteed

The Diamond Products Corporation
25 West 43rd St., New York Factories: Oswego, N. Y.

DISTRIBUTED BY

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.

Cabinet & Accessories Co.
3 West 16th St., New York

Consolidated Talking Machine Co.
227 N. Washington St., Chicago, Ill.

Munson Raynor Corporation
643 So. Olive St., Los Angeles, Cal.

Misunderstandings Regarding Terms Very Often Cause of Repossessions :: By Arthur H. Foster

The talking machine business is essentially an instalment business and, therefore, one of the greatest problems before the trade is the prompt collection of accounts and the diminution of repossessions. Misunderstanding by customers or inadequate explanation of terms on the part of the salesmen are often at the root of the evil. One of the first essentials of the instalment business is that customers clearly understand the terms which they are required to meet when making a purchase and the members of the sales staff should be held accountable by the sales manager or proprietor if a customer makes a purchase and delivery is made before thorough understanding is established.

The temptation on the part of the salesman or the proprietor to slight over the question of terms in order to insure the making of a sale is undoubtedly very great, but unless an article stays sold the profit on the transaction is lost. This matter of terms and the periods when payments are to be made should be handled in a firm and uncompromising manner.

A woman enters a store to buy a talking machine and the clever salesman has succeeded in selling her on the line he represents. She is financially unable to make a cash purchase and the terms which she can obtain are an important problem to her, just as they are to the proprietor of the establishment. The following is approximately the conversation which causes misunderstandings:

"I like this instrument very much, but I am unable to pay cash for it. What are your terms?"

"Oh, there won't be any trouble there," answers the salesman. "We can arrange that detail to suit your purse," and instead of trying to obtain a reasonable down-payment and profitable payments for his house the salesman opens up the way for the customer to dicker and make her own terms, usually the lowest possible to obtain. When the customer finally closes the deal she leaves the store with the vague idea that she must pay so much every so often. This part is all right, but what the customer does not carry home with her is the impression that the dealer is doing a favor by extending terms at all and that it is absolutely essential and most important that the payments be met on the day they are due.

Since this customer was sold on this dealer's line before terms were discussed the chances are that a frank statement by the salesman of reasonable terms would have been accepted without question and the customer would have left the establishment more satisfied with her purchase and with considerably more respect for that store. When a person buys an article and is able to secure any old terms desired there is always a feeling that she might have done better if she had dickered a little longer, and thus is bred the first dissatisfaction which eventually results in delayed payments.

The dealer must make his collections on the

Salesmen Should Be Certain That Patrons Understand the Terms of the Contract Before Sale Is Closed

day they are payable insofar as it is within his power to do so. Each day he or someone delegated to the task should go over the books to check up on the payments due that day and if they do not arrive in the next morning's mail a tactful letter should be sent to the delinquent. A more forceful letter should be sent at short intervals thereafter until the money comes in or the point is reached where a repossession is desirable. Beating about the bush does not accomplish anything. The best line to pursue is a straightforward policy which will leave no room for misunderstanding as to the contract which the buyer enters into with the seller at the time of purchase. Some concerns even send out a polite letter of reminder a few days before a payment falls due and in many instances this has been found effective in curtailing delayed payments to a minimum.

The sheriff has placed the padlock on the

door of many a failure because that merchant did not realize that making a great many sales is not always the road to business prosperity. A man who sells a hundred thousand dollars' worth of goods and collects only 5 per cent of this amount each month cannot be successful. His available capital has been used to furnish this stock and unless money comes in he will find himself with no money to pay his bills and replenish his stock. The result is obvious. Those to whom he owes money will come down on him like a ton of bricks and voluntary or involuntary bankruptcy is the logical end.

There is only one way in which to avoid this undesirable and ignominious end and that is to establish definite collection and down-payment policies which will place the business on a sound basis. It is exceedingly bad business practice and shows a lack of the fundamental principles of merchandising to place in the hands of the salesmen the power to make any terms so long as the sale is consummated. Each and every salesman should receive instructions regarding the lowest terms which the dealer finally decides are necessary for him to realize a profit and the members of the sales staff should also be impressed with the necessity of making clear to each customer or prospective customer the terms on which the purchase is made and the importance of meeting these terms with the utmost promptitude.

CO-OPERATIVE VICTOR AD DRIVE

Victor Dealers of Davenport, Ia., Staging Effective Campaign in the Interest of This Line in Addition to Regular Ads

DAVENPORT, IA., December 8.—Victor dealers of this city recently instituted a co-operative advertising campaign which is proving an unqualified success in bringing the merits of Victor products before the public in a forceful manner. The co-operative campaign is being run as a separate unit and in addition the usual advertising is being resorted to by dealers. The special drive copy is confined to an exposition of Victor aims and quality, especially featuring the Victor trade-mark and the host of artists who are making records for the Victor Co.

JUST OUT—POPULAR ITALIAN RECORDS LATEST RELEASES



- 12-INCH RECORD, \$1.25
- 10007—Si M' 'o Dice 'o Core.....G. Godono
Mari.....R. Ciaramella
- 10-INCH RECORDS, 75c
- 1067—Alla Larga Dalle Donne.....R. Ciaramella
Malapianta.....R. Ciaramella
- 1059—L' Addio Del Bersagliere.....R. Ciaramella
Ninetta, La Figlia del Sergente.R. Ciaramella
- 1069—Stornelli Romani—Part 1...E. Donnarumma
Stornelli Romani—Part 2...E. Donnarumma

- 1061—Me Voglio Spassà.....E. Donnarumma
Zingarella.....E. Donnarumma
- 1087—Maria Mari.....G. Godono
Fenesta Che Lucive.....G. Godono
- 1103—Phonotype, Laughing Record (Risata)
New York—March

SPECIAL CHRISTMAS RECORD

- 791—Pastorale Di Natale
(Con Zampognae Ciaramella)



New Hits Released the 15th of Each Month

- WORD ROLLS AT \$1.25
- 244—Silenzio Cantatore L. Bovio—G. Lama 240—E' 'n' Anno Mari'
239—Chitarre a Mare E. A. Mario—G. Leone 243—Serenata.....E. Caruso—C. A. Bracco
- NUMERO SPECIALE DEL S. NATALE
- 109—La Vera Pastorale con Te Deum.....(Con parole, \$1.25)
- INSTRUMENTAL ROLLS AT 90c
- 247—Vegliando—Mazurka S. Perry
063—La Marcia Dei Fascisti F. Pennino

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

ITALIAN BOOK CO., Music Dept., 145 Mulberry St., NEW YORK, N. Y.

The NEW EDISON Baby Console and London Console



Baby Console
\$175

Length - 40 inches
Height - 35¼ inches
Width - 20½ inches

London Console
\$135

Length - 35 inches
Height - 35 inches
Width - 20½ inches



THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

These NEW EDISON Consoles Will Bring You NEW Business

HERE are two of the latest New Edison models; among the lowest priced in the distinguished console group.

Assuredly, you will find a ready market for the Baby Console and the London Console; they present the matchless New Edison in beautiful cabinets at extremely moderate prices. The musical quality is typical of the well-known Edison standard.

You know that many music-lovers have delayed their phonograph purchases until prepared to buy high-grade instruments in attractive console design. Such sales are easily made with these new models. And you can confidently guarantee genuine Edison excellence, notwithstanding their unusually low prices.



THOMAS A. EDISON, Inc.

ORANGE, N. J.

In a cor-ner of the world, — We will build our home, sweet home.

In A Corner of the World All Our Own

Jesse Crawford's
Beautiful Ballad

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

Four-Minute Conference on Business Topics

No. 8—Your Gifts—and the Science of Using Them

[This is the eighth of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

Sometimes we speak of gifts as the offerings, contributions or presents which we make to others. Again we speak of gifts as personal talents. Either interpretation is correct, for our talents are among the richest offerings of Nature to us.

Some people pride themselves on giving away very little. They boast that they always whittle toward themselves. They point out various individuals of generous impulses who have come to want, or whose many offerings have not been appreciated because of their very lavishness.

In doing for others, as in everything else, there is a happy medium. To be too stingy or close is to be a miser, and miserliness is a vice. To be too lavish and to distribute what we have without the exercise of good judgment is extravagance, and that, too, is a vice. However, no man can achieve his own best in point of sympathy, brotherly kindness or the desire for service without doing a certain amount of giving.

The business man is frequently called upon

to make contributions to this, that and the other, and often he does this as a matter of policy rather than of desire. Our business benevolences should be as wisely administered as any other part of our finances. It is a good plan to set apart a budget, be it large or small, which we can afford to use for community and public welfare.

Some firms charge this up to advertising, but it is doubtful if this is a wise policy, for many of the solicitations to which we are inclined to respond have no real advertising value. It is better then to have a distinct sum of money, determined on a percentage basis, which can be used in this manner. Some one person may have the administration of this and be held responsible for investigation and suitable disbursement.

Then, when the fund is used up, the method of many firms may be followed of saying pleasantly,

"We are sorry, for we would be only too glad to lend our assistance to this worthy cause, but our appropriation for the year for benevolences has been used up and no more funds are available until the beginning of our fiscal year."

This method prevents the disposition to do too much for one and too little for another. It prevents embarrassment and encourages piecing out the fund in the most thrifty possible manner and so as to touch the worthiest causes. When there is money on hand of this kind the giving can be cordial and prompt. A small sum given in this spirit means a good deal more than a large sum grudgingly handed out after annoying details.

As a rule, solicitors for benefits of this kind are public-spirited citizens who are busy themselves and yet who are giving their own time gratuitously in order to help some good work along. There is a science in business giving as well as in business management. Some firms make the mistake of hit-and-miss, indiscriminate giving, and others are a good deal more systematic. Systematic methods are always more satisfactory.

Our business gifts within our own organization are a different matter. Many a firm has given serious thought to this and has worked the matter out on the profit-sharing, the bonus or commission basis. This has been done with the idea of rewarding faithful workers for conscientious service.

As a rule, extra effort and time are required at certain seasons of the year and some recognition of this makes for good-will, co-operative harmony and a finer degree of morale. It is a good plan also for those in authority to express a hearty word of appreciation from time to time of the help and support given.

It is a peculiar thing, but we never really possess an article of value until we share it with someone else, whether it be a pleasure, a material possession or the intangible spirit of brotherly kindness.

There is a science in giving—the science of giving wisely; of giving so as to strengthen and hearten and not to pauperize; the science of true generosity in that we recognize the multitude of our blessings and are willing to show ourselves worthy of larger responsibilities and commissions. A man is known among the angels by the manner in which he gives!

FINE PUBLICITY IN ST. JOSEPH

A Brunswick phonograph playing Brunswick records and accompanied by a pipe organ in a local theatre in St. Joseph, Mo., is giving much publicity to the Brunswick department of the Leader Department Store, of that city. A slide shown on the screen announces the title of the selection being played and where it can be purchased. Many people who would not hear these records have been interested this way.

COTTON FLOCKS

..FOR..

Record Manufacturing

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

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

MENNEN CO. APPEAL IS EXPLAINED

Attorney for Mennen Co. Declares Litigation Between Federal Trade Commission and Mennen Co. a Test Case—Interesting Facts

The following letter concerning the appeal of the Mennen Co. to the Circuit Court of Appeals has been received by The World from Gilbert H. Montague, attorney for the Mennen Co.:

"Your article in your issue of November, entitled 'Argue Right to Fix Discriminatory Prices,' is likely, I am afraid, to mislead your readers as to the point raised by my client, the Mennen Co., in its recent appeal to the Circuit Court of Appeals.

"The Mennen Co.'s price schedule is not, and never has been, discriminatory in any real sense. For a considerable period the Mennen Co. granted to wholesalers who rendered a special service in distribution, not rendered by retailers or other branches of distribution, a slight extra discount, in consideration of the special service thus rendered. Probably no business man would ever call this discriminatory, nor would the Federal Trade Commission probably have ever questioned its legality were it not for the fact that one clause in the Clayton Act, dealing with price discriminations, is so broadly worded that the Commission concluded that possibly it forbade any discount for service and permitted discounts only for quantity or differences in the cost of transportation, selling, etc. To clear up the meaning of the Clayton Law on this subject the Commission began two years and a half ago a test case against the Mennen Co. This test case was brought against the Mennen Co. instead of any one of the almost innumerable multitude of manufacturers in every line of business against whom the same point could have been raised, simply because the Mennen Co., not being a monopoly, and presenting no element of combination, deception or oppressive conduct, raised this single question in a particularly clear and uncomplicated fashion. Throughout this proceeding both the Commission and the Mennen Co. have conducted this litigation solely as a test case and for the single purpose of obtaining from the courts a final decision as to just what is the meaning of this particular clause of the Clayton Act.

"Your article may, perhaps, have led some of your readers to believe that certain wholesale associations were parties to the proceeding, or at least had participated with the Mennen Co. on the latter's petition to the Circuit Court of Appeals to reverse the Federal Trade Commission's order. This is incorrect. The Commission's order made no reference to any wholesale association, nor is any wholesale association a party to this proceeding. The appeal to the Circuit Court of Appeals was not made on the petition of any wholesale association, but was made solely by the Mennen Co. No association of any kind has participated or contributed, financially or otherwise, to the Mennen Co.'s defense of this proceeding. For two and one-half years the entire burden of this litigation, which involves the very existence of every wholesaler, and also every small retailer whose buying capacity or location precludes him from ordering individually or collectively in large quantities, has been borne exclusively by the Mennen Co."

THE BRUNSWICK COURIER APPEARS

Beautifully Illustrated Picture Envelope in Colors, Containing Monthly Record List, One of the Latest Dealer Sales Helps

The Brunswick Courier, a pictured message, is the latest form of dealers' sales helps which is being sent out by the Brunswick Co. This is a self-locked picture envelope which goes into the homes of thousands of record buyers monthly, and encloses the monthly record supplement. The inside is devoted to pictures of the latest Brunswick record hits and pictures of the leading artists of this company, with a personal message from the dealer to the buyer. On the outside are pictured the joy of having a phonograph in the home. The entire color scheme is most artistic and should serve as a powerful sales-promotion means. It is stated that The Courier will be made up in seven or eight colors each month. In the first issue to hand the Elshuco Trio and Virginia Rea are given special prominence, with accompanying illustrations of the Gotham and Beaux Arts phonograph models.

STOCK RECORD REFERENCE LABELS

Victor Co. Announces New Issue for Dealers' Stocks of Records for 1923 and 1924

A new issue of ready reference labels will be issued by the Victor Co. with the expiration of the December, 1922, supplement. The labels will be similar to the previous edition, but the cross references will be brought up to date. The list includes labels for all domestic records in the 1923 numerical catalog, complete with supplementary service covering all domestic records to appear in the monthly supplements for 1923 and 1924.

There will also be included labels covering U. S. foreign records listed in the numerical catalog, together with supplementary service covering all U. S. foreign records to be announced during 1923 and 1924.

Dealers desiring a real up-to-date system in the efficient handling of their record departments should install this system if they are not already using it.

NEW BAKER'S MUSIC HOUSE BRANCH

Concern Operating Chain of Music Stores in New York and New England Opens Branch in Plattsburg, N. Y.—Handle Varied Lines

PLATTSBURG, N. Y., December 10.—Baker's Music House, which operates a chain of nine stores throughout New York and New England, has opened a store in this city.


Spacious display rooms at 17 Court street have been secured and Victor Lyon, well-known musician of this city, has been engaged as manager.

This store will handle everything in the musical line, including instruments of every description, sheet music and radio equipment.


The Government River Patrol "Susan" boasts of a complete wireless outfit and also a handsome Brunswick phonograph. It is used to amuse the sailors on board while the boat is plying its way between Memphis, Tenn., and Cairo, Ill.




**REGAL
50c
RECORDS**
boost business
for the big and
little store alike.




In New York, an establishment, one year young, selling on a floor space 30 ft. long by 30 ft. wide, sold over 110,000 Regal Records since Christmas of last year.



A store in Detroit writes: "We have sold thousands of them and are well satisfied with the results."



From Baltimore we hear: "Since placing Regal Records on sale the business of our record department has increased materially."



Three instances typical of national results. Regal increases your sales—it insures your profits.
Are you interested in exclusive territory?

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

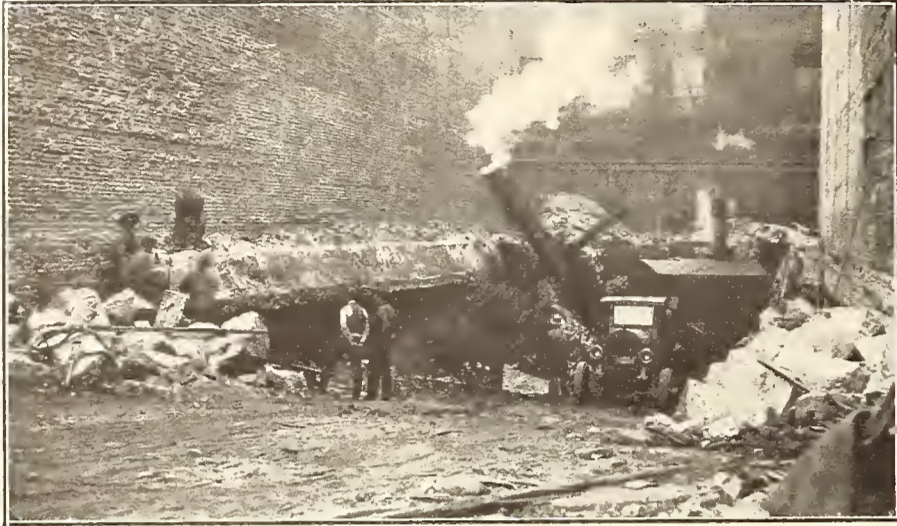


**PHONOGRAPH CASES
RADIO CASES**
Reinforced 3-ply Veneer
The Standard Case for Talking
Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

NEW STARR HOME IN LOS ANGELES

Work Begun on the Erection of an Elaborate Eight-story and Basement Building in That City to House Headquarters of Pacific Division of the Starr Piano Co.

LOS ANGELES, CAL., November 29.—Work has already started on the excavation of the site for the new building to be occupied by the Starr Piano Co. at 634-36 South Hill street, this city. The new building will be an eight-story and basement structure with a mezzanine floor,



Breaking Ground for New Starr Co. Building

will have a frontage of 37½ feet and a depth of 138 feet, and will house the headquarters of the Pacific division of the Starr Piano Co.

The Pacific division was organized in 1907 and has served as executive headquarters for practically all the territory west of the Rockies, although distributing warehouses have long been maintained in San Francisco and Portland to give dealers rapid service in the delivery of Starr pianos and phonographs and Gennett records.

The new building has been specially designed to meet the requirements of the company's

business. In addition to the structure now being built the company owns the adjoining six-story building with a 75-foot frontage on Hill street which now houses the local headquarters. The present building will be vacated when the new structure is completed.

PLAN TO CO-OPERATE WITH ARTISTS

Dallas Music Industries Association Discusses Co-operation With Artists

DALLAS, TEX., November 27.—A general discussion of the best method of co-operation with the musical artists who will appear in Dallas during the coming season, in order to insure the success of their concerts here, was held at the luncheon meeting of the Dallas Music Industries Association recently.

Following the discussion, a committee composed of Paul Burling, D. L. Whittle, Robert Watkin and F. Gissaldi was appointed to confer with the local concert managers in order that the dates of the appearance of the artists may not conflict and to do all they can to assure the success of the appearances.

PLAYS ON CURIOSITY OF PUBLIC

James K. O'Dea, of Paterson, N. J., Brunswick dealer in that city, had about fifty Brunswick thrift banks in his display window with a large sign, saying that these banks were "not for sale." The result was that many people came inside to inquire about the banks.

ADAMS CABINET CORP. TO MOVE

Will Transfer Equipment From Los Angeles to Ontario, Cal., When New Factory Is Completed on or Before January 1

ONTARIO, CAL., December 8.—Construction work on the plant of the Adams Record Cabinet Corp. here will be started at once and is scheduled to be completed not later than January 1.

Immediately upon completion of the building the corporation will move machinery and equipment to the value of more than \$30,000 from Los Angeles to this city. The company is now operating in cramped quarters in the Angel City.

The industry represents a local investment of more than \$40,000 and will give employment to approximately forty men and women at the start, with excellent prospects of the number being increased to at least 100 during the year.

Officers and directors of the company are George E. Adams, president; A. G. Appel, secretary and treasurer; George E. Abbott, G. W. Christy, E. C. Zweiger, R. B. Hill and George E. Adams.

CLEVERLY ARRANGED WINDOW DISPLAY

SAN ANTONIO, TEX., December 4.—The Brunswick Shop here is putting in some very splendid window displays to advertise Brunswick phonographs and records. Recently it staged a splendid display of the "Haunting Blues," which nearly blocked traffic. There was in the window a life-size picture of a negro parson carrying in a sack a chicken, whisky bottles, etc. The life of the picture was a big black cat that wags its head and tail.

It is poor business practice to try to compete in price with dealers who handle cheap lines of instruments. The trade worth securing will make it a point to do business with the dealer who handles honest merchandise.

A Shock Is In Store For You

If you will invite the attention of your trade to Electric Victrolas this Christmas; it will not come from a short circuit in the old reliable universal Victor Electric Motor, either.

Victor Electric Drive is made as only the Victor Talking Machine Co. makes everything, superlatively fine. Operates on any current, requires no more attention than an electric fan, and is as simple to repair owing to its standardized parts.

Electric Victrolas sell readily to the sort of people who buy Red Seal records, a dozen at a time and keep a standing order for populars.

If you don't want that kind of business, don't show the Electric Victrola.

"BUY Where You SELL—COLLINGS Covers Your Wants"



COLLINGS & COMPANY

Victor distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton and Beaver Streets

Plum Building

Newark, N. J.



Sascha Jacobsen shows his consummate skill and breadth of versatility in his rendition of the "Canzonetta" from Tschaiikowsky's "Concerto in D Major," Op. 35, and Sarasate's "Spanish Dance," Op. 21. These two selections on Columbia Record A-6223 are the very fiddle in this accomplished violinist's hands.

**Columbia Graphophone Co.
NEW YORK**



MAGNAVOX CO. ENLARGING PLANT

The Prominent Manufacturers Add 32,000 Square Feet to Factory Facilities—Working Day and Night to Keep Pace With Demands

OAKLAND, CAL., December 5.—The Magnavox Co., of this city, has recently added to its already large floor space 32,000 additional square feet to be used for assembling. The present factory is to be used almost in its entirety for a machine shop to produce the many hundreds of parts necessary in the construction of the



Magnavox Plant at Oakland, Cal.

popular Magnavox radio, Magnavox phonograph reproducers and public speaking voice amplifiers of many different types.

The business has grown rapidly until to-day the Magnavox Co. is one of the largest manufacturing plants in the West, with a worldwide distribution. Large quantities of Magnavox instruments have recently been shipped to England, France, Italy, Australia, China, Japan—in fact, the name "Magnavox" has rapidly spread all over the entire world, due in a



Magnavox Plant in Process of Building

great measure to the rapidly increasing popularity of radio telephone reception. During the Spring, when there was a great rush by the public for Magnavox radio, the company, in spite of its best efforts to increase production,

got behind with its orders. However, the new addition, with its greater facilities for producing goods in a more efficient and speedier manner, has eliminated the possibility that this Fall anyone will have to do without Magnavox equipment. Radio is essentially a Winter, Fall and Spring sport, and by having its new addition in shape now the demand for Magnavox equipment, it is hoped, will be kept supplied.

The new addition is made of reinforced concrete and brick, with all the modern conveniences which can be possibly built into a factory building. Well over a thousand people can now be easily accommodated, although even at the present time two shifts are necessary in the production of the many pieces of apparatus made by the company. There is an indication throughout the entire world that this season will show a greater amount of radio business than ever before, even in spite of the so-called craze which took place this Spring. People are now really beginning to realize the actual worth of radio outside of the mere amusement feature and are beginning to look upon radio as practically indispensable.

PROSPERITY IN TEXAS TERRITORY

Thomas E. Swann, Victor Wholesaler of Houston, Tex., Visits Camden on Annual Buying Trip—Southwestern Business Brisk

HOUSTON, TEX., November 29.—Thomas E. Swann, president of the Talking Machine Co. of Texas, Victor wholesaler, recently returned from a short trip to New York. While in the metropolis Mr. Swann visited the Victor Talking Machine Co. on his annual Fall buying trip. The Talking Machine Co. of Texas has been enjoying a fine business, according to Mr. Swann, and the outlook for an exceptionally fine holiday trade is excellent. He also pointed out that the shortage of machines which has been keenly felt in the North and East has also struck the Southwest. Dealers in this section of the country are in somewhat better shape, however, because in the majority of instances they placed early orders for large stocks.

RECORDS FROM "YANKEE PRINCESS"

Three new Brunswick records of song hits of the New York light opera, "The Yankee Princess," will soon be released, according to an announcement by the company. These hits will be played by the Joseph C. Smith Orchestra, exclusive Brunswick artists, and are as follows: "I Still Can Dream," "My Bajadera" and "In the Starlight."

BRUNNER WINNING NEW FRIENDS

Popular Strand Salesman Closing Excellent Business—Well Known in Local Trade

One of the most popular members of the sales staff of the New York organization of the Manufacturers' Phonograph Co. is Walter Brunner, who is well known in Eastern talking machine circles. Mr. Brunner is identified with the sales organization headed by Richard Ar-



Walter Brunner

nault and is one of a corps of experienced men who are developing Strand activities in this territory.

Mr. Brunner has been identified with the talking machine industry for twenty years, having spent the greater part of this time with the New York branch of the Columbia Graphophone Co. He numbers among his friends dealers throughout this territory and his intimate knowledge of the requirements of the local trade has enabled him to attain signal success in his new position.

FOR STATE MUSIC WEEK IN TEXAS

DALLAS, TEX., November 28.—At a meeting of the Dallas Music Industries' Association held at the Oriental Hotel recently the possibility of making the very successful Dallas Music Week a State event was discussed at length and it was decided to get in touch with the National Bureau for the Advancement of Music for advice regarding ways and means.

RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. *We Solicit Your Business*

**Manhattan Recording Laboratories
48 West 39th St. New York**

COTTON FLOCKS for RECORD MANUFACTURE || UNIFORM QUALITY GUARANTEED

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.

Phonographs

Distributors of the Vocalion and Vocalion Records

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

LINCOLN BUSINESS BUREAU,

1011 Race St., Philadelphia, Pa.

PENN VOCALION CO.,
16 W. King St., Lancaster, Pa.

CLARK MUSICAL SALES CO.,
324 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.

THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.

VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, Ohio.

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

THE AEOLIAN CO. OF MISSOURI,

1004 Olive St., St. Louis, Mo.

GUEST PIANO CO.,
Burlington, Iowa.

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

STONE PIANO CO.,
Fargo, N. D.

STONE PIANO CO.,
826 Nicollet Ave., Minneapolis, Minn.

Vocalion Records Are Playable On All Phonographs.

Voca

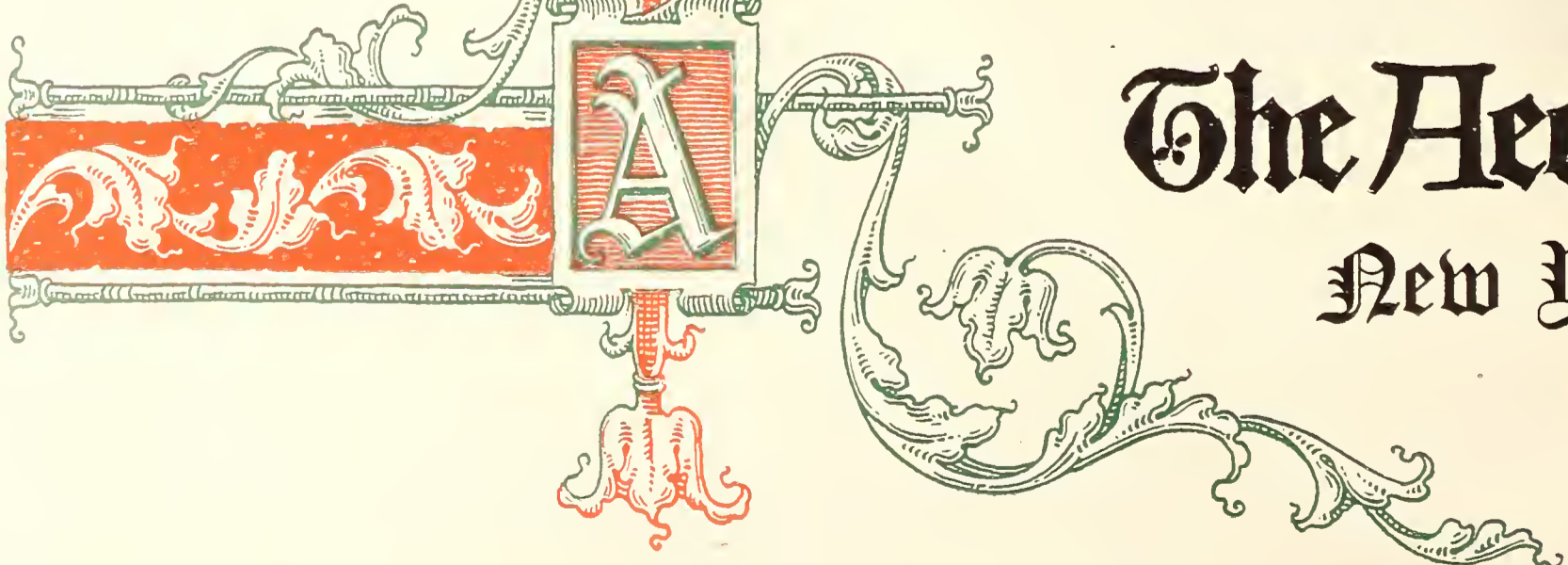


Style 1626

PERIOD Vocalions—the *quality* phonograph for the New Year—the only instrument that has the famous Graduola tone-control. On every Vocalion, expert attention has been given to period detail—every characteristic reproduced with experienced care. The conservative case-designs of Period Vocalions blend with all types of furniture and lend a touch of distinction to any room. Prices from \$175 up—the best value obtainable today.

The Aeolian

New York



Vocalion

Red Records



Exclusively Vocalion

ROSA RAISA

the great dramatic soprano of the Chicago Opera Company

CRITICS the world over hail Rosa Raisa as the greatest of dramatic sopranos. Her magnificent voice is reproduced exclusively on Vocalion Records.

	No.	Size	Price
Forza del destino—Pace mio Dio.	52013	12	1.75
Otello—Ave Maria.....	52007	12	1.75
Tosca—Vissi d'arte.....	30155	10	1.25
Vespri Siciliani—Bolero.....	30115	10	1.25
Ye Who Have Yearned Alone.....	30134	10	1.25

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh, Pa.

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.

STREVELL-PATERSON HARDWARE CO.,
Salt Lake City, Utah.

MOORE-BIRD CO.,
Denver, Colo.

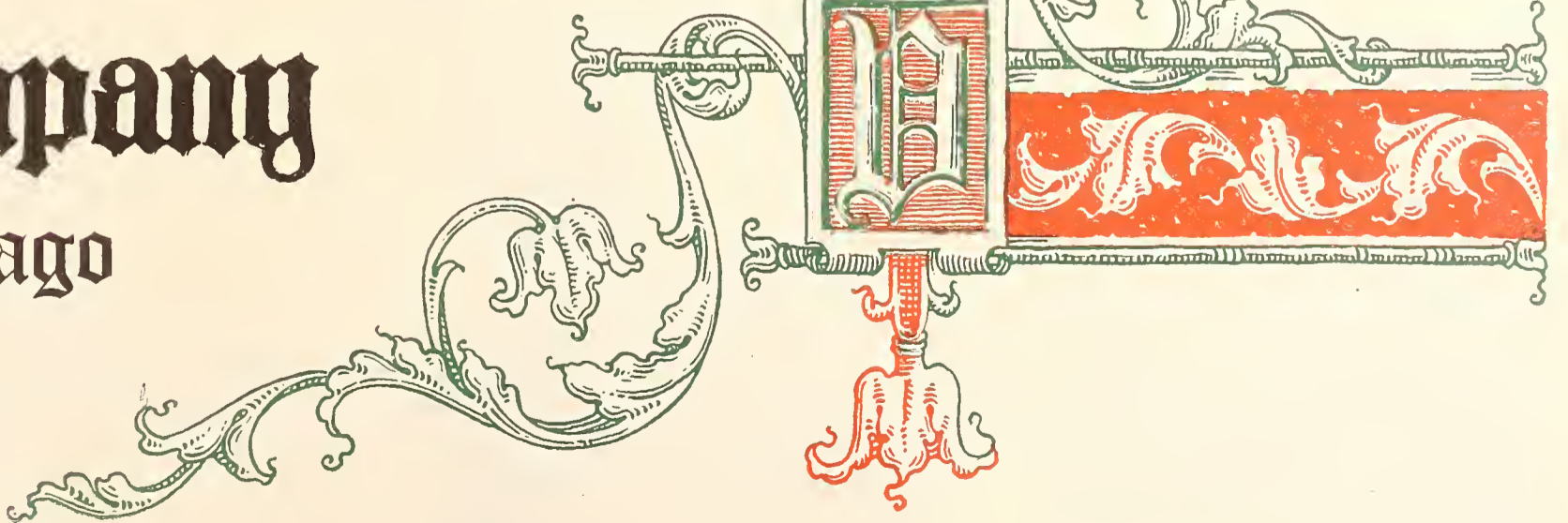
MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.

Let us give you complete information for 1923 regarding the Vocalion line of phonographs and Vocalion Red Records.

Company

Chicago



Interesting and Instructive Comparison Between Two Dealers' Methods :: By L. T. Schaefer

Iowa and Illinois Traveler for Brunswick Co.

In a certain town in my territory are two dealers. Number One says:

"We have strikes, people are not working, business is bad and probably by this time some new calamity has occurred," which murders any possible idea in his subconscious mind that, if developed and used, would create sales.

I asked him, "Just what are you doing to get business?" He replied, "No use, I called on Mrs. So and So; her husband is on a strike, etc., and after calling on several others with no better results I gave it up."

I then asked, "How much time do you spend on the outside?" He replied, "Not much, just go out occasionally; people don't seem to want to buy."

Again I asked, "Do you advertise?" He answered, "Oh, yes, a little, but not much; people haven't the money and I feel I am wasting mine under the present conditions."

The above is the frame of mind that man is in and were he before a grand jury of successful business men the foreman would probably say, "Yes, he's guilty, but no use hanging him, he's dead and he doesn't know it."

Now let's see what the other dealer in the same town, possibly a worse location, but alive, is doing.

I walked in. He looked busy, but not too busy to smile and say, "Hello, glad to see you. I've got a machine going out on approval, but if you can wait about half an hour or so I will be back and have several things I wish to see you about," and away he went.

The record girl, she was busy too. I wondered what about, and I asked her. Said she was getting up a list of telephone numbers of people who have not been in the store lately, and as she had some good numbers she knew they would like was preparing to call them up. I suggested that she go ahead and not mind me, and she proceeded, so that by the time Mr. Dealer had returned (about an hour later) she had six people planning to come to the store who had not been in for some time.

Think of that! And some dealers wonder why record business is bad.

She afterward explained that numerous customers would forget to return for more records each month if she would forget them, and figured inasmuch as she received a commission on each record sold, she could earn just that much more each month by retaining all old customers and getting new ones as well, and said the customers seemed to like the idea.

I then spoke to Mr. Dealer again, and he said he would give most anything for a couple of good men as he had all he could handle on the outside and felt that he was not covering

A Brief Dissertation on Qualities Which Presage Failure for One Dealer and Success for the Other

enough territory, thereby losing additional business he did not have time for.

I asked him what he did to get business and he said: "Same old stuff. Advertise in the newspapers, by personal letters, placing machines on approval and not forgetting to visit people I have sold, to give them service and get new prospects." I inquired about the last and he said a booster is the best salesman in the world and he would not know what to do if they would not give him prospects, as he usually depended on about one-fourth of his sales from former customers' tips.

Business, he declared, is not what he wanted it to be, but he is happy to know

he is getting a fair show. About strikes, etc.—"Yes, business is dull if you let it get that way, but everybody is not on a strike, stores have clerks, offices hire help, business men spend money also, in fact, everyone who is earning a salary is a prospect."

I thought of the other dealer who said business is bad, strikes and bla— bla— bla—, and decided he made it that way, because the other fellow assured and convinced me that you only get what you go after.

SOME ADVERTISING CONSIDERATIONS

Pertinent Excerpts From Instructive Address by Charles W. Myers at Advertising Club

The members of the Advertising Club were favored recently by an address by Charles W. Myers, advertising manager of Morris & Co., the big Chicago packers, on the subject of practical advertising and the value of co-ordinating advertising and selling machinery. Excerpts from the address which might prove of value to talking machine dealers follow:

"Advertising is news and news is information. Its function is to connect with the people the things they need and should possess.

"We live and learn," observed the old adage, but, verily, some of us only live. The big idea back of advertising is proper application. How many of us actually know our own markets?

"Have you found the public slow to be convinced as to the products you are merchandising? Why? Are you sure the public needs what you have to offer; that you are taking proper steps to acquaint them of the fact? All advertising may be good, but perhaps your product requires specialized treatment. An overdose is as ineffective as an underdose.

"It has been aptly said, acquaintance begets friendship, confidence comes from friendship and confidence begets business. Affix the link of advertising and you have the secret of successful selling. It is your responsibility to make advertising stand as the first fundamental in this life-up.

"If your business depends upon local distribution back up your long range campaign with close range methods. Utilize your daily newspapers and such other media as will register results. Use enough space to be specific and definite in describing your products. Simply because we and our associates may know all about our goods is no sign that the public knows us. It is well to even consider that the buyer never heard of us when placing our advertising. It would not take long for this self-same public to forget we ever existed if we ceased to advertise.

"Better times lie just ahead of us. Business is improving generally. We must readjust our vision and our plans to meet new conditions. The foremost authorities of our nation predict a trade revival of great proportions. Our tremendous national resources and stabilized monetary conditions augur well for the future. We should be planning right now to stimulate, encourage and create the business which all of us so urgently require."

DELTA CO. MOVES NEEDLE PLANT

LOWELL, MASS., December 6.—The Delta Co., manufacturer of talking machine needles, of this city, has moved its plant to Westfield, Mass., where it is quartered in the Westfield Power Co.'s building. Additional equipment will be installed and the company with these necessary facilities will be able to largely increase production.



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 1922-1923

Sample program and particulars upon request

P. W. SIMON, Manager

1674 Broadway

New York City



FRANK CROXTON



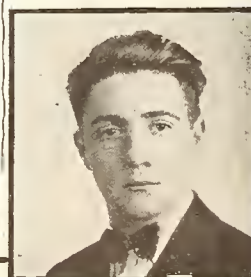
MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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



..VICTOR..
DISTRIBUTORS

Again, let us express the
pleasure we derive in
serving You and wish
You a Merry Christmas

C. BRUNO & SON inc.
351-353 FOURTH AVENUE NEW YORK

SOME SALES STIMULATORS

Besides the ordinary advertising and sending out direct-by-mail literature there are many ways in which the dealer can cash in on publicity which is out of the ordinary. For example: A number of dealers have found it profitable to advertise in theatre programs, others garner the elusive sale by advertising in programs for all sorts of entertainments and concerts under community supervision. One field which is greatly neglected is advertising in the menus of restaurants. Roy E. Purdrum, talking machine dealer at 32 State street, Girard, O., has been advertising on the front covers of menus of local restaurants for a considerable time and he has found this a prolific means of sales. An advertisement of this character has a mighty good chance of being read, more so, in fact, than most other types of publicity, the main reason being that the average person, while waiting to be served, usually toys with the menu and reads it over thoroughly. This is also an opportunity for instituting a Christmas drive in co-ordination with the usual holiday campaign in the newspapers.

The various seasons, Spring, Summer, Fall and Winter, offer the live talking machine dealer an opportunity to play up the seasonal appeal in his advertising, making it decidedly stimulating to readers and bringing about the touch which most often develops into sales. Merchants should now have plans completely formulated for the Winter advertising campaign. Winter copy should play up the contrast between cold, blustery outdoors and the

long, warm, comfortable evenings indoors with the music masters as fireside companions.

The Vance Music Co., of Mason City, O., recently secured a fine list of live talking machine and record prospects by advertising extensively the fact that each person visiting the store would receive a gift. The visitors were requested to fill out a card with pertinent information regarding their ownership of a machine, type of music preferred, etc. This opened the way for the sales department to get busy.

In order to bring doubtful prospects to his store a certain dealer transported them to and from the establishment in his automobile. Few refused the temptation of the ride with some good music at the end of it and the formerly reluctant prospects were not only impressed with the service rendered by this establishment, but several sales resulted. Others are at the stage where just a little more effort is necessary to secure the name to the dotted line.

A personal letter to the men of families at this time, stressing the value of a talking machine and records as Christmas gifts, should bring big returns. Man is a sentimentalist where his family is concerned and the appeal should be directed toward this side of the nature of the male of the species.

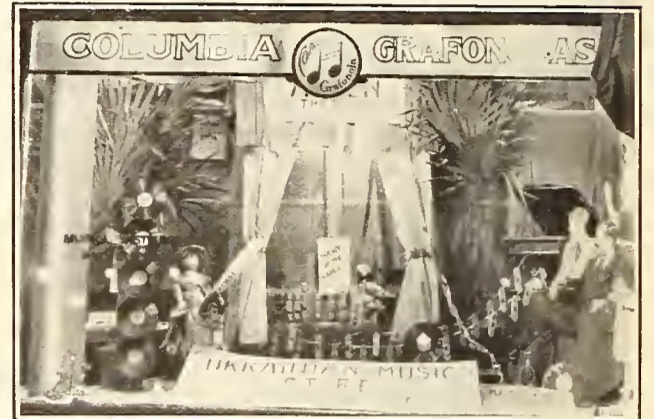
CLEVER STUNT ANNOUNCES OPENING

The Sterling Piano Co., Brunswick dealer, which has just opened a new store in New Haven, Conn., used a rather unusual publicity stunt in announcing the opening. They had five men attired in bright red uniforms go from house to house and hand out invitations, ringing each door bell and waiting for some one to answer before leaving the invitation to come and see the new store and opening. This stunt brought many to the opening.

SONG SUCCESS IN PUBLICITY DRIVE

Toronto Columbia Dealers Feature "Parade of the Wooden Soldiers"—Publicity Produces Sales and Theatre Co-operates

TORONTO, CAN., December 4.—Columbia dealers in this city participated generally in the dealer contests for three prizes offered by the Allan Theatre for the best dressed windows in connection with the playing of the Edw. B. Marks' hit, "Parade of the Wooden Soldiers." The Allan Theatre, one of the biggest moving picture theatres in Winnipeg, has an arrangement



One of the Prize-winning Windows with the Toronto branch of the Columbia Graphophone Co. to play the selections that are recorded by Columbia at their Symphony Orchestra concerts on Monday nights and the more popular dance records with their thirty-five-piece jazz orchestra Thursday nights.

In connection with this publicity stunt the displays used by the Toronto dealers were responsible for the sale of a large number of "Wooden Soldier" Columbia records. The selection was featured at both concerts at the Allan Theatre and Mr. Stewart, manager of the theatre, donated three prizes for the best dressed window.

To Our Good Friends—To Those Who Know

HALL FIBRE NEEDLES

To all who have helped us make our success and who know the true value of our goods in building up sales of Talking Machines and Records, we heartily and sincerely wish

A Very Merry Christmas

and

A Most Happy and Prosperous

New Year

HALL MANUFACTURING CO.

Successors to B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.

Most Beautiful of all Phonographs



Model 16 Renaissance Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

These direct Strand representatives are ready to serve you

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
 ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
 ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
 W. O. CARDELL, Tulsa, Okla.
 CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
 R. L. CHILVERS, 903 New Birks Bldg., Montreal, Que.

OTIS C. DORIAN, 110 Church Street, Toronto, Ont.
 A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
 WALTER L. ECKHARDT, 624 Market Street, Philadelphia, Pa.
 W. S. GRAY, 942 Market Street, San Francisco, Cal.
 J. J. GRIMSEY, 926 Midway Place, Los Angeles, Cal.
 L. D. HEATER, 357 Ankeny Street, Portland, Ore.
 H. J. IVEY, Box 235, Dallas, Texas

IROQUOIS SALES CORP., 210 Franklin Street, Buffalo, N. Y.
 R. J. JAMIESON, 27 Taylor Arcade, Cleveland, O.
 MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
 RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
 SILZER BROS., 1019 Walnut Street, Des Moines, Ia.
 STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, O.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
 95 Madison Avenue, New York. Geo. W. Lyle, President

Soft shadows play, Flowers sway, Neath the Jap-a-nese Moon, ————— There in its light, Ev'ry night, Little Jap-a-nese croon,

JAPANESE MOON

ANIPPONESE NOVELTY

HEAR IT NOW!

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

"THE TRUTH ABOUT RADIO"

Under This Title the Manhattan Electrical Supply Co., Inc., Carries a Most Illuminating Campaign in the Leading Papers of the Country

Of particular interest to every dealer and radio enthusiast in the country is the series of page advertisements which have appeared during the past month in the newspapers of the larger cities of the country, as well as supplements in different forms in the national magazines of large circulation above the name of the Manhattan Electrical Supply Co., Inc., the oldest national distributor of radio supplies in the United States, operating several stores in New York, and with offices in Chicago, St. Louis and San Francisco, as well as manufacturer of the Red Seal battery and Manhattan radio sets.

These messages to the public have invariably been captioned, "The Truth About Radio," and they have appeared at the psychological moment to benefit the entire radio industry. We reproduce excerpts from one of these advertisements so capably arranged by C. C. Agate, advertising manager of the company, and it will be noted that the text, which follows, is informative and timely.

"Radio, like the automobile and every other new industry, had to go through growing pains. Scarcely over a year old as a home entertainer, it swept the country off its feet into a mad scramble to 'Get a radio somehow—but get one!'

"The supply of worth-while sets and parts made by worth-while radio manufacturers was soon snapped up. Their output, working day and night, couldn't begin to keep up with what was almost a hysterical demand.

"The story moves fast now:

"Almost over night hundreds of new, inexperienced manufacturers commenced turning out radio sets and equipment. Factories sprang

up like mushrooms. Now, all of these sets were not bad. A few were excellent. But, in the main, most of them had just about as much relation to radio as a sundial has to a fine Swiss watch. They would work after a fashion under ideal conditions and then only for a time.

Radio Was Blamed

"Every squeak and squawk from an inferior radio set loses a friend for radio. You may have formed your impression of radio from hearing some one of those knocked-together sets. But the poorly made receiving set, whether made of inferior parts, by an inexperienced manufacturer or made of good parts assembled by a novice, is as different in performance as the first talking machine was different from the Victrola.

Why Radio Is Here to Stay

"It is not surprising that you have condemned radio, if you have heard only a poor receiving set. A poor set will give any one a wrong impression. What you may not know is that it is possible for you to buy a set that will meet your most exacting conditions in range of receiving as well as in price. You are assured of absolute satisfaction when you buy to-day if you simply make certain that the set is made by a company having a reputation for making radio equipment.

Better Broadcasting Than Ever Before

"You know how the recent World Series was broadcasted, play by play, by Grantland Rice, of the Tribune. Not only his voice could be heard clearly, but at times you could hear the voice of the peanut boy or of an overwrought fan above the roar of the crowd. And this Saturday you can hear every play of the Yale-Princeton football game reported by radio. This is simply an indication of the many broadcasting features that you will enjoy if you have a radio set in your home.

"Plans are now being worked out to finality for this Fall's and Winter's broadcasting that

will amaze even the most ardent radio enthusiast. It will be truer than ever before that the home without a radio set is a home with its doors locked against progress.

How to Buy Radio Safely

"There is only one safe rule in getting a radio set for your home. If you are technically trained—not only in the electrical theory, but in applied mechanics—buy separate parts and assemble them if you must. It is unnecessary to warn such men against selecting poorly made parts; technically trained men always buy the best; always select those materials made only by the most reputable manufacturers.

"But if you are not technically trained, don't try to assemble a radio set. Buy a complete set."

"You wouldn't think of trying to build a phonograph or an automobile, even if you could get spare parts. Yet the phonograph and automobile are far less technical and easier to produce than a satisfactory radio receiving set. And a radio set that won't work as you want it to work is money thrown to the winds."

The closing paragraphs of the advertisement tell how to buy radio receiving sets and tell of the various types on the market, describing them in an interesting way. It is strongly emphasized that "it pays to buy only those sets made by reliable manufacturers."

This advertising merits the highest praise because of its constructive character. Moreover, its lucidity enables every reader to understand the points emphasized; in this way the entire radio industry is benefited—hence it is educational and valuable.

NOVEL GUESSING CONTEST

Wayne T. Fidler, of Valparaiso, Ind., has just completed a guessing contest, which assures him several hundred good prospects. He used the Type B Brunswick motor and permitted the public to guess the length of time the motor will run.



New Model "E"

The General Phonograph Mfg. Co.

Model "E" TABLE PHONOGRAPH

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO

THE IMPORTANCE OF ADVERTISING

The Experience of Emma Calve and Elena Sanz Points a Moral Which Is Well Worthy of Consideration by the Person Sceptical as to the Value of the Publicity Field

One time in Paris Emma Calve and Elena Sanz thought they would try their luck as street singers.

It would be a wonderful experience, they thought, for two opera singers to go out unannounced and astonish the music-loving natives.

After repeated rebuffs they were permitted to enter a court, where they began to sing.

Although they gave the best they had and sang songs that their friends admired, a furious voice inquired, "How long is this howling going to continue?"

As a result of the complaints they were driven out of the courtyard.

That night at the Spanish Embassy they sang the same songs and were overwhelmed with compliments.

Later in the evening they told of their experiences and one of the men present who had been loudest in his praise became the butt of some of his associates because he had confessed still earlier in the evening that he had chased two singers out of a certain courtyard that afternoon.

The two singers, of course, were Calve and Sanz.

This story illustrates what most of us ought to know by this time, and that is the importance of advertising even to products that are meritorious.

There was no question at all of the ability of Calve and Sanz to sing perfectly. In the music world they were known as high-priced artists. When properly advertised and introduced the public was quite willing to pay vast sums to hear them sing.

When, however, these two singers, unannounced and dressed like wanderers, went out into the streets to give their songs away, they received insults for their pains.

The products of many manufacturers are failing to find their way onto store shelves because the makers haven't introduced them to the public by advertising.

Other products that have been on the shelves but which now are unadvertised are being crowded out by advertised products.

The law is: The fit survive and the unfit decline according to their adaptability or inadaptability to environment.

Unadvertised products have a very slim chance in the competitive world, says The Treasure Chest.

COLUMBIA ADVERTISING PRODUCES

The huge, full-page newspaper campaign sponsored by the Columbia Graphophone Co. in behalf of Columbia New Process records has been instrumental in stimulating record sales all over the country. The Galperin Music Co., of Charleston, W. Va., Columbia dealer, reports the receipt of thirty mail orders for New Process records as a result of the advertising over a period of only two days. Similar reports have been received from Columbia branches all over the country. The A. E. Jones Music Co., of Akron, O., stated that its record business was double, attributing this increase to the full pages appearing on New Process records.

DONATED 'BRUNSWICK TO RED CROSS

PEORIA, ILL., December 4.—The firm of Black, Derges & Marshall, this city, donated to the Red Cross a Brunswick Model No. 210. This machine was used to aid the Red Cross drive here. Everyone who joined the Red Cross received a numbered membership card. The holder of the lucky card was presented with the phonograph at the end of the drive.

LANDAU'S IS A SERVICE CENTER

Store Becomes Box Office for Sale of Theatre Tickets and Post Office Sub-station

WILKES-BARRE, PA., December 3.—Landau's Music & Jewelry Store, Victor dealer, 34 South Main street, this city, has built up a fine business through the ultra quality of its service. The concern has become the central box office for the Grand Opera House, in the heart of the business district. Landau's is also usually designated for advance sales of tickets for concerts in Irem Temple. The store is also a post office sub-station. Thus, shoppers are brought to the store who would otherwise go elsewhere for these services.

GLASS BLOCK STORE REMODELS

The Glass Block Store, of Duluth, Minn., has remodeled its phonograph department, putting in four new booths, with Mr. Howe as salesman in charge of the Brunswick department of the business.

REMODELING TWO STORES

Newman Bros., Sonora Dealers in Jersey City and Newark, Making Extensive Alterations

Newman Bros., Sonora dealers of 92 Monticello avenue, Jersey City, N. J., have just finished putting a new front in their store, which is very attractive and represents quite an outlay of money. The two small show windows they formerly had have been combined into one and the additional space created gives them a splendid window for display purposes. Mr. Newman traced sales of two expensive period models within a week after putting in his first display. Their store is now complete with five booths in the Adam period and finished in ivory.

In addition to this, they are also remodeling their store on Newark avenue, Jersey City. This will also be finished in ivory. Mr. Newman was very enthusiastic over the benefits to be derived from having an establishment which he now says is "in keeping with the merchandise I sell, namely, the Sonora."

HARPONOLA



*The Phonograph
with the
Golden Voice*

THIS machine was established on the right foundation—a scientifically designed horn, reproducing voice and music with full, rich and realistic tone.

It has always carried the most dependable mechanical equipment, thus ensuring service to the user with a minimum of repairs and adjustments for the dealer.

Its organization (the Mersman-Brandts brothers) started with valuable experience and skill in building and finishing fine cabinets.

The Harponola has been manufactured and marketed for a number of years. Its quality is "improving with age." It is today one of the best profit-makers for jobbers and dealers in the entire field.

Write for the Harponola Proposition.

THE HARPONOLA COMPANY

CELINA, OHIO

Edmund Brandts, President



Al and Frank make a spanking fine selling team. We've hitched them up this month in Columbia Record A-3744. Al Jolson, the off-hoss, leads off with "Lost: A Wonderful Girl." Frank Crumit, the nigh one, comes mighty nigh 100% with "If you don't think so you're crazy." If they listen they'll buy.

**Columbia Graphophone Co.
NEW YORK**

CAROLA CO.'S RAPID PROGRESS

Four Hundred Dealers Now Handling Carola Line—Practical Publicity Helping Dealers' Sales—Orders Keep Plant Busy

CLEVELAND, O., December 5.—The Carola Co., of this city, manufacturer of the new Carola phonograph, has been meeting with marked success in the introduction of this instrument to the trade, and recognizing the fact that practical co-operation with the dealer is always worth while, the company has been producing a series of sales helps well calculated to attract attention and bring direct results. One of these helps consists of an artistic cardboard easel display which may be placed in the window, on top of a show case or in demonstration booths. This easel display features an actual phonograph from life, showing the Carola in its natural colors, with an illustration of human interest appeal that has attracted favorable comment.

N. I. Schwartz, head of the Carola Co., states that during the past few months more than 400 dealers have arranged to handle the Carola phonograph and that the company's problem the past few weeks has been one of production rather than selling effort. A sales and publicity campaign behind the Carola has been perfected and developed along interesting and practical lines, with the result that the Carola Co. will start 1923 with an excellent dealer representation throughout the country.

RECORD SALES OF MUTUAL PRODUCTS

October and November are reported as the best two months in the history of the Mutual Phono Parts Mfg. Corp., New York City, all previous sales records having been eclipsed. A. P. Frangipane, secretary of the company, predicted in a recent interview with *The World* that 1923 will witness a renewal of business activity experienced by the talking machine industry in the better years of the past.

EFFECTIVE DIRECT MAIL CAMPAIGN

Series of Blotters and Letters With Human Interest Touch New Brunswick Dealer Help

A complete direct mail campaign plan, which has been successfully used by a Brunswick dealer, was recently described and fully illustrated in a brochure issued by the Brunswick-Balke-Collender Co. The introduction is written in a manner that is easy to understand and brings out very clearly the fact that it pays to build friendly good will; in other words, to cultivate the prospect before "jumping on him" to close a sale.

The campaign is composed of a series of blotters and form letters, which are sent alternately at reasonable intervals. Both the blotters and letters are full of humor and both are illustrated with clever cartoons. The Brunswick Co. is providing the material with which other Brunswick dealers, who desire to do so, can put on the whole plan.

NEW TYPE OF PHONOGRAPH

BRIDGETON, N. J., December 5.—Oberling Smith, president of the Ferracute Machine Co., of this city, who is well known in engineering circles, has invented a new talking machine known as the Autofono. This instrument carries fifty records, playing any one of them regardless of its position in the magazine. A keyboard in which fifteen push buttons control the fifty selections is connected to the instrument by a small cable long enough to reach any distant room desired. Pressure on any two of these buttons will cause the instrument to play the chosen music. The entire machine can be driven electrically by any standard lighting current.

The Brunswick Store has opened in Lockport, Ill., with a complete line of Brunswick machines. The new firm has installed the most modern fixtures for the convenience of patrons.

LEHENDOFF NEW VOCALION ARTIST

Noted Singer of Russian and Jewish Folk Songs to Record for Vocalion Exclusively

The latest addition to the art of making Vocalion records exclusively is Aaron Lehendoff, noted singer of Russian and Jewish folk songs and hailed as the "Al Jolson" of the Jewish stage. Mr. Lehendoff, who was in Moscow during and after the war, had some exciting experiences before coming to this country two years ago and has met with great success since arriving in the United States. His first Vocalion record will be announced later.

SERIES OF OPERA RECITALS

Works of the Season Reviewed and Analyzed by Amy Grant at the Town Hall, New York

Local talking machine dealers and members of their sales staffs who are desirous of brushing up on the details of the grand operas sung during the current season will be interested in the season of opera recitals to be given at the Town Hall, New York, by Amy Grant, during which the works of the season will be reviewed and the text and music analyzed. The first recital took place on November 21, and other recitals will occur on alternate Tuesdays thereafter up to and including April 10.

SYMPHONY RECORDS POPULAR

The sales department of the Columbia Graphophone Co. received recently an interesting photograph from Jorge Metetich, Columbia dealer at Punta Arenas, Chile. The town of Punta Arenas is located a thousand miles off the southern tip of Africa and it is understood that it rains almost twelve months of the year in this place. At the same time, however, the natives seem to have quite a fondness for Columbia symphony series records and, moreover, this enterprising dealer has sold a considerable number of Grafonolas to the music lovers in his section.

A VISITOR FROM BERMUDA

One of the recent visitors at the offices of Collings & Co., Victor distributors, Newark, N. J., was Walter D. Wadson, of the firm of Thomas J. Wadson & Co., Hamilton, Bermuda, well-known Victor dealers of that city. Mr. Wadson had quite a visit with H. A. Lamor, manager of the sales department, whom he had previously met during Mr. Lamor's vacation in Bermuda, and whom he accompanied on his first trip, this year, to the United States, in August.

The League Phonograph Co., formerly located on South Main street, Greenville, S. C., owing to increasing business, has moved to a larger store at 305 North Main street.

Trucks That Are Labor-Savers

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co., Findlay, Ohio

Churches Offer Fine Field for the Sale of Talking Machines and Records :: By Frank D. Parsons

The importance of music in the church was discussed recently at a conference of eminent churchmen from all parts of the United States which was held in the West. In many of our churches music has long played a preeminent part, noted singers and quartets being engaged on the ground that good music has a spiritual force that soothes and attunes the mind so that it is in a more receptive condition for worship.

While the churches in the great cities can afford to pay noted soloists and famous quartets to interpret the religious music of the masters, the churches in the smaller towns and cities have been at a disadvantage, which it is now possible to overcome thanks to the wonderful accomplishments of our great record makers and manufacturers of the talking machine. To-day the choir leaders are able to secure records for Catholic as well as Protestant churches which fit in admirably with their rituals. By means of these records the great singers—even more famous than those engaged by the big churches in the big cities—are heard in a manner to delight and exalt the worshippers.

And not only is the talking machine a source of delight in the church, but it is utilized for Sunday school entertainments and the various activities of the young men's and women's societies of the parish. This has a commercial value to every local dealer, and it is surprising to find that in many towns and cities dealers have not become awake to the great possibilities of sales to churches, Sunday schools and the many clubs connected with the churches. A little co-operation on the part of the dealer—a suggestion as to how funds may be raised through a fair or small bazaar—will point the

way to the purchase of a talking machine and an ample library of records. The churches, Sunday schools, boys' and men's clubs, etc., all have a great advertising potentiality for the dealer who is anxious to expand his business. Indeed no dealer should overlook seeing that a talking machine is utilized by the local

Dealers Can Cash in on Desire of Churches for Music by Offering Suggestions on Plans to Raise Funds

churches, in this way bringing more clearly to the attention of a critical public the wonderful possibilities that prevail through the use of talking machine records as a means of worship and entertainment.

In a small church with which the writer is connected Victor records containing numbers from well-known oratorios sung by famous singers were utilized as part of the program of the church concert and no feature of the evening made a more favorable impression. The perfection of the records and the marvelous beauty of the voices of the singers both in solo and

chorus work was a revelation to those present, and we venture to say that the dealers in the locality where this church is located benefited materially from this concert.

The success of this concert has induced the writer to urge dealers to get closer to the activities of the young people's societies connected with Christian churches of all denominations as well as our Hebrew friends and it will not require much effort on their part to convince them of the wonderful entertaining qualities of a goodly library of records and a first-class talking machine. Dealers should be on the alert for all opportunities that will expand their business and at the same time emphasize the especially high place which the modern talking machine record occupies in the domain of music.

ADDS COMPLETE COLUMBIA LINE

KANKAKEE, ILL., December 2.—The exclusive agency for the Columbia line of Grafonolas and records has been secured by H. A. Rush, proprietor of the Kankakee Music Shop, this city. Mr. Rush has started an intensive advertising and sales drive in the interest of the Columbia line of products.

REMODELING BRIDGETON STORE

BRIDGETON, N. J., December 3.—Extensive alterations are being made to the store of Riggins, Gaskill, Hunt, Inc., to take care of rapidly expanding business. The concern handles a large stock of Victor, Sonora and Cheney machines, as well as pianos and a complete line of musical instruments.

Stimulate Your January Sales

With

SHELTON VIOLET RAYS



Show your customers the Shelton Way to Health.

Speed up your sales volume in January with Shelton Violet Rays, recommended by the Medical Profession for relief of pain and alleviation of chronic ailments.

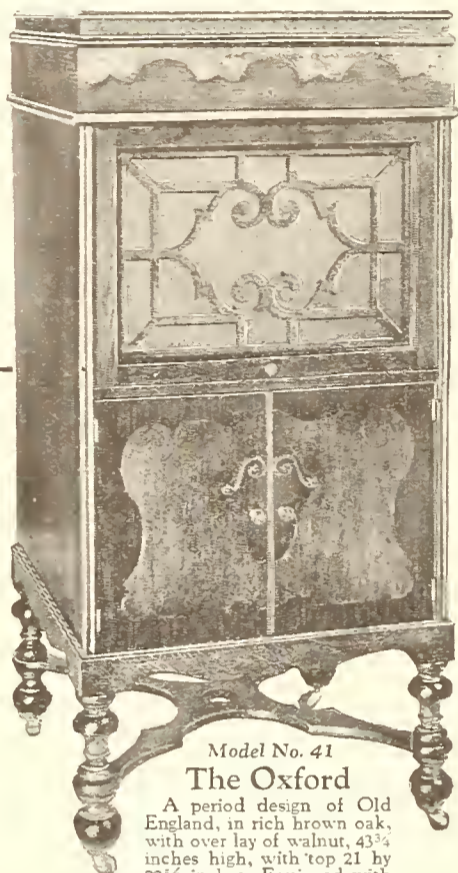
The snap and sparkle of these invigorating Rays will ring your Register bell with renewed Life and Vigor.

Shelton Violet Ray Outfits sell from \$12.50

Send today for attractive Dealer Proposition.

Shelton Electric Company 16 East 42nd St., New York
Makers of Shelton Phonograph Motors

Feature these Beautiful Models of
The **CHENEY**
for Fall and Holiday Trade



Model No. 41

The Oxford

A period design of Old England, in rich brown oak, with over lay of walnut, 43³/₄ inches high, with top 21 by 22⁵/₈ inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200

East of the Rockies



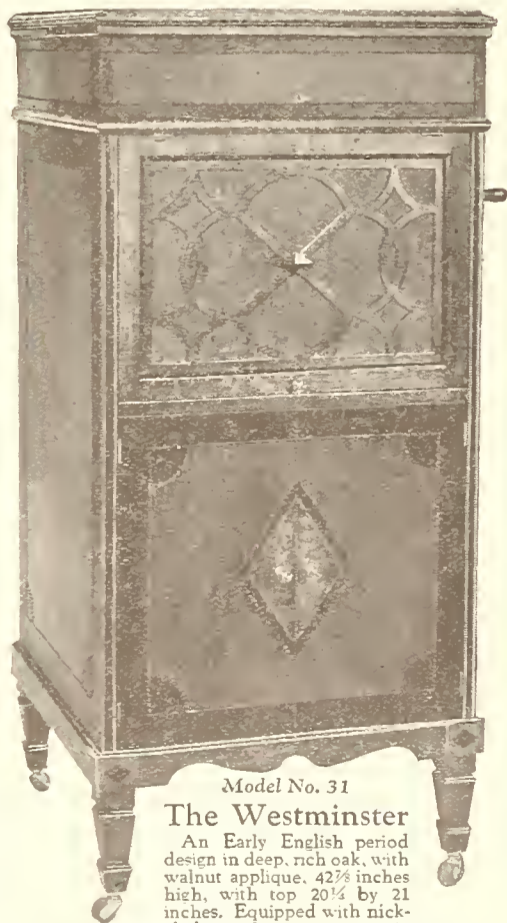
Model No. 117

The Abbottsford

A beautiful mahogany art model in Queen Anne period design, 34¹/₂ inches high, with top 21³/₄ by 42¹/₂ inches. Equipped with double-spring motor, counterbalance cover, automatic stop, steel and jewel needles, two reproducers, gold-plated metal parts, and six albums.

Retail price \$300

East of the Rockies



Model No. 31

The Westminster

An Early English period design in deep, rich oak, with walnut applique, 42³/₄ inches high, with top 20¹/₄ by 21 inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, steel and jewel needles, two reproducers, shelves for records, and compartment for album.

Retail price, \$150

East of the Rockies

**Two-Tone Cabinets
Are Universally Popular**

The models shown on this page—to the minutest detail—exemplify the beauty of cabinets, unusual mechanical precision and perfection of tone which is The Cheney. In interest of design, beauty of finish, and range of price, they satisfy all the varied demands of your trade.

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptionally good sellers.

At the prices now established for The Cheney the values you can offer are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its superiority of tone—*which cannot be duplicated*—at the price of an ordinary phonograph.

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

SOUTH AMERICAN TRADE GAINS

Remarkable Increase Since July Last—Demand Centers on Manufactures

Exports to South America show a remarkable increase with the new fiscal year beginning in July. This is the more remarkable because the fiscal year ending with June showed a reduction of 60 per cent. Every month since the opening of the new fiscal year, according to the National City Bank, has shown a substantial increase in the value of exports despite the fact that most of the merchandise leaving the country is going at lower than 1921 prices.

The value of exports to South America during July, August and September was 36 per cent greater than in the corresponding period a year ago, while exports to other parts decreased.

This increase in our South American trade, the bank points out, is especially interesting in view of the fact that manufactures form the bulk of the materials bought from us.

LARGER STUDIOS FOR ROBICHEK

Decorator of Talking Machines Now Operating in Two Studios—Many Orders Will Keep Firm Busy During the Winter Season

Rudolph Robichek, well known in talking machine circles of metropolitan New York for his work in creating art designs in lacquer work and other exterior decorations on talking machines, has found it necessary, through his increased business, to secure larger quarters. Mr. Robichek, who formerly had a studio at 123 Fifth avenue, has taken a larger one at 156 Fifth avenue and also one at the corner of Twenty-eighth street and Lexington avenue. Headquarters for the company's activities will be at the Lexington avenue address, where most of the work will be done. The studio at 156 Fifth avenue will be used as a workshop, where it is planned to do most of the small pieces, leaving the Lexington avenue studio, which is much larger, for the execution of lacquer work on the larger size talking machines.

Mr. Robichek is keenly enthusiastic at the reception given him by the trade generally. In addition to the work secured from talking machine dealers he has been able to secure several large contracts from manufacturers of talking machines which will keep him extremely busy during the entire Winter.

MICA INDUSTRY OF GUATEMALA

Guatemala, although at present a small producer of mica, may become, as a result of development work now in progress, an important exporter of this mineral, according to a report from Consul Frost. As the United States requires four times the mica it produces, Guatemala should readily find in the United States a market for all that it can export in the future. Today four mines are open and operating, all under American control. A fifth mine will be opened within a month or two, and two more mines are expected to be operating before the end of the year. Present production is at the rate of 600 to 1,000 pounds per month, being about 40 per cent cut mica and 60 per cent rough trimmed, all of which is being shipped to the United States.

GERMER HOLDS MUSIC EXPOSITION

BEARDSTOWN, ILL., December 1.—A. C. Germer, one of the most aggressive music merchants in this city, staged the sixth annual festival for the advancement of music in his store. The event lasted one entire week and, as usual, considerable interest was manifested in the fine display of Columbia Grafonolas, pianos and other musical instruments by the public. The festival received wide publicity in the local newspapers and as a result there was an excellent attendance during the entire week.

T. P. RATCLIFF ENTERS NEW FIELD

Well-known Recording Expert Resigns From Aeolian Co. to Join Bond House

Thomas P. Ratcliff, for some months past in charge of the standard, classical and operatic recordings at the Vocalion record studios, and who has long been a prominent factor in the recording division of the talking machine trade, resigned on December first to assume an important executive position with a bond house. His successor at the Vocalion Studios has not yet been announced.

HARMAN'S "TALKER" BUSINESS SOLD

LIMA, O., December 2.—Arrangements have been concluded by Rowland Bros., owners of a chain of household furnishing stores, to take over the business known as Harman's, this city. The entire stock of Victrolas and records handled by Harman's has been sold to Sol Goldsmith, prominent music dealer of Columbus, O.

FINDS VOCALION TRADE ACTIVE

C. D. McKinnon, District Manager for Wholesale Vocalion Department of Aeolian Co., Finds Satisfying Conditions in the West

Charles D. McKinnon, district manager for the wholesale Vocalion record department of the Aeolian Co., returned recently from a two months' tour of the Middle West, covering the territories under the supervision of the Vocalion Co., of Ohio, distributor in Cleveland; the Lind-Marks Co., Detroit, and the Sonora Co., of Pittsburgh, distributors for that district.

Mr. McKinnon reported that dealers' stocks were in much better shape than they had been earlier in the year and that practically without exception they reported a substantial increase in the demand for Vocalion Red records.

Mr. McKinnon left early this month for Syracuse, where he will spend two weeks co-operating with the Gibson-Snow Co., Vocalion record distributors in New York State, calling on the dealers.

Over 200,000 Phillips Tone Arms Now In Use

Join This Army of Satisfied Users



For Portables

No. 1 Tone Arm and No. 3 Sound Box

Lengths 6½ in. and 8¼ in

Samples \$2.00

Quantity prices on request

A high grade tone arm combination at a low price

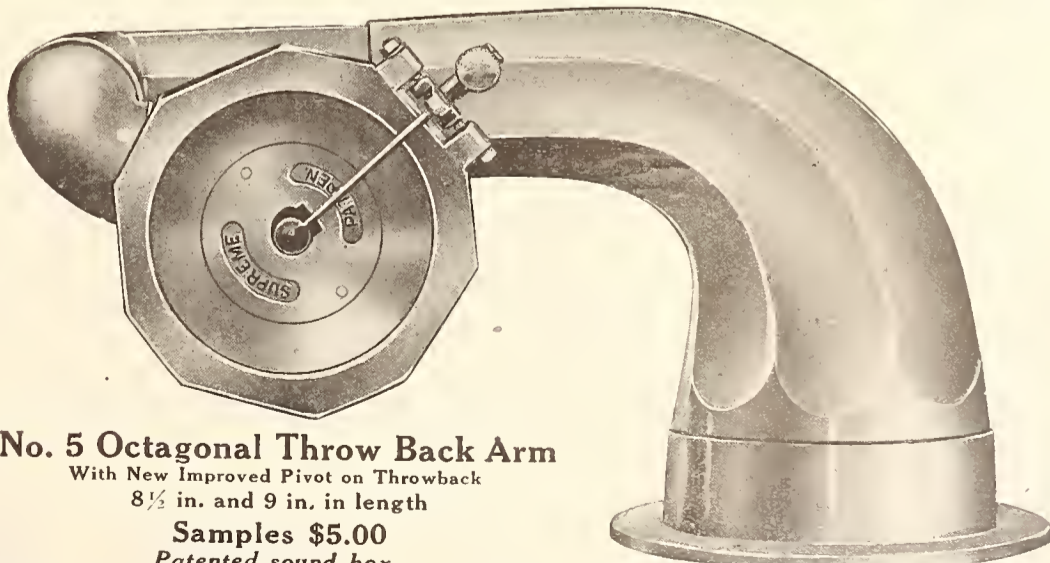


No. 2 Tone Arm No. 3 Sound Box

Length 8¾ in. center to center

Loud, deep tone

Sample \$3.00



No. 5 Octagonal Throw Back Arm

With New Improved Pivot on Throwback
8½ in. and 9 in. in length

Samples \$5.00

Patented sound box.

THE WILLIAM PHILLIPS PHONO PARTS CORP.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth St.

Cable Address: "Phonoparts"

New York City

To the Sonora Dealer 1923 Means Prosperity



Pembroke
(Hepplewhite)



Baby Grand

The critical year in the phonograph trade has about passed. Sonora, while the phonograph world was in a chaotic condition, went serenely on with its policy of making better and better phonographs. All through the troubled period Sonoras have sold in good volume and Sonora dealers have weathered the squall, emerging triumphantly during the current season.

The time for self-examination is at hand. 1923 will be a year in which *quality comes first*. Hundreds of dealers, among them some of the largest stores, recognizing the return of quality demand, have added Sonora. More will do so in 1923. Are you going to be one of that far-sighted number and cash in on the rising tide of Sonora sales? Write for particulars of our dealer plan.

Sonora Phonograph Company, Inc.

George E. Brightson, President

NEW YORK: 279 BROADWAY

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

"The Highest Class Talking Machine in the World"

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL 

Get in touch with the Sonora Distributor named below, who has charge of your territory, and learn particulars of the liberal Sonora proposition.

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.

Arkansas, Louisiana, Tennessee, Mississippi.

Hessig-Ellis Drug Co.,
 Memphis, Tenn.

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.

Michigan, Ohio and Kentucky.

C. L. Marshall Co., Inc.,
 514 Griswold St., Detroit, Mich.

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

The Magnavox Co.,
 616 Mission St., San Francisco, Cal.

Southeastern Part of Texas.

Southern Drug Company,
 Houston, Texas.

Alabama, Georgia, Florida and North and South Carolina.

Southern Sonora Company,
 310-314 Marietta St., Atlanta, Ga.

Southern Part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

The Fox-Vliet Drug Company,
 Wichita, Kans.

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

Moore-Bird & Co.,
 1751 California St., Denver, Colo.

Utah, Western Wyoming and Southern Idaho.

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

Illinois and Eastern Iowa.

Sonora Phonograph Co. of Illinois,
 720 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.,
 150 Montague St., Brooklyn, N. Y.

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

Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie.

Greater City Phonograph Co., Inc.,
 311 Sixth Avenue, New York.



There is a burst of music from the Grafonola. You slip your arm around her. She melts into your embrace. "How is it you and I dance so wonderfully together?" she murmurs. "It is because of 'Fate,'" you say, "Ted Lewis and His Band make it irresistible." Back to back with "Fate" is Irving Berlin's "A Dream of Romany," played by Paul Specht and his symphonic harmonists. Oh, man! Stop stopping! A-3738.

Columbia Graphophone Co.
NEW YORK

POSTAL SERVICE FOR CONVENTIONS

Post Office Department Orders Special Attention Given to Mail Addressed to Those Attending Trade Meetings in Strange Cities

WASHINGTON, D. C., December 6.—The use of obsolete or inaccurate mailing lists by business concerns is responsible for a large part of the delay and non-delivery that occurs in the mail of commercial houses and firms, according to an announcement just made by the Post Office Department.

This condition is highly detrimental both to the post office and to the business houses affected, as it greatly adds to the clerical expense of handling the mails and results in a serious economical waste through the loss to business men of advertising matter, catalogs, etc., when delivery is not effected.

The Department urges that business men and commercial concerns make every effort to obtain accurate mailing lists in the first place, including house numbers and street addresses, and then see to it that such lists are kept up to date. It is pointed out that the expense of obtaining and maintaining an up-to-date and correct list is usually far less than the loss suffered in postage and advertising matter through the use of incomplete or incorrect addresses.

It is not competition which is the keynote of success, but co-operation.

A MOST ARTISTIC POSTER

Features President Harding's Record of Two Patriotic Addresses Issued by the Victor Co. for the Benefit of the Red Cross

The Victor Co. has issued a remarkably artistic poster in connection with the records made by President Harding at the White House May 24 and which, as related in The World last month, have been made and are marketed without profit to the Victor Co., the proceeds, as well as the President's royalties, going to the Red Cross.

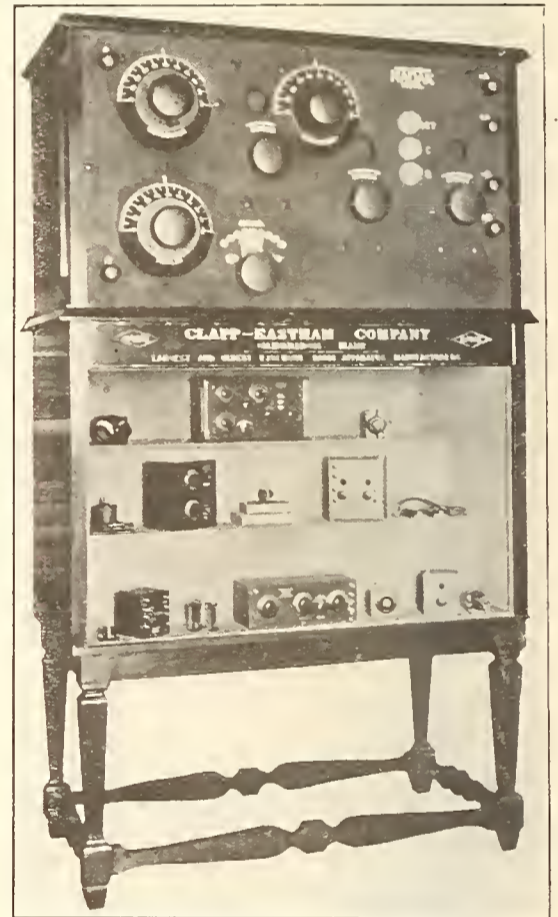
This poster, which is a superb example of the printer's art, features the address made by the President at Hoboken on May 23, 1921, on the return for burial of 5,215 American soldiers, sailors, marines and nurses; as well as the address made by the President at Washington on the occasion of the opening of the International Conference for the Limitation of Armament on November 12, 1921. These historic utterances of the President have been perpetuated for all time on double disc Victor record No. 35718. This poster has deservedly come in for a great deal of praise for its dignity and impressiveness.

The Hecht Co. Music Store, 618 F street, Washington, D. C., is broadcasting a series of Edison radio concerts. These concerts are proving very successful in attracting attention to the Edison line of phonographs.

INTERESTING EXHIBITION FEATURE

Giant Model of the Clapp-Eastham R. Z. Radak Set Will Be Used at New York Radio Show

CAMBRIDGE, MASS., December 8.—The Clapp-Eastham Co., of this city, manufacturer of Radac radio receiving apparatus, has evolved



Clapp-Eastham R. Z. Radak Set

a very interesting feature for exhibit at the various radio shows. It consists of a giant model of the Clapp-Eastham R. Z. Radak set. Its utility feature is found in a hinged back which lets down, providing a desk for the use of the exhibitor. Concealed lights and a gray broadcloth lining contribute much to its attractiveness. It has been shown at the Chicago and Boston shows and will also appear at the forthcoming New York Radio Show.

ROCKFORD FIRM IN NEW HOME

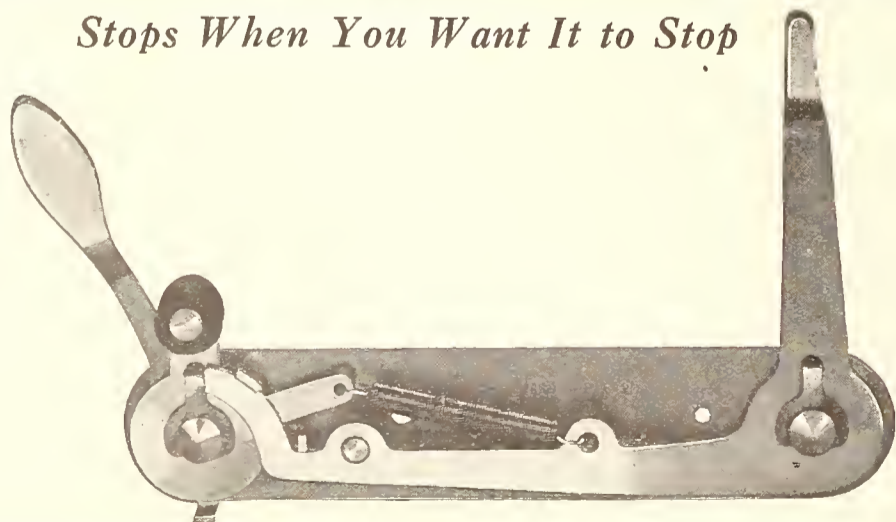
ROCKFORD, ILL., November 29.—The American Beauty Music House, located since August, 1921, at 1012 Charles street, reopened its doors at a new location, 403 Seventh street, last week.

With three salesmen in addition to Manager Gurt E. Swanson, the store will continue to demonstrate the American Beauty phonograph, an all-Rockford product manufactured by the Pierson Co., 204 North Water street, as well as accessories to the machine, records, pianos and other products in the musical line.

Brunswick records are being broadcasted by the Atlanta Journal, of Atlanta, Ga.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building
Detroit, Mich.

ATLAS PACKING CASES

Atlas Packing Cases, made from Atlas Plywood Box Shook, are the acknowledged standard of the Talking Machine Industry.



This is an exact reproduction of an "Atlas" Packing Case manufactured, printed and shipped to the Victor Talking Machine Co., Camden, N. J.

The use of "Atlas" Packing Cases indicates the high quality of the contents.

They have been trade-marked as a protection to the particular manufacturers who long ago realized that their use would result in efficiency and economy.

"Atlas" Packing Cases make a better appearance, give greater protection and save freight.

The thoroughly coordinated quantity production of our six mills insures the Talking Machine Industry unusually prompt and sure service.

For years we have made it our business to know the needs of this industry, so that we are authorities on packing cases.

Shipments in Carload Lots Only

ATLAS PLYWOOD CORPORATION

10 HIGH STREET

BOSTON, MASS.

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES





MISSION MUSIC HOUSE OPENS

Artistic New Quarters at Long Beach, Cal., Formally Opened

LONG BEACH, CAL., December 4.—Several hundred music lovers visited the Mission Music House, 512 Pine avenue, on the official opening day and expressed good wishes to the proprietors, Bedford Finney and H. H. Hoskinson, in their venture. Both men are known locally for their activities in the music world. Flowers were banked about the spacious store, tokens of esteem from friends and business contemporaries.

One of the features of the decorations proved to be the lighting effect near the miniature building of mission design to be used as individual booths for trials of phonograph records. Oil paintings in harmony with the decorative scheme hang on the walls.

Miss Junita Benoist, soloist, entertained with a pleasing program at the opening. Members of church choirs attended in a body.

H. N. McMenimen
Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:
Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:
2 Rector Street, New York
Tel. Rector 1484

CLASSICS AND OPERAS BROADCASTED

Radio Fans Listen to Finest Music—Metropolitan Artists Participate in Broadcasting of Verdi's "Aida"—Other Concerts

During the past month the trend in radio broadcasting of music has been towards the classics and operas. One of the outstanding concerts of the month was broadcasted by the American Telephone & Telegraph Co. from the Kingsbridge Armory in New York. Verdi's "Aida," announced by the broadcasters as "Metropolitan grand opera in oratorio form," was heard by over a half-million people, it has been estimated. Assisting in the program were some of the foremost Metropolitan artists and the Metropolitan orchestra and chorus. This concert was heard within a radius of 1,000 miles and more than 600,000 receivers within this area were notified of the event and were instructed as to the proper meter wave length for receiving from station WEA F of the American Telephone & Telegraph Co.

Another important concert broadcasted from station WEA F recently was Beethoven's "Seventh Symphony," Strauss' "Don Juan" and other numbers, played by the New York Philharmonic Orchestra, directed by Josef Stransky.

This was the first occasion on which a full Philharmonic program by the New York orchestra had been broadcasted. Microphones had been placed in various sections of the great hall of the College of the City of New York and these were connected with special telephone wires connecting the auditorium with the radio transmitting apparatus. In this way all extraneous noises and induction from power lines was eliminated.

Several of a series of Sunday afternoon concerts, consisting of gems from the lighter operas, have already been broadcasted from the WJZ station in Newark. There will be thirteen of these concerts in all.

STRAWN-TUCKER ADDS VICTOR LINE

LITTLE ROCK, ARK., December 6.—The Strawn-Tucker Furniture Co., of this city, recently secured the agency for the Victor line of talking machines and records. The initial shipment has already been received and the firm is planning an aggressive campaign in the interests of the line. Miss Louise Cornil, formerly with the O. K. Houck Co., of Memphis, Tenn., and later with the Gus Blass Co., of this city, is manager of the new department.

NEW EDISON DISTRIBUTION CENTER

Thomas A. Edison, Inc., has leased a one-story brick building, 100x100, at Freeman avenue and Hamilton street, Long Island City, N. Y., for the purpose of establishing a storage and distributing station for Edison phonographs in the metropolitan district.

E. A. SCHWEIGER OPENS NEW HOME

New Quarters of Old Brooklyn Concern Formally Opened—Rank With Finest in City

E. A. Schweiger, Inc., opened its newly enlarged store at 1525-27 Broadway, near Hancock street, recently. The building is forty by eighty feet and has twenty-six sound-proof booths for record demonstrations. A complete stock of Victrolas and records has been installed.

The business was established in 1904 and has enjoyed a steady growth. Last year patrons of the store increased to such an extent that plans were made to convert 1527 into part of the store and the spacious new home is now ready to serve the Schweiger clientele.

The top floor is used for repairs and storage, the second floor is the Victrola salesroom and the ground floor is devoted to records and booths.

The store was decorated with flowers and flags at the opening. Pocket mirrors were given to women, match boxes to men and Victrola puzzles to children as souvenirs.

The officers of the firm are: E. A. Schweiger, president; Joseph Neustadt, vice-president; Harry Schweiger, treasurer; Richard and Edward Schweiger, secretaries.

NOW \$1.50

To the Consumer

RADIO has had its fling, so we will get back to
PHONOGRAPH SUPPLIES

The LIDSEEN FIBRE NEEDLE CUTTER

Sharpens the needle without removing it from the tone arm of the machine



Jobbers, line up on this

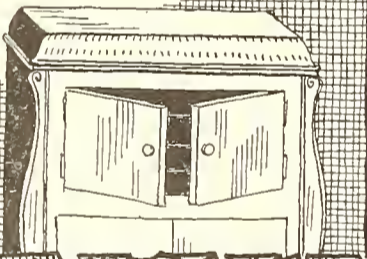
LIDSEEN

832-840 So. Central Ave. CHICAGO

THE DAWN OF A NEW ERA IN THE VICTOR RECORD BUSINESS THE TALKING MACHINE THEATRE IN THE HOME 1923

A PROGRAM for Every Week of the Year

At the Vaudeville
Concert
Opera
New Year's
St. Patrick's
Day
Easter
Decoration
Day
Mother's Day
Fourth of July
Hallowe'en
Thanksgiving
Xmas
and many others



The Modern Way of Playing Your Victrola

An Evening at the Concert with World-Renowned Artists

- No. 1
Victor Record, No. 18927—The Victor Concert Orchestra will play "Semiramide Overture"—Parts 1 and 2.
- No. 2
Victor Record, No. 74442—Alma Gluck, Soprano—assisted by the Male Chorus—will sing "Old Black Joe."
- No. 3
Victor Record, No. 74533—Paderewski—Pianoforte. Minuet in G (Op. 14, No. 1).
- No. 4
Victor Record, No. 66012—John McCormack—Tenor—will sing "Rose of My Heart."
- No. 5
Victor Record, No. 64644—Violin Selection by Mischa Elman—"Souvenir."
- No. 6
Victor Record, No. 64914—"Stein Song"—Sung by Reinald Werrenrath.
- No. 7
Victor Record, No. 64874—"Drink to Me Only With Thine Eyes," by the Flonzaley String Quartet.
- No. 8
Victor Record, No. 88199—Louise Homer, Contralto, will sing "Samson et Dalila," "My Heart at Thy Sweet Voice."
- No. 9
Victor Record, No. 74682—Violin Cello—Solo—by Hans Kindler, "Song Without Words."
- No. 10
Victor Record, No. 96001—Rigoletto Quartet—Act 3—"Fairest Daughter"—Caruso, Sembrich, Scotti, Severina.



We are completing a big Victor year, the best in our history, during which Knickerbocker service has helped many Victor retailers to make it the best in their history.

For 1923 we pledge the same whole-hearted co-operation and the continuance of the many practical selling suggestions which have been such an important factor in the value of Knickerbocker service.

Victor Dealers:

What is more similar to the Victrola than the Theatre? A weekly Victor Record program for the home will help you sell more Victor records. Send for full details.

A Merry Christmas and A Happy New Year To All

Artem Lavoga
President

KNICKERBOCKER TALKING MACHINE CO., Inc.

Metropolitan Victor Wholesalers

138 West 124th Street

NEW YORK CITY

SALT LAKE CITY TRADE PICKING UP

Business Outlook Growing Steadily Better—George S. Glen Honored—L. E. Larsen With Glen Bros.-Roberts Piano Co.—Other News

SALT LAKE CITY, UTAH, December 4.—The talking machine business is better than it was and it looks as if both machines and records will move at a satisfactory pace between now and Christmas. The public seems desirous of getting the latest in talking machines, as it does in most other things, and a new model is bound to attract interest. Some of the new things introduced on the local market recently are likely to be in greater demand than the manufacturers can satisfy, according to leading men in the trade. The industrial situation is still satisfactory and the outlook for bigger things grows better each month. All in all, merchants in any line here have no reason to bother about what the future holds in store, but may put their best efforts into their connections with confidence.

A signal honor to the well-known general musical instrument house of Salt Lake City and Ogden, known, however, by the restricted title of the Glen Bros.-Roberts Piano Co., has been paid by the members of the new Inter-mountain Development League—an organization formed to develop the great resources of the New West—during the past few weeks by the election of George S. Glen, manager of the Ogden store and president of the company, to be the first president of the League. It is really an honor to the whole music trade fraternity of the section. Mr. Glen was recently the subject of a lengthy article in the Ogden Standard-Examiner and also appeared in the Desert News' "Who's Who in Utah."

Wayne Alston, manager of the talking machine department of the Daynes-Beebe Music Co., is mourning the loss of his little daughter, who died rather suddenly last week.

The Glen Bros.-Roberts Piano Co. has appointed L. E. Larsen, an experienced phonograph man of Spokane, Wash., to assist Manager Berry, of the talking machine department. Mr. Larsen will spend the greater part of his time on the outside. This is the first time the firm has had anyone represent them in this department in an official capacity on the outside.

The Ogden Commercial Club and Chamber of Commerce announced a new program recently that should be of invaluable service to merchants. First it was announced that hereafter business men would not accept or consider any advertising proposition that had not previously been approved by the Chamber's secretary. It is claimed that thousands of dollars have been spent by merchants on advertising schemes that have been next to worthless to them. The other "stunt" is the inauguration of a Pay-up Week in which everybody is urged to pay at least part of what he owes his neighbor.

M. P. Perry, of Quincy, Ill., a relative of R. F. Perry, of the phonograph sales department of the Brunswick-Balke-Collender Co., has been appointed manager of the talking machine department of the Keith-O'Brien Department Store Co. He succeeds Manager Moore, who has gone to Los Angeles to take a position with a well-known concern in the sewing machine business.

The Daynes-Beebe Music Co. has presented the Children's Convalescent Home with a talking machine. It is said the little patients think a great deal of it and that "it is the first thing they ask for in the morning and the last thing at night." Doctors and nurses are watching them closely to see what effect the music has on their progress toward recovery, believing it will be highly beneficial.

James L. Hamilton, Brunswick dealer at Greencastle, Ind., is making good use of the radio to tie up with the sale of Brunswick records. He broadcasts the Brunswick record releases on the radio.

OTTO GOLDSMITH CONGRATULATED

On Formal Opening of New Headquarters in New York—Many Attend Reception—Interesting Musical Program Well Received

The Cabinet & Accessories Co., Inc., well-known distributor of talking machine accessories, held a formal opening of its new headquarters, 3 West Sixteenth street, on Tuesday afternoon, November 28. A representative gathering of metropolitan retailers was present as well as representatives of various jobbing and supply houses. Otto Goldsmith, president of the company, was also in receipt of numerous telegrams and telephone messages of congratulation from those who were unable to be present. Mr. Goldsmith, Miriam Goldsmith and their staff of co-workers proved excellent hosts and nothing was omitted to provide for the entertainment and comfort of the guests.

In the large auditorium within the building an excellent program of music was rendered. Representatives from Irving Berlin, Inc., were

present and presented several of the popular hits produced by this well-known music publishing house. Frank Goodman, of Goodman & Rose, Inc., and Billy Newsome, of Waterson, Berlin & Snyder, presented numbers published by their respective houses which received hearty applause. Mr. Bessinger, of Irving Berlin, Inc., made several recordings before the audience on the Homophone which were immediately reproduced with exceptionally good results. Among other numbers on the program which proved very popular was the McCarthy Sisters from Irving Berlin's "Music Box Revue." During the course of the program refreshments were served and each lady received an appropriate souvenir. The affair was a decided success and will be long remembered by the metropolitan trade.

The Consolidated Music Co., of Salt Lake City, has purchased a building at 119 South Main street, where it expects to locate in the near future.



TRUE TONE AT LAST! Music Master Horn Conquers Screech, Snarl and Howl and makes listening a joy!

The Geraco Phonograph Attachment makes your Victrola or Columbia into an excellent Radio Speaker. No head-sets needed—interchangeable with sound box. \$10

Distributors for OKEH Records and STRAND Phonographs and GOLD SEAL Record-Repeaters. (in Pennsylvania, Southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia).

Two-thirds the way around the world radio enthusiasts are learning to appreciate the superiority of the Music Master Radio Amplifier.

You ought to see it. Our plan makes both seeing and hearing easy. Any reputable dealer will demonstrate the Music Master in your home.

Send us his name and we will make sure that he has one on hand to show you.

Fourteen inch aperture— (Home Model) \$30 Twenty-one inch— (Concert, Dancing, etc.)..... 35

Complete, ready to attach in place of headphones. No tubes or batteries required.

Jobbers and Dealers

Sample Horn shipped to responsible members of the Radio or Phonograph trade with full privilege of return. List prices and full details on request.

"Geraco" is the brand name

which absolutely guarantees the merit of every Radio product upon which it is placed.

Complete data, including prices and literature, on request.

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President Makers and Distributors of High-Grade Radio Apparatus 624-628 Market Street, Philadelphia. 806 Penn Ave., Pittsburgh.

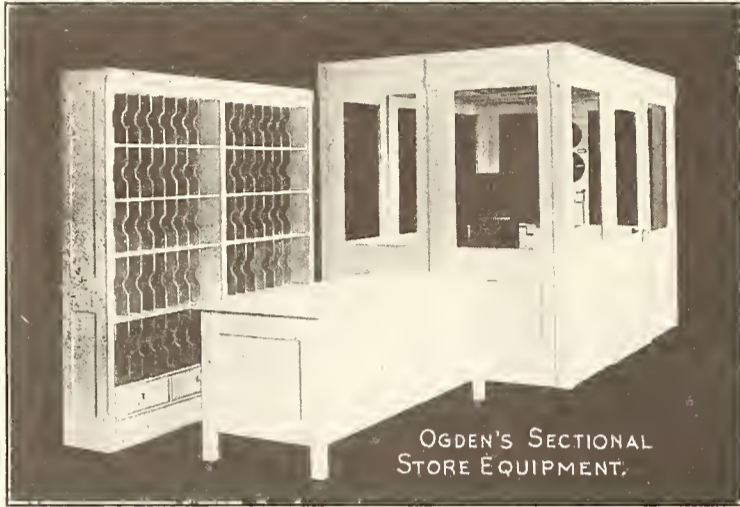


Ogden's Sectional Phonograph Store Equipment

— STANDARDIZED —

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

Construction and Finish the Best—At Factory Prices.



OGDEN'S SECTIONAL STORE EQUIPMENT.

Price of Ogden's Sectional Units

- Record rack, No. 1-S, each..... \$40.00
- Paneled ends, each..... 5.00
- Record sales counter, No. 1-S, each..... 80.00
- Record sales counter, No. 2, each..... 60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 32" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Materials are rapidly advancing. Make your reservations NOW to protect you against price advances during 1923. By outlining your plans for the future now will give you price protection.

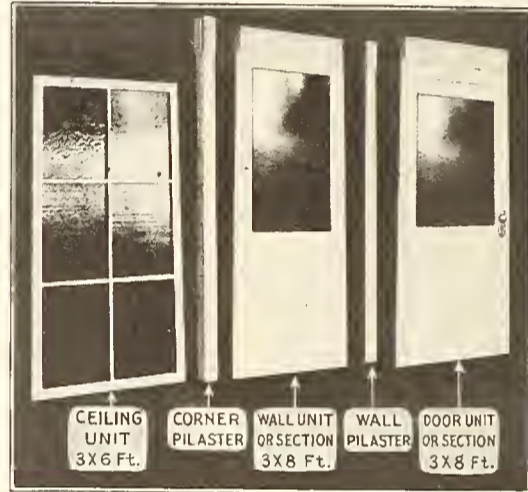
Prices of Complete Equipment

- PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth.. \$275.00
- PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths.. 425.00
- PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth..... 305.00
- PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths.. 460.00
- PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth.. 315.00
- PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths.. 475.00

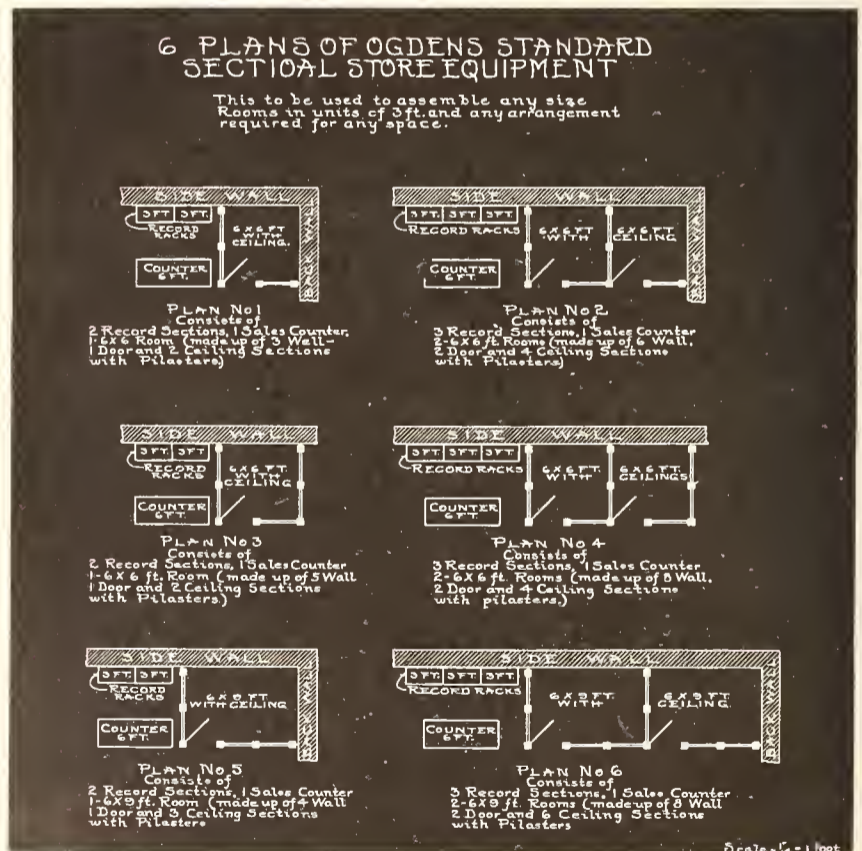
The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records —SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping.

SOUND-PROOF BOOTH, 6 x 9 ft., (Plan No. 5). For Corner of Store, \$315.00. Against Side Wall, \$365.00. Without Wall Contact, \$415.00. (Complete as illustrated.)

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.



Room units made to fit sound tight



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."

NOW IS THE TIME TO IMPROVE YOUR SERVICE

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

You are busy with Christmas sales of Grafonolas and Records. Your customers are full of Christmas shopping. You and they can easily forget about needles unless you use the Columbia Counter Needle Display Case. It will remind everybody. All you do is accept the money. \$2.50 at your Columbia Branch.

Columbia Graphophone Co.
NEW YORK



THREE NEW SHERBURNE PRODUCTS

Invisible Hinge, Lid Support and Drop Hinge Added to Line—Sherburne Automatic Stop Meeting With Success Throughout Trade

DETROIT, MICH., December 4.—The Sherburne Manufacturing Co., of this city, manufacturer of the Sherburne automatic stop, is now introducing to the trade a new invisible hinge that has been adopted by several well-known manufacturers as part of their equipment. The company is also producing the Sherburne balance lid support and is about ready to offer to the trade a new drop hinge, reinforced so that the door will not sag.

In a recent chat with The World E. Sherburne, head of the company, stated that the favorable reception accorded the Sherburne automatic stop had influenced the company to add these three new products to its line and particular attention has been paid to the development and perfection of each product. During 1923 an intensive sales campaign will be inaugurated in behalf of the Sherburne talking machine products and there is every reason to believe that this campaign will prove a pleasing success.

SONORA MARQUETTE FOR CHURCH

Morgan & Sons, 578 Summit avenue, Jersey City, N. J., sold a Sonora Marquette recently to one of the local churches to be used as a prize at the church carnival for the holder of the ticket bearing the lucky number.

Victor Wholesalers



The House of Mellor in Pittsburgh since 1831

KEEPING TAB ON SCHOOL MUSIC

By FRANK H. WILLIAMS

The alert dealer can easily and effectively hook up the selling of talking machines to families with their use in the local schools—all with the result of considerably stimulating the sale of machines for home use.

The way to do this would be by making a survey of the local schools to see which schools have talking machines and which have not and by then running an advertisement summarizing the results of this survey in some such way as this:

"YOU WANT PHONOGRAPHS IN THE SCHOOL YOUR CHILDREN ATTEND.

"You realize that the presence of a talking machine in the school your children attend will increase their love for good music, have a favorable influence on their characters and help them to become better men and women.

"Consequently, you will be interested in a survey we have made of the local schools to see which schools have phonographs and which have not. If the school your children attend hasn't such a musical instrument start a movement now to get one for that school.

"And, while doing this, GET A TALKING MACHINE FOR YOUR OWN HOME!"

"A phonograph in the home is the greatest aid in the world in bringing up children in the way they ought to go—it means that your children will stay home nights and be glad to do so, and that they will bring their friends to your home so that you can become acquainted with these friends.

"Get a talking machine for YOUR home NOW."

At the bottom of this ad there could be a list of the schools in your city with a note opposite each school telling about its musical equipment or lack of such equipment.

Such an ad would interest everyone who was interested in the schools and would, therefore, interest the majority of all the people in your city and help you greatly in selling more machines and records.

WILL CONSTRUCT LARGE FACTORY

NEWPORT NEWS, VA., December 6.—The Newport News Home Furnishing Corp. recently secured a permit for the construction of a large factory to cost approximately \$70,000. The new building will be used for manufacturing purposes, doubling the output of talking machine cabinets and other products made by the company.

FILES ARTICLES OF INCORPORATION

Parker's Book & Music Store, Ft. Myers, Fla., has filed articles of incorporation with the Secretary of State. The concern has a capital stock of \$50,000 and will deal in talking machines, musical instruments, books, etc. Officers and directors are J. B. Parker, president and general manager; Santa Armeda, Jr., vice-president; Bessie R. Parker, secretary and treasurer.

The Taylor Music Co., of Duluth, Minn., has just completed putting in a new front in its store.

DEALERS TYING UP WITH ARTISTS

Record Promotion Efforts of Brunswick Dealers Center on Featuring Artists

During the month of December Brunswick dealers are concentrating their record promotion efforts around the two Brunswick exclusive artists, Mario Chamlee, leading tenor of the Metropolitan Opera Co., and Vessalla's Italian Band. The Brunswick window display service is also built around this artist and this band.

In January the Brunswick trade will feature "Chick" Evans Golf Records, and the dealer service material supplied by the Brunswick Co. in this connection includes a blue window streamer which reads, "Mrs. Golf Widow! Give him a set of 'Chick' Evans Golf Records."

EDISON VOTED GREATEST MAN

CHICAGO, ILL., December 4.—Thomas A. Edison has been voted the greatest man in history by approximately 750,000 young people of the Methodist Episcopal Church. Announcement of the vote was made by the Epworth Herald, official church organ. Theodore Roosevelt was second, with Shakespeare, Longfellow, Tennyson, Hoover, Dickens, General Pershing, Lloyd George and Volstead following in the order named.

J. M. MARQUIS RE-ENTERS TRADE

J. M. Marquis, Jr., who has been a professional baseball pitcher in the Pacific Coast League, has returned to Shawnee, Okla., to take charge of the Brunswick phonograph department of J. M. Marquis & Co.

The **TÉGO BRUSH**

CLEANS RECORDS WHILE PLAYING

OVER 10,000 BRUSHES SOLD IN ROCHESTER, NY IN LESS THAN 6 MONTHS

THERE MUST BE A REASON

WRITE FOR PRICES 25¢ BRINGS A SAMPLE
TÉGO BRUSHES FIT ALL MACHINES
WHAT LINE DO YOU HANDLE?
THE STURGIS NOVELTY WORKS
218 CENTRAL BLDG. ~ ROCHESTER, N.Y.



This publication offers useful suggestions on building a profitable Radio business.

MAGNAVOX RADIO and the Music and Phonograph Store of tomorrow

THE daily Broadcast Concerts give Radio a musical importance which no Dealer can afford to overlook.

When equipped with Magnavox Radio, the Reproducer Supreme, a wireless receiving set becomes a musical instrument of practically unlimited scope and one which commands an intense, ever-renewed interest.

The Dealer who realizes this swift business development and prepares to grow along with it is building the Music Store of tomorrow in his community.

But a successful Radio Department is no child's play—if it were, success could not offer a financial reward commensurate with the Dealer's hard work and business capacity.

To assist the ambitious Dealer we are publishing THE MAGNAVOX (as illustrated above) for distribution to retail merchants equipped to enter the Radio field.

THE MAGNAVOX is the concrete proof of our facilities for giving Advertising and Sales Service to thousands of Dealers who have already profited through carrying Magnavox products.

In this publication you learn how other Dealers have built a Magnavox Radio business and how we help you travel the same road.

Write today for free copy of THE MAGNAVOX and name of your nearest Magnavox distributor.

The Magnavox advertisement shown at the right reaches the public in more than 7,000,000 copies of popular magazines this month.

In our publication *The Magnavox* we explain in detail just what this National Advertising means to you, and how we assist you to link up with it by means of valuable free Sales Helps.

No Wireless Receiving set complete without it



Make it the GREATER Radio Christmas

THIS year, the message of Christmas will flash one inspiration over all lands and to all peoples—no frontier can turn back the swift messenger, Radio, whose steed keeps pace with light.

The gift of all gifts is Magnavox Radio, the Reproducer Supreme: the gift that will mean most to every member of the family, old and young.

Let Magnavox bring you daily the world's news and entertainment—the greatest victory of science, the greatest opportunity of art!

R-2 Magnavox Radio with 18-inch horn: this instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, etc. . . \$85.00

ment for use in homes, offices, amateur stations, etc. \$45.00

R-3 Magnavox Radio with 14-inch horn: the ideal instru-

Model C Magnavox Power Amplifier insures getting the largest possible power input for your Magnavox Radio.

2 stage AC-2-C . . \$80.00
3 stage AC-3-C . . 110.00

Magnavox Products can be had from good dealers everywhere. Our interesting new booklet (illustrated in three colors) will be sent on request.

The Magnavox Co., Oakland, California
New York: 370 Seventh Avenue

MAGNAVOX Radio The Reproducer Supreme



VOLUMA RETAIL STORE OPENED

Strand Line and Okeh Records Featured in Attractive Warerooms in Baltimore

BALTIMORE, Md., December 5.—Another attractive talking machine shop has lately been added to those on Howard street. The Voluma Corp., manufacturer of the Voluma reproducer, has opened retail warerooms, which also are serving as the wholesale headquarters of the company, in the Academy of Music building, on Howard street near Franklin. Strand phonographs and Okeh records are carried.



New Voluma Warerooms

Featuring Voluma Reproducers, Strand Phonographs and Okeh Records, James J. Cook at left.

The location of these warerooms, with an entrance into the lobby of the Academy of Music, is entirely advantageous from a sales standpoint and the warerooms are kept open each night until after the intermission period of the show. It has been found that numerous record sales, as well as machine sales, have been made during intermission. A number of Strand models have been equipped with a Voluma reproducer which is causing considerable attention. The Voluma reproducer is a sound box of a different principle from others and is the invention of James J. Cook, of this city. Mr. Cook is to be found at all hours of the day at these headquarters ready to demonstrate his invention. Mr. Cook reports that a number of sales agents have been appointed for the reproducer and that sales are steadily increasing.

R. W. PORTER BACK FROM TRIP

Field Sales Manager of Columbia Graphophone Co. Returns From Six Weeks' Trip—Gives Interesting Report Regarding Business

Robert W. Porter, field sales manager of the Columbia Graphophone Co., returned to the executive offices at New York City recently after a six weeks' visit to all branch offices except those in coast cities.

Mr. Porter states "Business is hopeful, good and full of life; present conditions forecast a most satisfactory Christmas season. Dealers report floor sales 'way ahead of last year. In cases where dealers are aggressively advertising and working outside, their efforts are being well rewarded. The farm territories are beginning to see a flood of money from the sale of crops. In the industrial and labor centers collections are becoming normal and cash sales are picking up. The settlement of the rail, mine and textile difficulties, combined with the billion and a quarter crop increase, together with the virtual shortage of labor in main towns, puts every dealer on his toes for increased business. While embargoes and the shortage of product in some models are causing a little inconvenience there is hope that both these conditions will be eliminated shortly. Most department and furniture stores throughout the country are advertising holiday goods, with the result that many people are visiting the phonograph department. The New Process Columbia record advertising has created a sensation in the industry and is bringing many people to the record department who have not purchased records for a long time."

Mr. Porter plans to remain in the city until the middle of December, when he will visit some of the Columbia Eastern branches.

The Schroeder Hardware Co., of Clinton, Ia., recently opened a talking machine department.

BIGGEST YEAR WILL BE 1923

B. R. Forster, President of Brilliantone Steel Needle Co., Optimistic Regarding the Business Outlook—Reasons for This Belief

Byron R. Forster, president of the Brilliantone Steel Needle Co., reports that November was the best month in the history of the Brilliantone organization, and that 1922 proved a very successful year for Brilliantone business in every way. In referring to 1923 President Forster said: "I expect that 1923 will prove our biggest year. The popularity of Brilliantone needles has steadily increased and they have the happy faculty of when once sold staying sold. This has been the secret of the steady increase of our business. We find that dealers' and distributors' stocks of needles are very low and this fact, together with the generally good business conditions which will undoubtedly continue throughout the coming year, makes the future look very bright indeed."

The new Brilliantone needle box, which is a combined receptacle for 500 needles and a record cleaner as well, is proving very popular and will, undoubtedly, be in great demand during the coming year.

UNICO PRESIDENT ON EXTENDED TRIP

Rayburn Clark Smith, president of the Unit Construction Co., recently left Unit headquarters in Philadelphia for a long trip, visiting the branch offices west of the Mississippi River and in the South. The important business centers of the Western territory, as well as the following branch office cities which will be visited are Chicago, Atlanta, New Orleans, Dallas, San Francisco, Los Angeles, Salt Lake City and Denver. Mr. Smith anticipates an active demand for Unico products in 1923 and the purpose of his trip is to fully co-ordinate the Unico sales and service branches with factory activity.

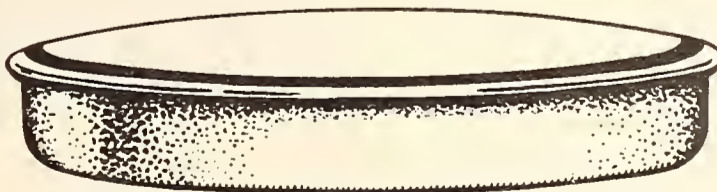
HALF MILLION ALREADY SOLD

The Record Cleaner with a Proven Sales Stimulating Record

NEW—ORIGINAL—PRACTICAL

3 1/2 inches diameter, Circular shape, Photo-Pyro Process Top, with any design and advertising matter, in any color or colors. Will not fade and cannot be removed. The cleaning part furnished in assorted colors of excellent quality plush.

The wonderful advertising possibilities and attractiveness, places these cleaners beyond the line of competition.



Manufactured for jobbers and distributors direct. Write for sample and interesting facts about this little giant business-getter.

PHILADELPHIA BADGE CO.

Patentees and Manufacturers

942 Market Street Philadelphia, Pa., U. S. A.

SOME OF THE WIDEAWAKES WHO HELPED SELL THEM:

- The Aeolian Company, New York City.
- The Brunswick-Balke-Collender Company, Chicago, Illinois.
- Munson-Raynor Corp. Los Angeles, Calif.
- Rudolph Wurlitzer Company, Cincinnati, Ohio.
- Knickerbocker Talking Machine Company, New York City.
- Walter S. Gray, San Francisco, Calif.
- Everybody's Talking Machine Company, Philadelphia, Pa.
- G. T. Williams Company, Inc., Brooklyn, N. Y.
- Blackman Talking Machine Co., New York City.
- Emanuel Blout, New York City.
- C. Bruno & Son, Inc., New York City.
- Musical Instrument Sales Co., New York City.
- The Louis Buehn Company, Inc., Philadelphia, Pa.
- H. A. Weymann & Son, Inc., Philadelphia, Pa.
- Penn Phonograph Co., Inc., Philadelphia, Pa.
- The Talking Machine Company, Philadelphia, Pa.
- Cressey & Allen, Inc., Portland, Maine.
- W. J. Dyer & Bro., St. Paul, Minn.



Old Ideas of Salesmanship Must Give Way to More Recent Conceptions :: By W. Braid White

It is gradually coming to be seen that the old ideas of what constitutes salesmanship must give way to other conceptions more nearly founded upon fact. Old ideas, of course, die hard, and it will no doubt be a long time before the dog-fight conception is totally given up. The music industries in particular have always suffered from a singularly low conception of the position of salesmanship and have lagged behind many others in coming to the perception that business should not be a free for all scramble.

Bit by bit, other industries have come to see that the basis of all business is the process of fair exchange and that, apart from all the advantages legitimately earned by superiority of equipment and service, the basis of exchange is value. What the goods purchased will do for the purchaser. This may be called the psychological theory of value. Call it what we will, however, this basis of value is the only basis on which business ever has been, or ever can be, conducted so as to produce more good than harm in the world. For it rests upon the straightforward, simple idea that the value of an article or of an idea is to be measured solely by what it will do for its owner. All sound salesmanship must be a process of effecting fair exchange between the maker of such an article and its would-be possessor, at a price which fairly represents its value to the owner, and on which the profit is the difference between this value and its value when in idleness. This last, in turn, is equivalent to the cost of producing it, for obviously it should be assumed to be worth the value of the raw

materials plus the labor and incidentals of manufacture. If it should turn out to be a complete failure, then, of course, its value in the maker's hands (idle value) would cease to exist.

This idea of a psychological basis of value is not, of course, new, and in fact it is in prac-

Evolution of Salesmanship Slowly Eliminating Old Theories to Meet Exacting Conditions of Present

tice much utilized by merchants and manufacturers who have never thought of giving a definite name to it. In other words, the idea is gradually gaining ground among thinking business men that all selling must be based upon fair exchange and that fair exchange is most easily effected when the value of the article to its owner, its value as expressed in what it will bring to, or do for, that owner, is clear and obvious to all concerned.

The Place of Price

Truly, price must be considered. But look

at this price matter from another standpoint. The Ford automobile is at its lowest price today, while at the same time its output is greater than ever before. Now this simply means that Mr. Ford has had the great wisdom to base all his merchandising upon utility. He discovered what sort of light car would, when stripped to essentials, do the greatest number of obviously useful things for its owner, in respect of running, carrying, getting to places on time and performing the work of road transport at the lowest price and in the least fanciful manner. Having found that out he proceeded to build that sort of a car and no other. For at least fifteen years now he has built nothing else but this (omitting from consideration the other utility product, the farm tractor). The public, he soon found, recognized the utility and were willing to pay the price asked, because that price accurately represented the public belief in the things the car would do for them. In consequence, Mr. Ford was able steadily to increase his output and reduce his price. To-day we have in the Ford car a supreme example of the psychological theory of value in one of its most important aspects, where the application of that theory has reduced prices to the consumer without disturbing the basis of the value or decreasing the profits of the maker. As a matter of fact, it has enormously increased.

Now let us look at this psychological theory of value from the standpoint of our own industry. If one imagines a man coming into the talking machine business from some wholly unrelated line of industry and asked to lay

A Triumph in Tonal Beauty— Visible Charm and Adaptability

The EMERSON Louis XV

THIS LOUIS XV is the crowning achievement of the Emerson line. A bigger attraction to the public—offered at a PRICE that fairly compels sales. Like all Emerson phonographs The Emerson Tone—clear, true, full—does absolute justice to the record. The patented round music master horn carries and amplifies tonal beauty just as does the spruce resonator of the famous old "Strads."

From the standpoint of furniture the working out of the console idea, is especially adaptable because only the centre of the top is raised. Console lights on either side need not be moved while playing. Emerson line offers a machine to suit every taste and pocket book.

*Quality for Quality Our Price is Lower
Price for Price Our Quality is Higher*

Emerson value—backed by years of Emerson Advertising, makes The Emerson line—a sales bringing prestige creator for Progressive Merchants.

Write for details of our special franchise

WASMUTH-GOODRICH COMPANY, Peru, Indiana
MANUFACTURERS OF EMERSON PHONOGRAPHS



Emerson Louis XV Model

Under the spell of Oscar Seagle's rich baritone voice, the old-fashioned melodies and beloved ballads of an older generation take on a charm that is irresistible. He sings "Where the Morning Glories twine around the door" and "I wonder how the old folk are at home" with a velvet smoothness of outpouring melody that brings the old memories of home surging back. A-3725 on the December list.

Columbia Graphophone Co.
NEW YORK



out a policy of merchandising, can one suppose him taking any other view than this we have been discussing? He would look at the talking machine, would consider what it does for its owner, would perceive the many wonderful accessories in the way of records, etc., and would at once conclude that the way to merchandise it is to bring to the people everywhere the great message of "what this will do for you." For, when one comes to consider the matter, what else is there to talk about?

The Ford Cycle

The value of a talking machine and a record is precisely measured by what that machine or that record, or the two in combination, will do for the owner of it or them. When, therefore, this idea has once been grasped and the selling price adjusted thereupon, it will be found that the production question becomes relatively simple. If once the merchandising forces can be got to see that the thing they are selling is not a machine at all, but "what the machine will do," sales will begin to increase, output will go up and prices, in consequence, come down. The Ford cycle will once more be gone through.

What We Are Really Selling

It seems that the first need for the talking machine business at this time is a recognition by merchants of this great underlying fact. If merchants did make such a theory the basis of their selling there would be no question of selling one make against another on the score of price. If anyone can imagine a more sinfully idiotic policy than this, we should like to hear; but the fact remains that merchants do commit this crowning enormity and usually because they do not see that they are not in business to help manufacturers cut each other's throats. They are in business to sell, not "machines," but the things that machines will do. Therefore, it is their business to have the manufacturers supply them with a certain variety of styles and types of the mechanical embodiment of the musical service they are selling; for certainly a limited scope of price is convenient. Yet, in fact, even so, there is no real need for bargain price machines. Especially there is no need for machines which look like higher priced ones and are precisely got up to imitate something better than themselves. One can imagine, for instance, the need for a certain variety in price, to suit the peculiarities of

human temperament; but to carry an inferior line of showy-looking cases, in the hope of tempting people to believe that they can get something for nothing, is to reverse the whole idea of music salesmanship. It is to substitute lies for truth, dishonesty for honesty, for when I exhibit to a customer a modest cabinet at a modest price and show what this will really do in the way of reproducing music satisfactorily, I am selling the music just as well as if I were doing the demonstrating with the most expensive machine made. But when, on the other hand, I fall into the temptation of trying to sell a cheap, showy case as an imitation of something better, it is obviously impossible for me to demonstrate its musical value, because that value is not there. If it were, the substitute would not be a substitute. It would be an alternative. But in this case it is a substitute, and so when I urge its claims I can only do so by ignoring its musical deficiencies. Should the customer indeed say, "I do not care about the music, the case is what I want," then it might be different. But how many customers in the course of a year are likely to say anything like this?

The real successes in our industry, the successes which all the rest of us quote and by which we all strive to align ourselves and measure our progress, have been built up by this very process, the process of selling music, not mechanics, and of basing the sales policy upon the psychological theory of value, the theory that the price of a thing is rightly measured only by its value to the owner. Let that important fact never be forgotten. All sound merchandising in our industry must be based upon this point and when it is so based, then, and then only, is the sales policy certain to make for success.

Utility and Luxury Values

Let us make one other point clear. Let it not be forgotten that value may be expressed in many different ways. It relates to not one, but many human needs, desires, acquired preferences and so on. For example, the Ford value is a utility value. The Rolls-Royce value is a luxury value. One is expressible in smaller figures than the other, for the world still rates luxury in its estimation above utility, whenever and wherever luxury and utility can be placed side by side. But that is the fault

of human nature and we cannot expect to change it. The psychological theory of value is not affected by these facts. There are kinds and degrees of values and these must somehow be measured. The only practical way of measuring them is in terms of money. Luxury value is purchasable only by those who have much money to give for it. So, luxury value is measured in large figures, although actually it is less useful to the world than utility value.

In our business, however, all our values are utility values, save in the very few cases where special cabinet work is utilized. More and more, perhaps, luxury value will creep in; but generally we may say that we are selling pure utility, pure musical utility; than which no higher kind of value exists, though the figures of its monetary measurement are always moderate. And this is simply another advantage in our favor, for we can sell the finest thing in the world and find it measured upon a moderate monetary basis. If mankind knew how great that value really is they would willingly pay as much for a fine talking machine as for a Rolls-Royce. But they don't, more's the pity.

The Payne Music House, of Greenville, S. C., has secured the Columbia line of machines and records. An extensive sales and publicity campaign is being planned which will feature Columbia sales arguments to excellent advantage.

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

Oké Records

STRAND, GRANBY and OUTING PHONOGRAPHS

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

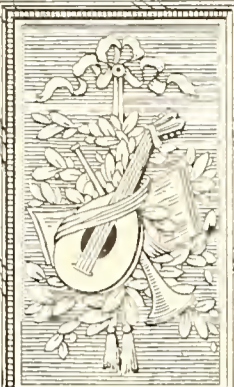

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.


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	LONDON, CANADA		

NEW GRANBY CONSOLE MODEL

"Apartment Baby Grand" in Adam Design Is Going to Be Quite a Favorite

The Granby Phonograph Corp., of Newport News, Va., has just placed on the market a new console model. This newest member of the Granby family is aptly described by the company as the "Apartment Baby Grand" of phonographs and meets a demand for a smaller type console table model. The list price of the new model, \$135, is expected to be another contributing factor towards big sales. It is produced in the Adam period design and is made with the same exacting care which characterizes the entire Granby line. In all respects it is a very compact instrument with high-class equipment and several exclusive features. It has a tone modifier located inside the cabinet just back of the turntable. The cabinet design is attractively executed and the cabinet panels are constructed of five-ply veneer, the same as found in higher-priced instruments. Although this new model has only just been placed on the market O. P. Graffen, New York manager of the company, states that a demand for this new instrument has already been manifested and that it is growing daily.

With the increased facilities at the Granby factory production is being speeded up on this new model and shipments are being made promptly. Many dealers are securing the new console in time for the holiday trade and already report that it is a good seller.

SINGS FOR HOSPITAL PATIENTS

Margaret Young, exclusive Brunswick artist, while in Montclair recently called at the store of Lawlor Denny, Brunswick dealer, just as Mr. Lawlor was delivering a Brunswick to a local hospital. Miss Young offered to go along and sing for the patients of the hospital, which she did to the delight of all of them.

E. L. SAMPTER PROMOTED

Purchasing Agent for General Phonograph Corp. Appointed Sales Manager of A. F. Meisselbach Mfg. Co.—Popular in Company

The A. F. Meisselbach Mfg. Co., Inc., which is a subsidiary of the General Phonograph Corp., announced recently the appointment of E. Lawrence Sampter as sales manager of the company. Mr. Sampter will be in general charge of sales of the famous Meisselbach fishing reel products, and under his direction there is no doubt but that the sales will show a steady increase.

E. Lawrence Sampter has been associated with the General Phonograph Corp. for the past four years, having occupied several important posts, and in addition to his activities as sales manager of the A. F. Meisselbach Mfg. Co. will continue as purchasing agent of the General Phonograph Corp. He has a host of friends in the executive headquarters at 25 West Forty-fifth street, New York, for, although he is busy with his various duties, he manages to indulge in various athletic sports to excellent advantage during the Spring and Summer seasons.

DEATH OF FRANK H. RAYS

YOUNGSTOWN, O., December 6.—Frank H. Rays, who for fifteen years has been vice-president and general manager of the Central Store Co., this city, died at his home here recently. He was one of the organizers of the company in 1904. The store maintains a large talking machine and piano department and Mr. Rays devoted much of his time to furthering the interests of this section.

A music store has been opened in Hardwick, Vt., by Mrs. C. H. Hines. Victor talking machines and musical instruments of all kinds are handled.

FINE HOME FOR STEINWAY STORE

Steinway & Sons' Indianapolis, Ind., Store to Be Unico Equipped Throughout

One of the most important musical developments in the Middle West is under way in Indianapolis. Steinway & Sons, the famous piano makers, have secured a new location on Pennsylvania street which enables them to devote much larger floor space to adequately display their excellent line of pianos and the Brunswick phonograph, which they also represent. A survey of the plans for their new store, as developed by Geo. A. Lyons, of the Unit Construction Co., shows a most excellent store arrangement and beautiful interior. An exceptionally attractive window extends the Steinway greeting to the passer-by and upon entering the store an equally beautiful lobby will carry on the good impression created by the window. Immediately adjoining the lobby will be the talking machine department and office. Probably the most attractive feature in the entire layout is the beautiful Steinway Grand display salon, upon which the Unit Construction Co. has displayed its skill in creating a high-class atmosphere so essential to modern musical merchandising of quality products. Separate Unico piano rooms are also provided for the display and sale of the various kinds of Steinway pianos and all together the opening of the new store about the first of January will be an epochal event in the music history of Indianapolis.

ENLARGE PHONOGRAPH DEPARTMENT

The phonograph department of the S. Davidson & Bros. furniture store, of Des Moines, Ia., Brunswick dealers, has been completely remodeled and greatly enlarged. It is now one of the finest departments in the Middle West. The complete line of Brunswick phonographs and records is being featured and artistically displayed.

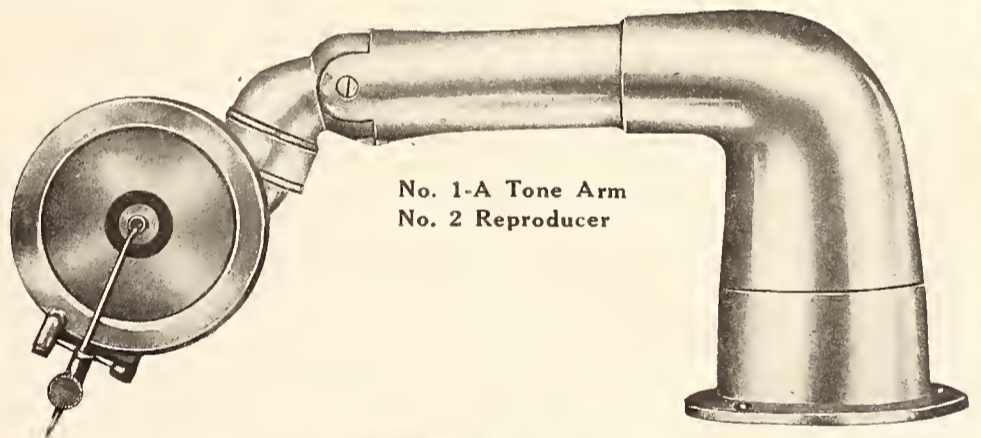
Christmas Greetings

1922 has proved a satisfactory year to most of us in the talking machine trade. Our own October and November business passed all records.

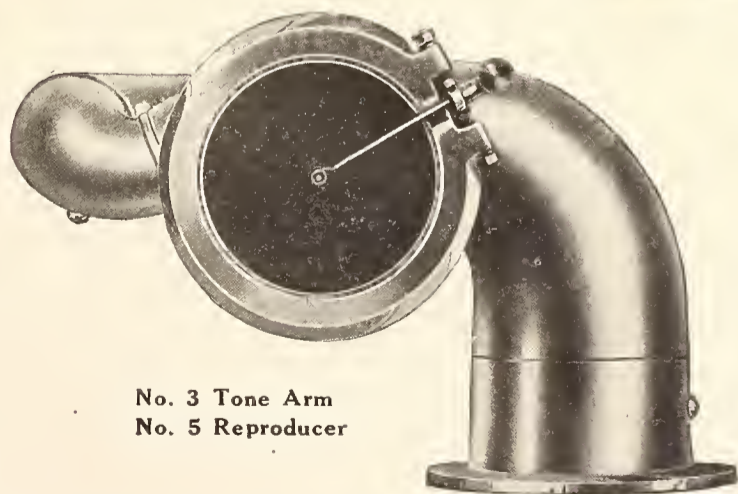
It is our sincere wish that the New Year will bring to you increased business in large measure.

**A Merry Christmas and
A Happy New Year**

1923
We respectfully solicit your 1923 business. Let us quote you.



No. 1-A Tone Arm
No. 2 Reproducer



No. 3 Tone Arm
No. 5 Reproducer

Mutual Phono Parts Manufacturing 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

Bagshaw Sets the Standard

*For
Your
Protection*

EVERY INDUSTRY HAS ITS LEADERS. There are top-notchers in every line. Bagshaw leads in the manufacture of steel phonograph needles.

In an industry which is constantly menaced by offerings of worthless imitations, it is fortunate that there is one manufacturer whose products are high grade and absolutely dependable.

Over twenty-five years ago Bagshaw made the first phonograph needle in America. It set a standard then that has never been reached by other phonograph needles. Now, as then, Bagshaw leads. Bagshaw products are supreme in their field.

Handle Bagshaw products only. They will keep your customers happy and satisfied, because they play records properly. Bagshaw products are the standard of quality. Cash in on their reputation.

W.H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

BRILLIANTONE

BRILLIANTONE

The Last Call!

CHRISTMAS will be here and past before we realize it. With it will go the tremendous holiday trade. With it, also, will go the year's greatest opportunity to sell large quantities of Brilliantone Needles.

Are you prepared with ample stocks of Brilliantone Needles? Can you meet the great last-minute rush? Brilliantone Needles sell freely in all seasons. The holiday season sees the demand at its highest. Naturally our facilities are taxed to their utmost.

If your stocks have become depleted, or for any other reason you are short of Brilliantone Needles, **ORDER NOW**, rather than receive our regrets later.

BRILLIANTONE
 STEEL NEEDLE CO. OF AMERICA, INC.

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

347 FIFTH AVENUE NEW YORK

Canadian Distributors:
 MUSICAL MERCHANDISE SALES CO.
 79 Wellington Street, W. Toronto

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

CANTON, O.

Shortage of Machines Handicaps Dealers in Supplying Growing Demand—Consoles Lead in Favor

CANTON, O., December 4.—Inability to get desired merchandise on time and the tendency on the part of the trade to buy now for Christmas are the only two outstanding hindrances to a full and complete optimistic tone in the talking machine industry of this city. A survey this week by the representative of The World disclosed that a number of the prominent dealers have been handicapped by the tardiness in which talking machines and some popular numbers of records have been coming in, due largely to the inability of the manufacturers to make deliveries. There is not a make of talking machine handled by Canton dealers that is being displayed in complete lines. Congestion of the railroads and the advent of cold weather is also seriously interfering with the trade, dealers declare.

More people are frequenting music stores since the first of the month and there is every indication of a big holiday business. People want to buy and have the money, but are hesitating in doing so because they feel that they may be able to buy at lower prices before Christmas. Dealers say there is no chance for machines to come down in price and that they are urging their salesmen to stress immediate buying.

The console models of all makes of machines are gaining in favor and although several manufacturers have on display new upright models the console type machines are in greatest demand. It appears that the machine retailing from \$100 to \$150 is doing the big bulk of the business at this time. Higher priced machines are moving better than in previous months.

Records which have been moving briskly

only at times now seem to be enjoying a steady demand, as the present month's list gives promise of being among the best in recent years.

Edisons Selling Well

November was one of the biggest months of 1922 for the Edison machine, both in the Canton and Massillon stores, officials of the Rhines Edison Shop said this week. "People are beginning to look around for Christmas gifts and they all appear to have money," said an official of the concern. He declared that prospects for the Christmas trade were even brighter than a year ago. Decided improvement also is seen in Edison record sales. The Canton store at Cleveland avenue and Third street, N. W., is undergoing some changes that will give it considerably more floor space. Console models of the Edison priced around \$125 are in special favor, according to Mr. Rutledge, manager.

Promotes Xmas Advertising Campaign

The Victrola department of the William R. Zollinger Co., the large department store, has instituted a Christmas advertising campaign featuring the formation of a Christmas Club, which has already resulted in the sale of a number of machines and the list of prospects is more lengthy than in months.

Mr. Pyle has been getting some good publicity through featuring records of the current month by means of the Magnavox, which protrudes through a window on the fifth floor of the store. The records are distinctly heard for several blocks by the throngs who are surging to and fro in the public square.

Takes on Music Master

The People's Outfitting Co., which recently moved into its new three-story home at Third street and Market avenue, N., announces that it has taken on the Music Master line of talking machines and will feature same on the main floor of the store. Albert Coyle, manager, will look after the new department. A stock has already been installed and later a separate department with booths for record demonstra-

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

tions will be added to the handsome equipment.

Blames Manufacturer

C. M. Alford, of the Alford & Fryer Co., one of the best-known music dealers in Eastern Ohio, in an interview this week with The World said that the manufacturer alone is to blame for the apathy in the talking machine industry locally. "There are buyers for talking machines, but we have none to show," said Alford. "Just the models in demand are impossible to obtain and when shipments are received they are usually short."

He says the Cheney machine has been selling very well and that the new upright moderately priced model is probably most in demand at this time. Starr machines also are in good demand and if machines were available Christmas business would see many of these machines moved.

Local Radio Activities

Local music dealers, who have installed radio departments, have been informed of Radio Week, to be observed December 23 to 30. Dealers here are enthusiastic over the event and say they will lend any support to successfully put the week across.

Geo. C. Wille Co. Busy

The George C. Wille Co., with stores in Canton and Massillon, is experiencing a big season in talking machines. Were machines available, sales probably would be greater, but there are many models that are not being shown and consequently there has been a decrease in sales. Sheet music sales have been boosted of late by the appearance here of a number of big musical shows. Victor records had a good month in November, and December to date is very encouraging.

Lauder Helps Business

Sir Harry Lauder, notable Scotch comedian, appeared at the City Auditorium this week with his company and music dealers say that his coming stimulated the sale of Victor records and also helped sheet music sales. Lauder played to an audience of more than 8,000. Several dealers put in special window displays featuring Lauder records.

Holiday Business Starts

The music section of the Klein-Heffelman-Zollars Co., large department store, has taken on the aspect of the holiday season and despite the cold weather business has been excellent the past two weeks. Since moving the talking machine department from the fourth to the mezzanine floor, record sales have increased fully one-third, officials of the company declare, and the general outlook is decidedly better.

Bowers Leaves Smith Co.

Samuel Bowers, who for some months has been identified with the A. B. Smith Piano Co., has severed his connection with that firm. The Smith Co. recently closed its Canton store.

Aim high and then work to attain your goal.

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

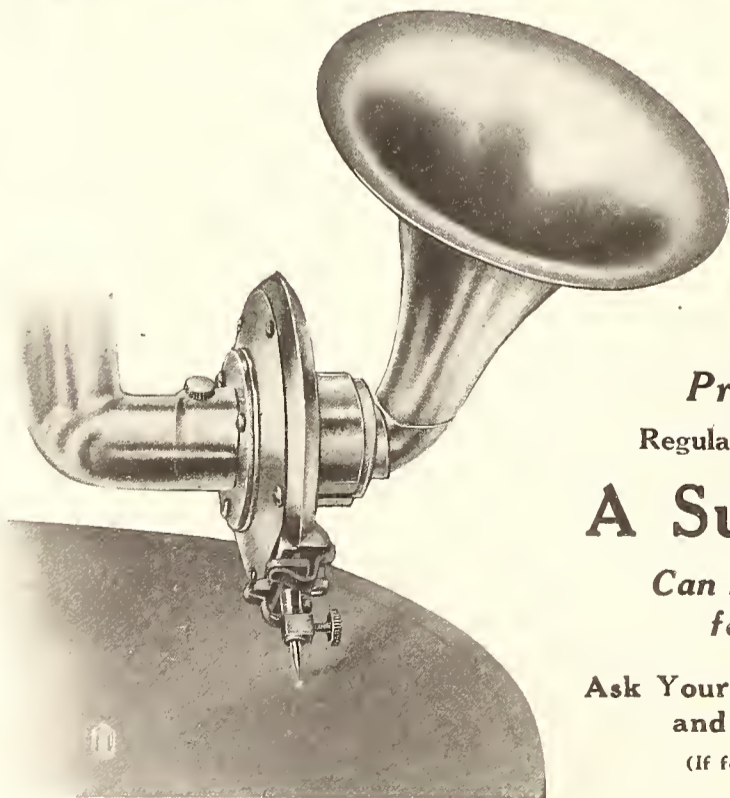
Clague Rd.

Bay Village

OHIO

ADD-A-TONE

The TONE AMPLIFIER



The ultimate in sound reproduction, presenting a clarity and volume of tone obtainable in no other sound box.

Price **\$7.50**

Regular Dealers' Discount

A Sure Seller

Can not be Equaled for Dancing.

Ask Your Jobber for Samples and Be Convinced.

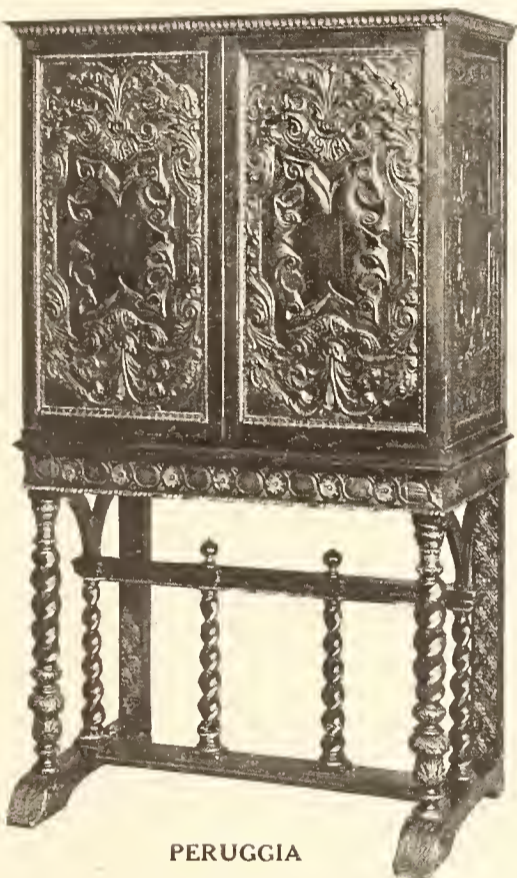
(If for Columbia so state)

UNIQUE REPRODUCTION CO., Inc.
32 Union Square New York

JOBBER: Have Few More Openings.
Write Us for Attractive Proposition.



THE ORSENIGO PERIOD PHONOGRAPH



PERUGIA

A beautiful reproduction of a hand-carved Italian Cabinet.

Made in walnut; finished in a soft, rich mello color. The interior is appropriately decorated by Artists. It has a capacity of 160 records and is equipped with a drawer full width of cabinet.

THE ORSENIGO COMPANY, Inc.

Showroom: 112 West 42nd Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.,

BEST RECORDING
EXPERIENCED SPECIALISTS
LOUD AND CLEAR
LAST WORD IN QUALITY

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



ADDATONE WELL RECEIVED BY TRADE

Unique Reproductions Corp. Receiving Many Orders for New Amplifying Device

The Unique Reproductions Corp., New York, manufacturer of an amplifying device known as the Addatone, is very much gratified at the reception accorded this unique and clever device. Orders have been received from every section of the country and talking machine dealers are showing a keen interest in its sales possibilities. Herman Segal, general manager of the company, has been extremely busy during the past month taking care of the large number of orders received.

Several jobbers who have been appointed throughout the country as distributors of the Addatone report that dealers generally are awake to its sales possibilities.

JOHN FIRTH & CO. BANKRUPT

John Firth & Co., Inc., manufacturers of radio products, New York, recently filed a petition of involuntary bankruptcy, estimated liabilities being \$250,000 and assets about \$100,000. Francis L. Kohlman was appointed receiver by Judge Augustus N. Hand. The concern was organized early this year, taking over various wireless patents, machinery, etc., of Col. John Firth, radio engineer.

MAKES SOME RECORD IN SALES

J. H. Rex, manager of the Hall Drug Co., at Fairmount, W. Va., Brunswick dealer, made his seventh Brunswick phonograph sale to members of the Pople family, of this city. Mr. Rex first sold the old folks and then successively sold each of the six married children, completing the circle.

TRADE BOARD TO ENLARGE SCOPE

Increased Budget for the Next Fiscal Year Allows Wider Scope in Enforcing Laws

WASHINGTON, D. C., December 6.—The Budget Bureau has approved an appropriation of \$955,000 to be used by the Federal Trade Commission during the next fiscal year to enforce the laws of unfair competition, administer the Export Trade Act and to prepare economic reports in response to resolutions from Congress and at the direction of the President.

The Federal Trade Commission asked for an appropriation of \$1,000,000, but after a series of conferences the sum mentioned above was agreed upon, which Director General Lord announced he would recommend to Congress.

Practically the entire \$50,000 increase over last year's budget will be utilized to employ additional attorneys, economists and accountants. The Commission, the Budget Bureau was told at the hearing, is handicapped by a shortage of trained men. This shortage has operated, officials of the Commission state, in delaying attention to applications for relief from the business world. On November 1 the Commission had 589 applications for complaints pending. This was an increase of forty over the previous month.

THE FABLE OF THE FOOLISH MERCHANT

There was once a merchant who thought he was wise. He built up a good reputation by advertising and then he said to himself: "People know me now, therefore it would be foolish to continue to spend money for advertising." He stopped and learned to his bitter sorrow that the public is fickle and soon forgets. The sheriff soon put a lock on the door of a broken man. Selah.

"HAPPY SIX" FEATURED AT CONCERT

Exclusive Columbia Artists Give Concert in Lancaster, Pa.

LANCASTER, PA., December 5.—The Keystone Furniture Co., Columbia dealer in this city, recently featured the "Happy Six," an exclusive Columbia organization, in a most effective manner. This enterprising dealer used considerable advertising to advise the public that the "Happy Six" would give a concert in its store on a certain day, and as a result of this publicity a capacity audience attended the concert. Incidentally, a large number of records were sold and the event proved a financial success. As each selection was played by the "Happy Six" Mr. Eaton, of the Keystone Furniture Co., announced the name so that the audience might be conversant with the identity of the number played. Mr. Lawrence, dealer service supervisor of the Philadelphia branch of the Columbia Graphophone Co., was active in taking care of the many details incidental to the concert.

REMODELING BARNETT MUSIC CO.

BARTLESVILLE, OKLA., December 2.—The store of the Barnett Music Co., Brunswick dealer of this city, is undergoing alterations. New booths, furnishings and equipment throughout are being installed. The store when completed will be very artistic and unique in design and will rank among the most attractive in the State. C. B. Barnett, manager, anticipates having a formal opening in the very near future.

Miss Augusta Franzoni, formerly connected with the sales staff of the O. H. Coolidge store, Rutland, Vt., is now in a similar position with the United Talking Machine Co., that city.

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



A Christmas Greeting To All Our Friends



JUST a brief word of sincere appreciation to all our friends on our eighth anniversary.

Eight years ago this Christmas we entered this field in a very small way. Today we are proud to be recognized as a national organization.

We feel that our growth is, in a large measure, due to your splendid co-operation. We sincerely appreciate your whole-hearted support and wish you all A Very Merry Christmas and A Happy and Prosperous New Year.

W. H. Stearns
President



General Phonograph Corporation
25 West 45th Street, New York



ASK TO HEAR IT

THREE O'CLOCK in THE MORNING

Tempo di Valse Lente

It's three o'clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

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

THE TWIN CITIES

New Exclusive Sonora Shop Opens in St. Paul—Retailers in Various Lines Enjoying Excellent Business—Freight Embargoes Hurt

MINNEAPOLIS and ST. PAUL, MINN., December 6.—An exclusive Sonora shop was opened last week in St. Paul by W. J. Simpson and James Meade, two of the best-known phonograph men in the State capital. The new emporium is located at 20 West Sixth street, in one of the busiest districts here.

Sonora Activities

Sonora sales have broadened greatly owing to the activities of J. E. Date, special representative of the Doerr-Andrews-Doerr Co., Northwestern Sonora distributor. All northern Iowa has been added to the company's territory mainly through the efforts of Mr. Date.

A new account is that of Cassell Middleton, of Marshall, Minn., who has opened a music house in that city and will feature the Sonora line.

A. W. Hunt, the leading music merchant at Butte and a Sonora enthusiast, has placed an Italian renaissance De Luxe period model Sonora in his home, where it gets the admiration of all visitors.

Edison Business Grows

The always popular Edisons retain their position in the Northwest, as evidenced by the growth of business with Laurence H. Lucker, Northwestern distributor. Dakota business has developed much better than had been expected in view of the pessimistic reports from the prophets. The local sales of Edisons in the shops of St. Paul and Minneapolis are highly satisfactory and are reported to be far ahead

of last year's totals. Console models reign as favorites with the more discriminating buyers.

Pathe Sales Gain

"We are just rolling them out now," said Manager Sharer, of the Pathé department of G. Sommers & Co., Northwestern distributor of Pathé phonographs and records, in describing the course of business in his department. "Our Minnesota business has been fine, Montana business has improved greatly, but we are not very active with reference to the Dakotas."

Slow Deliveries Cause Trouble

Freight embargoes are playing the very deuce with the Victrola department of W. J. Dyer & Bro. Four carloads of machines have been held up on delivery and customers are clamoring for the instruments which they have ordered. George A. Mairs is at his wit's end to pacify and placate his numerous patrons throughout the Northwest, who fear that they will lose out.

Eugene F. O'Neill Resigns to Rest

Eugene F. O'Neill, one of the best-known talking machine men in the world, as his operations have extended from Boston to Japan and China, has severed his connection with the Beckwith-O'Neill Co. He will rest in California for the Winter before engaging again in active business.

Vocalions in Demand

Shortage of the popular \$125 and \$160 Vocalions is reported by Manager Munson, of the Stone Piano Co., Northwestern dis-

tributor of this rapidly growing line. With the Vocalion Red Records the Vocalion line makes a fine business combination that takes well with the rural music merchants.

Fine Brunswick Business

Edward L. Kern, director of the Brunswick-Balke-Collender Co. for the Northwest, states that nearly all the instruments received go out about as soon as they come. Not having to depend upon the East for instruments Mr. Kern has been able to obtain regular deliveries in carload lots. Console types lead the van in popularity at this time.

The exclusive Brunswick concert sale put on in St. Paul by Cardozo was a fine success, attracting general attention by its novelty and giving the Brunswick instruments additional prestige in the State capital.

NEW POST FOR CHAS. H. TRACY

Resigns From Aeolian Co. to Become General Manager of Knabe Studios, Baltimore

Charles H. Tracy, for the past six years connected with the wholesale Vocalion department of the Aeolian Co. in charge of the sales staff, resigned that position early this month to become general manager of the recently opened Knabe Studios at 309 North Charles street, Baltimore. Mr. Tracy has had long experience in the piano field and having some years ago sold Knabe pianos in Baltimore is well fitted to fill his new post in that city.

Mr. Tracy on leaving the Aeolian Co. carries with him the best wishes of his associates and the company's officials and himself expressed regret that he found it necessary to sever such pleasant relationships.

Fear is an enemy of progress and success.

AT this time of the year when a spirit of good will and good fellowship predominates, we consider it only fitting that we thank the trade for their support and patronage during 1922 and express the wish that 1923 will bring unlimited happiness and prosperity.

"Empire" is closing the best year in its history and Empire tone arms, sound boxes and attachments have won many new friends and additional prestige during 1922. For this tangible indication of the industry's recognition of Empire quality, we are deeply appreciative.

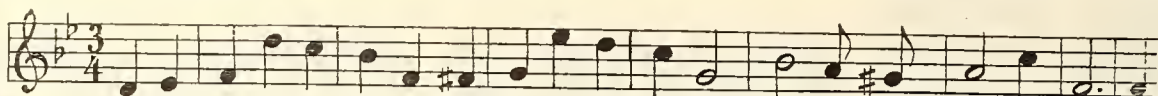
EMPIRE PHONO PARTS, CO.

W. J. McNAMARA, President

1362 East Third Street

CLEVELAND, OHIO





"I gave up Jim-my Rog-ers. Who ownstwo ga-ra-g-es. All for the love of Mike,-

The Love of Mike

A ComicWaltz Song With a Contagious Laugh

HEAR IT NOW!

"You can't go wrong With any FEIST songs"

INTRODUCES THE WORLD RECORD

Hon. Noel Pemberton Billing, of the World Record, Ltd., London, Eng., Plans to Interest American Capital in New Record

An important visitor to New York this month was the Hon. Noel Pemberton Billing, of London, chairman of the Board of Directors of the firm of World Record, Ltd., who came here for the purpose of interesting the American talking machine industry in his new record. This record has many features which are a radical departure from the methods now used in the manufacture of records. Entire symphonies can be recorded on a single record as well as the complete act of an opera or any selections which are of more than ordinary length. This unique record, which plays for fully thirty minutes, was introduced in England some months ago, where it is gaining popularity in the talking machine trade.

In a chat with The World Mr. Billing stated that American manufacturers of talking machine records have shown considerable interest in the World record and they seem to feel that it has tremendous possibilities here in this country. "We are particularly anxious to introduce this record in this country, but we wish to do so on as high a plane as possible and we are, therefore, taking every measure to place this record with the talking machine trade here in as satisfactory a manner as we can," said Mr. Billing. "Our plan is for manufacturing and recording to be done in this country by a company formed of American interests. However, the World Record, Ltd., is willing and ready to offer to persons interested an attractive proposition, backed by our company to the end of producing the World record in this country. We plan to start an intensive campaign that will introduce the World record in every section of the country

and we confidently expect that the American trade will receive our record in an enthusiastic manner."

TO FIND DUTY ON RECORD HOLDERS

Government to Appeal Decision of General Appraisers Fixing Duty on Paper Containers for Talking Machine Records at 15 Per Cent

WASHINGTON, D. C., December 4.—The Treasury Department in Washington has directed the Assistant Attorney-General at New York to file an appeal with the United States Court of Customs Appeals for a review of the decision of the United States Board of General Appraisers wherein the board held that certain Kraft paper containers exclusively employed in holding phonograph disc records, classified as manufactures of paper, dutiable at the rate of 25 per cent ad valorem under Paragraph 332 of the Underwood-Simmons Tariff Act, were properly dutiable at 15 per cent ad valorem under that act, as paper envelopes.

F. N. WYATT ENTERS NEW FIELD

DETROIT, MICH., December 4.—A. A. Fair, sales manager of the Jewett Radio & Phonograph Co., this city, announced recently that Fred N. Wyatt, Ohio representative of the company, had resigned from the Jewett sales staff in order to enter the automobile business. Mr. Wyatt had attained signal success as a Jewett representative and had established a number of important accounts. He numbers among his friends many dealers throughout Ohio territory who will be glad to know that he was successful in securing a franchise for the popular Hupmobile.

Quick turnover and small profit are to be preferred to large profit and slow turnover.

BIG ORDER FOR CABINETS

Wabash Cabinet Co. to Make \$1,000,000 Worth of Cabinets for Eastern Concern

WABASH, IND., December 5.—Following negotiations covering several months, officials of the Wabash Cabinet Co. reported that they have received a contract for \$1,000,000 worth of new model talking machines from a company in the East.

At present the Wabash Cabinet Co. is working on a large order for the Eastern concern. This order soon will be filled, however, and work will have been started on the new order. The contract calls for the delivery of several thousand machines each month. The cabinets will be made at the local plant and the machines assembled here, with practically a carload a day shipped direct to retailers.

T. F. Vaughn, president of the cabinet company, announced that the firm is completing the purchase of thousands of dollars of lumber veneer, which will be used for the cabinets. The motors and other supplies for the machines will be supplied from the phonograph factory.

OKEH RECORD IN DAILIES

DETROIT, MICH., December 5.—The Pier Music Shop, of this city, recently featured the Okeh laughing record to excellent advantage and under the heading of "Keeping Up Spirits," in the "Town Talk" column of the Detroit News, there appeared the following article: "Ha, ha, ha, ha, he, he, he, ho, ho, ho!" Explosive laughter, uncontained, and endless, issues in a perpetual stream from a horn attached to the exterior of a Jefferson avenue music shop. The mirth is canned and is run off from a phonograph record. Passers-by, hearing it, are forced to laugh, too."



WE EXTEND TO ALL OUR SINCERE WISH FOR

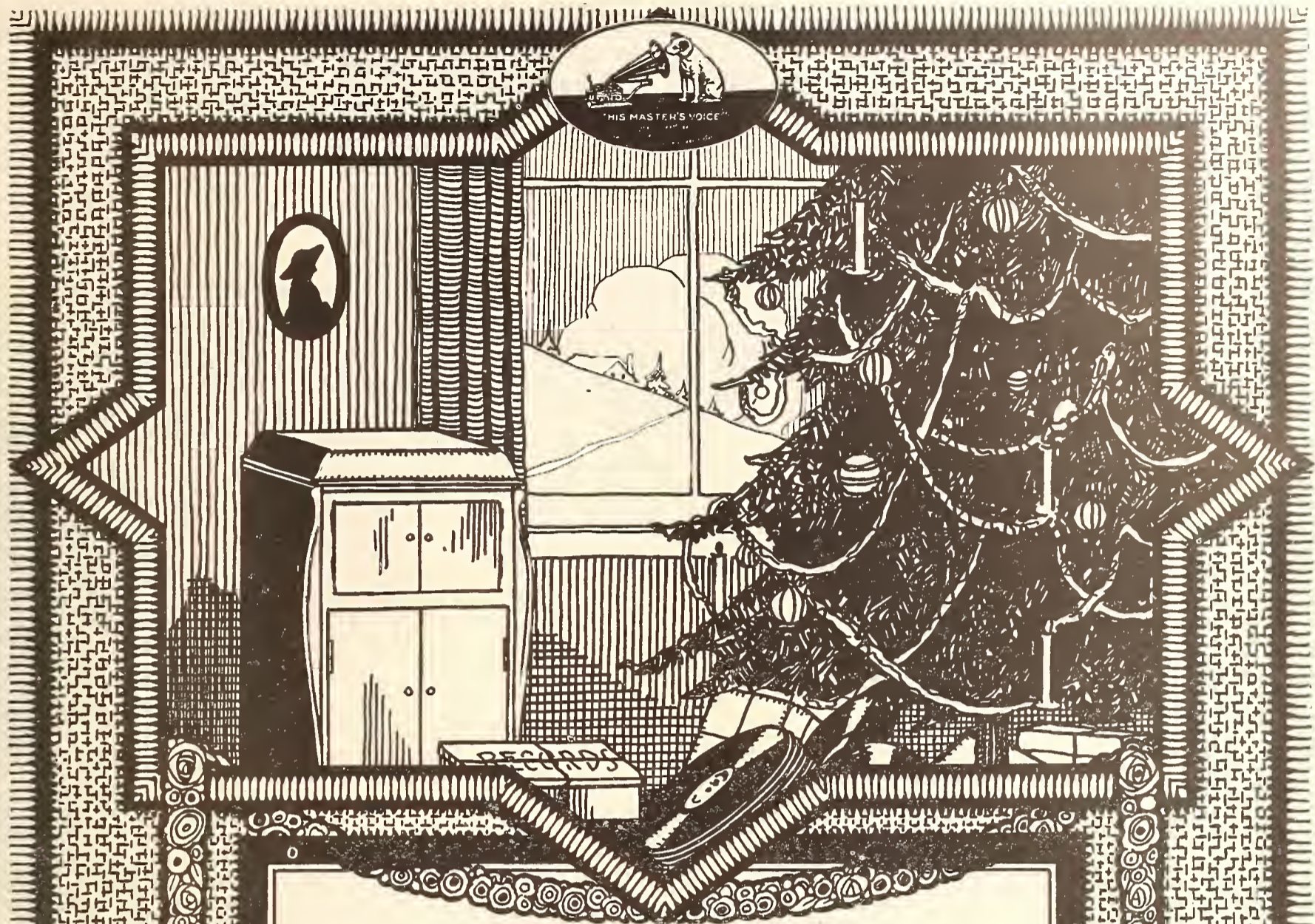
and A Joyous Christmas A Prosperous New Year

Artistic Decorative Work by Expert Artists

Write Us for Prices

120-122 Lexington Avenue NEW YORK CITY

Rudolph Sobichek
Works of Art
120 Lexington Ave.
Tel. Madison Square 7035



In extending our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year, we want to voice our appreciation to our dealers for the substantial amount of business placed with us during 1922. We in turn have endeavored to reciprocate in providing the maximum of service.

We are not content to only *wish* you a Prosperous New Year, but are planning dealer service for 1923 of a scope which we believe has never before been attained. Three experienced service men will be added to our staff and a well-planned publicity campaign will be entered into from which our dealers will reap the benefits.

Victor Dealers who are not receiving our sales literature are invited to send us their names.

COHEN & HUGHES, Inc.

Victor Wholesalers

BALTIMORE, MD.

WASHINGTON, D. C.




T.M.W.

"Everybody's
Runnin' Wild"

With **"LOOSE FEET"**

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

The Two New Hits for The New Year



NEW ORLEANS

Dealers Prepare for Record-breaking Holiday Business—Shortage of Machines the Only Cloud on the Horizon—Month's News

NEW ORLEANS, LA., December 4.—The little cold snap of the past week has filled the downtown shopping district, packed the aisles of the music stores and departments and has given a tone of encouragement to business, which, during the month of November, according to most reports, was not up to normal. Shortages are already being felt by the jobbers and wholesalers of talking machines, though most of the retailers, at least in the city, are well stocked and are prepared for a record-breaking season. Christmas displays are already occupying half and full-page ads in all papers. Two of the papers are getting out special editions for the shoppers, telling them just where they can get what they are looking for. It is understood that the talking machine trade fills a number of pages in each one of these editions.

Edison Consoles Scarce

A shortage in console models is also holding the Edison dealers in check. The new London models and the \$350 Chippendale model are sold as fast as they can be shipped from the factory. November business was double the October business, according to one of the officials. Dealers from all sections have increased their orders for both records and machines.

Record Sales the Feature

Record sales seemed to be the feature in the Victor dealers' November business. The mid-month release on November 18 was a great stimulus to trade, according to John A. Hofheinz, Victor manager of Philip Werlein, particularly the record, "I Wish I Could Shimmy Like My Sister Kate," a song written by a local negro orchestra leader. That seemed to have broken all records here and it is re-

ported that even old "blasé" New York has taken up the air played by "The Virginians."

Mr. Hofheinz reports that he is sold out on the No. 210 and No. 230 models, the two new flat-top consoles. Victor dealers are also looking forward to the appearance of the "Famous Victor Eight," who will play here for the first time on January 18.

A Columbia Sales Conference

The district sales conference of the Columbia Graphophone Co. was held here during the past month and was attended by salesmen from the Atlanta and Dallas districts. Robert Porter, field sales manager, was on hand, and spoke to the men on "Sales Plans." A definite and uniform sales plan was worked out at the conference.

R. R. Sparrow, manager of the Southern district, announced a new agent at Elizabeth, La., the Elizabeth Mercantile Co. The Columbia agent at Monroe, La., the Monroe Furniture Co., has just laid plans for a big sales campaign. Also the Jones-O'Neil Furniture Co., in Beaumont, has started on a big campaign. Twenty-seven thousand dollars has been set aside for advertising, bonuses and prizes to the best salesmen. The O'Neil Co. had a large and exclusive display at the South-East Texas Fair which started off the Columbia in that territory.

Mr. Sparrow has just returned from a trip through Mississippi and reports business at Jackson and Vicksburg good, but at Meridian subnormal. In the Southern district, however, said Mr. Sparrow, sales are limited only by a shortage of stock.

New Edison Agencies

The wholesale department of the Edison Co.

announces two new agencies, the Munholland-Danwitz Furniture Co., at Monroe, La., and W. C. Munn, at Houston, Texas. W. W. Twigg, manager of the department, is away in the Eastern territory on business.

Among the visitors at the Edison office this past week were A. H. Jones, dealer at McComb City, La., and H. B. McInnis, Lumberton, Miss.

At the Harris-Loeb Piano Co. the Brunswick talking machine has been holding its own with the rest. An increase in business has been noted within the past two weeks. Record sales have been satisfactory.

Special Room for School Children

The D. H. Holmes Co. has fitted out a room for school children and teachers where they may come and play the Columbia educational records. The yearly memory contests that are held in the public schools have made this a very popular place.

Manager Riche, of the talking machine department of Holmes, reports a good business. Aeolian-Vocalion machines have been fair sellers, as have the Columbia. Record sales have been very good.

"It looks as though the Christmas season has begun at last," was the comment of Ralph Young, sales manager of the Victrola department at Grunewald's. "And though buyers were very late in starting, it appears as though it is going to be a banner season."

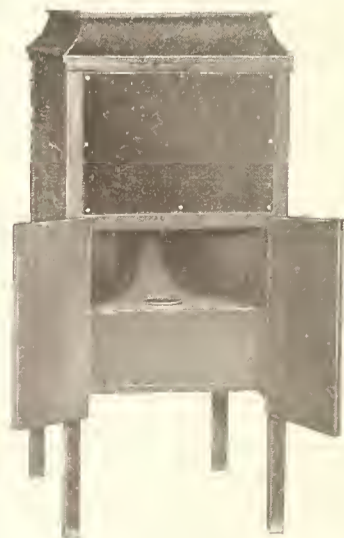
While November was better than October at Maison Blanche, business still seems to be off, according to J. D. Moore, sales manager. He is preparing to lure them to Maison Blanche, however, during the next month with page and half-page ads.

The one bright feature about the music business at Maison Blanche has been the record business. "Red Seal records have been going like hot cakes," said Mr. Moore. On the other hand, a dark spot in the department is the loss of Miss Eunice Hardy. She is to be married in the early part of December. Mr. Moore regrets losing her as she was one of the most competent, efficient and reliable salesladies in the department.

A Strong Werlein Campaign

Philip Werlein, Ltd., are waging their Christmas advertising campaign in newspapers, street cars and billboards. They have adopted the slogan: "Ask Santa Claus to bring you a Victrola." Mr. Rosenbaum says that the high-class \$350 machines have been very excellent sellers, and along with them the Red Seal records. Mr. Rosenbaum has laid in a good stock of machines and does not expect to run short until the end of the season. The portable and \$100 machines are already being bought for Christmas presents.

Manager Frank Allen, at Dwyer's, has also been careful to lay in a good stock of machines and he does not anticipate being worried by shortages. December, said Mr. Allen, is always the big month at Dwyer's, and every man is in training for a big month.



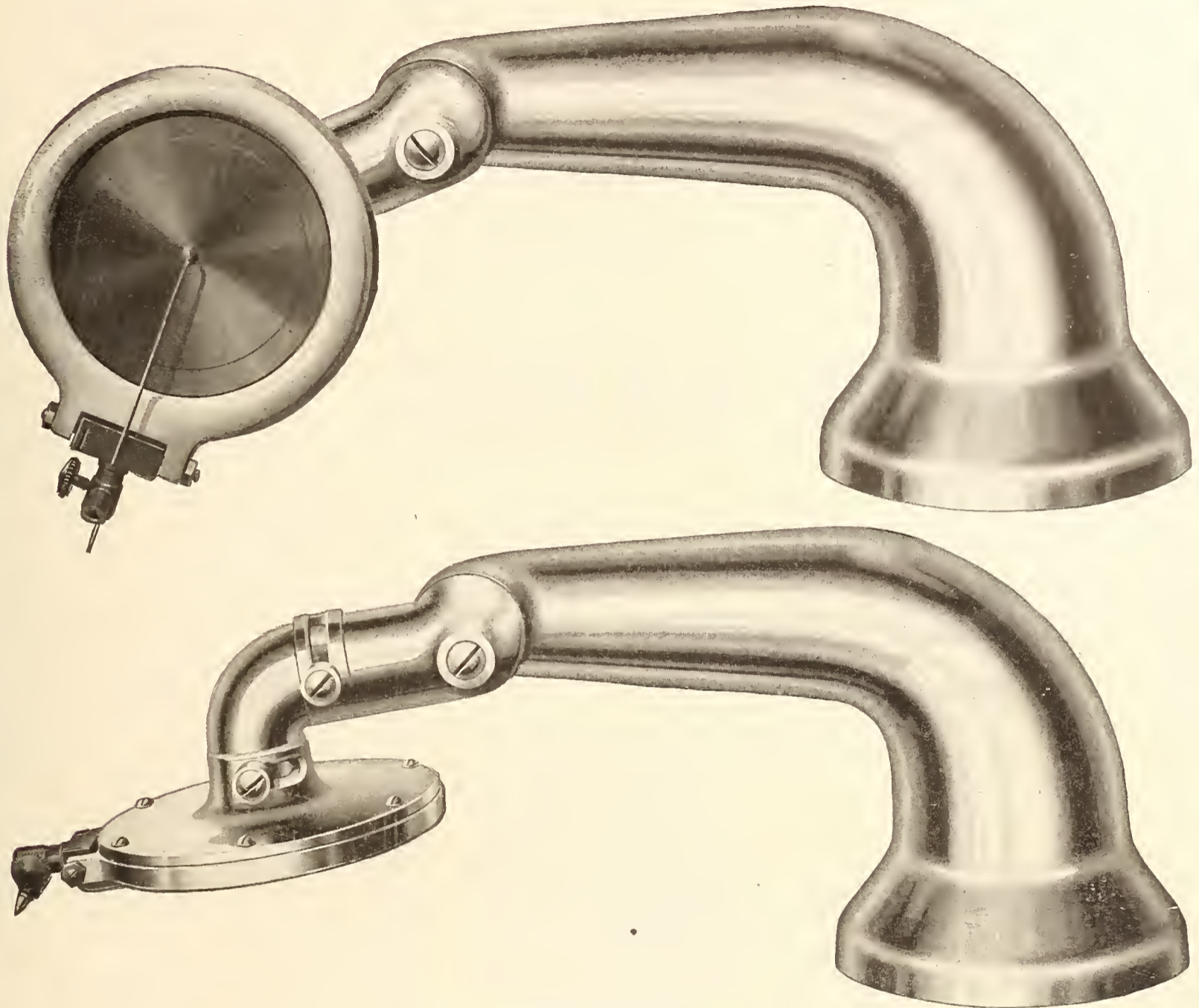
RADIO CABINETS

Especially suitable to completely and conveniently house radio sets. Furnished in Mahogany or Oak; with or without horn, casters or Formica panel. Size 43 inches high, 18 wide, 22 deep. Full details and prices on request.

CURTIS N. ANDREWS
BUFFALO, N. Y.

Another New Jewel Creation

The Jewel Tone Arm No. 4



Exclusive Features

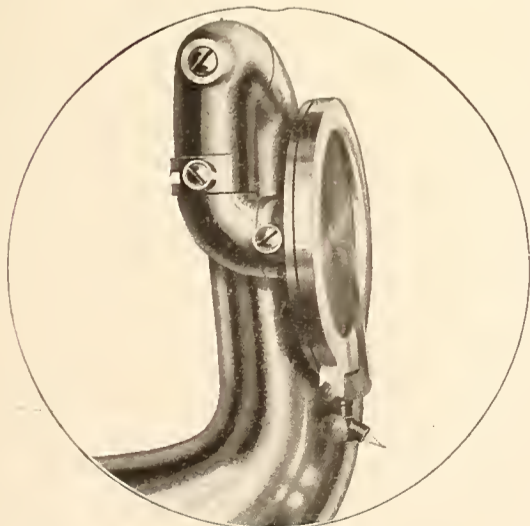
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

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.

Note; Handsome Bell Base without flange showing.



Shows reproducer thrown back on tone arm in Edison position.



The Jewel Mute

Equipped with or without Mute; Mica or Nom-y-Ka Diaphragm.



150-160 Whiting Street

CHICAGO, U. S. A.

SAN FRANCISCO

Second Annual Music Week Goes Over Strong—Talking Machine Dealers Play Important Part—Place Large Holiday Orders

SAN FRANCISCO, CAL., December 4.—The second annual Music Week was held in San Francisco November 6 to 12 and the interest shown by the public proved beyond any possibility of a doubt that this city is deserving of its reputation as a city of music lovers. Hundreds of music programs, big and small, were arranged for the week and practically everybody connected with the music trade, commercially and professionally, co-operated in making the festival a success. The talking machine dealers showed their accustomed progressive spirit by providing for phonograph record concerts in connection with other programs.

Most of the dealers have ordered goods in

carload lots for the holidays. The local wholesale distributors say that not for years has there been manifest such a spirit of confidence in the trade. The purchasing power of the people has practically become reconstructed now and there is no reason to fear carrying ample stocks of standard merchandise.

Finals of Music Memory Contest

The finals of the San Francisco Memory Contest were held at Loew's Warfield Theatre on Saturday, November 18, and sixty children made perfect scores, a most remarkable showing. One of the perfect scores was made by a public school pupil only ten years of age. Two Victrolas and a Duo-Art piano, furnished

by Sherman, Clay & Co., were used in the final tests. Miss Donazela Cross, who represented the talking machine dealers in the Memory Contest, is lecturing this week, twice a day, in the Oakland public schools for the purpose of preparing the pupils to understand the numbers which will be played by the San Francisco Symphony Orchestra at a special children's concert which will be given in Oakland shortly.

Meeting of School Superintendents

The county school superintendents, the district superintendents and the music supervisors of the State all are holding conventions at the Hotel Oakland, Oakland, Cal., this week and one of the principal speakers in behalf of musical education is Mrs. R. E. Greenwood, of the educational department of Sherman, Clay & Co.

Health Records Are Popular

Robert M. Bird, wholesale manager of the talking machine department of Sherman, Clay & Co., reports most satisfactory results from the distribution of a new colored poster calling attention to the Victor Health Records. The demand for these health records continues to grow rapidly, a fact which would seem to indicate that music is a valuable stimulus to physical development.

Business Best in Years

Clark Wise & Co. say business in the last sixty days has been the best in years with this house. Victor goods are in splendid demand and they have done exceptionally well with the new Hallet & Davis phonographs, especially on the console types.

Period and Console Types in Demand

Manager Compton, of the Phonograph Shop, says seventy-five per cent of the call is for machines of the period and console type of Sonora machines. The flat-top machine seems to meet the favor of all classes of customers.

The California Phonograph Co., San Francisco, is one of the latest talking machine houses to take on the Sonora line.

Ben R. Scott, manager of the phonograph department of the Nathan-Dohrmann Co., says that the customers of this store call almost exclusively for flat-top machines. He sees no possibility of the demand for jazz records waning in the near future.

Fine New Wurlitzer Department

The new ground-floor talking machine department of the Wurlitzer Co. is a marvel of artistic excellence and practical convenience. Every facility for handling customers efficiently has been perfected. The quick-sale or self-selling feature will mean a decided increase in the volume of record sales. The record booths and demonstration rooms are all decorated in French gray and the show windows are most luxurious and dignified, being of a modified French design.

Takes On Brunswick Line

The Redlick-Newman Co., one of the largest house-furnishing concerns in the city, at Mission and Seventeenth streets, has taken on the Brunswick line of phonographs and records.

More Columbia Dealers

P. S. Kantner, manager of the San Francisco branch of the Columbia Graphophone Co., has just been on a business-boosting trip through the Sacramento Valley. He is most optimistic for the holidays. Among the new Columbia dealers reported are the Redwill Piano Co., Turlock, and the Dietz Drug Store, Manteca.

Columbia records recording the marvelous violin playing of Toscha Seidel, the young Russian virtuoso who is making a great recital tour of the country, are in fine demand since the artist's recent successful concert in San Francisco.

Victor Co. President a Visitor

E. R. Johnson, president of the Victor Talking Machine Co., was a visitor in San Francisco this month and among the attentions shown him, one of the most enjoyable was a banquet tendered him by Leon Douglass at the Bohemian Club. Many notable guests were present.

BANNER 50c RECORDS

*75c quality for 50c?
How is it possible?*

Both dealers and the public who have played BANNER 50c RECORDS often wonder at the 50c price.

How is it possible? A logical explanation—rapid turnover, plus a wide elimination of jobbers' profits and superfluous overhead—manufacturer direct to dealer.

It is the natural outcome of the consumer demand for reduced price, but with a maintenance of the finest 75c record quality.

That's important. BANNER gives you a 75c record quality.

That is why it is producing remarkable results for hundreds of dealers. Their turnover is rapid. Their profits are assured.

*We shall be glad to discuss with you
our exclusive dealer proposition*

PLAZA MUSIC COMPANY
18 West 20th Street NEW YORK

Warning! When you give Columbia Record A-3737 to a customer to try put the leg irons on your clerks. Eddie Elkins' Orchestra has packed so much rhythm and contagion into "Silver Swanee" and "Carolina in the Morning" that they will turn your shop into a dance hall.

**Columbia Graphophone Co.
NEW YORK**



At present there is somewhat of a shortage of Fischer phonographs in this territory, says L. F. Goelzlin, the local distributor. He expects, however, to have a carload of machines in this week. The demand for Marvel records has been heavy of late.

A Visitor From India

William Lancater, of Misqueth, Ltd., Rangoon, India, has been sojourning in San Francisco for some weeks studying American business methods. His firm is one of the largest phonograph concerns in the Orient.

Quarters Are Remodeled

The Christophe Music Store, 2390 Mission street, San Francisco, has been enlarged and remodeled in order to provide for a better display of talking machine merchandise. The concern is a successful Sonora agency in the Mission district.

VAN VEEN EQUIPMENT IN NEW STORE

New Remick Establishment Has Handsome Interior and Exterior—Brunswick Products Featured—Formal Opening Attracts Crowds

Jerome H. Remick & Co. opened officially last week its new store at 2555 Broadway, New York City, which ranks among the most modern and attractive music shops in the city. The entire equipment, both interior, window and entrance, was installed by Van Veen & Co., Inc., New York City. It consists of five hearing rooms approximating six feet by nine feet each in size, twenty-five feet of sheet music racks and a twenty-five foot counter, showcases for musical instruments and also record racks of substantial capacity. The entire interior treatment is in a two-tone effect, gray and white, and includes wainscoting. The installation also called for a new store front and window equipment, the window measuring twenty feet wide by sixteen feet deep. The window interior was attractively constructed of highly figured walnut, giving a remarkably rich appearance. The vestibule has a domed ceiling effect and is constructed of brown stucco and walnut. The opening attracted many visitors. The Brunswick line of phonographs and records is carried.

UNIT CO. FAVORS DEALERS

An example of the fair deal policy which has been held paramount by the Unit Construction Co. in its dealings is found in the recent price protection announcement. An increase in price, effective December 15, was announced in a recent trade letter. This announcement gave Unico customers a six weeks' opportunity to secure 1922 prices on Unico equipment. This price protection has been extended on a liberal plan, which is of unusual service to the dealer.

The Eight Famous Victor Artists recently appeared in Milford, Mass., at a concert under the auspices of Reynold's Music Store.

A. H. CURRY ON VISIT TO DALLAS

Vice-president of Phonograph Division of Thomas A. Edison, Inc., Visits Former Home

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., made a trip the latter part of November to his former home in Dallas, Tex. While there he attended to his wholesale and retail interests in the Texas region and on his return reported that conditions have shown a material improvement in the Southern section and that the outlook for the holiday season and for the coming year is very fine.

VISITORS TO EDISON LABORATORIES

Among the recent visitors to the Edison laboratories at Orange, N. J., were M. M. Blackman, of the Blackman Talking Machine Co., Kansas City, and Fred Keeney and F. H. Silliman, of Pardee, Ellenberger Co., Boston.

APPOINTED CITY TICKET OFFICE

Landau's of Wilkes-Barre, Pa., Adds to Its Activities—Many Visitors Attracted by Its Central Location and Excellent Facilities

Wilkes-Barre, Pa., December 5.—Landau's music and jewelry store in this city, Victor dealer, has been made the central city box office for the Grand Opera House, and seats for all attractions appearing at this theatre will be on sale at the store. Landau's is usually designated for the advance sale of seats for concerts and for attractions presented at Irem Temple and with the sale of seats for the Grand Opera House will practically be a central city box office for both places. During the year Landau's store has also been made a sub-station of the local post office, and a separate department is maintained by the firm for the maintenance of the post office activities.

Far-sightedness is a business asset of value.



When You Know This Price—You'll Act!

WE can't give you the price on this beautiful machine here, but we can assure you that it will surprise you. A card or letter will bring you the price. You'll want it right away when you know it. Finished in antique brown mahogany. Spruce horn; swinging hinged grill; thrush throat universal tone arm; extra heavy double-spring precision-made motor; exposed parts gold-plated; 75-record patented filing system; perfect tone control—this is a beautiful machine, a nationally known make, worth very, very much more than the almost ridiculously low price we are asking for it. Write today and find out what a wonderful bargain this is.

The UDELLWORKS

Twenty-eighth Street and Barnes Avenue, Indianapolis

We Congratulate Jewett Dealers

As the year 1922—by far the most prosperous in our history—draws to a close, we take pleasure in publicly congratulating Jewett dealers and distributors on what we know has been for them also a highly successful season.

Our 1922 production, totaling an increase of more than 150% over last year's, is now, except for current stock, in the hands of the public.

We acknowledge the obligation under which we rest toward the great host of Jewett Dealers and Distributors who contributed to this gratifying achievement, and we pledge ourselves to a continuance of the basic Jewett policies which made it possible.

We will continue to put into Jewett Radio and Phonographs the same merits of modern design and painstaking workmanship which make them today "The Finest Reproductive Equipment Money Can Buy," and therefore an adequate medium for skilled and conscientious salesmanship.

JEWETT RADIO & PHONOGRAPH COMPANY
DETROIT, MICHIGAN

STEWART SALES COMPANY, 18 W. Georgia Street
INDIANAPOLIS, INDIANA
Distributors for Indiana and Kentucky

JEWETT

RADIO AND PHONOGRAPHS

COHEN & HUGHES STAFF CHANGES

Leslie Lore Succeeds F. S. Harris, Retired, as Manager in Washington—Other Additions to Staffs in Baltimore and Washington

BALTIMORE, MD., December 4.—Cohen & Hughes, Inc., Victor distributor, with headquarters in this city and Washington, D. C., has announced several important changes in the staff of the organization in both cities.

F. S. Harris, who has been, for many years, manager of the Washington house, tendered his resignation in order to embark in the retail Victor business for himself in a residential suburb adjoining the capital. Leslie Lore, who was formerly assistant to Mr. Harris, will succeed him as manager.

James A. Stafford, formerly in charge of the Victor Idea Shop in Camden, N. J., has joined the Cohen & Hughes organization as assistant sales manager in Washington. Mr. Stafford has had wide merchandising experience.

The Baltimore staff has been augmented through the appointment of James Robinson to the sales organization. Mr. Robinson is an experienced talking machine man, having spent two years each in the Vocalion, Columbia and Edison organizations.

In January Walter Son will assume the important post of sales manager of the organization with headquarters in Baltimore. Mr. Son is also thoroughly experienced and well qualified for his new duties. It is expected that this staff will be still further augmented by the first of the year.

I. Son Cohen, president of the company, is optimistic over general business conditions for 1923 and he stated that very extensive plans were being made for the coming year. A large publicity campaign is planned which will redound to the benefit of the dealer, and many other sales helps for the retailers have also been prepared. Among other literature a

series of attractive folders has been printed leaving space for announcement purposes. It is planned to place in this space such timely news and announcements as may be received from the factory for the benefit of the dealer. The mailing facilities of the organization will allow these communications to be sent out to the dealer the same day that they are received from the factory.

FORMAL OPENING IN FT. WAYNE

Duesler Phonograph Shop Now Has Most Attractive Quarters in That City.

FT. WAYNE, IND., December 4.—The Duesler Phonograph Shop, at 208 West Ferry street, this city, of which B. J. Duesler is manager, on Friday and Saturday of last week held the formal opening of the remodeled quarters of the company which features Columbia and Brunswick phonographs and records, as well as the Gulbransen player-pianos and U. S. music rolls.

The home of the company has been remodeled and redecorated throughout, new booths installed for demonstration purposes and enlarged space provided for the more attractive display of merchandise.

BIG DEMAND FOR UDELL CABINETS

Indianapolis Plant Rushed With Orders During the Past Ninety Days

The Udell Works, of Indianapolis, makers of music roll and record cabinets, have been rushed with business during the last ninety days. In a chat with The World Tom Griffith, sales manager of the Udell organization, stated that not only has business been of an excellent volume this Fall, but that the outlook is splendid for next year, including the Spring season.

TWO NEW SONORA AGENCIES

Baldwin Piano Co., Chicago, Appointed Sonora Dealer—John Church Co., Cincinnati, Also Takes on Sonora Line—Both Live Firms

It was announced recently by the sales department of the Sonora Phonograph Co., New York, that the Baldwin Piano Co., of Chicago, one of the leading retail houses in this city, had secured the Sonora agency. The company is doing so well with this line that telegraphic orders have already been received asking for immediate shipments of merchandise.

Another well-known house which recently secured the Sonora agency was the John Church Co., of Cincinnati, O. This is one of the oldest and best-known retail music houses in the Middle West.

RECORDS WELL-KNOWN HYMNS

Columbia Co. Announces Two Popular Christian Science Hymns—Miss Nevada Van Der Veer, Nationally Known Soloist, the Artist

The Columbia Graphophone Co. announced recently that Miss Nevada Van Der Veer, nationally known as a soloist and for some time the soloist in the First Church of Christ Scientist, New York, has recorded two Christian Science records which were released a few days ago. The numbers featured on these records are "Oh, Gentle Presence," one of the best-known and best-loved poems of Miss Mary Baker Eddy, and "How Beautiful on the Mountains." Both of these hymns have appeared in the Christian Science Hymnal for many years and Miss Van Der Veer's splendid contralto voice reproduced them to excellent advantage.

The C. O. Hart Claxtonola Parlors, 1304 First avenue, Seattle, Wash., have added the Vocalion record line.

W. B. Andrews Co.
Syracuse, N.Y.

A Merry Christmas

VICTOR Dealers appreciate that our service to them has materially helped in the conducting of a successful year of VICTOR merchandising.

For the New Year we, as VICTOR wholesalers, are prepared to help make 1923 a bigger, better year for all.

A Prosperous New Year



**"75% of buying is done through the eye."
Make Columbia Records look like Christmas and they will sell faster. Use Columbia Christmas Gift Envelopes—three cents each. At your Columbia Branch.**

**Columbia Graphophone Co.
NEW YORK**

DENVER

Holiday Demand Making Itself Felt—Expect Machine Shortage—Freight Delays Hurt Business

DENVER, COL., December 4.—Talking machines are beginning to move for the holiday trade, according to local dealers. As usual, December is always a big month, but some worry is expressed that the required number of machines will not be here by the arrival of December 25. Inability to keep up with the demand at the factory end and slow freight shipments are causes for the worry. For a number of the local dealers the month of November went ahead of the same period a year ago and for others the month's business did not come up to that of October.

Little Things Oft Attract

When Russell Gates, Sixteenth street dealer in the Brunswick and Columbia phonographs, wanted to call the attention of the passers-by to the fact that by paying one dollar down they could buy one of the phonographs he handles, Mr. Gates placed a revolving disc made of glass under which reposed a dollar bill and on top of which a small steel ball was attracting a feather in its revolutions. Actual

business could be traced to this window trim. Quite a few machines were sold during the month to be delivered Christmas. Records have picked up in volume of sales and one thing that has brought people into the store are large sign cards in the window calling attention to some special number.

Business Picking Up on Broadway

Three music houses on Broadway, the leading business street in South Denver, report business picking up. The Ness Music Co., at 65 South Broadway, reports the Sonora as gaining ground daily in Denver sales. The company handles the Sonora as its main line, but also has the Columbia. The Carl Schultz Piano Co., on South Broadway, reports business with the Edison and Starr a little quiet for November. However, Mr. Schultz is looking for a good holiday trade.

Buys Own Building

The Laman & Johnson Music Co. got tired of having its rent boosted and bought a building for its use, moving about a week ago from 35 South Broadway to 64 South Broadway. The building was completely remodeled and is a decidedly attractive music house for South Denver. Besides the main sales and show room, where Victrolas and pianos are displayed, there are four well-furnished demonstration booths for the Victrolas and a large space set aside for records. At the rear of the store is a well-equipped workshop. In pianos the only new

ones handled are those made by Behr Bros. Business has opened up in fine shape in the new location. A window machine, electrically operated, pours forth music that he who runs may hear and as the store is open evenings many come in at that time, attracted by the window machine music, and as a result many records are sold. Mrs. Helen Witwer is the capable talking machine demonstrator and is in charge of the record department.

Reports Two Good Months

C. A. Delzell, manager of the Columbia Stores Co., wholesale distributors for the Columbia Grafonola in Colorado and other Western States, reports October and November as two good months with a large volume of business. Dealers who anticipated a big December will have a big volume of sales to record when the end of December comes. Shipments were pretty well cleaned up the latter part of October. "There has been a tremendous increase in the sale of records and these are coming through in fine shape," said Mr. Delzell. The New Process record, abolishing surface noises, has made a hit and Mr. Delzell has a pile of letters on his desk from dealers throughout the territory telling of the increased sales since the New Process record had been received. The Andrews Music Co., of Trinidad, Col., has held a big campaign for the sale of Columbia machines. The stock was sold out and the company had to place new orders through the Denver wholesale house.

Hitting On All Four

H. W. Sanders, manager of the talking machine department of the Denver Music Co., is much pleased with the business done during the month of November. He handles four makes, the Victor, Sonora, Columbia and Brunswick, and in the sale of these instruments he finds he has been hitting on all four. Two favored Sonora models are the Marquette and the Queen Anne, says Mr. Sanders.

Shipments Very Slow

Norman D. Tharp, buyer for the Edison department, wholesale and retail, of the Denver Dry Goods Co., says November business has fallen off in his territory and that the month's business did not equal that of October. Slow freight shipments make promises for the delivery of machines for the holidays a precarious business. The popularity of the new console models put out by the Edison Co. has swamped the factories. A change is noted over last year's business in that people either want to buy a \$100 phonograph or a real expensive model, there apparently being no happy medium. The one spot in this territory where they are doing business and a lot of it is Casper, Wyo., the Edison dealer there reporting a tremendous business. Northern Colorado farmers, whose crops were destroyed by hail this Fall, are not buying many machines and in New Mexico business is quiet. In Denver, Colorado Springs, Durango and Trinidad business is on the increase. The Hausman Drug Co., which formerly handled another agency,

JAZZ
JAZZ

EXTRA! EXTRA!

A REVOLUTION IN THE NEEDLE INDUSTRY

A SPECIAL EXTRA—EXTRA LOUD JAZZ NEEDLE

(Made in U. S. A. of Highest Grade American Steel)

Something Absolutely New and Different From the Ordinary

The Only Needle of Its Kind in the World

Will Appeal to Most of the Trade Throughout the United States and Foreign Countries

JOBBER—Act at once and secure jobbing proposition while your territory is still open.

WALL KANE NEEDLE MFG. CO.

3922 Fourteenth Ave. BROOKLYN, N. Y.

JAZZ



Your Feet Won't Keep Still When You Hear—
“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once—Remember It Always



has discontinued it and has become thoroughly Edisonized, taking over the Edison agency for Trinidad, which was formerly held by the Trinidad Furniture Co.

Little Bit Ahead

Business for November was a little bit ahead of November, 1921, says J. H. Thompson, manager of the phonograph department of the Charles E. Wells Co. This is due, he says, to the better facilities to handle the trade, the department being in its new quarters on the lower floor with numerous booths for demonstration purposes. Larger instruments seem to be going well. The Brunswick and Victor machines are handled and a special drive has been made on the "York," put out by the Brunswick Co. The new branch store at Casper, Wyo., is doing a good business.

Club Plan Brings Results

H. V. Huntoon, manager of the Victor department of the Knight-Campbell Music Co., says the Christmas club plan has gone over big.

Some very good-sized deals have been consummated, a period model at \$750 having been sold this week with many flat-top models ordered. It is hard to keep in stock the record, "Three o'Clock in the Morning," so heavy is the demand for this number.

November Best Ever

"The best November we have ever had," says J. H. Blinn, manager of the phonograph department of the Baldwin Piano Co. He has figures to back up his statement in his sales of Columbias and Sonoras, with Sonoras leading, the period models being the most favored type. The sale of records has also gone big, says Mr. Blinn.

The Place to Sell

Oscar Frazier, manager of the talking machine department of the Darrow Music Co., believes the store is the place to sell the instrument and not in the kitchen. In other words, he does not have salesmen out making a house-to-house canvass for business. He be-

lieves in spending money in newspaper advertising and bringing people into the store in that way. At present a big campaign is being successfully prosecuted by the company through the newspapers. A third girl has been added to the department, Miss Alfreda Wilson. The store has been pushing the sale of Wallace reducing records to excellent advantage. A good holiday business in Brunswicks and Columbias is expected.

The Sonora Music Co., on Welton street, anticipates a good holiday business in Sonora sales.

Miss Nell Finn, formerly in charge of the sheet music department at the Kress store and with the organization until sheet music was abandoned, has taken a position as saleswoman with the Charles E. Wells Music Co. She specializes in popular music.

NYACCO SALES INCREASING

Max Willinger Makes Optimistic Business Report—Manufacturers Making Important Plans and Placing Orders for New Year

Max Willinger, president of the New York Album & Card Co., New York City, reports that the demands for Nyacco albums are good from all sections of the country from both dealers and manufacturers. Mr. Willinger recently returned from a trip through the Middle West, calling upon a number of talking machine manufacturers relative to 1923 album equipment. It is encouraging to know that Mr. Willinger found many manufacturers preparing for a big year and planning increased production for 1923. He has already signed substantial business for the coming year, many manufacturers taking advantage of the present Nyacco album prices made possible by the substantial purchase of raw materials when prices were lower.

Mr. Willinger points out that the present buying activity on the part of the general public is an indication that there is no longer any fear of dropping prices, but that confidence has returned in price stability.

HARRY A. BEACH OPTIMISTIC

Harry A. Beach, vice-president of the Unit Construction Co., has been a frequent visitor in New York City recently. The metropolitan district, as well as New York State and New England, come under the direct supervision of Mr. Beach and he reports wonderful progress in the territory within the past several months. Better still, in many respects, he sees ahead a period of steadily increasing prosperity in the talking machine industry.

A. D. and C. H. Rowlands, who recently purchased the furniture and talking machine business of F. E. Harmon, Lima, O., have discontinued handling talking machines.

Newest Model

Latest Improvements

The Modernola

Most Modern of Phonographs

Something Different.
A Special Feature Machine.
Solid Woods—No Veneers.
As Good as the Best.
Better Than Many.

WANTED. A few more live dealers.
 Exclusive territory given.
 Write Department H.
MODERNOLA CO., JOHNSTOWN, PA.
 The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$200



Model
502
\$125



Model
503
\$135



Model
509
\$175

HAPPY is the home that possesses a Steger Phonograph at Christmas time—as well as at every other season of the year. For the incomparable Steger is a magic entertainer that brings never-ending enjoyment and fun to every member of the family.

The Steger plays all makes of disc records *correctly* with such sparkling vivacity that the listener may readily imagine himself in the presence of the living artist.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound-amplifying chamber of even-grained spruce and the unique get-at-able record file, have won universal recognition for the Steger as the finest reproducing phonograph.

Sell the Steger!

From a sales standpoint, the artistic Steger offers substantial possibilities to the active dealer. It is backed by an effective merchandising plan that adds immeasurably to the value of Steger representation.

Desirable Territory Open

Write to-day for the Steger proposition and our latest style brochure, if you want satisfied customers and attractive profits.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established by John V. Steger, 1879
 Steger Building, . . . CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.
"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$165



Model
504
\$150



Model
501
\$100



Model
510
\$200



Model
500
\$50

BUFFALO

*The Volume of Business Surprises
Even Most Optimistic — Artists
Help Record Sales—Recent News*

BUFFALO, N. Y., December 4.—Christmas business that exceeds the fondest expectations of the optimists is now assured to the talking machine trade of Buffalo and western New York. Holiday buyers came early and in large numbers and Christmas eve will find the great majority of retailers in this district with the smallest stocks which they have had in many, many months. Three months ago no dealer in the district would have ventured to predict business on the scale which developed late in November and early in December. An attitude of pessimistic apprehension gave way to a real battle for machines. This is true of practically all the standard lines. Many purchasers, unable to find just what they wanted in one line, went to other stores and after a little shopping found something to their liking. Out of the shortage of instruments has developed a general prosperity that promises to make it a real merry Christmas for the trade in Buffalo and vicinity.

Shortage of Victor Machines

C. N. Andrews, Victor wholesaler here, declares business has gone far beyond the best expectations of the trade. Carload shipments of instruments were distributed as rapidly as they were received and there was a better supply of all models than had been expected, but still not enough to meet the huge demand that developed after November 15. A similar shortage is reported by the Buffalo Talking Machine Co., Victor wholesaler, which does a very extensive business in this territory.

Anniversary Ads Result in Sales

Charles Hoffman, of the Hoffman Piano Co., Sonora and Brunswick dealer, recently celebrated the twentieth anniversary of this house. An anniversary advertising campaign was instituted which to date has resulted in many sales of various types of instruments.

Columbia Activities

The Columbia national advertising of the New Process records caused a reaction in this section that was tremendous. Local dealers have taken steps to tie up with this publicity by running newspaper ads in conjunction with those of the company and also by installing attractive window displays featuring a cut of the ad. The stock of the local branch is being rapidly depleted. Carload sales are being shipped from the factory direct to dealers.

Van and Schenck, exclusive Columbia artists, were recent players at Shea's vaudeville house, where they were received by an enthusiastic house each night. Dealers made capital of their appearance by featuring them in window

displays. As a result the demand for their records has taken a decided spurt.

The following Columbia dealers were recent visitors to the local branch: Mr. Besden, of Markson Bros., Syracuse; Gus. Markson, of Auburn; A. J. Goldstein, of Niagara Falls; Mr. Martin, of Fredonia; Samuel Saeli, of Jamestown, and W. R. Marsh, of Nunda.

"Three o'Clock in the Morning" is still holding its tremendous popularity and is selling better than ever. Others meeting with special favor are Paul Specht's dance record of Tosti's "Good-bye," "Tomorrow," by Ted Lewis, and "Why Should I Cry Over You," by Eddie Elkins.

Victor Artists Boost Record Sales

Elmwood Music Hall was taxed to capacity for the concert of Mme. Amelita Galli-Curci, of the New York and Chicago Grand Opera companies and Victor artist. Floor, galleries and stage were filled, while other admirers of the soprano stood throughout the performance. Dealers in Victor records say that the concert has stimulated the sale of Galli-Curci's records to a surprising degree.

John McCormack, one of the most popular Victor artists, recently gave a concert to one of the most enthusiastic audiences ever receiving an artist in Buffalo.

The Boston Symphony Orchestra, also Victor artists, appeared in concert here not long ago and they were received by an enthusiastic audience.

Fire Damages Edwards Store

E. W. Edwards & Sons, one of the largest department stores in Buffalo, carrying a large line of Edison talking machines, suffered fire loss estimated at about \$3,000 recently. The blaze was soon under control and the Edison department was not damaged.

Dealers Interested in Community Service

A number of dealers in talking machines in Olean are taking an active part in the newly formed committee of Olean Community Service, an organization formed for the purpose of developing a number of musical projects in that city.

Brief Items of Interest

The Danielson Music House, of Jamestown, N. Y., suffered an \$18,000 fire loss to its stock in the \$500,000 fire that recently swept the business section of Jamestown.

Chester E. Campbell has been made assistant manager of the Gould Bros. Music Store, Niagara Falls. He is well known in the music trades, having been former manager of the Rudolph Wurlitzer store in that city.

H. J. Stone, president of the H. J. Stone Furniture Co., Niagara Falls, handling talking machines, has announced the purchase by his company of the property adjoining the City Market, having a frontage of ninety feet on Pine avenue, now occupied by eight business concerns.

Vigorous Action Against Moving Instruments

One of the dealers in musical instruments

in Buffalo has taken advantage of the clause in the New York sales law against removing instruments bought on the instalment plan by adopting a vigorous method of action against persons who violate this clause.

A grand larceny warrant is signed by the collector when he finds that the instrument has been moved and the purchaser is soon located by the police. It is very rarely that an agreement is not reached satisfactory to both parties.

It is found that most of those served with warrants agree to make their payments and are more prompt than ever in this respect. In nearly all cases the police have located the instrument which has been moved.

CHICAGO ORCHESTRA WITH OKEH

Guyon's Paradise Dance Orchestra to Make Okeh Records Exclusively—One of the Most Popular Orchestras in Chicago

The General Phonograph Corp., New York, announced recently that arrangements had been completed whereby Guyon's Paradise Dance Orchestra, of Chicago, would make Okeh records exclusively. This organization visited the Okeh recording laboratories a fortnight ago and made several records which will be released very shortly. Guyon's Paradise Orchestra is one of the most popular dance organizations in Chicago and is well known to dance devotees in the northwest section of that city. Guyon's Paradise is probably the best advertised dance hall in Chicago, catering to a high-class clientele that is steadily increasing.

RECENT PATHE DEVELOPMENTS

Old Pathé Business Taken Over by Pathé Frères Phonograph & Radio Corp.—General Stimulation in Trade Reported

The taking over of the business of the old Pathé Frères Phonograph Co. by the Pathé Frères Phonograph & Radio Corp. was accomplished without a moment's interruption in the steady continuance of both production and business. The new company, as previously announced, is officered by men well familiar with the Pathé business.

Eugene A. Widmann, president of the company, and H. T. Leeming, general manager, together with their associates, are planning big things for the coming year and predict that the famous red rooster will crow louder than ever during 1923. The demands for both machines and the Pathé and Pathé Actuelle records have considerably increased and dealers from all localities report good business. The new radio developments of the company are progressing promisingly and it is expected will shortly be ready for the market.

The Webber Music Co. has opened a store on Third street, Red Wing, Minn.



Wishing the Trade A Merry Christmas and A Happy New Year

We take this opportunity to express our appreciation of the large amount of business placed with us which has made possible our exceptional growth.

During 1923 the same high-grade workmanship which has distinguished our business in the past will be continued. We also enter the new year with a greatly increased staff of experienced artists and facilities five times greater.

No connection with any other firm in this line

MOHAWK WORKS of ART, Inc.

ARTISTIC DECORATING ON PHONOGRAPHS

160 FIFTH AVENUE

Mohawk Building

NEW YORK

TOLEDO

Big Gains in Business Despite Shortage—Green Expands Facilities—Orchestras Help Trade

TOLEDO, O., December 4.—Aggressive merchants are recording very substantial gains. These gains reach as high as 100 per cent over twelve months ago. Such showings have not been accomplished, however, with old sales methods or with limited salesforces. New ideas have been injected and salesmen have been added. Punch and hard work along with liberal advertising expenditures have put the month well over the top. This holds good with the doers—the go-get-'em type.

Although the holiday season brings with it an unusual opportunity for business it does not guarantee to any talking machine merchant a large volume or an increased demand. That is entirely up to him and is the very thing which makes the game worth while and adds zest to the task.

The employment problem is better than before the war. There is much less complaining about the lack of work than for a long time. Folks are, however, buying with discretion; they are not rushing to stores to be served, but are deliberate, critical and must be shown. They are demanding their full money's worth and getting it.

Machine Shortage Growing

At the Toledo Talking Machine Co. sales for the past month are above the same period a year ago. The shortage of a number of Victor models which has been growing more acute as the advance holiday demand increases is being made still worse on account of the transportation problem. Machines due in ten days are taking sixteen to twenty days to arrive.

Therefore, merchants are having their volume curtailed in many instances. In others orders are piling up which will necessitate extra expense when the machines do arrive in order that customers may be served promptly.

Benson Orchestra Big Attraction

Benson's Orchestra, under the direction of Roy Barge, widely known Toledoan, recently drew one of the largest crowds that ever entered the Coliseum. While the dancers were mainly young folks, all future prospects for records and talking machines, there were people from nearly every station in life. Moreover, a large number of admirers came from surrounding towns to dance. Among the dealers present were: J. H. Halleck, of Crane's Music Store, Bowling Green, O., and a party of six—Wm. G. McClure and party, Napoleon, O.; C. F. Beckman and party, Ottawa, O.; Fred Meier and party, Monroe, Mich., and others. The orchestra created widespread interest in its records and stimulated demand for practically every dealer.

Then again the announcement of the five special Victor records to go on sale December 15, which in the middle of the largest record month of the year, will no doubt result in a large sale. Advance interest is keen. There are three vocal and two fox-trot records in the lot. Window streamers featuring these records will be furnished as usual, Chas. H. Womeldorff states.

J. W. Greene Co. to Expand

The J. W. Greene Co. is announcing a remodeling and enlargement of its business. The third floor of the present building, which was formerly given over to lodge purposes, has been leased for a term of years. This expansion will give them much additional floor space and provide a fine enlarged talking machine department, E. A. Kopf says. Rooms will be apportioned for Brunswicks, Cheneys and Victrolas. These will be known as talking machine studios. Particular attention will be

given to art model console types and the more costly machines will be exploited in a home-like atmosphere, and trade able to purchase the best will be solicited in an original manner. The improvement will permit of a certain exclusive elegance which most women admire and will help to stamp the store as a woman's music department store. A special feature will be a concert hall with a seating capacity of 500. The work on this enlargement will start immediately after the turn of the new year.

Interest in Radio

Furthermore, radio developments are being followed with much interest here. The Zenith radio outfit is now being exploited through a direct mail campaign; this instrument is able to pick up programs broadcasted from great distances. It is believed that once the proper air regulations are in effect, with the present fine programs available, radio will forge ahead in an astonishing manner.

Victor record certificates are being widely distributed. These Christmas gift orders are counted upon to produce a good record volume. They are a request to deliver records of certain value to a certain person and to charge the amount to a given customer. In the past they have turned in a good volume of business.

To Bring Oriole Orchestra to Toledo

The J. W. Greene Co. will bring the Oriole Terrace Brunswick Orchestra to Toledo for an evening of dancing January 25. The band created such a favorable impression during its recent local engagement—which was in cooperation with other dealers and the Grotto,—that the Greene Co. decided to negotiate for a return engagement under its own auspices.

Spratt Bros., Fostoria, O., music dealers, will open a Toledo store in Superior street shortly. Brunswick phonographs are to be featured.

Holds Successful Clearance Sale

Frank H. Frazelle, through his recent sale
(Continued on page 82)



WE THANK YOU

In wishing the VICTOR trade a MERRY CHRISTMAS and a HAPPY and JOYOUS NEW YEAR, it is with a feeling of sincere appreciation and thanks for the co-operation accorded us during 1922.

The year now closing is proving the greatest VICTOR year in history, and the VICTOR dealers' recognition of VICTOR supremacy has been a paramount factor in this remarkable tribute to VICTOR ideals.

THE TOLEDO TALKING MACHINE CO
Wholesale Victor Exclusively
TOLEDO, OHIO

THE BRUNSWICK SHOP
60 WASHINGTON ST.,
SALEM, MASS.
F. & ODELL BROS.

Salem, Mass., November 11, 1922.

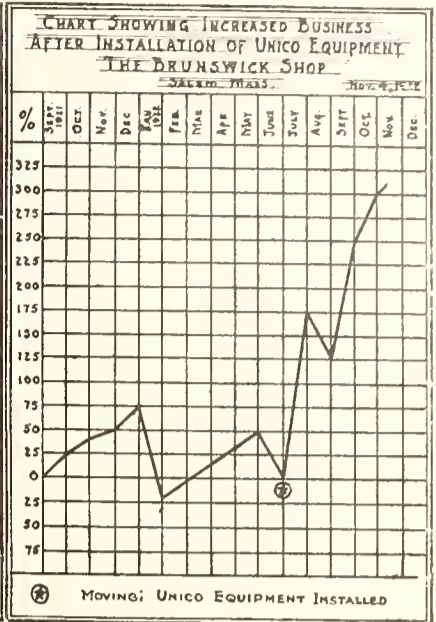
Unit Construction Company,
320 & Gray's Ave.,
Philadelphia, Pa.

Gentlemen:

On July 21, 1922, we installed a complete unico store for our new Brunswick music shop, 64 Washington St., this city. From that time our business increased in great shape, and by September 1st it was necessary for us to add two more rooms to give the service to our customers. We have now a six room installation, complete, with all Unico racks and counters and valances from the front window, and we believe it is the finest store north of Boston.

We are ready at all times to recommend your equipment to any dealer who wants to have an up-to-date efficient music shop. We are doing more than double the business that we did a year ago, and most of this is due to the fact of our installation of the Unico equipment.

Very truly yours,
The Brunswick Shop
Francis B. Odell
Charles Odell



The Brunswick Shop (Odell Bros.) Salem, Mass.

The Significance of 300%

Graphic Proof of what Unico Service accomplished for one dealer—there are hundreds of similar instances

Yes, you may say, but my problem is different.

Is it, tho? Let's see.

You want to get your share of the increased demand for musical merchandise—then take an inventory of *how* you are going to get it.

Your first thought is probably advertising—good, that's necessary to get the prospect into your store. But does your advertising stop at the front door?

That's what it does if your store is not attractive and definitely planned to intensify and "cash in" on the good impression your outside advertising creates.

Attractive store atmosphere is a definite part of the advertising effort of the progressive dealer. It appeals directly to the *interested* prospect and therefore is of exceptional merit.

Unlike newspaper, billboard or other similar mediums, the advertising of "Store Atmosphere" is not continuing expense. An adequate initial investment is the complete cost.

Unico Service will create an attractive store atmosphere for you and it will be *permanent advertising* of the most economical character.

Now is the time to take advantage of the Unico System and all the benefits of the Unico Service.

Profit by Unico Service—NOW

Winter time is record time. Take full advantage of it, prepare for maximum sales.

Unico Audition Rooms, Racks, Counters, decorative treatments, etc., to equip your store. Unico Sales Helps, Self-Service Units, Display Fixtures, Sales Stimulators, etc., to promote increased sales.

*Consult our nearest branch today!
There's a double advantage—lower cost—increased profit.*

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.
942 Market St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.
LOS ANGELES, CAL.
926 Midway Place.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.). England





Atmosphere, tuneful melody, syncopated harmony and a good line of chatter are all in full bloom in Blossom Seely's two songs of way-down-south on Columbia Record A-3731. When you let your customers hear "Mississippi Choo Choo" and "Way Down Yonder in New Orleans" they'll say "Wrap it up."

Columbia Graphophone Co.
NEW YORK

THE TRADE HAPPENINGS OF TOLEDO

(Continued from page 80)

to close out trade-ins and old instruments, was able to record a very substantial total. He is also co-operating with the Sonora factory local advertising campaign in an effort to interest new buyers. Vocalion records are dealt in here.

Lion Store Needs More Room

At the rooms in the Lion Store Victrola sales totals are far ahead of last year. The advance holiday demand exceeds any similar period, A. J. Pete reports. The need here at the present time is for more demonstration rooms. It is now necessary to often take customers into the offices of executives in order to provide listening accommodations.

The Benson Orchestra rendered an afternoon concert program at the Victrola rooms during their recent local appearance and several hundred persons crowded into the department to enjoy the music.

Best Selling Records

"Three o'Clock in the Morning," in both the Whiteman and McCormack renditions, continues to outsell other selections. Popular dance numbers in greatest demand are "When the Leaves Come Tumbling Down," "Suez," "I Found a Four-leaf Clover" and "I'll Build a Stairway to Paradise."

The 1923 outlook here is extremely bright. Prospects are numerous and as soon as the machine shortage clears volume will go ahead

still more steadily, the management feels certain.

At the LaSalle & Koch Co.'s Victrola Shop sales are going forward consistently. On account of the conservative policy of this high-grade store loud advertising or too liberal terms are not employed. People are buying in waves, big days are followed by quiet ones, R. O. Danforth reports. The machine shortages, while being felt, is not acute at this store.

Building Up Record Sales

A simple sales effort which is making sales is that all salespeople are instructed to ask customers who purchase needles or other supplies, "Wouldn't you like to hear a new record?" People will usually stop to listen to one record, even if in a hurry, whereas if asked to listen to the new discs they generally say no.

L. T. Rae Now in Control

A. G. Maxwell, of the firm Rae & Maxwell, has disposed of his interests in the concern to his partner, L. T. Rae. The house deals in Columbias, Aeolians and Jewetts. The firm style will not be changed for the present. Mr. Maxwell will maintain headquarters at the store, but will devote his time to building a repair and inspection service for all makes of machines. Already several large users have signed for the service.

Activity at Grinnell Bros.

At Grinnell Bros. holiday preparations are at their height. Thanksgiving festivities produced a fine record business and Christmas savings

checks will add materially to the demand. The only discouraging sign on the horizon is the inability to secure sufficient merchandise. The talking machine shortage is bad enough, but on top of this is the freight delay, and goods ordered weeks ago have not been received. The future here never looked brighter and the new year gives promise of being a real profit-producing year, Manager R. C. Elwell declares.

Working for Christmas Sales

The Home Furniture Co. is conducting an aggressive holiday campaign to promote Columbia and Brunswick lines. The demand is good and several models are entirely sold out, Miss Helen Canfield states. The instalment plan upon which this house does business is a big factor in closing sales with the working class.

The Nugent Furniture Co. launched a Christmas drive the first week in December for Columbia sales. Instalment terms are offered and deliveries will be made Christmas eve for all who desire the service.

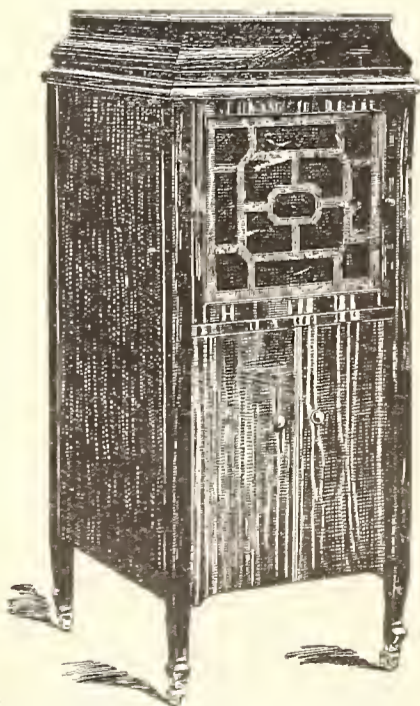
The Goosman Piano Co. has inaugurated an intensive campaign for inquiries. Newspaper ads have a coupon attached which may be filled out and mailed to the store for information. This plan has worked well because many persons expect to buy soon and therefore desire information about machines. The inquiries are followed up by personal calls from salesmen, C. E. Colber, sales manager, states. Columbia, Vocalion, Granby, Fischer and Bush & Lane phonographs are dealt in here.

J. H. Heinsman, sales manager of the C. L. Marshall Co., Detroit, Sonora distributor, was a Toledo visitor the past week.

Talking machine merchants are very optimistic about the new year and are laying plans for an increased business.

SELLS FOUR MACHINES AT ONE TIME

MARTINSVILLE, IND., December 5.—Harry Cure, of Cure & Son, of this city, Brunswick dealers, recently sold four \$200 Brunswick machines to one man in Indiana, who is giving them to his relatives as Christmas gifts. Mr. Cure is using this sale as the basis of an intensive publicity campaign whereby he hopes to sell not only one Brunswick phonograph, but from two to four at a time to wealthy music lovers in this territory.



Model 11 in mahogany only

THE H. LAUTER COMPANY, INDIANAPOLIS, INDIANA

Manufacturers of EMERSON AND PATHE CABINETS
ALSO LAUTER CONSOLE TALKING MACHINES

**Quality
Talking
Machines**

\$35.00
and up

Recording Wax

Wax and Novelty Co.

(F. W. MATTHEWS)

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., December 2.—November has been a month that the trade is not likely soon to forget, this because of splendid business, and it is all the more to be held in remembrance because of the business in these same periods a year ago and two years ago. Everywhere the December business is expected to be even better, so that it is not surprising that the whole twelve months of 1922 are expected to make a most creditable showing. As was to be expected, a shortage of goods has already manifested itself. Those who predicted this situation several months ago were laughed at in some quarters, for the word shortage has been refused recognition these past few years as the holiday season approached. Time was when the word was almost the bugbear of the business and it had to be heeded else woe to the dealer. These past few years the word has failed to frighten the trade and there were those this year, following their experience of the immediate past, who are now regretting their inaction in not ordering early and largely. To go back to where the writer started, this is going to be a joyous Christmas because of what has led up to it viewed in a commercial way, and the Boston correspondent congratulates the trade for the turn in the tide and hopes that everyone will possess the jubilant spirit that the season warrants.

Boylston Street Merchants' Ad Drive

The extensive newspaper campaign that was launched by the Boylston Street Retail Merchants' Association at a dinner at the Hotel Brunswick a few months ago has borne good fruit and for several successive weeks the Sunday papers have carried full-page pencil drawings of this thoroughfare shown from various angles and in different blocks. "Each window seems to try to outshine that of its neighbor," says an article in the latest issue of the Sunday Herald. In the list of members of the Association one notes the Henry F. Miller Co., which was one of the earliest members; A. M. Hume Music Co., the Barite Talking Machine Co. and the Mason & Hamlin Co., the latter an active factor in the music trade of Boston, though not actually identified with the talking machine end.

Association Holds Luncheon

The New England Music Trade Association held another of its enjoyable luncheons at the

Engineers' Club on November 21, with William L. Nutting, the new president, presiding, and with Carveth Wells, F. R. G. S., as the guest of honor.

After the luncheon President Nutting gave a brief outline of what he proposed to do during the coming year for the Association and asked the co-operation of the members in bringing about a settlement of the various problems. Among his suggestions was that of a two-day convention to be held in the Spring.

The return of Burton R. Miller to the industry as president of the Henry F. Miller Piano Co. was made the occasion of a brief reception to Mr. Miller, who expressed his pleasure at being again in the field.

Mr. Wells gave his famous talk on "My Six Years in the Jungle of Malay." He told weird tales of strange fish and animals and spent some time in describing Malay music and the instruments used to produce it, playing several selections in illustration.

Big Increases in Victor Trade

One learns of splendid Victor business in the territory served by M. Steinert & Sons in a conversation with Kenneth Reed, wholesale Victor manager for this widely known Boston house. Mr. Reed waxes especially enthusiastic over the November business, which was the biggest month in volume ever done by the Steinert house since it has been handling the Victor line. And what is better, Mr. Reed is looking for an even larger business for December. Attention in a pleasant and informing conversation was called to such places as Lowell, Fall River, Brockton and Pawtucket, three of these it will be recalled being textile centers, in all of which cities business has been distinctly good—and better. Mr. Reed told of one dealer in Brockton whose November business was 100 per cent bigger than that of November of 1921, and of a dealer in Pawtucket who did a 175 per cent larger business than a year ago. Right here in Boston there is one store which sold thirty-nine Victrolas in a single day and another disposed of thirty-two machines. Mr. Reed further says that out of a large consignment of goods received from the Victor factory a few days ago every one was out of the Arch street storehouse three days later. Mr. Reed says he hears a good deal about a shortage in goods, but he feels quite

confident that, thanks to the foresight of the Steinert house, all its dealers will be reasonably well supplied.

Records by European Artists Well Received

Dealers who are served by the Eastern Talking Machine Co. are most enthusiastic over the new list of Victor records by European artists and there appears to be no reason why the large supply of these eight foreign artists, together with the several orchestras included in the list, should not be among the season's best sellers. One can scarcely conceive of a music lover, once hearing one of these records, not wanting the whole catalog, or at least several out of it. Only a few of these artists, as a study of the catalog will soon show, have ever been in this country, which adds to the novelty of possessing such recordings. The Eastern has laid in a large stock of these records in anticipation of an immediate appreciation on the part of the public. As the trade knows, or should know, these recordings are made through an arrangement with the Gramophone Co., Ltd., of London, England.

Now Sonora Co. of New England

The Music Supply & Equipment Co., with which Joseph E. Burke, has long been popularly identified and located at 221 Columbus avenue, has been supplanted by the Sonora Phonograph Co. of New England and will continue its offices at this same address. Mr. Burke continues his close relations with this new concern as he similarly did with the other one, and the new company will continue to serve identically the same territory. For the present John G. Pringle, who is assistant to the sales manager with the parent Sonora Co. in New York, is in Boston completing some of the details incident to the change of name. Mr. Burke reports a very big demand for Sonoras and large invoices being received at this end are eagerly taken by dealers carrying this line. The situation confronting this house is one of oversold.

Run on Hallet & Davis Phonographs

R. O. Ainslie, who is devoting much of his attention to the promotion of the Hallet & Davis talking machine line, says that he is having difficulty in securing enough goods to supply the trade; that the Hallet & Davis dealers, through the New England territory, have taken so many orders that it is a question if these

(Continued on page 84)

Greetings

The VICTOR industry is to be congratulated upon the closing of the greatest VICTOR year in history, and it is in a spirit of appreciation and thanks that we extend our greetings to the trade for a Yuletide of joy and New Year of prosperity and happiness.

Charles H. Ditson & Co.
New York

Oliver Ditson Co.
Boston, Mass.

I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

can be filled before the end of the year. Very shortly it is the plan of the company to put out new two models, to be known as J and L, to be of the Hepplewhite design, and of the console type. The sample which has been submitted to the Hallet & Davis officials for their approval is of great beauty and attractiveness.

Strand Consoles Move Quickly

Arthur C. Erisman, whose establishment at the corner of Tremont and Avery streets is a well-known rendezvous in the trade, having sent out cards to the dealers announcing the arrival of the entire line of Strand console machines, numbering six different models, held an opening at the warerooms a week ago, and 265 dealers took the opportunity of giving these machines a careful inspection. The result is that Mr. Erisman is oversold on every type. At this opening Mr. Erisman, who is one of the most enterprising men in the talking machine trade, presented his guests with souvenirs, two of them, one a sterling silver Redipoint pencil, the other a little reminder book in brown leather, both very handy articles. Mr. Erisman is most enthusiastic over the Strand line with which he is having the most pronounced success throughout his territory, in which he has several good men traveling, Messrs. Mason, Chamber-

lain and Blakeborough. And they are doing well with the Vocalion records, too.

Sees a Record-breaking Month

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., is justifiably jubilant over the November business of his house, which was of large proportions in both machines and records. Already in the latter line the advance orders for December are so large as to warrant a business for the last month of the year that will surpass any month in the history of the business—even November. When December 31 arrives it looks as though the Eastern might have something decidedly worth while to talk about.

Much Talking Machine Advertising

These are the days when the daily papers carry many advertisements of the various houses handling all kinds of machines. The Shepard Stores are calling attention to the Victor and Brunswick lines, featuring the console type. M. Steinert & Sons in most attractive displays are calling attention to the Victor line. The A. M. Hume Music Co. presents the Cheney for consideration. The Houghton & Dutton Co. shows the console Victrola. The Iver Johnson Co. features the Victor. Our old friend, the Pathé, is being offered by one fur-

niture house. The Columbia, too, comes in for a big share of attention in newspaper advertisements and the same is true of the Sonora, Vocalion and Edison lines. The Avona is a machine that the Jordan Marsh Co. has been calling special attention to of late in its newspaper displays.

Business Good With Columbia

Manager Fred E. Mann, of the Columbia, when approached to-day said: "You catch us in a most happy frame of mind, for business is going splendidly. November was a whale of a month, and was 100 per cent better than the best month of this year, and 200 per cent better than the best month of last year." He is looking for a very big year in 1923. He is telling of the large volume of sales made by individual dealers in the New England field which far surpasses anything the best of them had ever done. Mr. Mann is going over to New York early in December for a conference with the official Columbia staff.

Vocalion Hall in Fine Shape

Manager Birdsall, of the Vocalion Hall, is on the job early and late, and now that the establishment at 190 Boylston street has been all refitted and rearranged the facilities are of the best for handling the business in Brunswick, Edison and Victor lines. The window display at this place is always most attractively arranged and holds the attention of a large proportion of those passing by.

Big Shipments of Brunswicks

The demand for Brunswick goods continues unabated. Lately an invoice of machines filling several cars arrived in town and it was only a short time before every machine was distributed among Brunswick dealers. There has been no effort made just lately to take on any new accounts as Harry Spencer, head of Kraft, Bates & Spencer, Inc., feels that it would be unwise since the present dealers are demanding such large quantities of goods, and they must be accorded every courtesy.

Attend Eddie Cantor Show

On the evening of November 22 sixty-five of the Columbia dealers with members of their sales forces attended a performance at the Shubert Theatre to enjoy Eddie Cantor in

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

America's Leading Dance Orchestras Exclusively Brunswick

Isham Jones	Joseph C. Smith
Carl Fenton	Arnold Johnson
Gene Rodemich	Bennie Krueger
Oriole Terrace Orchestra	

These are the musical organizations that have made Brunswick Dance Records the standard of the world, and created a new vogue in dance music. That they interpret the catchy dance music of the hour to suit the taste of the millions of dance lovers is evidenced by the ever-increasing demand for their recordings. These orchestras contain many of the most sought after musicians in the country, and each group has its own personal following of enthusiastic admirers.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



May You Have A Merry Christmas
and A Prosperous
New Year
with

**"LONG QUALITY" CABINETS
and "PEERLESS" ALBUMS**

L. W. HOUGH

New England Representative

20 SUDBURY STREET BOSTON, MASS.

"Make It Snappy." In view of the fact that Eddie is a Columbia artist he was quite at home and he seized the opportunity of letting the audience know just what aggregation was in the house and that he was one of those who made records for the Columbia. It is of interest in this connection to mention that just before the Harvard football team went to New Haven for the game with Yale they had their pictures taken with Eddie in black face sitting in the foreground. Eddie was at the Country Club the night before and had entertained the boys in fine shape. Incidental to the Harvard team's visit to New Haven a pleasant feature was the entertainment furnished the boys by Roy Ward, the Columbia dealer in that city.

Opens New Quarters in Franklin

Kenneth Reed, wholesale manager for the Victor department of M. Steinert & Sons Co., went down to Franklin a few days ago for the opening of the new store operated there by George L. Kerr. Mr. Kerr has been a dealer in Franklin for twelve years and lately he leased additional space adjoining his store and made many changes, so that now he has one of the finest talking machine shops in that part of the State. There was a concert both afternoon and evening, in which G. F. Baldelli, of the Steinert's Arch street store, played a prominent part. Talented boy, this Baldelli. There was a big crowd attending this opening.

Frank K. Dolbeer a Visitor

Frank K. Dolbeer, manager of the traveling department of the Victor Co., was a Boston visitor for several days toward the end of November and visited the jobbers and dealers. While here A. M. Hume, of the Boylston street store bearing his name, tendered him a luncheon at the Engineers' Club.

Dallas, Tex., Dealer in Town

Fred Erisman, who has been located in Dallas, Tex., for several years, was a welcome caller in Boston a short time ago, coming here primarily to visit his brother, Arthur C. Erisman, who handles the Strand machine and Vocalion records for the New England field. Fred Erisman, who has the Columbia line in Dallas, has been able to build up a good trade in his territory. He met a number of his old friends while in town.

E. P. Johnson, Jr., Recovering

The many friends of E. P. Johnson, who covers the western Massachusetts, Rhode Island and northern Connecticut territory for the Eastern, will be glad to learn that his young son, E. P. Jr., is well on the road to recovery after a serious illness. Mr. Johnson's home is in Brookline.

With the Travelers

James A. Frye, traveling representative for the Victor, is spending a week in Maine, visiting the principal points where there are Victor representatives.

Kenneth Reed, wholesale manager of the Steinert's Victor department, took a few days
(Continued on page 86)

EASTERN SERVICE
NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS

THIS PASTERS VOICE

A NOTHER year has passed—the events of which have again demonstrated the unchallenged supremacy of Victor merchandise.

The high quality of Eastern service has been carefully maintained and has been of genuine service to New England Victor dealers.

In extending our sincere wishes for a Merry Christmas and a bright and prosperous New Year, we again pledge to the New England trade our full co-operation throughout the year to come.

85 ESSEX ST. THE EASTERN TALKING MACHINE CO. BOSTON MASS. VICTOR DISTRIBUTORS

Glid — ing — O'er the la — goon, — Thru the night of dream-y splen-dor-watt-ed a — long;

In The Land of Smiling Waters

You can't go wrong With any FEIST song

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

Okeh Records

will increase your holiday trade

Now is the time for quick turn-over and increased profits. The public is buying—and buying strong. By offering the earliest releases of all the popular song and dance hits, together with beautiful recordings of all the appropriate Christmas music, Okeh Records assure a bigger share of the biggest business season of the year.

We offer you our heartiest co-operation and the convenience of our efficient Service. We are ready to fill your orders immediately.

Write for our dealer proposition

BAY STATE MUSIC CORPORATION
142 Berkeley Street BOSTON, MASS.

off from business following Thanksgiving day and hied himself to the Cape to do a little shooting. As he has changed his firearms he'll probably bring back more game than on his previous shooting trip.

O. W. Ray Expected

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., was expected to visit Boston the early part of December to look over the New England field. He made his headquarters with Arthur C. Erisman. Mr. Ray has many friends here who are always glad to see him.

News Gleanings

J. G. Shaughnessy, of the United Music Stores, of Portland, Me., was a welcome visitor to Boston lately. Jack, as the trade familiarly knows him, has an army of friends in Boston, where he was long associated with Arthur C. Erisman before going to Portland.

Robert Steinert, of M. Steinert & Sons, was one of those who went down to New Haven for the Harvard-Yale game, though he himself is a Dartmouth man.

H. L. Pratt, manager of the branch service division of the executive offices of the Columbia, was in Boston several days the end of the month, having come over here with his wife and two children to spend Thanksgiving at his old home.

Miss Anna M. Walsh, who has been in charge of the statistical department of the Boston offices of the Columbia Co. has left for California, where she plans to spend the Winter with a sister. Miss Walsh goes West in the hope of benefiting her health.

Peter McInery, supervisor of the dealers' service department of the Columbia Co., is going up to Spencer early in December for the opening of the new and enlarged store of M. Lamoreaux & Sons, which is an exclusive Columbia store.

Stephen Colahan, New England manager of the Cheney line, has been spending considerable time of late visiting the dealers in his territory and he has signed up with several large concerns to carry this line, beginning with the new year.

Speaking of the Strand's New England popularity, Arthur C. Erisman said the other day that in the month of October fifty-six new accounts were opened.

SELL STEWART PHONO CO. ASSETS

J. W. Kingsbury Takes Over All Assets of Bankrupt Concern in Binghamton, N. Y.—Plans to Continue Business, It is Said

BINGHAMTON, N. Y., December 6.—John W. Kingsbury, former proprietor of the Lewis House, purchased the assets of the defunct Stewart Phonograph Co. for \$12,000 at the public auction conducted recently by Trustee William H. Riley. This includes the real estate on Spring Forest avenue, certain patents and other assets, with the exception of cash and accounts receivable. Liens totaling \$20,879.94 against the bankrupt estate are also assumed by Mr. Kingsbury.

Despite the seemingly large sales figure the creditors of the concern, outside of the Federal and State Governments, will receive nothing. The claims of the two Governments, of preferred nature, aggregate between \$6,000 and \$10,000, according to Trustee Riley, and after these have been satisfied and the expenses of administration added in, there will be nothing left for the ordinary creditors.

The patents were sold to Mr. Kingsbury, but without any guarantee. It is up to the new purchaser to argue out the matter with the Banfield Co. of Canada, which claims ownership and voiced opposition to the sale.

It is understood that the business will be continued by a new concern, headed by Mr. Kingsbury.

KERR'S VICTROLA SHOP OPENS

Formal Opening of Woonsocket, R. I., Firm Marked by Concerts

WOONSOCKET, R. I., December 7.—The formal opening of Kerr's Victrola Shop, this city, recently, was marked by concerts in the afternoon and evening which were attended by large and appreciative audiences. Representatives of the Victor Co. from Camden, N. J., and from several Victor wholesalers were present. Mr. Kerr was pleasantly surprised by a gift of a large potted chrysanthemum from one of the Boston wholesale Victrola houses. The affair was a musical success of high order. The warehouse is exceedingly attractive and modern arrangement makes it a convenient place to shop.

"Perfection" Edison Attachments and "Perfection" Reproducers

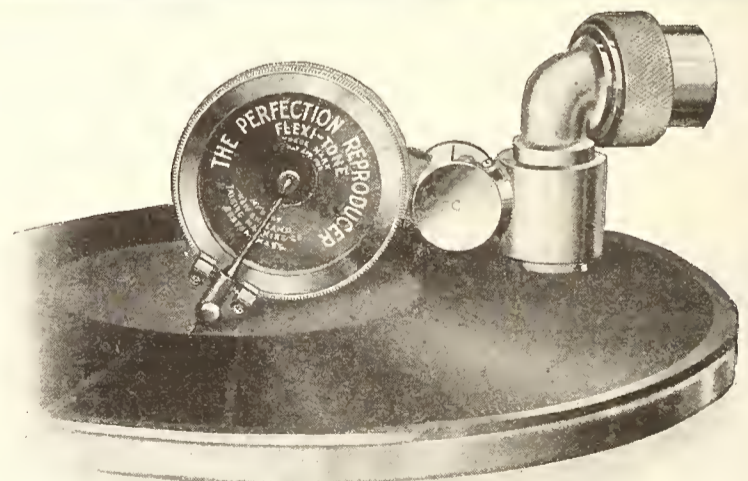
The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price, \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on New Edison Disc Machine. Retail price, \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine. Retail price, \$7.00 Gold or Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



New England Talking Machine Co. 16-18 Beach St., Boston, Mass.

The Season is Open

NOW IS THE TIME TO GET
YOUR EQUIPMENT FOR
THE HOLIDAY BUSINESS

Medium sized padded cover	-	-	-	-	\$6.00
Large sized padded cover	-	-	-	-	\$6.50
Extra large padded cover	-	-	-	-	\$7.35
Console type cover	-	-	-	-	\$8.00



170 Harrison Avenue, BOSTON

Stools, Covers and Piano-Benches

EDWARD N. LUCAS

Middle West Representative

4352 Kenmore Avenue

CHICAGO, ILL.

AKRON, O.

*Expect Record Holiday Business
—Resumption of Local Industries Exerts Influence on Trade*

AKRON, O., December 4.—Provided the manufacturers make promised deliveries of many models that have been absent from sales floors, Akron music stores will experience the biggest business volume in recent years during December. A survey the past week disclosed that all stores are busy dealing with holiday buyers and that sales are on the increase with the near approach of Christmas.

Industrially Akron continues to improve. Accounts which have been on the books since the eventful rubber slump of several months ago have been collected and again rubber workers are able to pay as they go. Thousands of dollars in "lost" accounts have been cleaned up by merchants the past three months. Music dealers say they expect fully sixty per cent of the Christmas talking machine business to be cash. Few prospects are asking for credit.

Higher priced machines are moving best, although there has been a big call for the \$100 and \$125 machines. Console models are moving much better and would probably represent

the greatest volume of business were dealers able to obtain sufficient stocks.

Considerable business is reported in the farm districts near Akron. Practically all stores have men out in the rural districts and now that farmers have their crops harvested they are giving more time and thought to the Winter entertainment in the home.

Jerome Dauby New Chamber Head

Jerome Dauby, secretary and general manager of the M. O'Neil Co., operating one of Akron's largest department stores and who for years has supervised the buying of the music and talking machine departments of the big store, at a meeting recently was named head of the Akron Chamber of Commerce. He has been active in the Retail Merchants' Association for several years.

Form Mutual Protective Association

Formation of a Mutual Protective Association and apprehension and prosecution of shoplifters, check forgers and dishonest employees will be a part of the 1923 program of the Akron Retail Merchants' Association, with which 90 per cent of Akron music dealers are affiliated.

Lauder Aids Community Fund Drive

Through the efforts of Edward Poling, of the Windsor, Poling Co., Harry Lauder, celebrated Scotch comedian, who offered a concert here at the Armory two weeks ago, opened the community chest drive with a spirited talk which was heard by 200 business men and chest

workers. Lauder's visit here helped sales of his own records materially.

Opens Alliance Branch

Announcement has been made that the store of T. W. Cope & Son, effective immediately, will represent the well-known music firm of Alford & Fryar, Canton, O., in the Alliance district. The new department is now open and the following well-known makes of pianos are being shown: Mehlin & Sons, Bond, Packard, Chase Bros., Hackley and Hallet & Davis. Only pianos will be featured in the department at present, but later it is planned to add a line of talking machines and records.

East Liverpool Merchants Complain

Retail business in the East Liverpool district, despite the fact that the Christmas shopping season is at hand, is off approximately 40 per cent, it was disclosed following a recent survey. Street cars have not been operated in the upper Ohio Valley since May 1 last and more than 17,000 general ware potters left their posts October 1 when manufacturing potters refused to grant them a 7 per cent wage increase.

Joins Warren Firm

Russell Jastatt, former Edison phonograph salesman with the George E. Buss store at New Philadelphia, O., has resigned to accept a similar position with the J. W. Stewart Co. at Warren, O., which store was only recently opened. He left this week to assume his new duties.

Garver's Anniversary Sale

Sales exceeded all expectations at the fifty-sixth anniversary sale of the Garver Bros. Co. at Strasburg, O., known as the world's largest country store. It was of ten days' duration and price concessions were made in every department, including the music sections.

BANNER RECORDS FOR THE HOLIDAYS

Plaza Music Co. Makes Special Release of Appropriate Selections for That Season—Early Ordering Advised to Prevent Delays

The Plaza Music Co., manufacturer of Banner records, has released some appropriate selections for the holiday season. These not only comprise sacred and secular songs, but include several titles with particular appeal to children.

The sales department of the above company had an unexpected rush of orders during late November and early in December which made necessary arrangements for larger production and distribution. The pressing plant of the company will work overtime until after the holiday season. Owing to the prevalence of congestion in shipments during the holiday season it has been suggested that the trade anticipate its requirements well in advance.

The Griggs Music Co., Moline, Ill., has secured more spacious quarters at 1413 Sixth avenue, which it will occupy shortly.

BLUE BELLE



THE ONLY PHONOGRAPH
NEEDLE TAPERED
LIKE AN ARTIST'S
FINGERS

THE NEWEST IN NEEDLES BLUE BELLE

THE NEEDLE THAT LENDS BEAUTY TO YOUR RECORD AND REPRODUCES A PERFECT TONE
IT MINIMIZES SURFACE NOISE
THE NEEDLE GIVING DEALERS A HANDSOME PROFIT—YOUR TRADE WILL BE ASKING FOR IT
BE READY TO SERVE THEM

Packed 100 Needles to a Package. 100 Packages to a Carton
Extra Loud, Loud, Medium and Half Tones—Price, \$4.50 per Carton

SAMUEL ESHBORN

65 FIFTH AVENUE

NEW YORK

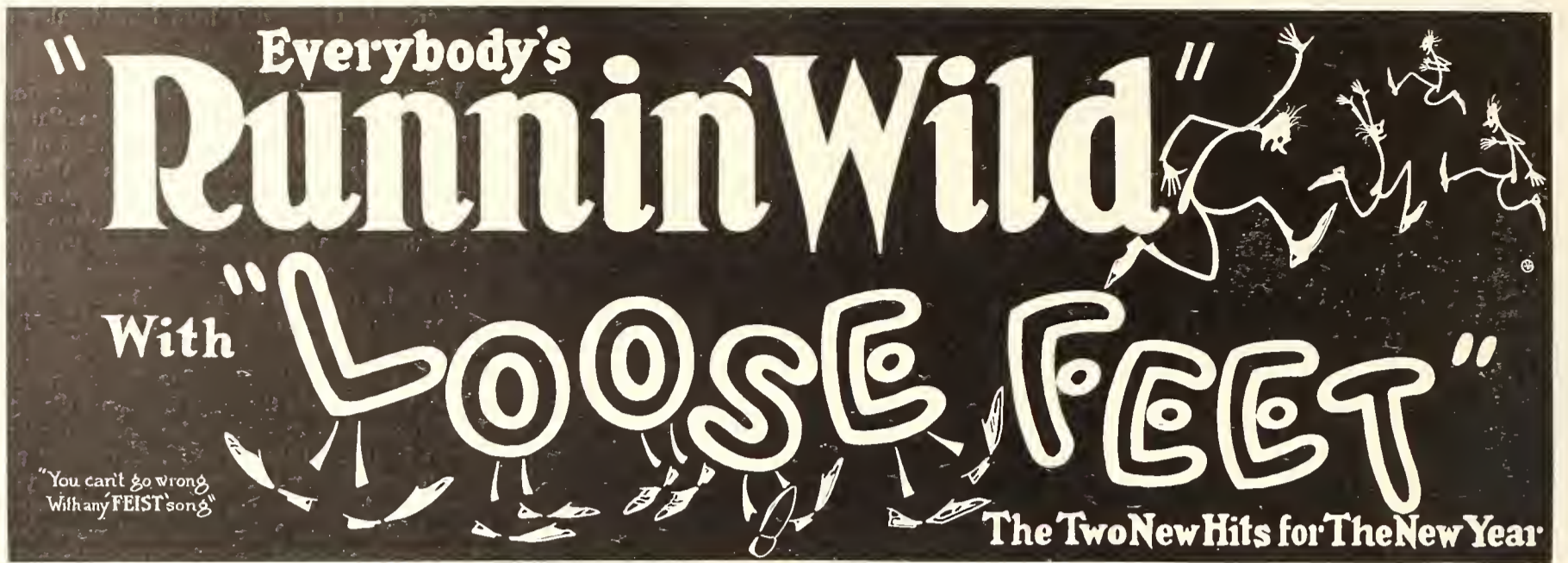
The Service House for Talking Machine Repair Parts and Supplies

"Everybody's Runnin' Wild"

With "LOOSE FEET"

"You can't go wrong With any FEIST songs"

The Two New Hits for The New Year



KANSAS CITY

Demand for Machines and Records Increases Steadily as Holidays Approach—Machine and Record Shortage Growing—The News

KANSAS CITY, Mo., December 4.—Judging from reports the trade situation in the Kansas City territory just at this time is comparable with that in other sections with a shortage of machines, and in some cases records, which is growing more serious as the holidays approach and a demand that is growing steadily. Among the machines the console or flat top models seem to be the favorites.

The Victor-Arnold Music Co. reports that the first six months of its handling the Cheney phonograph has been most encouraging. The firm has not attempted anything spectacular in the way of sales campaigns, but has steadily worked to call the attention of the public to the quality of the instrument. The result has been a sales volume very much larger than was anticipated when it took up the work. In connection with the Cheney the firm has handled the Vocalion records with equally gratifying results. Recently it has added to its line the Artophone console model, which has proved very popular. The new console model S, at \$125, has made its appearance at the Kimball Kansas City branch and the sales force is enthusiastic about it.

Manager M. M. Blackman, of the Edison Co., is radiating good cheer and optimism. He reports that the new Edison models have been so enthusiastically received that there have been twice as many orders booked as they have been able to deliver. The difficulty is that the factory has not been able to meet the demand despite the fact that it was expected that the demand would be large and the factory increased its facilities something like 25 per cent.

This is confirmed by a statement made by R. R. Karch, vice-president of the company, who is making a tour throughout the West. He has been recently in the North and comes down here through Iowa and Nebraska. He reports that in these States, as well as farther North, business has so improved on account of the splendid crops that there are very large demands, where a year ago there was practically none.

Mr. Blackman, who is running the retail Edison Shop in Kansas City as well as attending to the jobbing department of the business in Kansas City territory, is having a splendid business this Fall. One of the elements of his success, he thinks, is the line of advertisements he is putting out. They are written like a personal letter—signed personally by Mr. Blackman. He says he attempts to make them just

like personal talks and that he finds that the people read them and talk about what is in them. Of course, that means sales.

The Brunswick dealer at Pawhuska, Okla., L. J. Briscoe, recently completed a musical census of that city and reports the sales of an unusual number of phonographs as well as compiling a large prospect list.

Phil R. Schul, of the Schul Music Co., Wichita, has erected a new building and is now equipping it with attractive fixtures and everything that enters into the making of an up-to-date, beautifully furnished music store. A complete line of Brunswick phonographs and records will be handled by Mr. Schul.

The Topeka Music Co. has opened a new store at 633 Kansas avenue, Topeka, with a complete line of Brunswick phonographs and records. Mr. Mortiboy is manager of the new establishment.

Aside from Brunswick connections in Topeka and Wichita the Kansas City branch of the Brunswick Co. has recently established a number of other new accounts throughout the States of Missouri and Oklahoma.

The Artophone Corp., in the Kansas City Life Building, has recently added the entire line of the Strand phonographs, including the most exclusive period models, in its shop. One of the Strand products which has had a most unusually heavy sale since the Artophone people have added it is the Consolette.

The J. W. Jenkins' Sons Music Co. has arranged a most attractive Victrola Shop in association with Mr. Jeffries, of the Crestwood Jewelry Shop, at Fifty-fifth and Brookside. Two separate booths have been arranged to display the Victor models. Comfort and beauty were both under consideration in planning the rooms. Divans and attractive chairs are placed there for the convenience of music lovers and pretty little lamps set it off to advantage. The neighborhood is very desirable and the J. W. Jenkins' Sons Music Co. has priority in the territory.

E. R. Smith, Columbia branch salesman for the western part of Missouri, has won a great reputation as a salesman. Just inquire at Noel, Mo., for further information.

The Joplin Furniture Co., exclusive Columbia dealer in Joplin, Mo., appreciate the value of tying up with Columbia artists, and when Florence Macbeth appeared in Joplin on November 13 advantage was taken to arrange a special window display, the distribution of Mac-

beth circulars, the printing of the program with its ad and by covering with its entire list of record customers through a special letter.

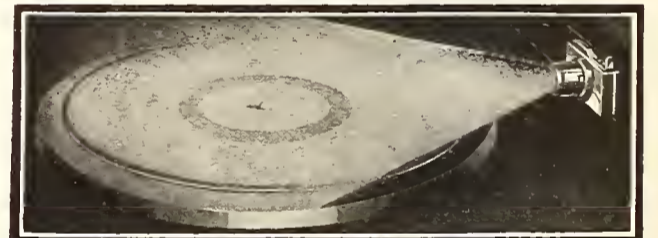
SECURES VICTOR AGENCY

ROCKFORD, ILL., December 6.—Arrangements have been completed by which the Haddorff Music House, one of the best-known concerns in the northern section of the State, has taken on the agency for the Victor line of talking machines and records.

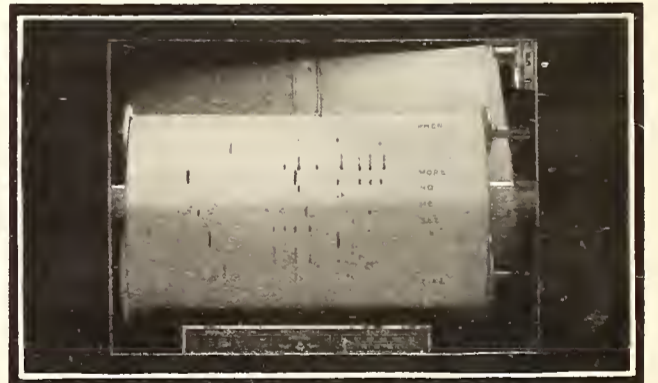
Hangen's Music House, 47 South Sixth street, Reading, Pa., has been enlarged and remodeled.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it. For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple. For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls. Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary. RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices	{	Nickel Plated with Battery	- - -	\$3.00
	{	Gold	- - -	3.75

Special Discounts to Dealers and Manufacturers Write for descriptive circular

Standard Accessory Corporation
Sole Manufacturers and Patentees
1015 Third St. Milwaukee, Wis.

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS
ALWAYS THE BEST
PHONOMOTOR COMPANY 121 WEST AVENUE, ROCHESTER, N. Y.



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., 6 East Lake 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

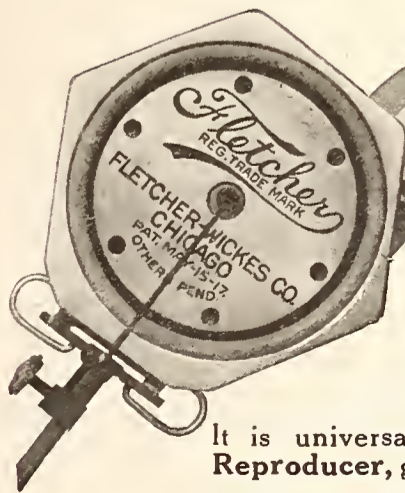


ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



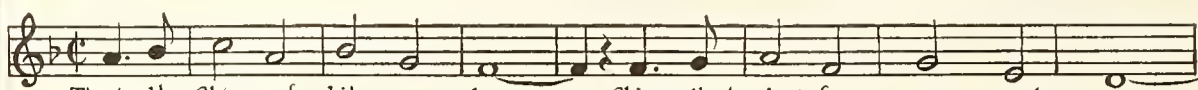
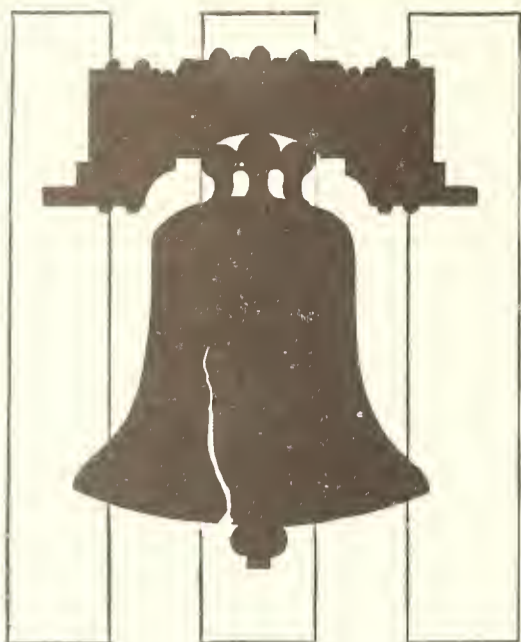
**STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION**

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
6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS



They're the Chimes of Lib - er - ty, — Chimes that ring for you and me, —

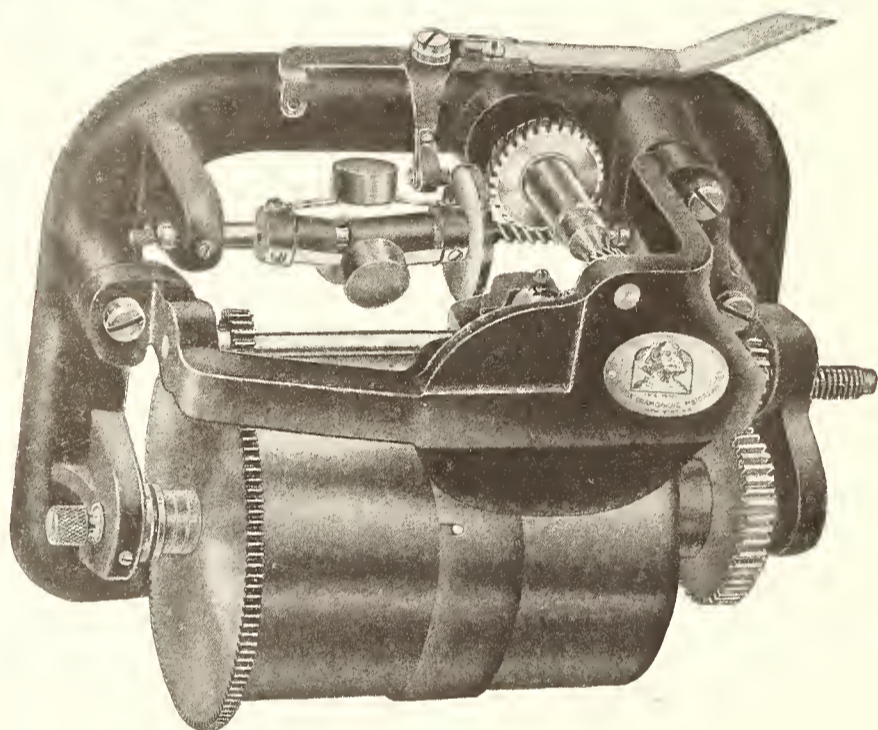
Edwin Franko Goldman's Inspirational Success

The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

**HEAR
IT NOW!**



A motor designed to stand the strain of hard usage

CONSTRUCTED by Engineers with
the highest Engineering Skill.

Operated with uniformity, constant in
speed and built to run smoothly and
noiselessly under varying conditions.

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

IN POSSESSION OF NEW QUARTERS

Mohawk Works of Art, Inc., Now Enjoys Splendid Facilities for Artistic Decorative Work

The Mohawk Works of Art, Inc., which specializes in artistic decorating on talking machines, has taken possession of its new quarters. Located in the same building, at 160 Fifth avenue, the new studios of the company are on the top floor, which provides a maximum of light and also six times the facilities. Accordingly the staff of decorating artists has been materially increased. M. E. Estrin, head of the organization, has been very careful, however, in the selection of artists and none but thoroughly experienced decorators are employed. The new quarters provide a large reception and display room, an attractive private office for Mr. Estrin, a varnishing room, two large decorating studios and a finishing room.

This enterprising concern, although starting in a modest manner in July of this year, has made rapid progress with the field still fertile before it. While the orders for decorating work were originally from local metropolitan dealers, orders are now being received from all over the country and outside of the United States as well. A number of manufacturers have also placed orders for special decorations. A new policy has been lately inaugurated by this company, which is being accepted by a large number of dealers. An offer has been made whereby dealers placing orders for \$150 worth of work or more will be entitled to a window display for these models, including a background and special decorations in Japanese design. This display will be loaned for a period of two weeks.

Mr. Estrin reports that the special decorating of phonographs has become very popular and predicts that in 1923 this idea will have still further growth. He also predicts generally good business throughout the coming year and states that the policy of the company will be, as in the past, to extend every co-operation to the dealer and manufacturer not only in producing work in accordance with its designs, but in providing exclusive designs where desired. The company is preparing its first catalog, which will be ready for the trade about February 1. This catalog will attractively portray some of the original effects to be obtained in the Mohawk studios.

ORDER BRUNSWICK FOR ROUMANIA

Mr. and Mrs. M. A. Younkman, of the Brunswick Shop, of Tulsa, Okla., ordered a Brunswick phonograph shipped to their daughter in Roumania. The instrument was shipped from the New York Brunswick branch office.

Slashing prices breeds suspicion on the part of the thinking public.

IN PITTSBURGH

*Yuletide Spirit Makes Itself Felt in Talking Machine Trade
Circles—Slow Rail Deliveries a Disturbing Element—The News*

PITTSBURGH, PA., December 9.—What will in all probability be one of the best seasons for the sale of talking machines and records in the Pittsburgh district is under way, and practically all dealers are unanimous in affirming the proposition that "business is good and sales are larger than we had anticipated."

The spirit of Yuletide is in the air and the past two weeks have been very busy ones with the trade. The one uncertain element is the fact that some lines of talking machines are hard to get, due to the inability of the railroads to "function" properly. Some of the downtown talking machine dealers are of the opinion that in certain high-grade lines of well-known makes such as the Victor, Cheney, Sonora, Brunswick, Edison and Columbia, there will be a shortage.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, in reviewing the situation, said: "Our business is showing a marked increase over the corresponding period a year ago and if we were able to get our orders of Edison phonographs from the factory on time, it would be most desirable. The railroad situation has certainly played havoc with the prompt receipt of Edison merchandise. From what the various dealers, whom we serve, tell us, it is my candid opinion that the coming holiday season will be a very satisfactory one."

Edison Tone-Tests Bring Business

Mr. Buehn stated that the series of tone-tests which closed a few days ago in the Pittsburgh zone was a decided success. The artists were the Fleming Sisters Trio and Joseph Phillips, the noted singer.

The various Edison dealers who held the tone-tests were as follows: Amsler-Hilliard Drug Co., Coraopolis, Pa.; Home Furniture Co., Braddock, Pa.; Plodinec Furniture Co., Woodlawn, Pa.; Findt Music Co., Steubenville, O.; Webber Music Co., Lisbon, O.; J. M. Burns & Son, Waynesburg, Pa.; G. W. P. Jones Music Co., Washington, Pa.; L. H. Fullerton, Burgettstown, Pa.; Carney & Co., Parkersburg, West Va.; Marietta Furniture Co., Marietta, O.; Furbee Furniture Co., Mannington, West Va.; H. P. Rodewig & Co., Bellaire, O.; M. J. Commons & Sons, Patton, Pa., and Imhoff Music Co., Clarion, Pa.

Local Carola Representatives

The Carola cabinet phonograph is being handled by Boggs & Buhl, Campbells', Kaufmann's, Kaufmann & Baer Co., the Rosenbaum Co., and the Johnson Music Co.

T. A. Shortell, manager of the Victor department of the S. Hamilton Co., stated that business conditions were improving and that all indications pointed to a very satisfactory volume of sales for the holiday season. The higher-priced lines of Victrolas, Mr. Shortell stated, were in good demand.

John Henk, manager of the Columbia Music Co., Columbia and Edison dealer, stated that trade conditions were good and that he anticipated a very brisk holiday season. He said: "From what I can see at present, it appears as though talking machines and records will be popular this year as Christmas gifts. One of the sales we made a few days ago for a holiday gift was a \$500 machine with a large number of records. The sales of records are keeping up well."

Long Service Rewarded

John Murray, who for many years was in charge of the talking machine department of Spear & Co., in whose employ he has been for the past twenty-five years, was tendered a testimonial dinner at the Lincoln Club recently in honor of his quarter of a century affiliation

with the firm. Officials of the firm presented him with \$1,000 and the employes gave him a solid gold watch and chain.

Chauncey R. Parsons, manager of the talking machine department of the Rosenbaum Co., is sending out to his clients a handsome circular devoted to explaining the merits of the new Sonora period model, Queen Anne. Sales of Victor records, Mr. Parsons said, were very brisk.

L. A. O'Neill With Horne & Co.

L. A. O'Neill, who was connected with the Buehn Phonograph Co. for several years, latterly as manager of their retail store, is now connected with the talking machine department of the Joseph Horne Co. A. R. Meyer is

manager of the department, which is one of the largest and most complete in the city. Mr. Meyer is looking forward to the usual huge volume of sales that his department records in the holiday season.

Among the new additions to the list of Sonora dealers here are the Fullerton Music Co., of Burgettstown, Pa., and the McDonald Furniture Co., of McDonald, Pa.

With the Brunswick Dealers

Brunswick dealers in the Pittsburgh district are receiving their phonographs, records and supplies from the Cleveland, O., offices, according to a notice sent out recently. Ernest Hart is located at the Pittsburgh offices. J. E. Hornberger has been appointed traveling representative and will cover Pittsburgh and Allegheny County. Mr. Hart will continue his active interest in the trade and confer with the dealers in this territory from time to time. Mr. Hart stated that sales have been good and that every effort has been made to meet the demands of the various Brunswick dealers in

(Continued on page 92)

THE SAFETY CINEMA

A Profitable Sales Asset

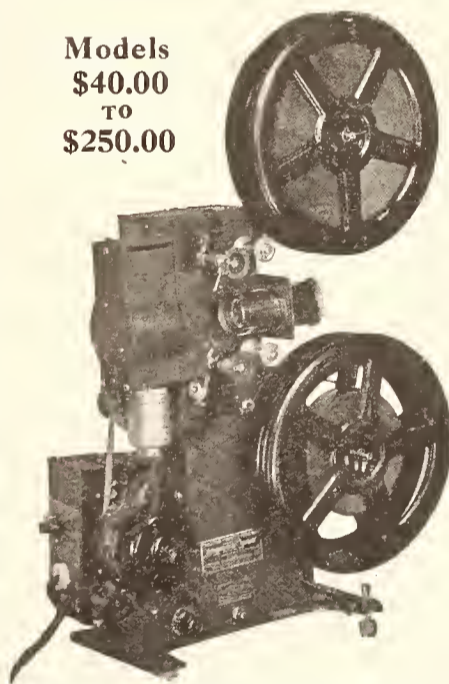
for

The Talking Machine Dealer

Talking machine dealers can place the Safety Cinema into many homes during the holidays.

It will attract many new people into your store—which means more business—and more profits.

Models
\$40.00
to
\$250.00



The Safety Cinema is the simplest projector on the market. Absolutely safe—approved for use without booth by the National Board of Fire Underwriters. Connects direct to ordinary electric light socket.

The Safety Cinema has a strong selling appeal to homes, churches, schools, clubs and community centers—the very type of prospects that now claim your attention. You are equipped through experience and facilities to turn this new field into dollars of profit.

Our film libraries place more than 1,200 different subjects at the command of Safety Cinema owners on a rental basis—all on Safety Standard non-inflammable film. Many notable stars as well as the leading religious and educational films. Film rentals may also yield the dealer a profit with no investment.

We offer dealers a very attractive proposition. It will pay you to investigate. Write us today.

United Projector & Film Corp.

69 W. Mohawk Street, Buffalo, N. Y.

Safety Standard Film Libraries in Twelve Principal Cities





Here they are! All the old familiar songs that have been sung by the sons of Old Eli from time immemorial. Yale Boola; Whoop It Up; Good-night, Harvard; Bingo Eli Yale; Down the Field; Wake, Freshmen, Wake; Amici; Brave Mother Yale; Bright College Years; supervised by S. P. Friedman, Yale '05, and gloriously sung by the Shannon Four. A-3723.

Every college undergrad and alumnus and their sisters, mothers, brothers, cousins and aunts will want this record.

Columbia Graphophone Co.
NEW YORK

NEWS FROM PITTSBURGH TERRITORY
(Continued from page 91)

the Pittsburgh district. Among the new Brunswick dealers are the Hardwick Music Co., Uniontown, Pa., and the Pioneer Music Co., of Homer City, Pa.

Campaign on New Columbia Records

The Columbia Graphophone Co. has been conducting an extensive advertising campaign in the Pittsburgh district, featuring the new surface records. This has been of great help to the Columbia dealers, who highly appreciate the work of their "big brother" distributor. S. H. Nichols, the well-known Columbia manager, stated that he was highly pleased with the huge increase in sales of the Columbia machines and Columbia records and was convinced that the coming Christmas season would be a very lucrative one for retailer and distributor alike.

William Hampe, manager of the Rudolph Wurlitzer Co., stated that sales of Victrolas

and Victor records were far above his expectations.

Paul S. Mechling, manager of the Dawson Bros. talking machine department, which is now located at 955 Liberty avenue (second floor), reports the sale of Starr phonographs and Genett records as very brisk.

Strong Demand for Victrolas

Fred Drake, manager of the retail Victor department of the W. F. Frederick Piano Co., is very optimistic over the turn that business has taken and is confident that the holiday sales of Victrolas and Victor records will eclipse all previous seasons. High-grade Victrolas, Mr. Drake stated, were in strong demand.

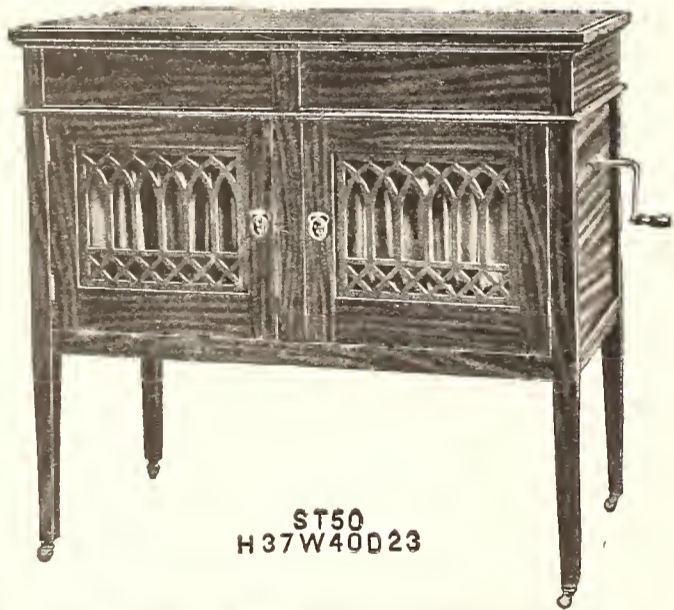
H. H. Fler, manager of the retail Victor department of the C. C. Mellor Co., said: "Our business in the Victor line is showing up remarkably well and the only disturbing factor is the fact that we will not be able to secure sufficient Victrolas of certain styles to meet the demand of our patrons."

SONORA JOBBER IN NEW ENGLAND

Sonora Phonograph Co. of New England Takes Over Business of M S & E—Jos. H. Burke in Charge of Important Sales Department

The Sonora Phonograph Co., New York, announced this week that arrangements had been completed whereby the Sonora Phonograph Co. of New England had been formed to take over the business of the M S & E, Sonora jobber at Boston, Mass. The officers of this new jobbing company are as follows: President, Geo. E. Brightson; vice-president, S. O. Martin; vice-president and general manager, John T. Pringle; secretary and treasurer, A. C. Valeur, and sales manager, Jos. H. Burke.

The business will be conducted as heretofore at 221 Columbus avenue, Boston, Mass., and Mr. Burke will be in charge of sales, as he was with the M S & E. Plans are being made to give Sonora dealers in New England maximum co-operation in developing their 1923 business.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK

OTTO HEINEMAN'S TWENTIETH ANNIVERSARY IN INDUSTRY

President of General Phonograph Corp. Associated With Phonograph Trade for Two Decades—
Brief History of His Remarkable Accomplishments and Phenomenal Success Here and Abroad

While Thursday, November 30, was generally observed as Thanksgiving Day throughout the nation, it carried with it just a little more significance to Otto Heineman, president of the General Phonograph Corp., New York, for it marked Mr. Heineman's twentieth anniversary as a member of the talking machine industry. Congratulatory telegrams and letters from his business and personal friends throughout the country and in Europe were received by Mr. Heineman at his home and the day was generally marked by festivities appropriate to the importance of the event.

Mr. Heineman's association with the phonograph industry dates back to November 30, 1902, when in company with two other young men, Max Straus and H. Zunz, a talking machine store was opened in Berlin with the impressive capital of \$500 in cash. The business grew slowly, but all of the partners were ambitious and they managed to scrape together about \$4,000, with which they purchased the business of Carl Lindstrom A. G., of Berlin. The \$4,000 was used as a cash payment, with the balance to be paid over a long period of years.

From this modest beginning there were founded two corporations of world-wide fame, for the General Phonograph Corp., with its factories and offices in different parts of this country and Canada, and Carl Lindstrom, A.G., of Berlin, with its factories and offices throughout the world, are the direct results of the small phonograph store in Berlin. Mr. Heineman and Mr. Straus have both reaped well-deserved rewards for their indomitable energy and pluck, but unfortunately Mr. Zunz, who was a brother of Mrs. Heineman, and an executive of exceptional brilliancy, died in 1906, shortly after the three partners had purchased the Lindstrom business.

In 1914 Mr. Heineman arrived in America for the purpose of studying general industrial conditions for the Lindstrom organization, of which he was a managing director, but when the war broke out he was unable to return to Europe. He thereupon decided to embark in the phonograph business in this country and founded the Otto Heineman Phonograph Supply Co., which took possession of a one-room office at 45 Broadway, New York. During the year Mr. Heineman became acquainted with A. G. Bean, of the Garford Mfg. Co., Elyria, O., who is now a member of the directorate of the General Phonograph Corp., and he and Mr. Bean discussed plans for the production of talking machine motors on a large scale. This had never been attempted here before, but Mr. Heineman with keen foresight and intuition realized that the time was ripe for the introduction of phonographs on a larger scale than ever before. He appreciated the fact that motors represented the most vital part of phono-

graph equipment and he thereupon decided to enter the motor manufacturing business on an impressive scale.

With this vision as a foundation the Otto Heineman Phonograph Supply Co. in the short period of three years won recognition as the largest independent motor manufacturer in the world. Aside from the phenomenal success of his company Mr. Heineman was a direct factor in the establishment of a great many talking



Otto Heineman

machine factories, which for the first time were able to secure motors in unlimited quantities.

In 1918 Mr. Heineman introduced the Okeh record which, at the present time, is the most popular independent record on the market. From the first day that this record was introduced Mr. Heineman had implicit faith in its ultimate success and although the problems that were encountered were numerous and extremely difficult, Okeh records increased in prestige and popularity year after year and for 1922 phenomenal sales totals have been attained.

In 1919 the Otto Heineman Phonograph Supply Co. had increased its activities to such an extent that a new corporate name was deemed advisable and it was decided to name the company the General Phonograph Corp. Mr. Heineman was elected president of the company and has held that office ever since. Under his direction the manufacturing facilities have steadily increased and in addition to Heineman motors, tone arms and sound boxes, the company's products also include Meisselbach motors, tone arms and sound boxes, True

Tone needles, fishing reels, insulating materials, etc.

Without doubt the most important factor in the tremendous success of the General Phonograph Corp. was the consummation of arrangements in 1920 by Mr. Heineman and Mr. Straus, managing director of Carl Lindstrom, whereby the General Phonograph Corp. and the Lindstrom organization entered upon a working agreement as to their record repertoires. By the terms of this agreement the General Phonograph Corp. secured for a long period of years all the record matrices made by the Lindstrom organization in any part of the world. This deal has enabled the General Phonograph Corp. to secure original recordings in every known language, as Lindstrom recordings have been made and are still being made in every part of the world. These foreign language recordings, making a direct appeal to millions of music lovers in this country, have been linked up with the Okeh library in a way that has given this record repertoire world-wide fame and prestige.

It is a distinct tribute to Mr. Heineman's personality that notwithstanding the exceptional responsibilities which he has shouldered in a business way he has always found time to pay close attention to the personal and social welfare of his organization. At all of the social festivities in the executive offices Mr. Heineman is an important figure, joining with the members of his staff in promoting goodwill and good fellowship throughout the organization.

O. BRIGGS WITH CLAUDE P. STREET

Former Member of Lawrence & Briggs Joins the Claude P. Street Piano Co.

NASHVILLE, TENN., December 7.—Othello Briggs is now associated with the Claude P. Street Piano Co., which will hereafter carry in stock the new Edison phonograph. Mr. Briggs has been intimately connected with the talking machine business for the past twelve years. He was until recently a member of the firm of Lawrence & Briggs. Mr. Briggs has always been closely associated with music and musicians in Nashville, having been prominent as a singer in several of the Nashville choirs.

He is without a doubt a most valuable addition to the phonograph department of the Claude P. Street Piano Co.

GIVES AWAY PHONOGRAPH AT FAIR

TULSA, OKLA., December 6.—The Brunswick Shop, this city, recently gave away a Brunswick model No. 200 in its booth the last day of the Tulsa County Fair. The result was that about 1,500 names of families in the city of Tulsa who did not have a phonograph were obtained. Several nice sales from prospects, developed in this manner, have been made and the probabilities of many future sales from this source are excellent.

W. W. KIMBALL CO. SERVICE

Okeh Records
Records of Quality

Wherever you are, our reliable and friendly service will benefit you.

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago

This means an all-around attention to the dealer's selling problems every month in the year. We have the records—latest "hits" and best sellers. Tell us your needs.

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TEN RECORDS CONTINUOUSLY"

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



MODEL A

"DECA-DISC" IS MORE
SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

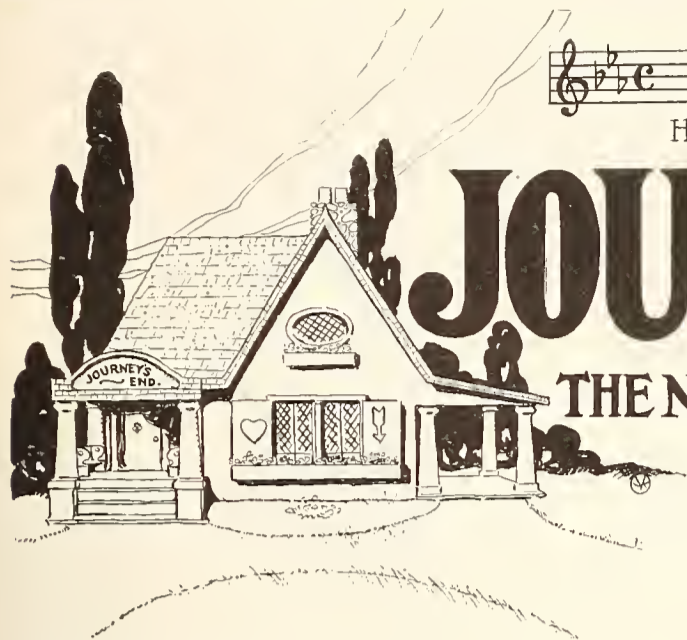
The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PENNA.



Home Sweet Home, We'll call it Jour-ne-y'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-

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



JAMES J. DAVIN JOINS ORMES, INC.

Well-known Victor Wholesale Man Appointed Sales Manager of Ormes, Inc.—Ideally Qualified for New Post—Assumes New Duties on January 2—Popular in Trade

C. L. Price, vice-president and general manager of Ormes, Inc., 15 West Thirty-seventh street, New York, Victor wholesaler, announced this week the appointment of James J. Davin as sales manager of the company. Mr. Davin, who will assume his new duties on January 2, 1923, has resigned as secretary of the Reincke-Ellis Co., Chicago, Ill.

This announcement by Mr. Price will undoubtedly be welcomed enthusiastically by Victor dealers in the metropolitan territory, as James J. Davin is one of the most popular members of the Victor trade in the East. He has been identified with the Victor industry since 1914 and during the past nine years has won the esteem and friendship of every member of the Victor trade throughout the country.

In 1914 Mr. Davin became identified with the New York Talking Machine Co., Victor wholesaler, and was a member of that company's staff until three years ago, when he joined the forces of the Reincke-Ellis Co. While associated with this Victor jobber Mr. Davin made a specialty of familiarizing himself with every detail of the Victor dealers' problems and requirements and gradually became recognized as one of the best posted men in the Victor wholesale trade. There was no problem, large or small, that escaped his attention and he was ready and willing at all times to give the

benefit of his service and experience to any Victor retailer who could use it. He also made a detailed study of the possibilities of record sales development and frequently spent a week or more at the establishment of a dealer in order to demonstrate the practical value and efficiency of his plans and ideas.

As sales manager of Ormes, Inc., Mr. Davin



James J. Davin

will have unlimited opportunities to utilize his exceptional training in the Victor wholesale field. Ormes, Inc., has made phenomenal progress during the past few years under Mr. Price's able direction and the present sales organization is working to splendid advantage with the Victor retailers in this territory. Mr. Price and Mr. Davin should make a working team capable of accomplishing excellent results and both Ormes, Inc., and Mr. Davin are to be congratulated upon the consummation of arrangements whereby J. J. Davin re-enters the Eastern Victor field.

During his stay in Chicago Mr. Davin won many new friends and his only reason for leaving the Reincke-Ellis organization is the desire of his family to return to their old home in the East.

WILL SPEND WINTER IN FLORIDA

Mr. Butler, Sr., of the Butler Music Co., Brunswick dealer, Marion, Ind., will leave shortly to spend the Winter in Florida. He will drive down in his automobile. He has extensive orange groves there.

Disinterestedness of salesmen is one of the big factors in causing lost sales.

AVOID PROSAIC ADVERTISING

Talking Machine Advertising Should Not Be Too Practical—Results of Unfair Competition Can Be Minimized Through Advertising

Why do people buy talking machines and records? There is only one answer and that is, because they want music. This is not theory, but fact. No one spends several hundred dollars simply to get a graceful and useless piece of furniture. The desire for a talking machine is prompted by the love for musical entertainment as has been emphasized by The World many times. Now, music is not a matter-of-fact thing and for that reason should not be treated in a too practical manner.

Although this fact is universally known a large percentage of talking machine advertising appearing in the daily papers is "pricy" to a harmful degree. In most instances there is nothing to spur prospective buyers to action nor is there anything to awaken a desire for a talking machine in people who had not thought of buying one. Advertising that features price and relegates to the background the real selling points of the instrument is unproductive of results. Of course this only applies to standard makes of instruments.

There are many fly-by-night dealers who obtain a large stock of cheaply constructed talking machines, lacking both in artistry of design and reproducing qualities, who have nothing in their favor but price, and this is the kind of competition that legitimate dealers can overcome, not by slashing prices until there is no profit, but by showing the public through advertising that the quality instrument, fairly priced, is the cheapest in the end because of superior reproducing qualities and sturdy construction. Certainly no legitimate dealer can afford to compete in price with the dealer who is selling junk. Of course there are a certain class of people who will buy this sort of merchandise, but the legitimate dealer is better off without this trade.

BRUNSWICK EXHIBIT AT TEXAS FAIR

J. R. Reed Music Co. Wins Second Place for Best Exhibit at Central Texas State Fair

AUSTIN, TEX., December 4.—The J. R. Reed Music Co., Brunswick dealer of this city, was awarded second place for the best exhibit at the Central Texas State Fair. The exhibit, in addition to a full line of Brunswick phonographs, featured many of the latest Brunswick record hits. The exhibit occupied a space of fifty feet long by fifteen feet wide. It was by far the most popular spot at the fair and resulted in bringing much good business and many good prospects to this popular talking machine firm.

PERRY B. WHITSIT Co.

WHITSIT c o - operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS

CLEVELAND

Cleveland Music Trade Association Plans Co-operative Move to Stimulate Public Interest in Music—The Activities of the Month

CLEVELAND, O., December 6.—Joining of forces in the music industry, so that by united effort public interest in music may be stimulated, is a probability for the immediate future in Cleveland as a result of plans proposed at the last meeting of the Cleveland Music Trade Association. At this meeting J. Powell Jones, director of music in the Cleveland public schools, offered suggestions to this end. Primarily a piano organization, the Cleveland Music Trade Association has talking machine factors among its membership. Some of these are identified with the Northern Ohio Talking Machine Dealers' Association.

The proposal for the co-operative move was made by Edward B. Lyons, general manager of the Eclipse Musical Co., Victor wholesaler, and backed by Grant Smith, Euclid Music Co.; George R. Madson, Cheney Phonograph Sales Co.; J. L. Du Breuil, Brunswick-Balke-Collender Co.; H. R. Valentine, the B. Dreher's Sons Co., and others in the talking machine branch of the music industry.

President C. H. Randolph, of the Cleveland Music Trade Association, and Rexford C. Hyre, assistant secretary of that body, will prepare a program for action at the next meeting. This program, however, will aim to have all branches of the music trades—pianos, talking machines, musical instruments and the like—retain their identity in present organizations if they exist, the whole move being one toward co-operation in things musical, without the disadvantage of meetings or discussions wherein only one branch may be interested.

One step that may be considered in this direction was the special meeting called by President Louis Meier, of L. Meier & Sons, and

Secretary Dan E. Baumbaugh, the May Co. talking machine department, of the Talking Machine Dealers' Association of Northern Ohio, for the purpose of considering immediate problems in the industry and also to consider reorganization, wherein all dealers in all makes of instruments will be members. With the accomplishment of this purpose it is probable that the membership of the talking machine organization can be better than doubled. It is not unlikely that committees will be appointed to carry out this thought after the holiday rush business has come to an end.

Getting Enough Machines the Problem

Meanwhile, the big problem of dealers here is not on how to close new business for the remaining few weeks of the year, but how to get the merchandise. In fact, it is the opinion of jobbers in Victor, Brunswick, Columbia, Edison, Cheney, Vocalion and all the other leading makes of machines catering to this territory that the extent of business depends now solely upon the ability to deliver the goods. At this time wholesalers despair of meeting all of the demand; in fact, in some instances adequate deliveries cannot be promised until after the first of the year. Credit must be given to the jobbing interests for doing their best at this time, but the fact remains that only those retailers who anticipated requirements months ago are in a position to do the best business now. This is a logical development.

Co-operating With the Retailer

The co-operation of wholesale interests with the retail element is well illustrated in the recent accomplishments of the Cleveland district branch of the Brunswick, under direction of District Manager J. L. Du Breuil. The ar-

rival of the new Tudor model of the Brunswick was featured in a unique exhibit, an instrument and pictures of dealers' stores, being used in the lobby of the Stillman Theatre. The exhibit was prepared by Service Manager E. F. Hughes. At the same time the first of thirty billboards made its appearance in Playhouse Square, illuminating to the people of Cleveland the fact that Brunswick is an excellent instrument.

Ted Lewis and Band Have Busy Time

Equally interesting is the work of the Columbia branch, under direction of Branch Manager S. S. Larmon. For example, while the Ted Lewis Jazz Band was in town the co-operation of the Studebaker Corp. was enlisted, and the members of this Columbia feature were taken to local hospitals to perform in person for disabled war veterans and other invalids, while later they broadcasted, via the Union Trust Co. station, music to all receiving stations in Ohio. Likewise, the band was recorded by the Bradley Feature Films and was seen in action at some fifty local theatres during their stay here. Columbia dealers gained in record and machine sales in consequence of these stunts.

L. Meier & Sons Celebrate

What many old timers in the business believe to be the biggest individual accomplishment by a dealer has been the twenty-fifth anniversary celebration by L. Meier & Sons which lasted for twenty-five days.

A tremendous number of new people were enrolled in the company's mailing roster, and, according to Louis Meier, head of the firm, November really marked the start of the Christmas business, and at that it was far ahead of any previous year's holiday trade.

The Meier Co. started business in a tiny store three blocks from its present main store on Clark avenue. In the last two years two more stores have been added. The Meier family personally operates the business. Associated with Mr. Meier are his sons, Louis and Leonard, and his daughter, Lillian, the latter in charge of one of the new stores.

Rosa Ponselle Sings for Orphans

The local Columbia branch organization is credited with still another unusual tie-up for Columbia dealers in providing entertainment for 300 orphans when Rosa Ponselle appeared at Public Hall. Again the Studebaker, and the Overland organization as well, provided cars for the little folks to ride in to the performance. There was enough human interest in the event to break it into the local daily public prints—and Ponselle record stock rose rapidly in the estimation of dealers and Columbia followers alike.

Many New Stores and Departments

One of the best indications of confidence in the future of the industry in this section, shared in by jobbers and retailers alike, is the unusual number of new establishments opened during November and the expansion of others.

Featuring the Brunswick and Columbia instruments the Alhambra Music Co. has opened its new quarters, about twice the size of the old location, in the Euclid and East 105th district. In keeping with the spirit of the uptown White Way a large electric Brunswick sign has been erected. An exclusive Brunswick establishment is the Glenville Phonograph Co., St. Clair and East 105th, which featured the acquisition of more space with an opening in which an orchestra and local musical talent appeared. At Naples, N. Y., K. D. Bolster has been added to the Brunswick list in this territory, and another new East End dealer is the Hoedl Music House, heads of which are musicians with a wide following in local musical circles.

Among new Vocalion dealers added by the Vocalion Co. of Ohio are the Metzger Bros. and the Kenmore Drug Co., at Akron. More new accounts have been added by the C. W. Marshall Co. in the interest of Sonora, and like improvement is reported by R. J. Jamieson for

(Continued on page 98)

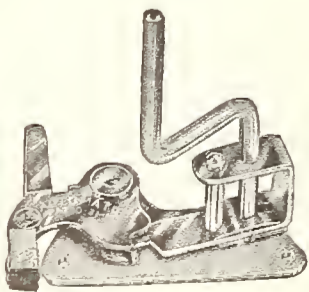
KEEP YOUR NAME BEFORE YOUR CUSTOMERS



Your name imprinted on Simplex and K-E Record Cleaners at no additional cost. A really efficient cleaner and a good way to advertise your business.

Ask us to submit designs.

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



An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us the past year by the Victor retailers. During 1923 the Eclipse organization will leave nothing undone to earn and justify the continuation of this invaluable loyalty and confidence.

It is our earnest wish that a Merry Christmas be enjoyed by every Victor retailer coupled with a New Year of prosperity and happiness.

THE ECLIPSE MUSICAL CO.

Exclusive Victor Wholesalers

CLEVELAND, OHIO

VAN VEEN & COMPANY, Inc.

EXTEND

Holiday Greetings

During 1922, an increasing number of talking machine dealers beautified and added to their wareroom equipment. We speak our appreciation of the large part of this business placed with Van Veen & Co., Inc.

We urge that you make your plans for 1923 improvement now, and assure you that the "Merit Built In" which distinguishes Van Veen products will continue to be our guide for 1923.

VAN VEEN & COMPANY, Inc., 413-417 E. 109th St., New York City

Offices and Warerooms

Phone: 7758 Harlem

TRADE HAPPENINGS IN CLEVELAND

(Continued from page 96)

Strand, following a tour during the last few weeks through the Ohio territory.

In addition to the Brunswick, with which the department opened a few months ago, the Halle Bros. Co. now includes the Victor. Already one of the finest musical departments in the Cleveland section, nothing in the way of sensationalism accompanied this introduction. An unique plan is being used to stimulate record business by Norman H. Cook, department manager. In the programs of the weekly concerts of the Cleveland Orchestra advertising is carried featuring the pieces played by the company and usually a marked increase in demand for records of these pieces follows through the week.

To care for the holiday trade primarily, but also to be a permanent feature, the Buescher Co. is preparing to add several more hearing rooms in its new Playhouse Square store and has completed the construction of a large electric sign that adds to the illumination of Cleveland's own White Way.

An Attractive Granby Souvenir

A novelty that finds its inception in the H. B. Bruck & Sons Co., and which is proving to be the best salesman, in the opinion of H. B. Bruck himself, is a miniature Granby cabinet, with clock, that serves the purpose of a humidifier. These are given away with each purchase of a Granby instrument and much new business can be traced to them, the Bruck people assert. The idea has proved so good

that C. H. Kennedy, district representative of Granby, is planning to have the factory develop it in other localities.

New Euclid Music Co. Store

The fourth store of the Euclid Music Co., East Ninth street and Prospect avenue, was opened with a radio concert in which several bands played for downtown crowds and broadcasted the music to all parts of the State. In connection with this event the Euclid Co. added the Brunswick to the Victor, Cheney and other leading lines.

Another new exclusive Edison Shoppe has been opened by F. W. Rose in the St. Clair-East 105th district, and still more Brunswick dealers include Kuhn Bros., Buffalo, and the Pioneer Music Co., at Indiana, Pa.

Old Columbia dealer in new quarters is the Dunn's Music Store, in East 105th street, and among the first of Columbia dealers to order more than 150 instruments for their Christmas trade are Frank Cerne and the Werner Music Store, both of Cleveland.

W. F. Cooper, of the mechanical department of the phonograph division of Brunswick, has come to the Cleveland district, and, with J. L. Du Breuil, district manager, has been covering the territory, including the country adjacent to Buffalo and Pittsburgh, giving practical advice to Brunswick dealers. Brunswick dealers of Cleveland also had the opportunity of meeting Claire Dux during her recent visit to this city.

New Victor Store Opened

Among the new Victor establishments in this vicinity is the Mitchell Hardware Co., Conneaut, for the opening of which Miss Marjorie

Barnhardt, exponent of health records, was loaned by Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. A big crowd blocked the street during the performance given by Miss Barnhardt.

During the last six months the business of the Vocalion Co. has been doubled, in the opinion of C. D. McKinnon, of that company. Many new accounts, including dealers in Youngstown, Alliance, Canton, Lisbon and Columbus, have been added in the last few weeks.

Kollie's Music House Celebrates

The second anniversary of the establishment of Kollie's Music House was celebrated December 1. From a store that was strictly of the neighborhood variety, with a small stock of instruments and equally small stock of records, this is now one of the recognized musical instrument places on the West Side of town. The firm now is featuring the Brunswick lines, although pianos, players, rolls and musical instruments of the so-called small variety likewise make it an imposing establishment. The work of developing the strictly residential neighborhood in which it is located has been done personally by J. P. Kollie and his sons, Paul, Julian and Leo, all three aggressive men.

The Music Shop, Racine, Wis., is combining the ordinary Christmas Club and the Brunswick Thrift Bank and is getting good results. The prospect signs up for a Christmas delivery and pays \$2 per week until that time and then a regular contract is filled out.

OKeh Records

Complete stock of records in all languages
Let us show you how to build up your record business

THE RECORD SALES COMPANY

1965 E. 66th Street

CLEVELAND, OHIO



REAPING IN DECEMBER

During 1922 we have shown our faith in the Victor Product by placing larger orders for immediate delivery than ever before. During the summer and fall we accumulated as large a stock of Victrolas as possible, disregarding depressed business conditions and refusal of dealers to buy except on a "hand to mouth" basis. We figured that a "bird in the hand" was going to be worth "two in the bush." We knew the factory could not manufacture enough goods for the holidays during the last few months, so we piled them up as fast as we could get them, discounted every bill as usual, and were charged by many with being foolishly optimistic.

In September, in our printed advertisements and announcements to the trade, we said:

"The Danger Ahead is in the supply of Victor goods not meeting the demand.

"Supplementing the largest and most complete stock of Victrolas that we have ever had at this time of year, we have placed additional orders with the factory for the largest quantity of goods ever ordered by us for the fall and holiday season. Blackman Dealers are going to be in an enviable position if they will cooperate with us.

"Place an order NOW for estimated requirements of all Victrolas for delivery during September, October, November and December."

We said frankly that we could not guarantee delivery, but also that we would, therefore, permit an adjustment of advance orders, according to current needs and even permit cancellations. Continuing, we said:

"The moral obligation on our part is always highly respected and dealers who cooperate with us by placing advance orders are entitled to first consideration."

During October and November our shipments against advance orders seriously depleted our stock. On December 1st the factory still owed us a larger quantity of goods, long overdue, than ever before.

Blackman Dealers, who cooperated with us, as requested, are going to realize that Blackman Dependability by comparison is more of a fact than a hope.

If you are not a Blackman Dealer—ask us about the Blackman Policy—the dividends are high and the premium low.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 8, 1922. THESE words are of necessity written some time before the appearance of this paper, and consequently it is a little difficult to speak

Plough
Instead of
Harrow

correctly about general conditions in the retail and wholesale elements in the talking machine industry during the Christmas season. One thing, however, is certain; and that is that retail merchants throughout the Mid-West are doing very well indeed. The lessons which they learned last year and during the first six months of this one have shown them that the people with whom they deal are just as much interested in music as they ever were and that what has been lacking has not been public interest half so much as it has been salesmanship. In other words, the merchants who have perceived this truth and have set to work to apply it have reaped no small reward. There is only one trouble with the talking machine business, and that is that its surface alone has been scratched. There is only one trouble with talking machine merchants—some of them, at any rate—and that is that they do not know how to do anything better than scratch surfaces. Now surface scratching is all very well so far as it goes, but it does not go far. To scratch the surface of sales is not very difficult, but no one has the right to cry that the field has been ploughed when it has really only been harrowed. We are doing in this business of ours much better than at this time last year most of us thought we should ever do again; but still we are not really reaching into the great regions under the surface. How many merchants are really trying to find ways of reaching the musicians, the music-lovers, the amateurs, the opera-going class, the music-loving foreigners of a dozen different races; and all the rest of the prospect-bearing soil which our great communities contain in such rich quantities? How many merchants are still content to sell a few machines when people come in, and a few records when people who see the monthly bulletins ask for them? But that is surface scratching. Now what we need, and all we need, is some ploughing.

THE most interesting of recent facts disclosed by inquiry and investigation inside the trade is the fact that the public is deserting some of its old standbys and going off more and more after new favorites. The console machine is not merely one of these new favorites—it is the principal favorite. There is today a general demand by merchants for consoles at moderate prices, and we sincerely hope that this laudable desire will be helped along by the manufacturers. That is to say, we believe that the console machine in all probability represents the direction in which the majority of talking machine construction will eventually go. It is good-looking, it can be made to fit into any sort of surroundings without seeming to be out of place, and in general it has an air of adequate appropriateness. It is not enough, however, that there should be a temporary demand for console machines. We believe that the trade ought to begin to turn itself towards the day when the console will be the prime factor in our trade. But when this day comes the universal console ought to be something more than an upright turned on its side. Much can be done in the way of mechanical and artistic improvement over the upright and we want to see the console of the future new inside as well as out.

Bacon's
Voice
Remains

EVERYONE will admire and no one will be jealous of the enterprise displayed by the Aeolian Company in securing records of the voice of Frank Bacon. Ever since the play in which he made his last and greatest success began to grow in public favor, the lamented comedian had his name on everyone's lips. He was a remarkable man in a great many ways. The homely wit, simplicity and beauty of "Lightnin'" found its way to the hearts of the people in a most extraordinary manner. The country now possesses a permanent record of a remarkable actor and lovable character who was es-

pecially endeared to the Middle-West and whose loss will not quickly or easily be made up.

WE take genuine interest in the publication known as "Steger Magazine" which from time to time issues from the offices in the Steger Building on our Four Corners and proceeds to enlighten the rest of the world and us on the doings of that remarkable little community of workers which centers both in that building and in the corporate town of Steger, where Steger phonographs and pianos come from. It is quite an astonishing little magazine, too. Published primarily, as is evident, for the entertainment of the staff, and filled with news about them and their doings, it contains always pithy articles from good writers on all sorts of subjects, by no means of the dry "business" character. Of all things dry in the world, the driest (no jokes intended) is the average "business" article, save perhaps the average "inspirational talk." Some day all makers of "inspirational talks" will be shot at sunrise; then we shall all be happy. But "Steger Magazine" is not that kind of a magazine. It inspires without being inspirational; which reminds us of one Charles E. Byrne, chief (we suspect) conspirator and principal egg-on of Editor Sherwin Murphy. Now friend Byrne is a scholar as well as a business man and will thoroughly appreciate what we are after when, with a slight paraphrase to make it fit, we say of him what Quintilian said in one of his essays on oratory: "*ita editori bene dixisse finis est.*" Gents who desire to have the translation may obtain the same by applying to C. E. B., Steger Building, Wabash and Jackson. We might mention that there is a useful little story in the current Steger Magazine on needle pressures and reproducer weights. Some folks will appreciate the information there conveyed and find it of practical and personal benefit.

Congratula-
tions to
Victor!

WE are in receipt from the Chicago Talking Machine Co. of a new list of records now available in this country, made by artists who have so far not appeared in the U. S. A. We are glad to see this, for among our most cherished possessions are catalogues of European record manufacturers and some of the productions of the same. We are, therefore, in a position to say that there is a wealth of wonderful music made abroad not yet available to American consumers through ordinary channels. It is most interesting to learn that, for instance, Andre Chemet's exquisite violin playing is now to be had by American purchasers. Here is a remarkably large and fruitful field for cultivation. May there be many more of these welcome and timely bulletins month by month.

Well,
Well,
Sir Harry!

IT is a far cry from Chaliapin and Chemet to Sir Harry Lauder, whose guid Scots name the fowk wi' a be ca'in Louder. In fact (to drop our ancestral, on one side, Scots), Sir Harry is not Louder but Lorder or rather Lorrnder, and we have been having him in Chicago. The fact that he is a Victor artist naturally gives us a chance to boost Bonnie Scotland again and also brings this paragraph right in place after the glorification we have been doing of the eminent European high-brows. Now the writer of these more or less witty lines is sometimes subjected to the accusation of being high-brow. But he admits that it is hard, not to say impossible, to withstand the charms of Tobermory. "Well, "theer's ither Scots i' Chicagey forbye me" and they all went around to the theatre and whooped it up for the little comedian with the bow legs, and then went off to the Victor shops and bought Lauder records till the Victor dealers had to order Lauder, Lauder order (it rhymes), fast and furiously. All of which leads to the terse remark, considerable tie-up; or may we say "quelque rapprochement!" Which is what we used to say in that dear Patee. Meanwhile, Merry Christmas to all our readers, and that means the trade at large!

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

CHICAGO, ILL., December 9.—Time and again we have heard the expression that competition is the life of trade and we have always found this to be true. That being the case, we are ready to say without blushing that Chicago is to-day the liveliest center of competitive activity.

Each year at the beginning of the holiday season we like to give out some statement regarding business. If it is good business we give the reason, and if business is bad we also tell why. In the majority of cases dealers were wont to complain that business had fallen off to some extent for various reasons, such as, for example, the condition of the weather and that consequently the Christmas spirit was lacking. This year nothing at all, whether good weather or bad, sun or rain, Christmas feeling or what not is causing the dealer to sit down and play the waiting game as of yore. The dealer has real competition to meet this year and he knows it; consequently he is out after business. He knows that it is there and he also knows that if he does not get it someone else will. Therefore, he is up and at it.

Now, to get back to competition. As we said before, there is keener competition this year than we have ever seen. This is making business good. During other seasons in the past, when business was good it was not due to such keen competition. In fact, competition was practically nil. Selling was practically order-taking. Today there is no order-taking. Selling counts and selling is being done.

Financial statements indicate that business in general is exceptionally good. The bankers

show by their statistics that savings deposits are larger than ever before in history. Commercial men by their statements show that the factories are working at top notch. Labor statisticians show that there are one hundred jobs for every ninety-six workers. This latter statement is significant, meaning that in Illinois there is a shortage of labor. It also shows that manufacturing plants are working to capacity with practically full forces, the difficulty being that for the time being there are not enough workers to go around. This, in a nutshell, is the situation in this territory. Just what prevails in other sections of the country we do not know, but we believe from rumors we have heard that other sections of the United States are affected in a similar way.

We are not trying to imply that there is a boom throughout the country. What we are trying to point out is that we are going through a readjustment period which is stimulating business and bringing us back to normalcy. Manufacturers and dealers in musical instruments, however, must not take it for granted that we have completely readjusted ourselves. We have not; for the simple reason that the music industry is always one of the last to be affected by any boom. As a general rule we get our share of generally increased business from three to six months after the balance of commerce reaches its normal period. There are still some things to be considered before we have weathered the storm and have come safely into port and we must, therefore, keep a weather eye out for submerged reefs.

We know from past experience that when we get too cocksure of ourselves something always happens and it is, therefore, best that we continue our conservativeness for a while longer.

From reports around the street we gather that the portable and console machines are having exceptionally good sale. High quality consoles selling at popular prices are going very strong this season. We have had quite a stimulus in console business during the past year or so and from all we can learn around the city we can expect still greater activity in consoles for 1923. Some of the companies are putting out some mighty good little instruments of the console type which will be offered to the trade at prices hitherto unheard of. The designs will be of the straight-line character, devoid of all fancy work, but construction will be exceptionally good and so will the equipment. The same applies to portables. They are getting smaller and better. At present there are quite a number of companies contemplating the manufacture of portables during the coming year and from all appearances we may expect many newcomers on the market before long. As regards these portables, it might be well to say here that their manufacturers are breaking away from the "seasonal" idea and are doing everything they can to make portables an all-year proposition.

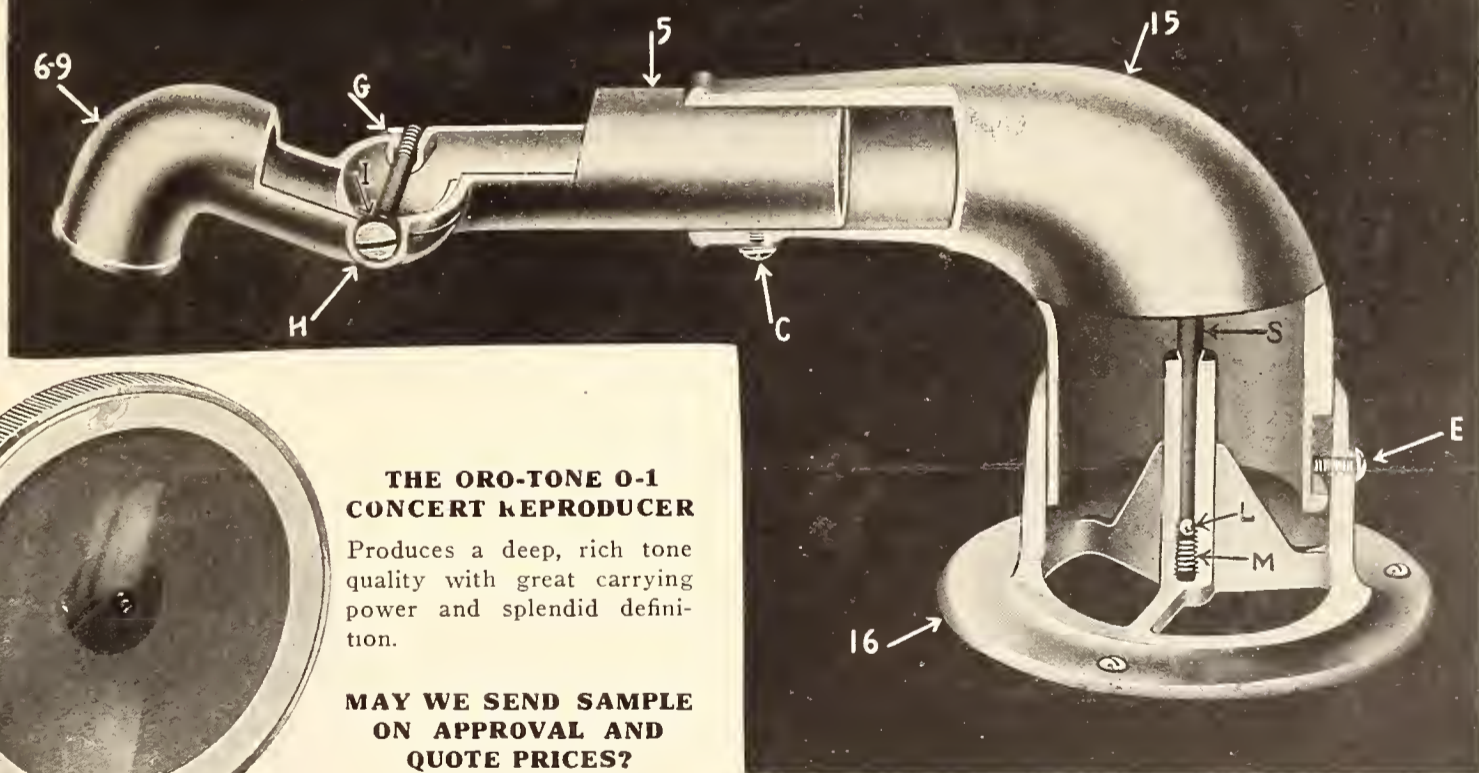
Baldwin Takes Sonora

The Sunday editions of the various daily papers in Chicago recently carried imposing (Continued on page 102)

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.



THE ORO-TONE O-1 CONCERT REPRODUCER

Produces a deep, rich tone quality with great carrying power and splendid definition.

MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Improvement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splendid eye value, that is perfect in operation, that produces a powerful, deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality first standards.

DESCRIPTION

No. 16, base; No. 15, large elbow; No. 5, adjustable length extension; No. 6-9, floating throw-back elbow; M, height adjustment screw; L, single ball bearing; S, fixed stud in large elbow; E, stop screw for swing or arc of arm, also hold base to large elbow; C, length adjustment screw; H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle; G, lock screw to prevent assembly screw (H) from working loose.

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

Manufactured in Canada under the trade name of ORO-TONE-BANFIELD by W. H. Banfield & Sons, Ltd., Toronto.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

announcements that the Sonora line has been taken on by the Baldwin Piano Co. The latter company definitely closed arrangements with the Sonora Phonograph Co. of Illinois late last month. The local Baldwin sales forces seem to be very enthusiastic about Sonora possibilities and are looking forward to a very active selling season.

The Baldwin Co. has planned a comprehensive advertising campaign in the interests of Sonora and this will carry on for the next three months. The advertising copy in the daily papers just referred to carries illustrations showing Sonora Baby Grand, Queen Anne, Lafayette, Marquette and Pembroke models. The text matter tells how the Baldwin Co. "watched the phenomenal growth of the Sonora industries, marveled at the Sonora's ever-increasing popularity and felt the public's insistent demand for this superb instrument."

Snappy Kimball House Magazine

The December issue of "The Musical Herald," which is a professional paper published by the W. W. Kimball Co. for its dealers, is more imposing than ever before and contains excellent articles and beautiful illustrations. Much credit must go to Miss E. Manning for the obviously great amount of time and effort that must have gone into its preparation. In addition to several excellent articles on topics of particular professional interest, there is one devoted to the factory of the Kimball Piano Co. which will interest music dealers. Incidentally, we can say that Kimball dealers all over the country read this little magazine assiduously.

Hoot Mon! Harry Lauder's in Town

Chicago Victor dealers and especially those doing business in the downtown section took advantage of the appearance of Sir Harry Lauder at the Studebaker Theatre during the week starting November 27. Some of the dealers devoted entire windows to Lauder displays

and had not only his picture, but his entire list of twenty-nine Victor records on display. The Victor dealers made up their minds that they were going to sell Lauder, and they did it with very satisfactory results.

Bennett Twins and the Okeh

The Bennett twins from Al Jolson's show, "Bombo," while going through the Loop the



Consolidated T. M. Co. Window

other day noticed the window decorations of the Consolidated Talking Machine Co. and stopped to compliment the sales department on the display. The young ladies are person-



The Bennett Sisters

ally acquainted with several members of the sales force and spent some time discussing the new song, "Stop Your Kiddin'," which was

dedicated to them by the Mills Publishing Co. and which will appear on Okeh records.

Both young ladies are Okeh enthusiasts and before leaving the Consolidated headquarters they consented to pose for a photograph. The Consolidated sales force then took a large Okeh record display card from the show window and the twins posed with it between them. As can be seen from the face of the card the publicity is directed towards Vincent Lopez and his Pennsylvania Hotel orchestra, who play exclusively for Okeh. The purpose of the window display was to popularize the Pennsylvania Hotel orchestra and it was put in by C. M. Rickoff, retail sales manager of the Consolidated Co. The window is laid out so as to show the public exactly what instruments are used during recording and they are placed just as they would be in the recording room while recording is going on. The instruments were taken from the stock of the Consolidated Co.'s small goods department. Mr. Rickoff is a newcomer with the Consolidated Co.'s retail sales force and was formerly with the Grand Furniture Co., of Racine, Wis.

Besides handling the Okeh and Edison records and a full line of small goods the Consolidated Co.'s retail branch handles Edison and Brunswick phonographs and records, Columbia Grafonolas and records and Strand talking machines.

Now With the Consolidated Co.

S. A. Burrell, who for the past fourteen years was connected with the Columbia Co.'s Chicago branch as credit manager, is now associated with the Consolidated Talking Machine Co. as manager of its credit department. Mr. Burrell is one of the most experienced talking machine credit men in this section of the country and is personally known to many dealers.

Tie-up With Brunswick Artists

The appearance of the three Brox sisters, exclusive Brunswick artists, with the "Music



"Built by tone specialists"



Magnola Style Louis XVI

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 AvenueChicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

Box Revue," which recently arrived in this city from New York, and is now playing in the Colonial Theatre, is proving profitable to local Brunswick dealers who have tied up with the show. Increased sales of records made by these three popular artists are reported by the dealers who are featuring them in window displays and advertising.

Strand Going Big in Chicago

The Strand line of talking machines is gaining increased popularity throughout the Chicago trade and many new accounts have been opened by the Consolidated Talking Machine Co., which represents this well-known line of instruments. E. A. Fearn, head of the Consolidated Co., gives out the information that the new \$100 and \$175 models have met with favor from the Chicago trade and that the two-toned wood effects in walnut and mahogany have created much admiration. Mr. Fearn has returned from a three-day trip to the Kansas territory.

Whiteman Appears Here

One of the biggest turning-outs that Chicago has ever seen happened at the Bal Fantastic, Chicago's big annual charity ball held at the Trianon, December 5. The Trianon is Chicago's big new dancing palace at Cottage Grove avenue and Sixty-second street. The feature of the occasion was none other than Paul Whiteman and his orchestra, exclusive Victor artists, and it is said that this engagement, which lasted for six days, netted Mr. Whiteman and his organization \$25,000. There were thousands of delighted Chicagoans who attended during the stay and the Victor dealers for miles around knew that such would be the case. The result was a tie-up which moved more Whiteman Victor records than ever before.

Gala Victor Day in Chicago

December 1 surely was a gala day in Chicago so far as Victor dealers were concerned. The day was made possible by the splendid Victor December supplement records, which

contained a special list of symphonies and famous artists. These records brought many new and old faces to the Victor stores as they were with few exceptions made by artists and musical organizations who have not appeared in this country heretofore, but will be the means of bringing to music lovers many artists whom they might not otherwise have had an opportunity to hear. Eminent violinists such as Thibaud and Chemet were among the artists whose records appeared for the first time. There were also four exceptionally fine new records by Chaliapin.

The Victor dealers were also supplied with a great quantity of eight-page booklets and hangers featuring these records and they lost no time in sending these out to all customers and prospects.

Kimball Hall Broadcasts Organ Music

What is said to be the first radio organ recital ever attempted in this section was carried out recently by Hugh Porter and Franz Wagner at Kimball Hall from the Kimball concert organ. The concert was relayed to KYW station and thence broadcasted. Four numbers were played in two groups during the hour. The first group consisted of Dickinson's Berceuse and Wagner's Pilgrim Chorus; the second of the Military March by Elgar and the D Major Aria of Bach. This last number was for solo 'cello with organ.

It is said that the organ furnished splendid music over the radio and that the reproduction was exceptionally clear. Similar concerts are planned two or three times each week.

Local Orchestra With Okeh

The Chicago Orchestra, one of Chicago's greatest dance orchestras, which plays at Guyon's Paradise, has just returned to Chicago from New York, where the men went to record exclusively for the General Phonograph Corp. The records they made for the Okeh include "Silver Swanee," "Lost, a Wonderful Girl," "Lovin' Sam," "I'm Through," "Isle of Sweet-

hearts" and "Hawaii." The Chicago Orchestra is one of the most popular musical organizations that have ever been introduced to Chicago's patrons of the dance and when announcement was made at Guyon's Paradise that this orchestra's records would soon be released by Okeh there was much enthusiasm shown by the dancers.

Unico President a Visitor

Rayburn Clark Smith, president of the Unit Construction Co., was a visitor to the Chicago trade during the past week. Mr. Smith was on his way to Denver and the Coast for the purpose of making a general survey of business conditions. From Chicago he made a side trip to Minneapolis, where he visited the Foster & Waldo establishment, which is being refitted by the Unit Construction Co. Mr. Smith anticipates returning to headquarters in the East about Christmastime.

Fire Imperils Consolidated Co.

Fire which practically destroyed the Franklin Hotel at 2 o'clock Sunday afternoon, November 26, damaged several adjacent buildings, among which was that occupied by the Consolidated Talking Machine Co. The Franklin Hotel is located at 29 North Franklin street, just around the corner from the Consolidated Co.'s building at 227 West Washington street. The rear of the first and second floors of the Consolidated Co.'s building was scorched up to quite an extent and the goods in the basement and the first and second floors were somewhat damaged by smoke and water.

New Record Shipping Device

The Unyversal Utylyty Unyts Co., of this city, manufacturer of the Unyversal automatic record container and automatic record holder, has just perfected a new type of record shipping device called the "Saftee-Shipper," which is made both single-faced and double-faced of corrugated straw board. It is compressed or cut out slightly larger than the size of the

(Continued on page 104)

VITANOLA

The Phonograph of Marvelous Tone

1923 Greetings

Vitanola is Splendidly Equipped for the New Year



No. 43—List \$125.00

Write us for DEALER'S price

Now, in our immense Saginaw, Michigan, plant, we have co-ordinated all Vitanola activities, including the moving of our general offices to Saginaw from Chicago; and it works out to your advantage as well as our own.

In Saginaw we have always had and—now that all Vitanolas will be made here—will have in increasing degree the benefit of skilled labor at a fair price. The men who work in our Saginaw plant, many of them, have been with us since our beginning. They own homes, and are skilled artisans who work because they like to create something worth while, not merely because they are compelled to hold a job.

In this big modern factory, then, under one roof we shall continue to produce the VITANOLA with the thought in mind that to-day the American public wants phonographs as badly as ever, BUT the quality and the price must both meet rigid competition. At the same time the dealer's interest must be protected.

Write to us to-day, and find out what all this means for you. DEALERS who know have said to us

"It is Easier to sell Vitanola Than to Compete With It"

Vitanola Talking Machine Co.
Saginaw, W. S. Michigan

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

records and the company states it takes the lateral pressure of any blow or weight from the record's sides, also allowing the resilient, straw board corrugations and packing to absorb the blows or weights struck against the records while in transit.

It is planned to produce two sizes of the "Saftee-Shipper," one of which will carry from one to three records and the other from three to ten records. The company is making a special sales drive in behalf of this shipping device, stating that no supplementary wrapping is needed, and that it is fully approved by the postal authorities.

Frank Bacon's Voice Preserved

On Sunday night, November 19, Frank Bacon passed away in Chicago. For over a year Frank Bacon and his cast in "Lightnin'" had showed continuously at the Blackstone Theatre in Chicago. The run of "Lightnin'" has broken all records of continuous performances at this theatre.

Frank Bacon, according to many of the old-time theatregoers of this section, was the greatest American actor since the days of Thomas Jefferson, and some even assert that he was superior to Jefferson. His passing away affected the Chicago theatregoers as greatly, perhaps, as would a national calamity. He had made many friends here and was loved by all who had seen him.

Although this great man has passed out to the Great Beyond his voice will continue on into posterity. This is made possible by the foresightedness of the Aeolian Co., which is said to have been the only company that ever recorded Frank Bacon's voice. The Aeolian Co. recorded Bacon's famous "Bee Story," as well as the narration of the "Reno divorce court." Both these interesting stories appear on Vocalion record No. 14224. Another Aeolian record, 14245, contains Bacon's story of "Me and Grant" and "Lightnin' Bill Jones' escape from the Indians." When news of Frank

Bacon's death was made known to the public H. B. Levy, manager of the Aeolian Co.'s big branch, lost no time in organizing his dealers for the purpose of putting in mourning windows in honor of the celebrated actor. Frank Bacon's funeral was held from the stage of the Blackstone Theatre and there were very few Vocalion dealers in town who did not display the Bacon Vocalion records as well as the picture of the great actor.

Sterling Devices Creditors' Meeting

The Sterling Devices Co. held a creditors' meeting on November 16, to which all creditors were invited. It was brought out that the total indebtedness is \$20,318.52, against tangible assets of \$20,502.51. It appears that the assets consist largely of dyes and special material which would bring at a forced sale only a few cents on the dollar, whereas by finishing the material on hand and disposing of all completed Sterling products there can be had sufficient profit to pay off all indebtedness in full, provided, of course, that sufficient time is allowed by the creditors.

It was therefore resolved by the creditors that Sterling Devices be granted one year's extension on their indebtedness. From present indications all creditors will agree to this resolution and the company will continue the business of manufacturing Sterling Devices, Sterling Edison Attachments and Sterling Radio head-sets, as heretofore.

Steger's Talk on Needle Pressure

Those who have paid attention to the requirements of a tone arm know that the pressure of the needle point on the record has much to do with the playing and life of the record. Talking machines with the round jewel point needle must have a heavy reproducer in order to make the ball point follow the grooves of the record, whereas the machine which has a diamond-pointed needle must have a lighter pressure. Instruments which use fibre, steel or brass needles play best when carrying a medium weight on the needle point. In order to effect the best results inventors have time after time brought out various ideas for assuring proper weight. In the Autumn number of the "Steger Magazine," house organ of the Steger & Sons Piano Manufacturing Co., there is an interesting editorial concerning the method utilized in assuring proper weight on records played on the Steger talking machines. The editorial in part reads: "The Steger phonograph has gone the ordinary 'talking machine' one better, because the patented Steger weight-regulating device incorporated in the Steger tone arm controls the pressure with which the reproducer lights on the record. This feature is exclusive to the Steger and not only prolongs the life of the records, but permits the playing of all makes of records with the exact pressure on the needle point, just as they would be played on the phonograph that they were originally intended for, thereby insuring correct reproduction of every tone and bit of sound.

"The weight of the reproducer is adjusted by means of a small lever on the elbow of the tone arm. This lever is set by pulling out the knob and inserting it in the proper slot. There are no parts to change."

Sonora Ad Campaign

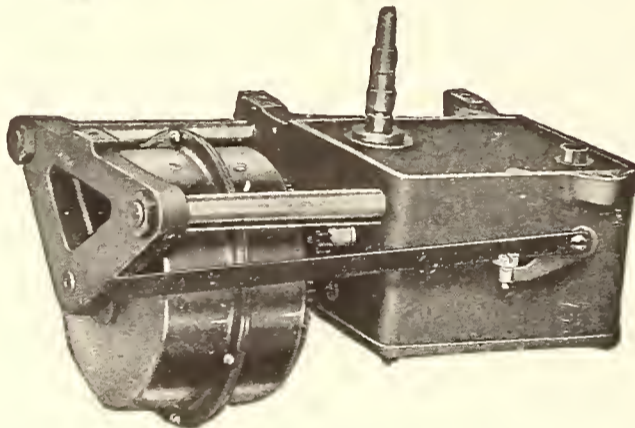
The Sonora Phonograph Co., Inc., of Illinois, recently inaugurated an extensive advertising campaign in the local newspapers and L. Golder, sales manager, is busy putting things in shape for the rapidly expanding business. The present advertising campaign will be augmented in the near future if the present plans are put in effect. Business with this concern, due in great measure to its fine publicity, is of excellent and growing volume.

Generation-old Litigation Dismissed

One of the most interesting lawsuits in the annals of Illinois courts has just been dismissed.

(Continued on page 106)

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

WARNING!

Infringement Notice

THE trade and the public generally are notified of the issue by the United States Patent Office on November 14, 1922, of Letters Patent No. 1,435,660 for Educational Appliance. This patent was granted to Wallace Institute and covers, broadly, the invention of the popular Wallace Records and Charts. All forms of appliances comprising a phonograph record having instructions for physical exercises recorded thereon combined with any sort of an indicator or chart illustrative of such exercises infringe this patent.

Dealers who sell and all who use records and charts of the character above described, unless they be the Wallace Records and Charts, are liable to Wallace Institute for infringement of its patent. This is true whether the records and charts are made by the dealers or some one else.

All dealers are now called upon to cease the sale of infringing devices under penalty of suit for injunction and accounting for profits and damages.

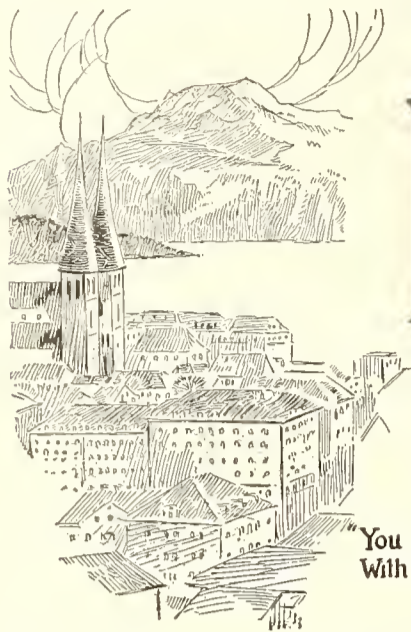
Further Notice also is given that Wallace Institute possesses proprietary rights in and to the trade-mark "Reducing" when applied to talking machine records, evidenced by Certificate of Registration No. 160,758 issued by the United States Patent Office, October 24, 1922.

Dealers selling records under this trade-mark, except they be the Wallace "Reducing" Records, also render themselves liable for infringement thereof.

Violation of the rights above specified will not be countenanced, and warning is given that all infringements will be vigorously prosecuted.

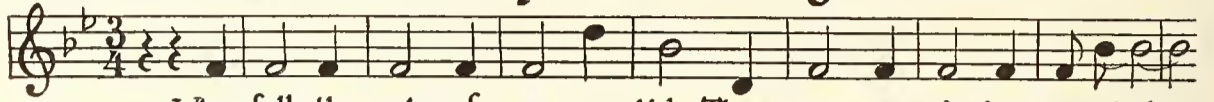
WALLACE INSTITUTE

Chicago, December 1st, 1922.



LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing,-

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

It is said to have been the oldest pending litigation in the Supreme court of Illinois. It seems that twenty-seven years ago the estate of one Frederick Atwood filed a suit for \$500.00 against the W. W. Kimball Co. Three times the suit was taken to the Appellate Court during the litigation, of which the total cost is by now in the neighborhood of \$5,000.00. The case recently came up again, when it was discovered that neither of the litigants knew anything concerning the circumstances in the case, for in the interim attorneys for both sides had died.

Announces Record Candies

W. P. White, who was formerly connected with the sales force of the Chicago Talking Machine Co., has started out on a new venture which he believes will make a hit with the talking machine trade. During his long experience in talking machines he has made a careful investigation of all things practical for sale by the talking machine man. He decided that high-grade bon-bons were in constant demand at all seasons of the year and after coming to this conclusion figured out a way whereby the talking machine man could cash in on this extensive trade. He therefore brought out a round metal candy box, the lid of which simulates a talking machine record. They are in various colors, red boxes with red center labels for Victor dealers, blue boxes and labels

for Columbia and green boxes and labels for Brunswick dealers. Facsimiles of the various record labels are enameled right into the lid of the box. The box is packed with high-grade candy, with room also for the counter cards supplied by the various talking machine companies to their retail dealers.

Sophie Tucker Welcomed

One of the warmest receptions that was ever given a vaudeville artist by Chicago theatre-goers was tendered to Sophie Tucker on her appearance at the Palace Theatre during the weeks of December 4 and 11. Miss Tucker pleased her audience with many new songs and requests for her old favorites were many.

Miss Tucker is one of the most attractive singing artists who have ever appeared in Chicago and has the distinction of holding down the Palace Theatre for two consecutive weeks and playing to packed houses. Needless to say, a great amount of publicity was given to the Okeh records, for Miss Tucker is an exclusive Okeh artist who certainly knows how to boost and is not at all backward in doing so.

Tonofone's Fifth Birthday

November marked the fifth anniversary of Tonofone's introduction to the trade, for five years ago this month the first Tonofone needles were offered to the trade. As an actual fact, however, Tonofone came into being about seven years ago, but before it made its debut

to the trade the inventors spent two years in trying out and perfecting it. It was, we are told, the first needle of its kind to be put on the market. Its originality was based on the fact that it was a two-piece affair, having a brass shank, to the end of which was swaged a fine, resilient, non-scratching, flexible point. The purpose of the needle was mainly to give the talking machine owners a needle that was really semi-permanent and which at the same time would not cut up or scratch the surface of the record. In this we have reason to believe that Tonofone has been successful, as numerous testimonials are on hand from all parts of the world attesting to Tonofone's merit. Now to get back to the original story. November does do things for Tonofone. It marks its fifth anniversary, as has been before stated, and at the same time it heralds the introduction of Tonofone's little sister. The new needle will be known as the loud Tonofone and the inventors of this needle claim all the good points of the original Tonofone with the addition of loudness. In this particular instance the Tonofone Co. claims that the new Tonofone needle will give an intensity of sound fairly comparable with what is given out by a full-tone steel needle.

Oro-Tone Broadside

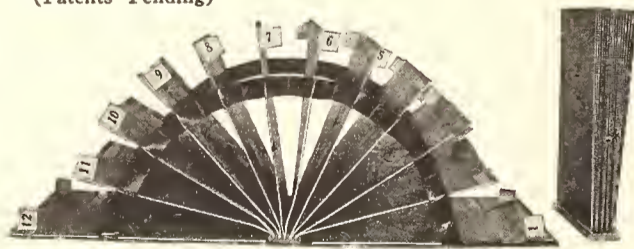
The Oro-Tone Co. has started on a publicity campaign by means of which it intends to reach every possible user of tone-arms and Edison attachments. The tone of the broadside is directed to their O-G arm and O-F concert reproducer. A feature of this Oro-Tone equipment is its adjustability as to length and height, this being controlled by set-screws. This particular arm embodies the improved angle throw-back principle, which permits the reproducer to clear the tone-arm when thrown back, regardless of whether it be in position for playing hill-and-dale or lateral-cut records.

The broadside shows a handsome cutaway illustration of the Oro-Tone tone-arm and small arrows point to the various features. These arrows are keyed and a reference table is printed directly beneath the illustration. The small thumb-nail, mechanical diagram printed immediately under this larger illustration shows, by means of a combined photograph

THE PHONOGRAPH WORLD'S PROFIT PULMOTOR "ABILITY" AT LAST

(Patents Pending)

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but—for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album. Optional at will.

UNYVERSAL UTYLYTY UNYTS CO.

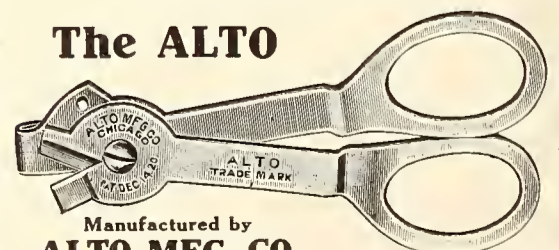
6111 Winthrop Avenue

CHICAGO, U. S. A.

N. B.—Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut, Unpunched, Full Stock Strength, Leaves.

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 106)

and pen drawing, exactly how the throw-back works. It is most illuminating.

Another Beautiful Store

One of the most elaborate retail stores which has been opened in Chicago in the past few weeks is the A. Schlessinger store at 623 West North avenue. This new place of business occupies practically an entire building and boasts of the greatest number both of talking machine and piano demonstrating booths, record and roll hearing rooms contained in any store on the northwest side of the city. On the first floor are something like eighteen talking machine booths and on the second floor a dozen piano booths. The furnishings and fixtures are very elaborate and up-to-date. The Schlessinger store handles the Victor and Columbia lines of talking machines and records, as well as a complete line of Okeh and Odeon records.

Tie Up With Opera

Now, with the coming on of the opera season in Chicago, retail dealers here have lost no time in calling the attention of the public to the fact that excerpts from all the operas being offered this season can also be had on records. This publicity is instrumental in causing quite a run on classical records in Chicago. Those dealers here who carry lines of records embracing the operas now being given at the Auditorium are getting the lion's share of the business.

Many of the "opera windows" seen throughout Chicago are taking advantage of mechanical attractions, such as for example small reproductions of the interior of a theatre, with the scenery being constantly changed. Many of these little mechanical theatres show the proscenium-arch, orchestra-pit and drop-curtain. The curtain is automatic and each time it rises a new stage set is seen, together with little paper cut-outs representing the various characters seen in operas such as "Lohengrin," "L'Africaine," "Carmen," etc.

Thomas Head in Town

E. D. Hall, president and general manager of the Thomas Mfg. Co., Dayton, O., paid a visit to the Thomas Mfg. Co.'s Chicago office in the Republic Building during the past week, making a survey of the Chicago trade, which he found very satisfactory. From the standpoint of their own activities Mr. Hall stated that the Thomas Mfg. Co. was up and at it and doing everything it could to keep up with orders.

Brunswick Wholesale Stock Low

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., gives out the statement this month that the talking machine division is working at top speed in an effort to catch up with the demand for Brunswick machines. The stockroom is practically cleaned out of all models and of the entire big line there are only seven models of which the Brunswick Co. has a reasonable stock.

The trade has been in a more satisfactory condition this year, according to Mr. Kendrick's views, inasmuch as dealers are now doing their December buying early, whereas last year they waited until almost December before doing their buying for the month. In previous years it has been customary for dealers to anticipate their wants months in advance, but owing to unsettled conditions for the past several months dealers in all lines of merchandise have been extremely conservative. Just now, however, matters are much more satisfactory in this respect—a gratifying development.

Jewel Activities

The Jewel Phonoparts Co., of Chicago, has announced three new tone arms, the first of which, Model No. 3, was formally announced to the trade during November. Model No. 4 will go through in December and the third model is scheduled for introduction in January.

Many new and important features are to be found in these new tone arms, one being that for Edison record playing the reproducer turns

to face the record in the well-known Edison position. In other words, the reproducer faces the record horizontally when playing Edison re-creations.

Another feature in the construction of this tone arm is that it also permits the reproducer to be thrown back, but in such a position that there is absolutely no danger of its being injured should the lid of the talking machine be let down. These new tone-arms, as well as all others of Jewel make, are produced in eight and one-half, nine and one-half and ten and one-half inch lengths. The reason for this, according to the Jewel Co., is because constant surveys of the trade teach that manufacturers are apt frequently to change their models in order to make them consistent with variations in price standards.

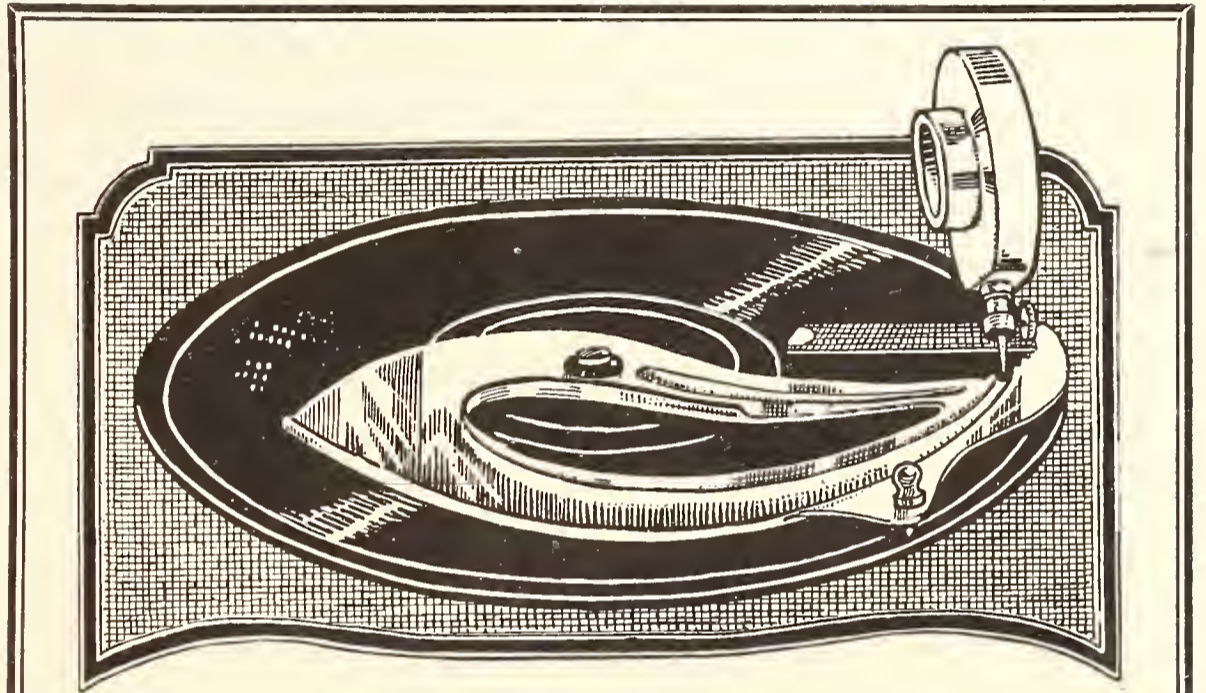
One of the pleasing features of the new No. 4 tone arm is that the base is fashioned in bell shape. When mounted on its base the outer edge of the bell comes down just close enough to the motor board to avoid touching it. This

new design completely hides the flange, but at the same time gives plenty of lateral action. The Jewel Co. has not changed its regulation pivot action being convinced of its absolute freedom.

The Jewel No. 5 arm, which will be introduced in January, will be the Jewel De Luxe model. This arm is very scientifically constructed and the weight of the reproducer while playing the record may be changed by simply turning a set-screw. The weight is controlled by simple spring tension. This arm is also adjustable as regards length from seven and a half inches to eleven and a half inches. The length is also controlled by a set-screw. The No. 5 arm, like Nos. 3 and 4, permits the reproducer to be swung horizontally over the face of the record.

Last, and most important of all, is the fact that the new Jewel reproducers permit the use of a fibre needle in playing an Edison record. This in itself, according to the views of A. B. Cornell, sales director of the Jewel Co., marks

(Continued on page 108)



A Xmas Gift De Luxe

THE IMPROVED GEER REPEATER

Finished exquisitely in guaranteed genuine gold plate and packed at your option in beautiful Xmas boxes of holly and poinsettia design—retailing at only \$1.50—the regular price. Place your orders now to be sure of prompt delivery and cash in on this ideal Xmas Gift.

Old Price \$2.50

New Price \$1.50

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

a new epoch in scientific reproducer construction. Never before, according to Mr. Cornell, has there been offered to the trade a reproducer which will play Edison re-creations in true Edison position with a fibre needle. Heretofore, the fibre needle has been limited, according to Mr. Cornell, to lateral-cut records, whereas to-day Jewel ingenuity enables the playing in a most effective way of hill-and-dale records by said fibre needle.

New Krasco Lubricant

W. E. Lent, vice-president and production manager of the Krasco Mfg. Co., has just brought out a new spring lubricant which he believes will fill a long-felt want and will go a great way toward eliminating spring breakage. According to Mr. Lent, who is said to be one of the best-versed men in talking machine motor production, a large percentage of spring breakage is due entirely to the lubricant in which the springs are packed. The new preparation has been tried successfully in Krasco motors for the past year or more and according to officials of the company is fulfilling all expectations. Its consistency is such that it avoids any impacting and gumming up of springs—an important consideration.

St. Louisian Visits Chicago

A. E. Hoeger, representing the talking machine division of the Shapleigh Hardware Co., St. Louis, was in Chicago recently calling on many talking machine dealers here. Mr. Hoeger was exhibiting samples of the Shapleigh machines, which are known as Harmographs, including a new portable. The Harmograph portable is handsomely put up and is said to contain many patented features in sound chamber, tone modulator and record compartment. The finishes are in dark fumed oak, mahogany and black fabrikoid and are said to be water, sun and dust proof.

Now With Jewel Phonoparts Co.

R. C. Grows, who is well known in advertising circles of Chicago and who was formerly



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.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2987 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

connected with Conover-Mooney Co., one of Chicago's largest advertising concerns, is now associated with the Jewel Phonoparts Co. In his new position Mr. Grows will not only act as advertising manager, but will also assist A. B. Cornell, sales director. Following out his work as an advertising man for the past four or five years Mr. Grows has had close contact with the talking machine industry and has gained quite a wide experience in this line.

In his new position this experience enables him to be of great assistance to Mr. Cornell.

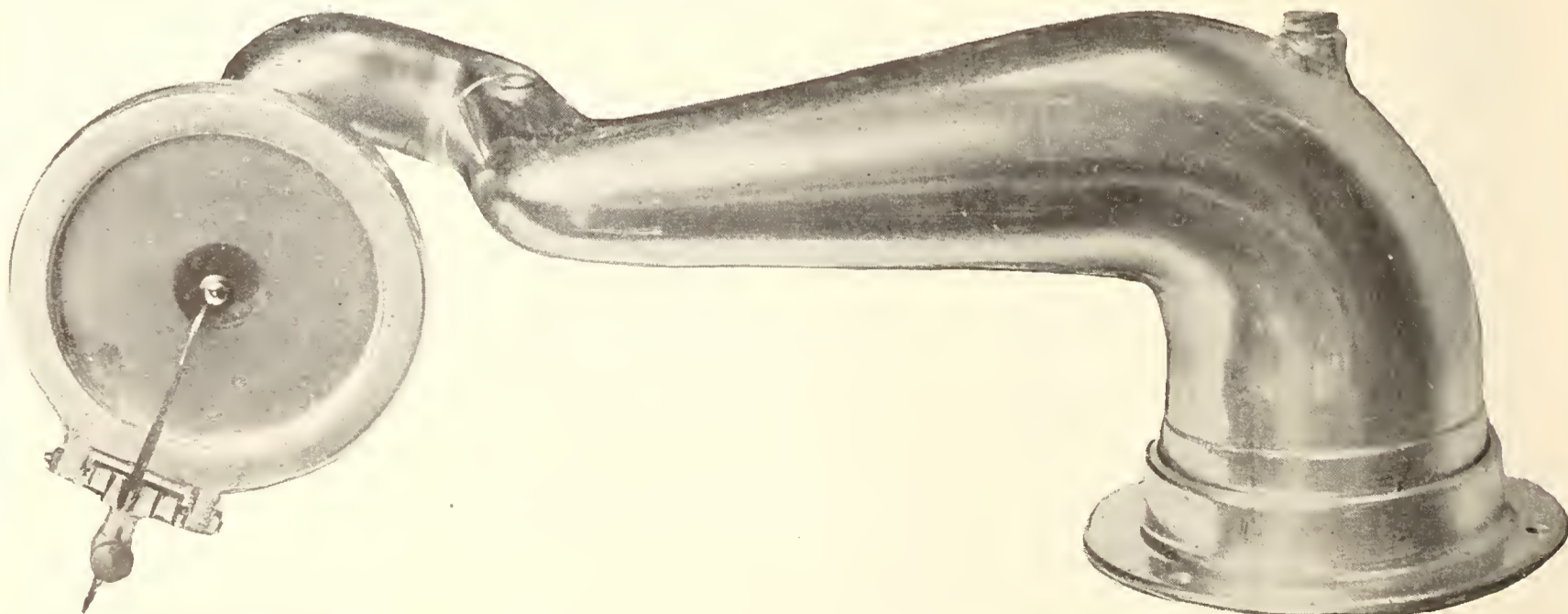
Christmas Boxes Go Big

The beautiful Christmas boxes in which the Walbert Mfg. Co. is now packing its well-known Geer repeater have met with an exceptionally warm reception from the trade. The announcement of this new package, which was made several weeks ago, came at a time when dealers were preparing for the holiday

DO YOU WANT:

POSSESSES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORD? Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM



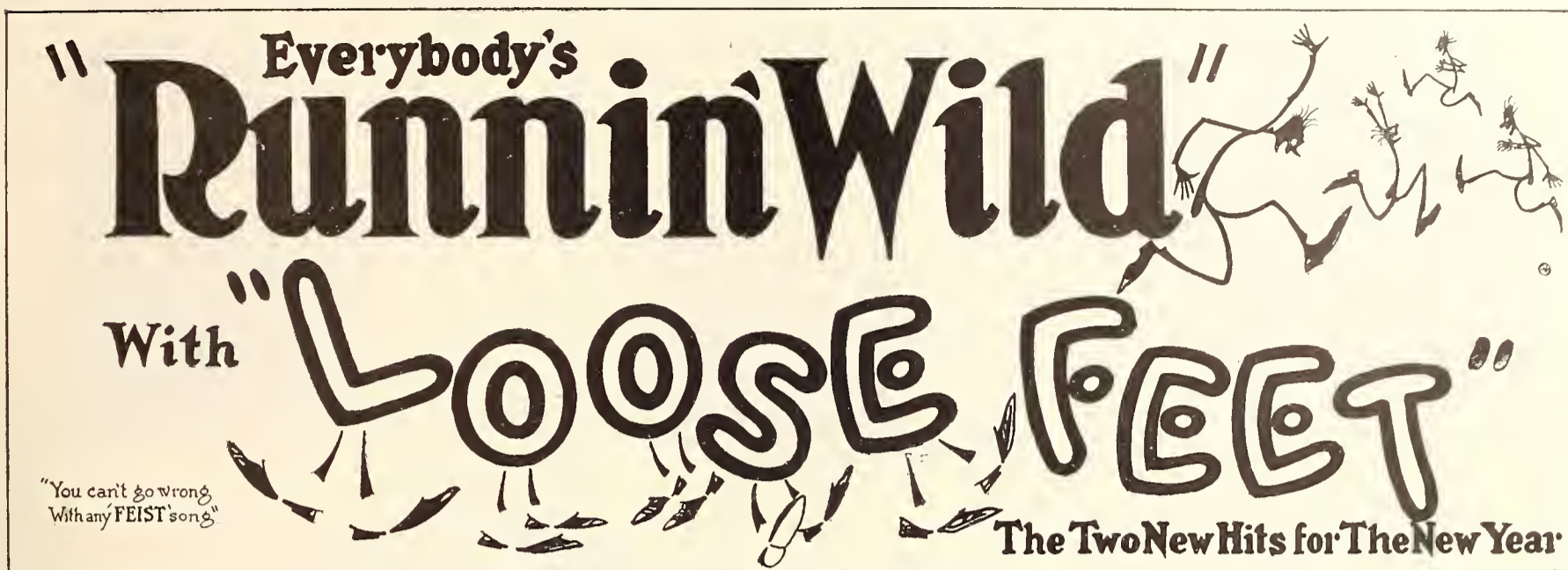
KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSINESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

326 River St., Chicago

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST songs”
 The Two New Hits for The New Year



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

business. The boxes are highly artistic and are printed in holly wreath and poinsettia design. The repeaters themselves are finished in a guaranteed genuine gold-plate and retail at the regular price.

Among Department Stores

A trip through the department stores and retail music establishments will give one an excellent idea of the large amount of music business they are doing and the grasp that the Christmas spirit has on the public this year. The Christmas trade started in November and has steadily increased. Practically all the talking machine departments report an increased business over last year by a large margin. In many instances the sales forces of these departments have been doubled in order to take care of this increased demand.

This early stimulation has no doubt been brought about by holiday advertising, window

displays appropriate for Christmas trade and the spreading of holly in general. In this way the music trade has created a large holiday demand that has been stimulated early enough for the trade to take care of, so that the bulk of Christmas business would not come the last week before the holidays. Of course, there will always be a few who will wait until the last minute, but the trade has very successfully stimulated the Christmas buying spirit early this year by getting a good start.

Rothschild & Co., who handle all the standard makes of talking machines, have increased their department and hired twenty more salespeople to take care of the business. As a matter of fact, this department has been successful all year, doubling last year’s business. They have advertised continuously all Summer and have done an exceptionally large business.

Through the efforts of W. B. Papineau, man-

ager of the music department of The Fair, several improvements have been made to enhance the department and more space has been secured, thereby giving ample room for displays. This department has also made preparations to take care of the demand that has been stimulated. Of course, along with talking machines there is also a very large demand for records.

T. W. Hindley, manager of the Vocalion Salon of Mandel Bros., reports a large demand for the higher priced console models. He attributes this demand to the period furniture which is now in vogue.

Marshall Field & Co., who handle the Cheney talking machine, are also going in for the higher grade models of the Cheney.

It is predicted that all records will be broken in the sale of talking machines and records for the holiday trade. At least from present

(Continued on page 110)



Style J



Style G

KIMBALL PHONOGRAPHS

The Greatest Phonograph Value

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;
 Reliable guarantee.

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Avenue CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs, Distributors of Okeh Records.

Kimball Phonographs Play ALL Records



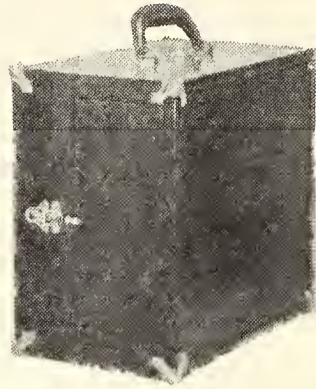
Console Model Style S



Style 70
Capacity 100 Records

Cut on left shows filing system built in beautiful cabinet finished in Mahogany, Fumed or Golden Oak. Files your records horizontally and prevents warping.

Circular and Prices on Request

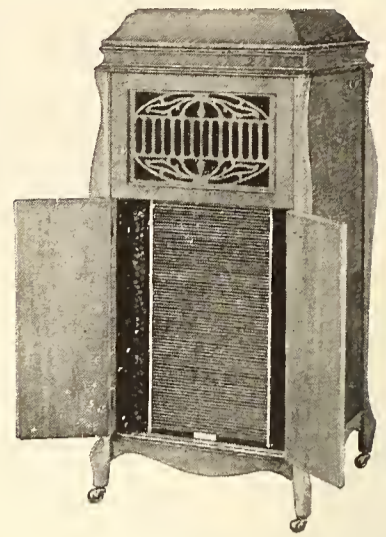


Style 16
Carries 10 Records

Excel Phonograph Mfg. Co.

400-412 W. Erie Street
CHICAGO

Cut on right shows our 50 inch Phonograph equipment with Adams Improved record filing system made in five sizes. Sold with or without filing system. Sold in Walnut, Mahogany, Fumed or Golden Oak finishes.



Style 5
Large 3-Spring Motor
Powerful Reproducer

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

LOUD!!!

For Dancing and Band
Records

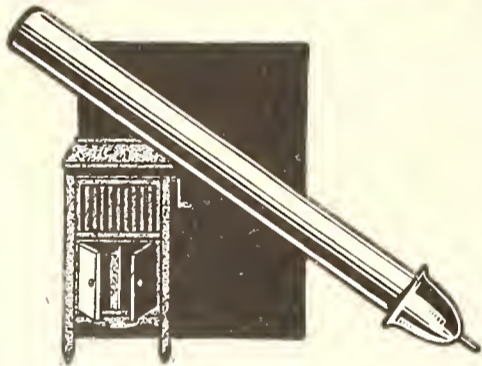
MEDIUM!!!

(The Original Tonofone)

For Voice and Instrumental
Records

BOTH ARE

Tonofone
The Needle With A Flexible Point



Sufficient volume is now attainable with a quality only TONOFONE can give by the new loud Tonofone. And at the same price and same construction, but LOUD.

TONOFONE alone gives out all that is in the record. This is because of its famous flexible resilient non-scratching point—an exclusive feature of

"Tonofone"

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 Sole Makers

indications it looks as though the end of 1922 will not only close with exceptionally large business in the music trade, but that 1923 will be a very bright year.

Important Trade Notice

Wallace Institute announces a statement given out for publication that it has filed suit against three different concerns alleging infringement of U. S. patent number 143560 issued November 14, 1922, and owned by the Institute. This patent, the Institute alleges, covers any combination of phonograph record embodying instructions for physical exercises with an indicator or chart illustrating the same.

Death of Columbia Dealer

Wm. A. Kaun, proprietor of the Wm. A. Kaun Music Co., 19 Wisconsin street, Milwaukee, Wis., Columbia dealer, died recently at his home after a long illness. Mr. Kaun was well known in the talking machine trade in the West as he had built up a successful and growing retail establishment. Mr. Kaun was a brother of Hugo Kaun, prominent German composer and musician.

G. W. Hopkins Presides at Meeting

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., presided over a sales meeting held at the Chicago branch recently at which new merchandising plans and sales helps for dealers were discussed. Mr. Hopkins was delighted to find that the holiday business closed by the Chicago branch was bigger than had been anticipated. The results from the New Process record advertising have been most gratifying, and the dealers are enthusiastic over the value of this campaign.

Announce the Univernier

The Walbert Mfg. Co., of this city, maker of the Geer repeater, has just come out with a new little attachment for radio sets to which it has given the trade name "Univernier." The purpose of this little instrument is to make possible a very fine adjustment for selectivity. This requirement, according to the Walbert Co., is met very nicely by the Univernier, which combines in one single unit the function of an ordinary knob with the means of obtaining most delicate adjustment. The device consists

of a large-sized knob of Bakelite composition, with a self-contained mechanism so arranged that each single rotation of the knob moves the condenser plates or rotor balls to which the knob may be connected only one-twelfth of their distance. In other words, the ratio is twelve to one. When the knob is grasped and pressed towards the panel of the instrument to which it is attached a light spring tension permits ordinary coarse adjustment and increases the ratio one to one. An indicator attached to the knob rotates with the shaft and always shows the true position of the instrument. This little piece of mechanism may be slipped over the shaft of any variometer, variable condenser, coupler, potentiometer or rheostat.

Announce New United Motor

Lynn D. Rudolph, president and general manager of the United Mfg. & Distributing Co., has just announced that the United Co. will place a new two-spring motor on the market early in January.

This new United motor will be of the enclosed lubrication type and will be manufactured to fill demands of the trade for small motors such as used in portable and small cabinet talking machines.

The new United motor will be distributed in two types which will be known as United 2-A and United 2-B. The 2-A is particularly adapt-

"Superflake" Graphite Spring Lubricant

For PHONOGRAPH MOTORS

A carefully prepared lubricant containing GRAPHITE of the finest quality

Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE for RECORD MANUFACTURERS

Superior Flake Graphite Co.

General Offices: 76 West Monroe St., CHICAGO
Department J Warehouse in Chicago

ROTOMETER

Don't Guess
How Fast
Your
Turntable Is
Traveling



Use the
Lakeside
Rotometer
and Know

Full Size, Gun Metal Finish—A device for testing the speed of your turn-table is as indispensable on your phonograph as the speedometer on your automobile.

Every Owner of a Phonograph Should Own One. Retail Price \$1.25, write for discounts.

LAKESIDE SUPPLY COMPANY,

339 So. Wabash Ave., Chicago, Ill.
Phone: Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

able for the portable instruments and the 2-B is for the small cabinet instruments.

These new types are very compactly built and reasonably low priced. They will carry all of the features of the regular United line.

A survey of the trade indicates that the manufacturers of high-grade talking machines will devote a lot of attention to the portable and small cabinet business this year and the addition of the new small United motor is intended to meet such demands.

Columbia Artists in Chicago

The week of November 26 to December 3 was a gala one for Chicago Columbia dealers, as

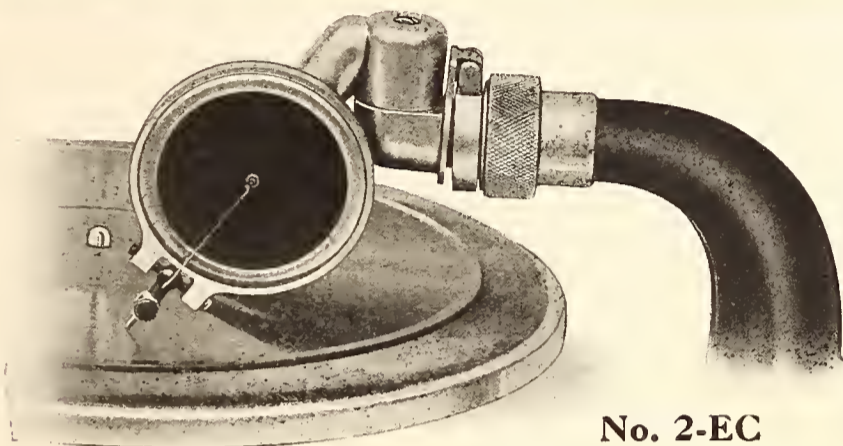
no less than six exclusive Columbia artists entertained Chicago theatregoers during that week. Al Jolson has been playing to capacity houses at the Apollo in "Bombo"; Ted Lewis has been scoring an emphatic hit in the "Greenwich Village Follies" at the Great Northern; Nora Bayes has been heading at the Garrick in Shubert vaudeville, while Duci de Kerekjarto, famous Hungarian violinist, achieved phenomenal success at the Palace. Frank Westphal and his orchestra entertain nightly at the Rainbo Gardens, and Paul Biese and his new orchestra are featured at the Pantheon Theatre. Dealers made the most of the opportunity.

PETITION AGAINST HIAWATHA CO.

An involuntary petition in bankruptcy has been filed against the Hiawatha Phonograph Co., Geneva, Ill., on behalf of creditors. Liabilities and assets have not been listed.

DEALER DIRECT'S ORCHESTRA

Mr. Webber, of the Webber Music Co., Brunswick dealer at Red Wing, Minn., is director of the Red Wing Symphony Orchestra at that city. Mr. Webber is well known as a leader in local musical activities.



No. 2-EC

Edison Concert Equipment

THE above illustration shows the latest improved Oro-Tone attachment for playing all disc records on the Edison Phonograph. It gives a deep, rich, glowing tone quality and operates with the raising and lowering lever in the same way as the regular Edison reproducer.

Where tests have been made between Oro-Tone equipment and others before audiences who were not informed which reproducer was being used, the choice invariably was in favor of the Oro-Tone.

This is supreme proof of its quality.

Why Users Recommend Oro-Tone Equipment

- 1. It gives a marvelous tone quality.
2. It is built substantially of best materials.
3. The finishes harmonize with Edison finishes.
4. It permits playing all disc records.
5. It is easy to operate.
6. It operates with raising and lowering lever.
7. The sound box is unquestionably superior.
8. Our special needle box increases convenience.
9. With our E-VR needle it practically eliminates all surface noises.
10. Every attachment is guaranteed for period of 2 YEARS.

Hundreds of our dealers have told us that they have been able to close many sales on machines where the customer hesitated until shown that with Oro-Tone equipment all disc records could be played. You will find, just as these others have found, that with Oro-Tone equipment, you have an unbeatable argument that quickly boosts sales.



Safety Point Needles

Our velvet running safety point needles for Edison and Pathe records practically eliminate all surface noises. You will marvel at the soft, rich, pure tone quality. Each needle mounted on fancy card and enclosed in transparent envelope.

- No. E-VR—For Edison 65c
No. P-VR—For Pathe 65c

Usual Discount to Dealers



products are guaranteed to be mechanically correct and perfect in operation and are shipped subject to your return if not entirely satisfactory.

List Prices

Packed in Regular Boxes

No. 2-EC—

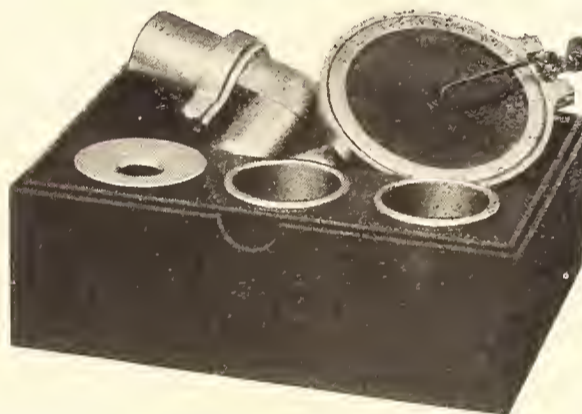
- Nickel \$7.00
Gold 9.00
Oxidized 9.00

Usual Discount to Dealers



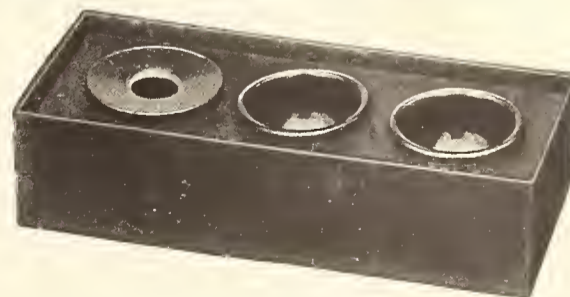
1000-1010 George Street

ASK YOUR JOBBER FOR ORO-TONE EQUIPMENT



The Oro-Tone Needle Case

To hold needles and the Oro-Tone attachment when not in use, we have designed this beautiful, substantial box. Below also is a similar box for needles only. Made in rich maroon color with gun metal finish needle cups. Very substantial.



- You will find a big demand for these cases. Many customers who already own attachments want one or both.
Case with space for attachment 35c
Case for needles only 25c

Usual Discount to Dealers

Also Manufacturers of Highest Grade WIRELESS EQUIPMENT

CHICAGO, ILLINOIS

M I L W A U K E E

Dealers Expect Record Holiday Business Despite Keen Competition—Rural Trade Again in Evidence—Changes of the Month

MILWAUKEE, WIS., December 11.—Despite the fact that competition in the sale of talking machines is perhaps the keenest ever known, the volume of business being transacted by dealers in Milwaukee is mounting to a point where most stores already are expressing the belief that they will top the best previous year's business. It might almost be said that the fact that competition is so keen is responsible for this state of affairs, rather than that the condition exists in spite of the competition, for with every salesman working might and main to sell instruments, the largest part of the public that has ever been approached along this line is subject to solicitation.

The active state of retail business is reflected by the rush orders that are now being received by the territorial distributors and jobbers in the Milwaukee market which, as a rule, extends over all of Wisconsin and in addition, the upper peninsula of Michigan. It is true that dealers bought conservatively during the late Summer and Fall for holiday needs, but even so, their orders were far larger than last year and two years ago. With rush orders now coming in a wave, it is easy to see that the needs placed earlier were far too conservative.

Manufacturers' Advertising Helps

Much favorable comment is heard in the local jobber and dealer trade over the unusually effective manner in which manufacturers are supporting the efforts of dealers. While all of the big and long-established concerns have always done notable promotion work to help dealers, it is the appearance of full-page newspaper displays like that announcing the new Columbia record, or that revealing the entire

Brunswick line, published a few days ago, which have brought to more general attention the manufacturers' enhanced efforts.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor distributor, says he cannot help being enthusiastic over the turn which affairs have taken. While Victor business all year has been satisfactory, the strong revival of demand in the past three to six weeks has served to overthrow the most hopeful expectations in regard to holiday business. The big problem now is to get Victrolas and Victor records into the hands of dealers to make prompt Christmas deliveries possible.

The Brunswick, to use the vernacular, is "going forward like a house afire," and the Milwaukee branch of the Brunswick-Balke-Coller Co. is one of the busiest places imaginable. Full-page advertisements in colors, published in Milwaukee for the last two Sundays, have helped unquestionably to make Brunswick dealer business even more active than before, for there has been without doubt a most favorable reaction from the appeal contained in these broadsides which present the entire Brunswick line in a striking way and pound Brunswick prestige even through the most unimaginative mind.

Rural Trade Again a Factor

S. R. Christopherson, sales manager of the Sonora department of the Yahr & Lange Drug Co., said that, while city dealers are establishing new volume records for business this Fall and Winter, it is the greatly improved demand from the smaller cities and villages of Wisconsin and Upper Michigan that stands out as the most conspicuous feature of business. The rural communities have been slow buyers for

more than two years, but, as expressed in the requisitions for new stock being made by small-town dealers, the farmer is once more a prominent factor. Mr. Christopherson, like President Fred E. Yahr, of the company, is pardonably proud of many fine letters which are being received from new and old dealers, complimenting the house upon the splendid support it is giving the men in the field through special co-operative methods recently developed.

Death of Wm. A. Kaun Causes Regret

While it is the new type of Columbia record that is a distinct feature in this territory at present, the Columbia Grafonola is also experiencing a decided increase in business as the holidays come nearer. Milwaukee dealers in the Columbia report the demand much in excess of the same time last year and the impetus is becoming stronger daily.

Genuine sorrow was occasioned in the general music trade and among Columbia dealers by the death, on November 27, of William A. Kaun, head of the Wm. A. Kaun Music Co., 90 Wisconsin street, one of the oldest and best-known Columbia dealers in the city. Mr. Kaun was only forty-five years old and prominent in the artistic music circle as well as in the music trade of this city.

New Department Opened

A large talking machine department is a feature of the new store building opened November 24 by Branta & Rechlicz, furniture and music, at 581-585 Lincoln avenue. This is a new departure for this concern. The management is in charge of W. L. Przbylski, formerly with the Lincoln Avenue Music Store, and one of the best informed talking machine salesmen on the South Side.

Fine New Victor Department

One of the finest Victor departments in any Milwaukee music store is that in the new branch house of the Rudolph Wurlitzer Co., at 421 Broadway. The Wurlitzer Co. recently purchased a four-story building, remodeled it completely and early in November moved from

The

CAPITOL

Music--Light--Beauty

Fit for the Drawing Room of a King

Sold from Manufacturer to Dealer direct.

In Illinois alone 19 dealers adopted our new "Sales and Financing" plan during the month of September.

One Dealer, in a City of 43,000 population, had over 500 people in his store the first night he put the CAPITOL on display in his window.

Operated by a "Tru-time"
Efficiency Motor.

Plays all makes
of records.

Priced \$135.00 to \$250.00—Six Models

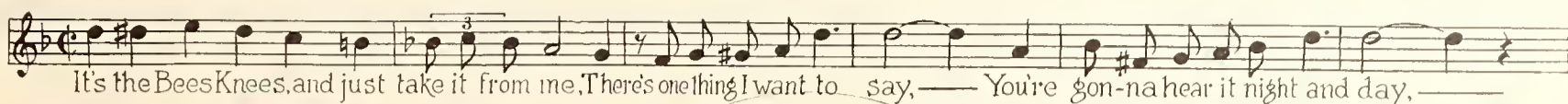
Made and Distributed by
BURNS-POLLOCK ELEC. MFG. CO.
INDIANA HARBOR, IND.

Established 1907

DIMENSIONS
HEIGHT 27"
DIAMETER OF SHADE 20"
SPREAD OF FEET 16"



Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.



BEE'S

A Busy Bee Fox Trot
by Ray Lopez and Ted Lewis



KNEES

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



525 Grand avenue, where it has been functioning with great success for the past five years. L. J. Kinnel, local manager, was assisted by Raymond Wurlitzer and John Kimberley, manager at Chicago, during the formal opening.

Addresses Wisconsin Teachers

Frances E. Clark, formerly in charge of music in the Milwaukee public schools, and now director of the educational department of the Victor Talking Machine Co., made her annual impressive visit "back home" during the mass convention of the Wisconsin Teachers' Association at the Milwaukee Auditorium recently. Mrs. Clark is in demand by Badger teachers every year at their meeting, and her talks before the music section are hailed as one of the most interesting and beneficial features of the entire convention. This year the music section also was favored by a talk on "Greater Values from the Phonograph," by Mrs. Nellie I. Sharpe, of the Columbia Graphophone Co., New York.

Benson Orchestra Scores a Hit

The demand for popular Victor records was stimulated to a very fine degree by the recent appearance of the Benson Orchestra of Chicago, Roy Barge, director, for a week's engagement at the Milwaukee Athletic Club. So successful was the engagement that the Club has contracted for a return visit during the week of December 19-24.

Figures issued recently by the Department of Commerce at Washington giving Wisconsin seventh rank in the production of talking machines and records were received with great interest. The report gives a total of nine established companies in Wisconsin, illustrating the formidable array which this industry presents in the Badger State.

Death of Rudolph Olschewski

Rudolph Olschewski, superintendent of the Badger Cabinet Co., at Plymouth, Wis., died November 22 of tumor of the brain. He was fifty-two years of age and prior to going to

Plymouth was associated in an executive capacity with the production department of the Wisconsin Cabinet & Panel Co., of New London, Wis., one of the largest woodworking plants of the Thomas A. Edison industries.

Miss Wolff Earns Plaudits

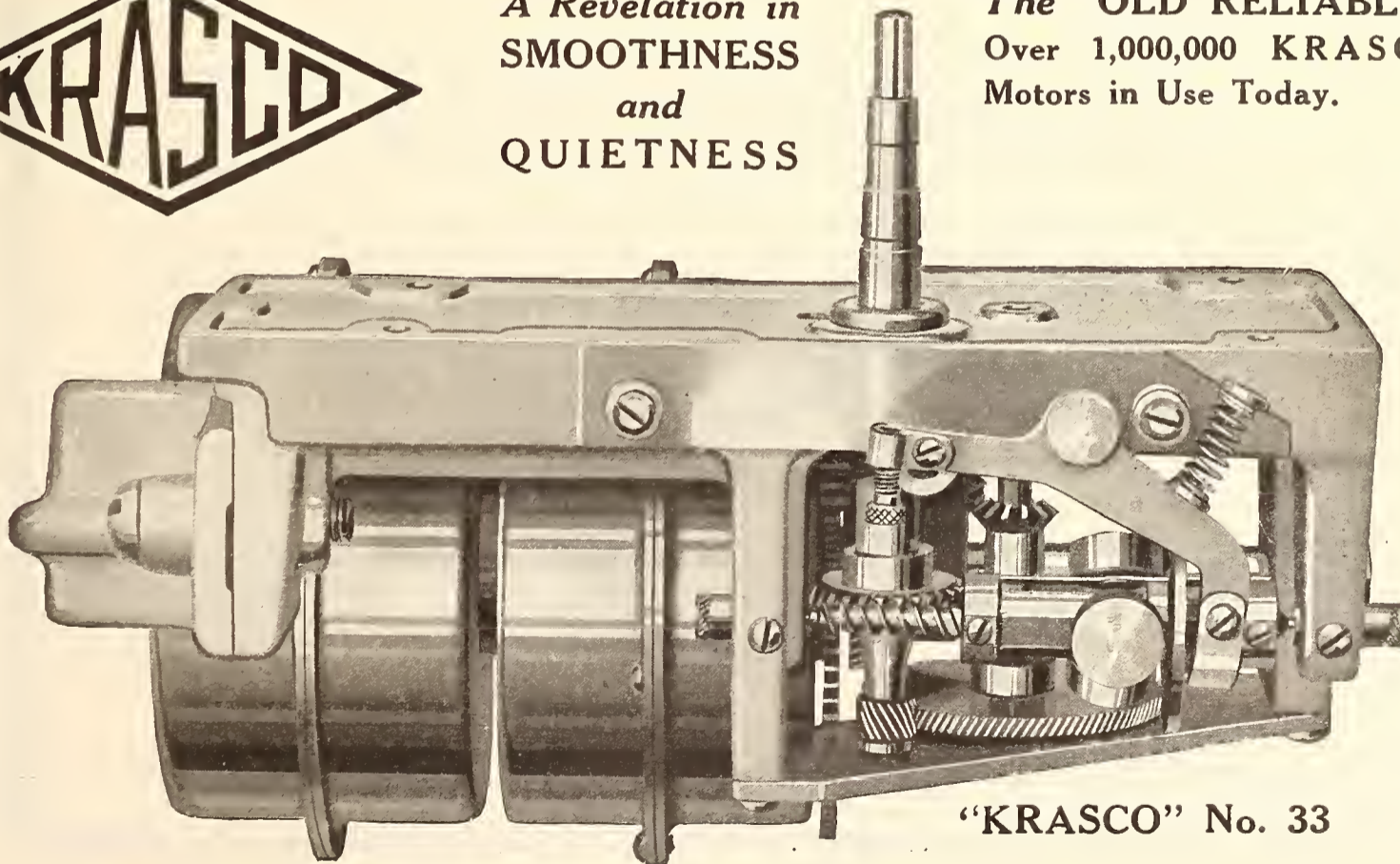
Miss Julia Wolff, manager of the talking machine department of Edmund Gram, Inc., is hearing well-earned plaudits over the splendid record made by her staff this year in merchandising the Cheney, Vocalion and Brunswick. Business in records has been especially active and sales so far in 1922 have exceeded those of any complete year on record.

The Flanner-Hafsoos Music House, specializing in the sale of the New Edison in its talking machine division, is now generally accepted as the largest "consumer" of this line among Milwaukee retail music stores. The Edison department has again undergone enlargement to accommodate more display stock and provide more adequate demonstration facilities.



*A Revelation in
SMOOTHNESS
and
QUIETNESS*

*The "OLD RELIABLE"
Over 1,000,000 KRASCO
Motors in Use Today.*



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

Eastern Branch, 120 West 42nd Street, New York

The Talking Machine World Produces Results

The letter reproduced below emphasizes the tremendous drawing power of The Talking Machine World as an advertising medium. Hundreds of similar letters (all of them unsolicited) have been received from our advertisers.

THE OGDEN SECTIONAL FILING SYSTEM LOCATES
ANY RECORD IN FOUR SECONDS

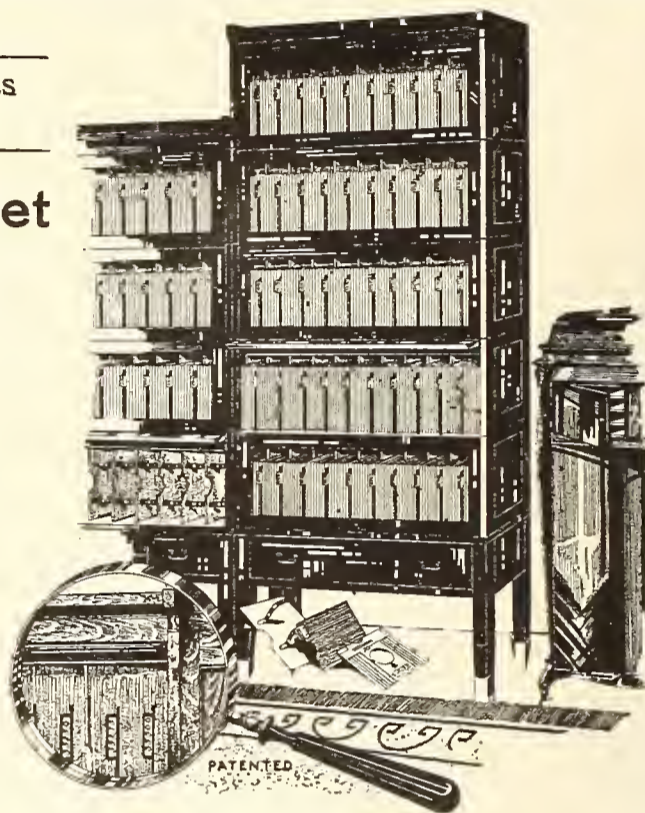
Ogden Sectional Cabinet Company, Inc.

Saves Time
Saves Money
Saves Space
Cuts Out Dead Stock
Increases Sales
Fits Your Needs
Shows the Selling Value
of Every Record.

Our Sales System keeps track of what you sell and what you need—a perfect automatic inventory and re-order system, showing profitable and slow sellers.

700-702 Salem Street

LYNCHBURG,
VIRGINIA



Nov. 10, 1922.

Talking Machine World,
373 Fourth Ave.,
New York, N. Y.

Gentlemen:--

We have been continuously advertising in THE TALKING MACHINE WORLD, we believe, for at least eight, and possibly nine years. While we have given advertising to other publications it has only resulted in convincing us that our advertising in THE TALKING MACHINE WORLD has always been placed in the best publication. So, therefore, for a long time past THE TALKING MACHINE WORLD has received practically our entire advertising appropriation.

As a direct result of our advertising in your columns we have received orders from all over this country, and also from remote parts of the world, which we know directly resulted from our advertising in THE WORLD. We know this because the orders were sent with "WORLD" clippings attached.

Our cabinets have been introduced to the world through "WORLD" advertising. When any magazine or trade paper brings orders and inquiries from South America, the Islands of the Pacific, Southern and Eastern Asia, as well as Australia and New Zealand, it must truly be a world-wide trade journal.

Yours very truly,

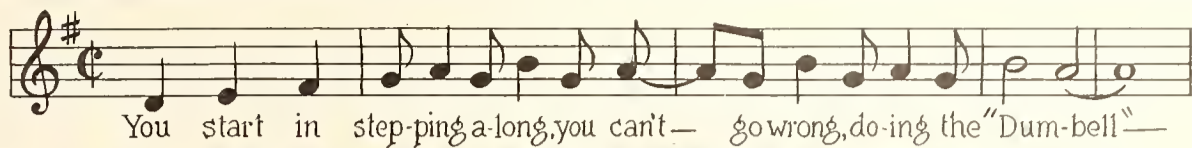
OGDEN SECTIONAL CABINET CO.

The Ogden "Visible Tab Indexes" and "Sales System Envelopes" Locate any Record Instantly and Shows Its "Selling Value"

We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you a copy suggestion.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.



DUMBELL

A **STUMBLING** FoxTrot Full of **TRICKS**
by **ZEZ CONFREY**—

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

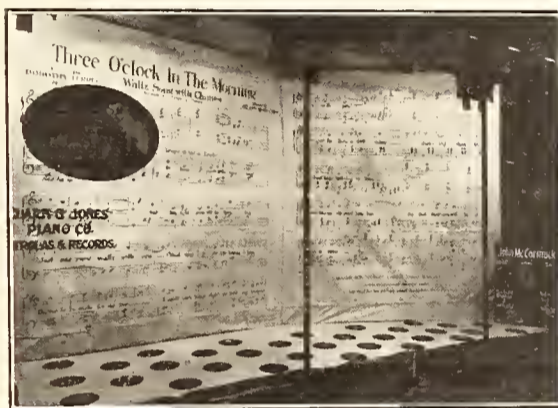
UNUSUAL DISPLAY BOOSTS SALES

Giant Reproduction of Sheet Music Aids Clark & Jones Piano Co. to Dispose of Many Records of the Number Featured

BIRMINGHAM, ALA., December 7.—A sheet of music ten or twelve feet high behind a plate-glass window is so unusual and so easy to read that scarcely anyone who passes will fail to stop and read it. This is the novel idea employed by the Clark & Jones Piano Co., of this city, to run the sales of a single record up to more than 500 a week. The display has been patented by them. Each year they use it only once, featuring a popular number, reaping the benefit of this unique display through increased sales.

A talking machine, which does not show in the accompanying picture, is always used in connection with the giant sheet of music. Not only does the display attract attention because of its unusualness, but it also affords an easy,

effective aid to the observant to learn the words of the song being advertised. All through any day the window was so arranged people were seen to stop, take out their note books and



An Original and Effective Window pencils and copy down the words to the song, which was "Three o'Clock in the Morning" this year. Most of those who did not copy the words stood about and hummed them along

with John McCormack, Victor artist, whose record of this number is featured and was played constantly for the benefit of passers-by.

According to Robert P. McDavid, manager of the talking machine department of the Clark & Jones Piano Co., several large publishing houses of sheet music have opened negotiations with them regarding the purchasing of the national rights on their patents to this display.

T. F. CLARK ENTERS FIELD

PORT HENRY, N. Y., December 8.—J. T. Breadner, a member of the Phonograph Supply & Repair Shop, this city, has disposed of his share in the business to T. F. Clark, who is now personally managing the business. It is planned to greatly increase the stock and to enlarge the repair department. Springs and repair parts for all makes of talking machines are carried in stock and while the business is comparatively new steady growth has been enjoyed.

Greetings

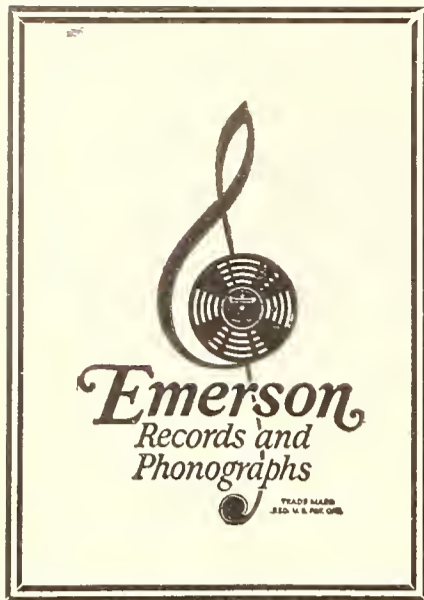
The Bristol & Barber Co., Inc., Okeh Distributors, esteem it a privilege and pleasure to extend Christmas and New Year Greetings to the Okeh Dealers.

The past year has been a phenomenal one for Okeh Records, but 1923 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



January Releases

Emerson Records

Retail Price 75 Cents

THIS list of January releases is a typical Emerson selection of the LIVE HITS ready for our dealers "simultaneously with the publishing of the music."

We believe that this list will prove to be the most remarkable selection of popular numbers brought out in many months. It is so strong that it is very difficult to emphasize any particular numbers.

These releases, together with the December Emerson list, gives Emerson dealers all the top sellers right up to the minute.

Emerson January Releases on Sale December 10th

LATEST DANCE HITS

- 10556 { Lady of the Evening ("Music Box Revue")
—Fox-trot Glantz Dance Orch.
Pack Up Your Sins ("Music Box Revue")
Fox-trot Emerson Dance Orch.
- 10557 { Stop Your Kiddin'—Fox-trot,
Original Memphis Five
Burning Sands—Fox-trot . . . Biltmore Dance Orch.
- 10558 { Bee's Knees—Fox-trot . . . Original Memphis Five
Rose of the Rio Grande—Fox-trot,
Sam Lanin's Roseland Dance Orch.
- 10559 { Carry Me Back to My Old Carolina Home—
Fox-trot (Vocal Chorus, Arthur Hall),
Jos. Samuels and His Orch.
- 10560 { A Picture Without a Frame—Fox-trot,
Biltmore Dance Orch.
Who Cares?—Fox-trot . . . Emerson Dance Orch.
I'm Through Shedding Tears—Fox-trot,
Jos. Samuels and His Orch.
- 10561 { Lost, A Wonderful Girl—Fox-trot,
Glantz Dance Orch.
Nellie Kelly, I Love You—Waltz—Vocal
Chorus Emerson Dance Orch.

- 10562 { A Kiss in the Dark ("Orange Blossoms")—
Waltz Glantz Dance Orch.
Who Did You Fool, After All?—Fox-trot,
Sam Lanin's Roseland Dance Orch.
- 10566 { Shake It and Break It—Fox-trot,
Sam Lanin's Roseland Dance Orch.
Aunt Hagar's Blues—Fox-trot,
Sam Lanin's Roseland Dance Orch.

POPULAR VOCAL RECORDS

- 10563 { Blue—Duet—Orch. Accomp.,
Irving and Jack Kaufman
Lovin' Sam—Baritone Solo—Orch. Accomp.,
Arthur Fields
- 10564 { Open Up Your Arms, My Alabamy—Duet
—Orch. Accomp. . . Irving and Jack Kaufman
Till My Luck Comes Rolling Home ("Little
Nellie Kelly")—Baritone Solo—Orch.
Accomp. Arthur Fields
- 10565 { Porcelain Maid—Tenor Solo—Orch. Accomp.,
Irving Kaufman
Crinoline Days—Tenor Solo—Orch. Accomp.,
Irving Kaufman

Emerson Records are the equal musically, artistically and mechanically of any records retailing at the same price, viz., 75 cents each. The dealer realizes a net profit 20% greater than on any other records retailing at this price.

Mail us the attached coupon with your selection of these big sellers for the month and demonstrate for yourself the quality of these new Emerson Records. We will send you full details of the new Emerson plans for the distribution of our records and give you information as to how you make extra profits on every *Emerson Record* you sell.

Emerson Phonograph Company
105-111 West 20th Street New York, N. Y.

COUPON

Emerson Phonograph Co., Inc.,
105 West 20th St.,
New York City.

Please ship us at once the following new Emerson Records and give us details of your new dealer extra profit plan.

- 10556 Lady of the Evening
Pack Up Your Sins
 - 10559 Carry Me Back to My Old Carolina Home
A Picture Without a Frame
 - 10549 Homesick
Carolina in the Morning
 - 10551 Love Sends a Little Gift of Roses
Tomorrow
 - 10552 Blue
Sister Kate
 - 10554 Lovin' Sam
My Old Plantation Home
- POPULAR VOCAL RECORDS**
- 10564 Open Up Your Arms, My Alabamy
Till My Luck Comes Rolling Home
 - 10565 Porcelain Maid
Crinoline Days
 - 10550 Three O'Clock in the Morning
For the Sake of Auld Lang Syne
 - 10555 Nellie Kelly, I Love You
Carolina in the Morning

Firm

Street

City State.....

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., December 6.—The Quaker City certainly is preparing to "make it a musical Christmas" according to the reports of many of the talking machine dealers of Philadelphia, who assert that the anticipated holiday rush is now well under way and that judging from present indications the volume of their business during the next few weeks will undoubtedly break all previous records.

While these golden expectations are doing a great deal to spread the real Yuletide spirit among the dealers themselves, nevertheless they are proceeding under a distinct handicap since the prevailing shortage of stock becomes more and more acute each week. Consequently most of the distributors and dealers are taking every possible means and opportunity to secure the talking machines they need and it is no longer an unusual sight to see a caravan of auto trucks draw up to the stores of local distributors after having made long trips of possibly several hundred miles in order to obtain machines direct from the factories.

Christmas Buying Evident

"Our business is fine," said George Witney, manager for C. J. Heppe & Son, in discussing prevailing conditions, "and it is remarkable how many people are buying, or planning to buy, a talking machine for Christmas. The only thing that is marring our satisfaction is the scarcity of machines as we are selling them as fast as we can get them and, moreover, we are having great difficulty in filling the orders for Victrolas that we are receiving daily and almost hourly from our dealers."

New Edison Re-creation Release Plan

A distinct innovation in the policy of the Girard Phonograph Co., distributors for the New Edison phonographs and re-creations, in regards to the sale of the Edison records in this territory, was announced to-day by Arthur Rhinow, one of the officials of the Girard Phonograph Co.

"In the future, in fact, from this date on, we intend to abolish the practice of having a special sales date for the Edison re-creations," said Mr. Rhinow, in telling of this radical departure in the sale of phonograph records that has been inaugurated by the Girard Phonograph Co. "This simply means that our dealers will be allowed to put the Edison re-creations on sale as soon as they are received at the stores of our different dealers throughout this territory. In the past it was always our practice to instruct our dealers to wait until a certain date each month before they could place on sale the new Edison re-creations that had been distributed by us as soon as they were issued from the factory. Consequently in the future our dealers will be allowed to put the new re-creations on sale just as soon as they receive them from us instead of being obliged to wait a week or more until the twentieth day of that month, on which date we have been accustomed to release them.

"Under this new arrangement our dealers will be able to put three or four new re-creations before their customers every week at least instead of having to place twelve new numbers before their patrons only once a month. In this way we believe that the dealers will give their customers an incentive to visit their stores more often—once a week, probably—to hear the latest records."

Featuring New Columbia Records

Miller & Kades, the progressive Columbia dealers of Harrisburg, Pa., are boosting Columbia new process records to the sky and cashing in. They have flags, three feet by five feet, flying from all the windows, in red and white, bearing the inscription: "New Process

Columbia Records on Sale Here." The record sales have been greatly stimulated in this way.

Merrill Winner a Proud Daddy

Merrill Winner, of Winner Bros., the well-known Columbia dealers of Williamsport, Pa., is receiving congratulations from his many friends in the trade as he recently became the proud father of a nine-pound baby girl.

Mr. Robbins, head of the Robbins Music Co., a prominent Columbia dealer of Trenton, N. J., was a visitor at the Philadelphia branch of the Columbia Co. recently.

W. B. Hill, of Pottsville, Pa., and N. M. Stokes, of Milford, Del., both well-known Co-

lumbia dealers, also visited the offices of the local Columbia branch recently.

Big Demand for Brunswicks

O. F. Jester, manager of the local branch of the Brunswick-Balke-Collender Co., at 1002 Arch street, returned from a trip to Allentown, Easton, Bangor and Bethlehem with the statement that the demands for machines made by the Brunswick dealers in these cities had almost overwhelmed him. He told the dealers that he was making every possible effort to obtain the desired Brunswick machines but that it was impossible to make any immediate

(Continued on page 118)



MERRY XMAS

H.A. WEYMANN & SON INC.
 1108 CHESTNUT ST. PHILADELPHIA PA.

Victor Wholesalers

T.M.W.

A Merry Christmas

May it be merry in the satisfaction of a years work well done.

A Prosperous New Year

Appreciating your patronage of the past we offer you our service for 1923 confident that our merchandising experience and resources will make it a prosperous one for you.

The Talking Machine Co.

Victor Wholesalers

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

deliveries as carloads of Brunswick phonographs had been on the road to this city for several months but were being held up by freight embargoes.

Mr. Jester asserts that the \$150 York model of the Brunswick machine was so far oversold that the factory can only put out a small percentage of the orders for this model before Christmas.

H. Royer Smith Takes on the Edison

H. Royer Smith, the progressive talking machine dealer located at Tenth and Walnut streets, who has handled the Victor machines exclusively up to the present time, is one of the Philadelphia dealers who have taken over the New Edison line also. Mr. Smith, who is secretary of the Victor Dealers' Association, is widely known throughout the trade in this vicinity.

Sales Limited Only by Supplies

F. B. Reinecke, manager and secretary of Louis Buehn Co., Victor distributor, reports that the volume of their business is being limited solely by the number of machines obtainable for immediate delivery.

Penn Co. Breaking Records

T. W. Barnhill, manager of the Penn Phonograph Co., declares that according to present

indications the business transacted by this widely known Victor distributing house during this month probably will break all records for the holiday season in past years.

Planning Smoker for Dealers

Robert McCarthy, manager of Gimbel's phonograph department, has been appointed as chairman of the committee to arrange for a smoker for the Philadelphia Victor Dealers' Association, to be held the latter part of this month, probably at the Manufacturers' Club. The members of this committee include George Witney, of Heppe's, and H. Royer Smith.

Rogers Reports Vocalion Progress

Excellent business is reported by B. H. Rogers, head of the Lincoln Business Bureau, 1011 Race street. Mr. Rogers says that the demand for Vocalion records so far exceeds the available supply that he is obliged to distribute them on the most equitable basis possible. The new list of Vocalion records contains a number of popular hits that are helping to increase the record sales of many dealers throughout this territory.

Opens Many New Accounts

Everybody's Talking Machine Co., 810 Arch street, wholesaler of talking machine parts, reports the continuance of good business and the

opening of a number of new accounts. The new catalog has been mailed to the trade. Many commendatory letters are being received at headquarters on this piece of literature. This covers the complete lines of repair materials for talking machines and accessories which this firm handles. The catalog has attracted many favorable comments from members of the trade.

Weymann Reports General Activity

H. W. Weymann, of H. A. Weymann & Son, Inc., reports good business in all departments, which includes Victor merchandise, Q R S music rolls and Weymann Keystone State musical instruments. November business was exceptionally good and it is expected that December business will equal, if not surpass, December, 1921.

Start Comprehensive Sales Campaign

The Philadelphia Badge Co., of this city, manufacturer of the well-known round record cleaners bearing the dealer's imprint and advertisement of the line carried, has entered into a comprehensive sales campaign. Although the record brush business began as a small part of the general output it has already reached large proportions and these brushes are being used all over the country by retailers as advertising novelties. A somewhat more expensive brush has also been made, using bristles instead of cloth, which, judging from the demand, will be a big favorite.

Louis Buehn Reviews Situation

Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, of this city, reported great activity among Victor retailers throughout the territory and the present shortage of Victor merchandise, Mr. Buehn pointed out, was a distinct tribute to the supremacy of Victor products. The demand for Victrolas in the Quaker City has been exceptional despite several mark-down sales being offered in the city by dealers in other lines. The great demand manifested this Fall is better visualized when it is remembered that practically every distributor had accumulated large stocks during the Summer months in preparation for it. The current supply as well as accumulated stocks are practically exhausted. Mr. Buehn called attention to the wide variety of Victrola models available this Fall and how the retailer was able to supply his trade with portables, table models, a wide range of uprights as well as both curved

(Continued on page 120)

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

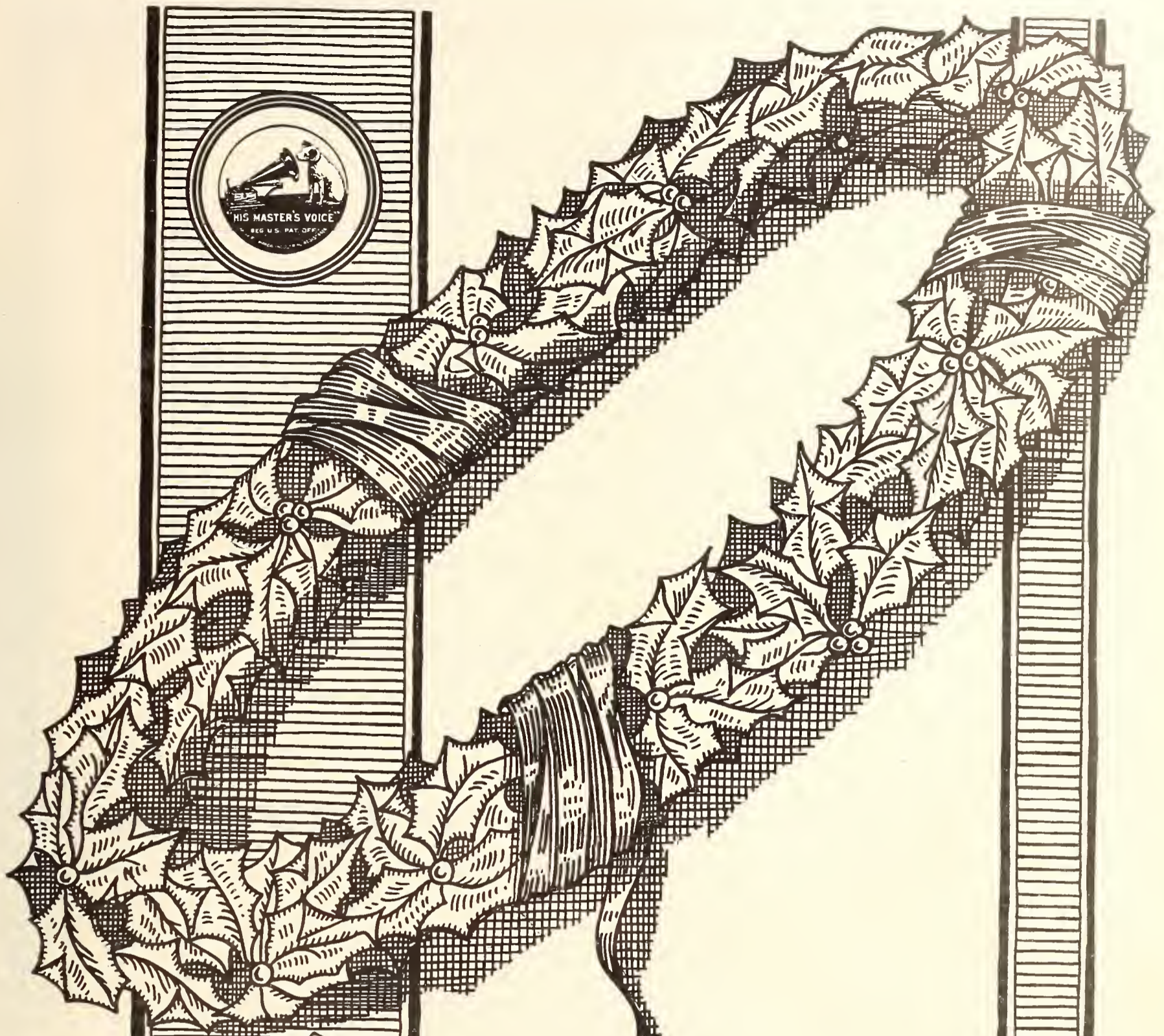
Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.

Philadelphia, Pa.
Baltimore, Md.



Appreciating the confidence shown and the
loyal support given during the year
The Louis Buehn Co.
of Philadelphia
wishes all its friends
A Merry Christmas and a happy New Year
Louis Buehn
President

Accomplishment

It is with just pride that we point to a year of accomplishments that has made for the Zimmerman-Bitter organization a legion of friends.

They testify with complete satisfaction to all concerned that the work done by our expert personnel has materially helped to attain success for the retail establishment.

Our Wish to All Is for A Joyous Christmas

and

A Prosperous New Year

Hearing Rooms
Record Racks
Service Counters

Zimmerman-Bitter Construction Co.

Display Cases
Musical Instrument
Cases, etc.

OFFICES — FACTORY — WAREHOUSES

325-327 East 94th Street

Phone Lenox 2960

NEW YORK, N. Y.

TRADE NEWS FROM THE QUAKER CITY

(Continued from page 118)

and flat top horizontal types—every one a Victor product and worthy of the famous trade-mark. Visit Talking Machine Co.

Among recent visitors at the headquarters of the Talking Machine Co., Victor distributors, was Howard I. James, a Victor retailer of Lebanon, Pa. Mr. James is an ardent Victor enthusiast and a hustler. Accordingly, he finds business very good. He purchased a period model Victrola, Adam No. 1, for which he sent a special truck to this city. This model will be displayed attractively in his window for the holiday season.

A. J. Heath in Ill Health

Ill health has unfortunately kept A. J. Heath from undertaking his new duties with the General Radio Corp., of this city, as per the announcement emanating from this well-known talking machine and radio distributing house a few weeks ago. Mr. Heath's doctor has ordered him to discontinue all activities until in better health. Walter L. Eckhardt, president of the company, states: "It is very unfortunate that Mr. Heath's health prevents him from entering actively into the work at this time, but it is probably only deferred for a short period until he is in better health."

NEW GENNETT RECORD CATALOG

New Volume Listing All Records Up to January 1, 1923, Just Issued—Carefully Classified and Interestingly Arranged

The Starr Piano Co. has just issued the new 1923 catalog of Gennett records listing all records issued up to January 1. The catalog is a most ambitious work, replete with portraits of prominent recording artists and so classified as to simplify the finding of any particular recorded selection. Special sections of the catalog are given over to the listing of special music and the Gennett foreign records, which represent a most substantial assortment of operatic and other numbers.

The center pages of the catalog are devoted to the listing of the Green Label Gennett records by such artists as Henry Moeller, Edith Gaile, Scipione Guidi, Joseph Holmann and Helen Clark, and interest is added to the pages through the presentation of the portraits of the several artists in connection with the numbers they have recorded.

For the convenience of the machine owner a special section is set aside for Gennett advance records by well-known dance orchestras. The entire volume makes an impressive showing and gives some idea of the steady growth of the Gennett catalog.

DEATH OF HARRY A. VOLZ

Brother-in-law of Jerome C. Harris Passes Away Recently

Jerome C. Harris, secretary of C. Bruno & Son, Inc., New York, was recently called upon to attend the funeral of his brother-in-law, Harry A. Volz, who passed away on November 4 at the home of Mr. Harris' mother. Mr. Harris is particularly grieved at his loss, inasmuch as he and Mr. Volz were almost inseparable companions.

USES BLOTTERS TO ADVANTAGE

SAN FRANCISCO, CAL., December 5.—The Remick Song and Gift Shop, of this city, Columbia dealer, recently used a blotter in a unique way and incidentally featured the name of a popular selection effectively. The blotter, which was printed in three colors, was artistically designed and had for a caption, "Don't Bring Me Kewpies When It's Records That I Need." Besides being a clever piece of publicity, the blotter carried a monthly calendar page which added to its utility value. Specific mention was made of the Columbia New Process records and 8,000 of these blotters were mailed to the names on the store's lists. They created a most favorable impression among those who received them.

PUBLICITY PRODUCES RESULTS

GASTONIA, N. C., December 5.—Geo. L. Rawlings, secretary of the Winget Jewelry Co., of this city, progressive Columbia dealer, is enthusiastic regarding the results received from the campaign sponsored by the Columbia Co. in behalf of New Process records. The direct results of the campaign are very satisfactory and in addition to selling a large number of these records to his old clients, Mr. Rawlings has been successful in adding many new customers to his lists.

MME. SCHUMANN-HEINK RECOVERING

Mme. Ernestine Schumann-Heink, famous Victor artist, is recovering from bronchial pneumonia at her home in Garden City, L. I. Announcement has been made by her managers, Haensel & Jones, of 33 West Forty-second street, New York, that a concert which she was to have given in Fort Wayne, Ind., and other engagements to sing in Springfield, Grand Rapids and Cleveland, have been canceled.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

COLUMBUS

*Morehouse-Martens Co. Opens
Foreign Offices—Victor Sales
School Here—Enjoy Fine Trade*

COLUMBUS, O., December 6.—Announcing the establishment of foreign offices in London, Paris, Barcelona, Chemnitz, Berlin, Milan, Yokohama and Shanghai, the Morehouse-Martens Co., one of the leading department stores and talking machine dealers not only in Columbus, but in Central Ohio, conducted an International Merchandise Exhibit during the early part of November.

An invitation was extended to many clubs, including the Cosmopolitan Club of the Ohio State University, to tour the store in a body and observe the quaint novelties. Decorations, featuring flags and emblems of the countries whose merchandise was represented, were used.

In the music department of this firm the music of six different countries was featured. Young women dressed in the attire characteristic of a particular nationality played the music of that country on a Victrola. These numbers were either the national anthems or popular folk songs.

The Victor business of the Z. L. White Co. has been very good, according to F. J. Connor, manager of that department. However, Mr. Connor does not feel the same way about the record business. "The volume in record sales is not yet what it should be, but we hope to make it as good as our machine business before this year is out," he said.

Miss Marie Smith, of the record department of the Z. L. White Co., has been unusually successful in selling the health records. When customers come into the store she not only calls their attention to this set of records, but takes them into the booth and demonstrates the exercises before them.

Due to the increase in business, Mr. Connor has added Miss Cleo Kerns to his force in the department. Miss Kerns was connected for some time with another talking machine house and Mr. Connor feels that her experience in this line will be helpful.

A large demand for the York model of the Brunswick machines is reported by the F. G. & A. Howald Furniture Co., Brunswick dealers. This is a \$150 machine and is so well liked by the patrons of this firm that it has actually been oversold. It is, of course, the popular console type that has recently been put on the

market. The more expensive machines, ranging in price from \$300 to \$1,000, are also selling well in this store.

Many of the Victor dealers responded to the invitation to attend the salesmanship school conducted by F. A. Delano, of the Victor Talking Machine Co. The classes were conducted at the Hotel Deshler and came to a close on Thursday evening, November 23. Dealers as well as salespeople were in attendance. Of those interviewed, everyone stated that he was greatly benefited by this school. The Perry B. Whitsit Co., wholesaler of Victrolas and Victor records, under whose auspices the school was held in this city, gave a banquet at the Hotel Deshler on Thursday evening. This dinner was one of the most delightful events that has ever taken place here. Mr. Delano and the visiting dealers were the guests of the Perry B. Whitsit Co. on this occasion.

When the Eight Famous Victor Artists recently appeared in Newark, O., many of their

ardent admirers were forced to forego the pleasure of hearing them on account of other affairs. On account of this fact the Auditorium management has announced that this popular organization has been secured for a return engagement and they will appear at the Auditorium Theatre soon. It was also announced that the program, which will be given out later, will be entirely new.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., has been traveling considerably since her return from California late this Summer. In the past week she visited schools in Circleville, O., and neighboring towns where she conducted music appreciation classes. These classes are part of the program to stimulate interest in music.

Visitors at the Perry B. Whitsit Co. recently included G. M. Rice, Wilmington, O.; O. P. Sell, Delaware; O. A. Rider, Nelsonville; L. Phillips, Mt. Gilead; W. W. Rock, Urbana, and Carl F. Seitz, Circleville, O.

SALES PLAN PROVES SUCCESS

Knickerbocker T. M. Co. Awakens Interest in Unique Idea for Developing Record Sales—Victor Dealers Using Plan to Excellent Advantage—Other Fine Dealer Helps

The plan for increasing sales of Victor records, recently announced by Abram Davega, president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York, is being put into effect by a number of Victor dealers with appreciable results. This plan, which was announced in detail in the last issue of *The World*, provides for the grouping of records for an appropriate evening's entertainment.

At the last meeting of the Knickerbocker dealers there was distributed, in program form, "An Evening at Vaudeville," in which were listed ten carefully selected Victor recordings for a program of this character. The programs are printed in quantities with space for the dealer's imprint. Since then there has been printed a similar program entitled "An Evening at the Concert." There are also prepared, and in the course of preparation, other groupings such as Christmas, New Year's, Easter, An Evening in Ireland, and other countries, etc. It is planned to ultimately have fifty-two programs prepared, a different program for each week in the year. Dealers are finding that this plan is showing customers a novel way to get increased pleasure from their Victrolas and consequently having its effect in the increased sales of records. There has been prepared for

dealers using this plan an attractive window strip with the request to "Come Inside and Be Shown the Modern Way to Play Your Victrola. More Pleasure and Entertainment."

An instruction sheet for Victrola owners, enabling them to properly classify their records, has also been printed. This card contains twenty columns under a corresponding number of classifications, such as dance, novelty, children's records, concert, vocal, sacred, humorous, men's, operatic, violin, etc. The inability of some Victrola owners to provide records for all these classifications is also expected to have the desired effect of increased record purchases. The well-known adage that "Variety is the spice of life" is particularly appropriate in record selections and a knowledge of the general catalog proves that the Victrola brings into the home practically every popular form of entertainment from vaudeville to grand opera.

Another window strip which is to be found in a large number of Victor dealers' windows and which was prepared by the Knickerbocker Talking Machine Co., calls attention to the "Laughing Specialty," Victor record No. 62576.

Mr. and Mrs. Max Landay, of Landay Bros., Inc., have given up their residence in Edgemere, Long Island, and now reside on Riverside Drive, New York City.

Witzmann-Stuber, Inc., have opened a new music store at 99 North Second street, Memphis, Tenn. Talking machines and musical instruments are featured.

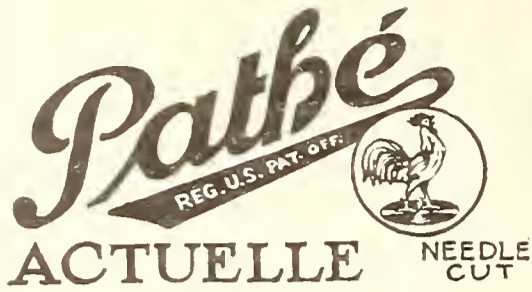


COLUMBUS Sends Its Greetings

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 1922, and it is our earnest wish that 1923 will prove a year of prosperity, joy and contentment.

Perry B. Whitsit Co. *Victor* Distributors Columbus, Ohio.



2 for \$1.00 or 55 Cents Each

The New Pathe Actuelle Record—All 10 Inch Double Disc and Play with Steel Needles on Any Phonograph

PARTIAL LIST

OF CLASSICAL AND OPERATIC DOUBLE FACED RECORDS BY WORLD FAMOUS ARTISTS

- 025004 { Silver Threads Among the Gold (Tenor).....Craig Campbell
We've Been Chums for Fifty Years (Tenor).....Craig Campbell
- 025046 { Afterwards (Baritone)Percy Hemus
Marguerite (Baritone)Percy Hemus
- 025084 { Don Giovanni, "Nella bionda" (Basso) (In Italian).....A. Didur
Figaro, "Non pui andrai" (Basso) (In Italian).....A. Didur
- 025083 { Falstaff, "Dal labbro" (Tenor) (In Italian).....Tito Schipa
Sonnambula, "Prendi l'anel" (Tenor) (In Italian).....Tito Schipa
- 025082 { Melody in F (Piano Solo).....Rudolph Ganz
Menuet in G (Piano Solo).....Rudolph Ganz
- 025050 { The Palms (Baritone).....Percy Hemus
The Resurrection (Baritone).....Percy Hemus
- 025062 { Schön Rosmarin (Violin Solo).....Alex. Debruille
The Walnut Tree (Violin Solo).....Alex. Debruille
- 025063 { Santa Lucia (Daylight Is Waning) (Neapolitan Folk Song) (Tenor)Tito Schipa
Marechiaro (Neapolitan Song) (Tenor with Orch.) (In Italian).....Tito Schipa
- 025064 { La Tosca, "Cantabile di Scarpia" (Baritone with Orch.) (In Italian).....Luigi Montesanto
Zaza, "Zaza piccola zingara" (Baritone with Orch.) (In Italian).....Luigi Montesanto
- 025065 { Shepherd's Hey (Piano Solo)Rudolph Ganz
Country Gardens No. 22 (Piano Solo).....Rudolph Ganz
- 025066 { Sonnambula, "vi ravviso" (Basso with Orch.) (In Italian).....Adamo Didur
Tales of Hoffman, "Coppellius Song" (Basso with Orch.) (In French).....Adamo Didur
- 025067 { Barber of Seville, "Una voce poco fa" (Sop. with Orch.) (In Italian).....Helen Yorke
Lucia di Lammermoor, "Mad Scene" (Sop. with Orch.) (In Italian).....Helen Yorke
- 025068 { The Two Grenadiers (Les Deux Grenadiers) (Bar. with Or.) (In Fr.).....Gustave Huberdeau
Elegie (Melodie) (Bar. with Orch.-Violin Obbligato) (In French).....Gustave Huberdeau
- 025069 { Chanson Provencale (Soprano with Orch.) (In French).....Grace Hoffman
The Fairy Pipers (Soprano with Piano and Flute Acc.).....Grace Hoffman
- 025070 { Elegie (Soprano with Orch.) (In French).....Yvonne Gall
Jocelyn, "Berceuse" (Soprano with Orch.) (In French).....Yvonne Gall
- 025071 { Le pere la victoire (Baritone with Orch.) (In French).....Auguste Bouilliez
Hymne des Mamelis, "Fratelli d'Italia" (Bar. with Orch.) (In Ital.) Auguste Bouilliez
- 025072 { "Ernani Involami, Ernani" (Soprano with Orch.) (In Italian).....Claudia Muzio
Mme. Butterfly, "Mme. Butterfly's Entrance" (Sop. with Or.) (In Ital.)..Claudia Muzio
- 025073 { Die Walküre, "Ho-Yo-To-Ho!" Brunnhilde's Battle Cry (Mezzo-Soprano
with Orch.) (In German)Eleanora de Cisneros
Tristan und Isolde, "Wacht-Lied" (Mezzo-Sop. with Or.) (In Ger.)..Eleanora de Cisneros
- 025074 { La Tosca, "Vissi d'arte" (Prayer of Tosca) (Sop. with Orch.) (In Ital.)..Anna Fitzlu
Lucia di Lammermoor, "Sextette" (Sextette with Orch.) (In Italian),
Milan Grand Opera Sextette
- 025075 { Witches Dance (Piano Solo).....Ethel Leginska
Gavotte (No. 2) (Cello with Piano Acc.).....Cornelius Van Vliet
- 025076 { Cavalleria Rusticana, "Voila sapete" (Sop. with Orch.) (In Ital.)..Mme. Olga Carrara
La Boheme, "Mi chiamano Mimi" (Sop. with Orch.) (In Italian).....Mme. Olga Carrara
- 025077 { Tommy, Lad! (Baritone with Orch.).....David Bispham
Marching Through Georgia (Baritone with Orch. and Chorus Acc.).....David Bispham
- 025078 { Eili, Eili (Orthodox Version) (Cello with Piano Acc.).....Hans Kronold
Kol Nidre (Day of Atonement) (Cello with Piano Acc.).....Hans Kronold
- 025079 { The Little Gray Dove (Soprano with Violin, Flute and Piano Acc.)....Grace Hoffman
The Fairy Pipers (Soprano with Piano and Flute Acc.).....Grace Hoffman
- 025080 { Liebesfreud (Piano Solo).....Rudolph Ganz
Rosamonde, "Ballet Music" (Piano Solo).....Rudolph Ganz
- 025081 { Comin' Thro' the Rye.....Grace Hoffman
The Wind's in the South.....Grace Hoffman
- 025085 { At Dawning (I Love You) (Soprano with Orch.).....Yvonne Gall
Annie Laurie (Soprano with Orch.).....Yvonne Gall
- 025086 { El Contrabandista (Piano Solo).....Joseph Lhevinne
Ecosaisais (Piano Solo)Joseph Lhevinne
- 025087 { Il Trovatore "D'amor sull 'all rosee" (In Italian).....Claudia Muzio
Tosca, "Vissi d'arte" (Prayer of Tosca) (In Italian).....Claudia Muzio
- 027038 { Bourrée in B Minor (Piano Solo).....Rudolph Ganz
Valse in E Minor (Piano Solo).....Rudolph Ganz
- 027039 { Mephistopheles, "Ballota del mondo" (Ballad of the World) (Basso
with Orch.) (In Italian)Adamo Didur
Si tu le voulais (Had You Wished) (Basso with Orch.) (In Polish).....Adamo Didur
- 027519 { In the Sweet Bye and Bye (Contralto with Orch.).....Margarethe Matzenauer
Home, Sweet Home (Contralto with Orch.).....Margarethe Matzenauer
- 025095 { I'll Sing Thee Songs of Araby.....Eleanora de Cisneros
JuanitaEleanora de Cisneros
- 025096 { Love Sends a Little Gift of Roses.....Alex. Debruille
Mignon, "Gavotte".....Alex. Debruille
- 025097 { Comin' Thro' the Rye (Soprano).....Yvonne Gall
Good-Bye! (Soprano)Yvonne Gall
- 025092 { Mephistopheles, "Whistle Song" (Basso) (In Italian).....Adamo Didur
Faust, "Le Veau d'or" (Basso) (In French).....Adamo Didur
- 025093 { Invitation to the Valse.....New Symphony Orchestra (Arthur Bodanzky, Conductor)
American FantaseNew Symphony Orchestra (Arthur Bodanzky, Conductor)
- 025094 { Bonnie, Sweet Bessie (Tenor).....Craig Campbell
Believe Me, If All Those Endearing Young Charms (Tenor).....Craig Campbell

New German Catalogue Now Ready

New Italian Catalogue Now Ready

All The Broadway Hits---Dance and Vocal---First and Best

Dealers— Write Us To-day

Pathe Phonograph & Radio Corp.
20 Grand Avenue
Brooklyn N. Y.

Better Records — At Any Price — Cannot Be Made

GENNETT RECORD FOR VAUDEVILLE

Starr Piano Co. Makes Special Record for Lane and Harper, Vaudeville Headliners

A special record has been made at the laboratories of the Starr Piano Co., Richmond, Ind., for the use of Lane and Harper, vaudeville artists, in their telephone act. Lane and Harper are at present making the Keith circuit and their attractive skit, in which the record plays an important part, is being well received. The



Lane and Harper Make Record

accompanying illustration shows Lane and Harper at the telephone, listening to the record. The talking machine is concealed and by cleverly timing his talk the replies of the telephone operator to the actor, reproduced by the talking machine, are heard by the audience.

SONORA JOBBING CHANGE JANUARY 1

On January 1 the Sonora Phonograph Co., New York, will take over the States of Ohio, Michigan and Kentucky from C. L. Marshall & Co., of Detroit, and distribute direct from the home office in New York under the personal direction and supervision of Frank J. Coupe, vice-president and sales manager, until permanent arrangements are made. Special representatives of the company will cover the field in the interests of Sonora dealers and the Sonora Phonograph Co. until a new distributor has been selected for this territory.

INTERESTING THE CHILDREN

The Griswold, Richmond & Glock Co., Victor dealer, Meriden, Conn., is interesting parents in Victor products through the children by means of children's classes, when educational records are played and the kiddies play games to music.

OVERCOMES UNUSUAL OBSTACLES

Modernola Co. Completes Successful Year Despite Previous Handicaps—Those Responsible for the Work—Optimistic Outlook

JOHNSTOWN, PA., December 7.—The year just closing has been a successful one in every way for the Modernola Co., of this city. A great deal of credit is due this house for the manner in which it overcame the unusual misfortunes which befell it in the past and successfully completed a year which has been a difficult one for the trade in general.

Organized about five years ago this company set out to manufacture "something different" in the line of phonographs for which it adopted the name Modernola. The warm reception which this new line received made imperative the building of a larger factory to fill the orders. It is remembered that four months after the occupation of the new plant it was burned to the ground and the company was temporarily put out of business. Stunned by the disaster, but not discouraged, it rebuilt the factory, this reconstruction period occupying practically the balance of 1921. This was almost equivalent to starting business all over again at the beginning of the present year. At this time also the management of the company was materially changed and an aggressive campaign entered into. A. Ohlson became general manager and Edward E. Hohmann, sales manager.

In a recent interview with The World Mr. Hohmann said: "The obstacles to be surmounted seemed almost impossible, but we finally got things going and are completing a very successful year. I also suggested to the company the addition of a portable model to the line which was placed on the market during the early part of the year. This portable model also opened the way for sales of the larger machine. It is a mistaken theory that the sales of the portable are confined to Summer months. The sale of our portable model for the month of November was the largest in the history of the company and it is expected that December will surpass the November record.

"Other officers of the company to whom credit is due for the success of the organization are: President F. B. Kinzey, of the Thomas-Kinzey Lumber Co.; Vice-president C. B. Thomas, of the Thomas Department Store; Secretary-treasurer D. M. S. McFeaters, treasurer of the Johnstown Trust Co.

"We look forward to 1923 as a year that will mark still another step forward in the history of this company."

ACHIEVES SUCCESS AS SOLOIST

Miss Jane Neilson Winning Considerable Popularity—Has Appeared as Soloist With Prominent Organizations in Important Concerts

LANCASTER, PA., December 5.—Miss Jane Neilson, of this city, well-known soprano, has appeared at a number of important concerts this year and invariably has won the enthusiastic praise of newspaper critics. She has been a soloist with Conway's Band, the Philadelphia Orchestra, the Fairmount Park Orchestra and



Miss Jane Neilson

has also appeared at the Hotel Ambassador, Atlantic City, N. J.

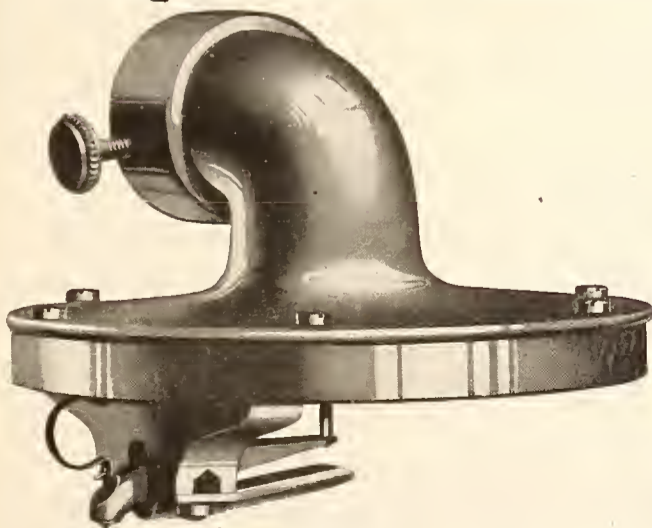
Miss Neilson's fame and prestige have traveled outside of the State limits and there is every indication that next season she will find it difficult to take care of her many engagements. Miss Neilson possesses a voice of exceptional clarity and sweetness and it has been suggested that she make test records at the earliest possible moment, as it is generally believed that these records will prove very satisfactory.

BRUNSWICK LINE FOR WATKIN CO.

The Will A. Watkin Co., old-established music house of Dallas, Tex., has added the Brunswick phonograph in its talking machine department. R. B. Barton and L. T. Barton have been added to the sales staff of the company.

A recent visitor to the Victor Co. was French Nestor, Victor jobber of Jacksonville, Fla.

Unqualified Dealer Endorsement East and West



CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

Youngstown

OHIO

Just two months ago our first announcement of the CLARAVOX Reproducer brought inquiries from talking machine dealers everywhere who desired demonstration of the remarkable tone qualities of this wonderful product.

To-day the CLARAVOX is recognized in the trade as the first product of its kind that has proven out.

As a large Western dealer describes it, "The only thing we have seen that is right," and, quoting from the letter of a prominent Eastern dealer, "Very good and quite to our liking."

Remember "The CLARAVOX" is not just another reproducer, but rather a device scientifically correct which faithfully reproduces on other talking machines those most exceptional Edison Re-creation Records.

The CLARAVOX opens a new field for you—a field that offers unlimited possibilities for profit.

Order your CLARAVOX to-day and hear the most wonderful music you have ever listened to from talking machines.

THE CLARAVOX CO.

Okeh Records

The Records of Quality

*—and a service unaffected
by seasonal conditions*

Your biggest season is on! Every day, from now on, will bring increased demands for Okeh Records of every description and character.

Serious thought should be given to your present stock. Is it thoroughly up-to-date and complete in all sections? From the latest and liveliest hits to the older, yet ever-popular Yuletide carols and sacred music? If not, check up and find out just which and how many Okeh Records you are in need of—no matter which they may be—and then call on us. The real, full meaning of Consolidated Service will be demonstrated immediately.

We will more than convince you that the sudden rush and demand created by the seasonal conditions does not affect the smooth efficiency and promptness of our Service any more than does the casual, smaller order requested on the average day or season of the entire year. Consolidated Service is never hindered by insufficient stocks—at any time. It is at its best during all seasons and in all emergencies.

Why? Because we have on hand at all times, a full and complete line of Okeh Records that is never allowed to deplete.

It is not yet too late to become a dealer in Okeh Records. You can still cash in on the holiday business. Write—right now—for information regarding our unusually profitable sales plan.

Consolidated Talking Machine Co.

227 W. Washington Street

Chicago, Ill.

Branch: 2957 Gratiot Avenue, Detroit, Mich.

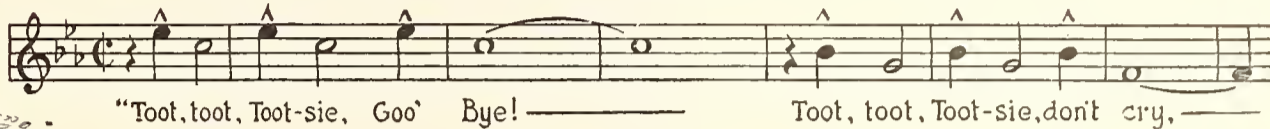


"You can't go wrong
With any FEIST song"

TOOT, TOOT, TOOTSIE

(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



"Toot, toot, Toot-sie, Goo' Bye! ————— Toot, toot, Toot-sie, don't cry, —————"

MODEL HOUSE SELLS GRAFONOLAS

Schwartz Bros. Use Timely Publicity—Sell-by-Truck Plan Proves Success

NORWICH, CONN., December 6.—Schwartz Bros., of this city, Columbia dealers, who recently opened one of the most handsome stores in New England, had a model house built on a truck chassis and used this to display and sell Columbia Grafonolas to prospects in outlying



The Schwartz Bros. Truck Operating

districts. This idea was conceived by L. H. Webber, manager of the Grafonola department, and it is proving a signal success. Four men accompanied the model house throughout the suburban towns and supplied the Grafonola message to those who were unable to visit the Schwartz warerooms.

The capacity of this model house is six Grafonolas with an adequate supply of Columbia records. The model house has not only produced sales, but has caused considerable comment all along the road, representing a splendid adaptation of the sell-by-truck plan.

The music business located for the past several years on State street, Meriden, Conn., and known as the Pathé Studio, is now located in the new Central Building.

RECEIVES CARLOAD ORDERS

Player-Tone T. M. Co. Closing Splendid Business—Consoles Prove Popular With Trade

PITTSBURGH, PA., December 6.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, states that business since October 1 has shown a tremendous increase and that the factories turning out Player-Tone products are working to capacity to take care of the requirements of the dealers. Mr. Goldsmith is receiving carload orders from all parts of the country and judging from all indications the dealers are moving this stock as fast as it is received.

In a chat with The World Mr. Goldsmith stated that a noticeable feature of this activity was the demand for consoles, and the several new models introduced by the Player-Tone Talking Machine Co. this season have been given a cordial reception by the trade. For 1923 Mr. Goldsmith has important plans under way whereby new models will be added to the Player-Tone line and an intensive sales campaign will be inaugurated in behalf of the entire Player-Tone line.

EDISON DISPLAYS FOR THRIFT WEEK

Window Arrangements Hooking Up With Annual Thrift Celebration in January Offered to the Edison Dealers for Local Use

Thos. A. Edison, Inc., in the January Edison Instruction Sheet, which covers the window displays arranged for the use of the retailers, recognizes the element of timeliness by hooking up the prepared displays with the annual Thrift Week campaign, which begins on January 17, Benjamin Franklin's birthday. Two impressive arrangements are offered to the dealers, both of them urging the inclusion of the New Edison in the budget plan for next year as a step thoroughly in keeping with the thrift spirit.

HOLIDAY WINDOW ATTRACTS NOTICE

Gulick-McFarland Co., of Burlington, Ia., Brings Music to the Fore in Attractively Conceived Holiday Window

BURLINGTON, IA., December 7.—A window display which fairly breathes the holiday spirit and which is attracting considerable attention in this city is that of the Gulick-McFarland Co., prepared by Leland G. Selzer, manager of the music department. The concern handles a complete line of talking machines and other musical instruments and these were featured in an excellent window display, a description of which follows:

A solid background of cotton was the basis, then there was a fireplace in one corner (made to look like white brick), with red light and logs to give the effect of fire. To the right was placed a decorated Xmas tree, next to this a player-piano. Around the tree were records and toys and other small gifts. To the left of the fireplace was placed a large Brunswick with a dummy of Santa Claus standing beside it, with his hands resting on it just as he had delivered it.

In the front corner of the window was placed an apparatus of Mr. Selzer's own invention. A large circular wheel was covered at different places with differently colored tissue paper. Fastened to this was a baby buggy wheel and to it a sewing machine motor. Behind this was a light with a tin reflector. When evening comes lights are turned on, the motor starts and a dozen different colors, changing all the time, is the result. The display has been in three days and so far has resulted in the sale of two Brunswicks.

The firm will move into a new building in February and will equip the music department with the latest improvements. A wonderful Brunswick business is being enjoyed and the sales volume is growing satisfactorily.

IMPORTED

HOMOKORD RECORDS

We have purchased the entire stock of the Hegeman-Stewart Corp., consisting of HOMOKORD RECORDS, GERMAN and STANDARD selections.

—NOW OFFERED AT ATTRACTIVE PRICES—

Special discounts to quantity buyers—Ask for catalog and prices

FAVORITE MFG. CO., 105 East 12th St., New York City

Cable Address Reg'd
"Fillasse-Phila."

Send for Samples and Special Quantity Quotations

Long Distance Phone
Baring 0535**IMICO** INDIA RUBY MICA **DIAPHRAGMS**
International Mica Co.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

LOCAL DEALERS HOLD MEETING

Leo Feist Day Observed at Meeting of Talking Machine Men, Inc.—Dr. Miller Reese Hutchinson Makes Interesting Address—Hugo S. Radt Gives Timely Talk on Banking—Other Practical Subjects Discussed

The December meeting of the Talking Machine Men, Inc., held at the Café Boulevard on Wednesday, December 6, was one of the most interesting meetings held recently, although, owing to the fact that December is the busiest month of the year, many of the dealers

found it impossible to attend. Several interesting addresses were on the program and the dealers present thoroughly appreciated the practical value of the meeting.

Irwin Kurtz, president of the association, made several preliminary announcements, one of them being to the effect that it was practically certain that the Board of Education of the City of New York would adopt the plan sponsored by Mr. Kurtz and the Talking Machine Men, Inc., whereby the local talking machine dealers would have an opportunity to co-operate with the different schools through the medium of music memory tests. The Talk-

ing Machine Men, Inc., has a number of important and original plans to introduce in connection with this idea which will make it an invaluable aid in the development of record business.

Mr. Kurtz read an interesting letter from Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., pointing out that the week of December 3 to 9 was being observed as American Education Week, and emphasizing the tremendous possibilities that are awaiting progressive dealers who appreciate and understand the unlimited scope of the educational records that are in the catalogs. Mr. Kurtz also read a telegram of good wishes from Otto Heineman, president of the General Phonograph Corp., New York, who expressed keen regret at his inability to be present at the meeting.

The December meeting, from a musical angle, was designated as "Leo Feist" day and representatives from this well-known publishing house were present to entertain the members and to feature the latest Feist hits. Theodore Morse, professional manager of Leo Feist, Inc., was given an enthusiastic reception by the dealers, and in a brief talk pointed out the splendid co-operation and help that his organization is extending to the talking machine dealers. Mr. Morse introduced Messrs. Miller and Steiner, who favored the audience with three of the latest Feist hits, "When the Leaves Come Tumbling Down," "I'm Mighty Sweet on My Sweet Sweetie" and "Toot, Toot, Tootsie."

Abram Davega, president of the Knickerbocker Talking Machine Co., New York, Victor wholesaler, advised the dealers that timely and interesting literature had been prepared to carry out the idea sponsored by his company under the caption, "The Theatre in the Home." This plan provides for the merchandising of Victrolas and Victor records along decidedly original lines.

It had been planned to present at this meeting the new thirty-minute record invented by the Hon. Noel Pemberton Billing, well-known inventor from Great Britain, who sailed for home last week. Mr. Billing, before sailing, made arrangements with Dr. Miller Reese Hutchinson, prominent New York inventor, whereby he would represent Mr. Billing's interests in this country, and it had been planned to demonstrate these new records at Wednesday's meeting. However, through a slip-up in the arrangements, the records did not appear, but Dr. Hutchinson favored the dealers with a brief description of the technical phases of this new record, which is named the "World," and stated that he would be present at the meeting in January to demonstrate the record.

Through the courtesy of Byron R. Forster, president of the Brilliantone Steel Needle Co., the members of the Talking Machine Men, Inc., and their guests were favored with a practical and informative address by Hugo S. Radt, assistant cashier of the Capital National Bank. Mr. Radt, who was formerly identified with the talking machine industry for six years, is also well known in banking circles and he was, therefore, able to give the dealers some valuable pointers as to the desirability of establishing personal and close relations with the banks. Mr. Radt stated that in making loans and in conducting the banking business generally, bankers were guided by three cardinal requisites: character, ability and capital, and he then proceeded to give details as to the importance of these qualifications.

An Open Letter To Phonograph Dealers

YOUR BUSINESS
demands that before
placing your 1923 orders for
needles, you receive samples
and prices from us.

We offer you a needle of
exceptional tone at a price
that will please you.

DO NOT DELAY

SEND FOR INFORMATION NOW

The Delta Company

Drawer 520

WESTFIELD, MASSACHUSETTS

ANNOUNCES IMPORTANT COLUMBIA CHANGES IN LONDON

President and General Manager H. L. Willson, Who Has Just Returned From London, Tells of Sale of the Stock Interests of the English Company to Prominent Financial House

H. L. Willson, president and general manager of the Columbia Graphophone Co., who arrived in New York Saturday, November 25, on the S.S. "Mauretania," after a three weeks' stay abroad, announced upon his return that the company had disposed of its stock interests in the Columbia Graphophone Co., Ltd., manufacturing and marketing Columbia products in Great Britain. The purchaser of the Columbia Co.'s stock interest was the Constructive Finance Co., Ltd., of London, one of the most powerful and influential concerns in Great Britain, which is backed by a prominent group of English financiers and industrial managers. The disposition of the stock interests carries with it a perpetual working agreement highly satisfactory to the American company.

The new owners are planning to continue the Columbia business as heretofore under the name

of the Columbia Graphophone Co., Ltd., and Louis Sterling will continue with the new organization, occupying the post of managing director. Sir George Croydon-Marks will con-



H. L. Willson

tinue as chairman of the board of directors, the same post that he held in the past.

The new owners of the Columbia Graphophone Co., Ltd., will institute important plans for the development and expansion of the company, thereby continuing to give Columbia products in Great Britain the support to which they are entitled. One of the interesting features of the working agreement between the two companies is the consummation of arrangements whereby additional strength will be given to the foreign language repertoires of the Columbia Co. in this country.

Upon his return to New York Mr. Willson was congratulated by the Columbia directorate on the consummation of this deal, which is one of the most important transactions announced in talking machine circles this year. Mr. Willson's accomplishment is all the more remarkable in view of the fact that he was away from his desk only twenty days, having sailed for Great Britain on the "Olympic" on November 4 and returning November 24.

A. C. VALEUR'S NEW ACTIVITIES

Secretary-Treasurer of Sonora Phonograph Co. Now Associated With Canadian Company—Well Known and Popular in the Trade

It was announced this week at the headquarters of the Sonora Phonograph Co., New York, that A. C. Valeur, director and secretary-treasurer of the Sonora Phonograph Co., Inc., had made arrangements to sever his connections with the parent company and transfer his activities to the Sonora Phonograph, Ltd., of Toronto, the Canadian distributor of Sonora products. Mr. Valeur helped organize the Canadian company and is its present secretary and treasurer, assuming on January 1 the additional duties and responsibilities of managing director.

Mr. Valeur visited Toronto during the recent fair and was so impressed with the future prospects of Canada and so pleased with the general character of the Canadian trade, as a whole, that he arranged for his permanent residence in Canada. Mr. Valeur has had a wide experience in the phonograph industry, principally in the managerial end, and leaves for his new field of endeavor with the best wishes of his many friends.

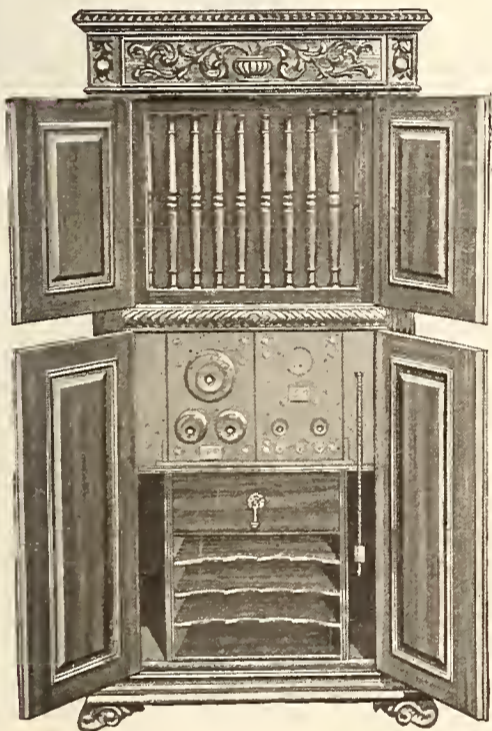
IN CHARGE OF THE PURCHASING

Miss E. F. Solow Takes Important Post With Emerson Phonograph Co.

Miss E. F. Solow, who for the past several years has been a member of the staff of the Emerson Phonograph Co., has been appointed manager of the purchasing department of that organization. Miss Solow will be in charge of production, printing and other details relating to the manufacture of Emerson records. The Emerson Co. has issued some very effective Christmas material for dealers' use, including hangers, streamers and catalogs carrying holly borders and other designs lending to the Christmas atmosphere.

Stephen's Music House, Victor dealer, Fayette and Elm streets, Morristown, Pa., has been entirely remodeled and extensive improvements have been made, adding greatly to the attractiveness of the establishment. The concern has enjoyed a steady growth in business.

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Manufacturing Co.
Mishawaka, Indiana

KENTON W. MIX, Director

Mr. Edison Man:—

Don't Say

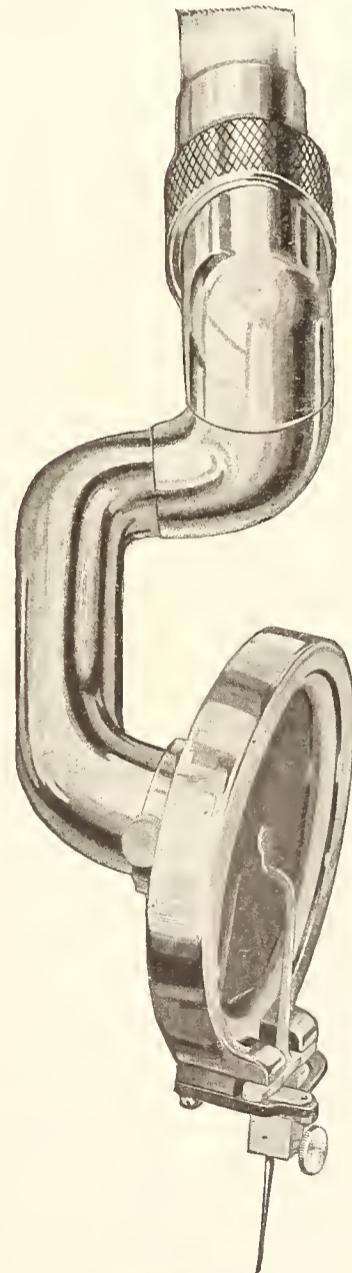
"KAN'T," say "KENT"

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.

FINE HOLIDAY TRADE EXPECTED IN BROOKLYN

Drop in Business Due to Curtailed Advertising and Sales Campaigns Causes Resumption of These Activities—Dealers Ordering Heavily in Anticipation of Holiday Rush—Many New Stores Opened—Important Changes in the Trade—Happenings of General Interest

Talking machine dealers in Brooklyn and Long Island report that the month of November and the first week in December showed a slight gain over the same period last year. This, however, has been unsatisfactory, as a larger total business was expected and for some unaccountable reason retail buying, although having a good start in the first week of November, fell off considerably. Dealers who are not enjoying an increased business can explain this to some extent by the fact that their sales campaigns were curtailed immediately at the beginning of the month of November, when on the contrary they should have been increased. During the months of September and October these sales drives were on in full swing and showed excellent results in greatly increased sales. However, most dealers have realized that an intensive effort should be made and kept up and in consequence every live dealer has again taken up intensive sales work with the result that the first week in December began to show a decided spurt in sales in both machines and records. This policy should bring about a large volume of holiday sales.

Wholesalers who cater to this territory report that dealers have been buying large quantities of machines and records in anticipation of the holiday rush. Most of the large dealer demands they have been able to supply, but there is an acute shortage of certain types or models which they claim they will be unable to fill in time to deliver to the dealer during Christmas week. Everybody connected with the wholesale distribution of talking machines is keenly interested in dealers' activities at this time and they are making every effort to impress on dealers the absolute necessity of keeping up intensive sales drives in order to keep business up to par.

The Price-cutting Evil

Unfortunately there is still a wave of price-cutting going on in this section, but it is prac-

ticed by two or three local stores only and these same stores are being sharply criticized for their actions. No doubt this offering of standard make machines at cut prices has materially affected the business done by the legitimate dealer who is trying to sell his merchandise at the regular list price. This entirely unnecessary method of doing business, especially at this time of the year, must be frowned on as it is being done without any excuse whatsoever. The legitimate dealers who are adhering strictly to legitimate methods should be commended for their courage in keeping their business on the highest plane possible and no doubt they will in the end be amply repaid for their attitude, as price-cutting only tends to create a bad impression. It must ultimately place the houses which resort to these tactics

in a most undesirable light throughout the trade.

Tisch Music Store in Fine Quarters

An important event in talking machine circles in Brooklyn this month was the formal opening of the Tisch Music Store, located at Polk avenue, near Twenty-fifth street, in the Jackson Heights section. Adam B. Tisch, proprietor, is receiving the praises of a large number of friends in the opening of this new store, as it represents the ultimate step in the commendable progress he has made in the talking machine retail field. Mr. Tisch started in business as a talking machine dealer some years ago back in his own home, where he devoted two of the rooms of his house to the display of talking machine models. After a period Mr. Tisch's business grew to such proportions that he was compelled to procure larger quarters near his home, resulting in the opening of the present store. The general arrangement and equipment of the store represents the very latest in retail store construction and is, no doubt, one of the best equipped and most beautiful stores in all metropolitan New York.

On the day of the opening of the store Mr. Tisch secured the services of a troupe of Hawaiian musicians who entertained the visitors with Hawaiian melodies and also rendered some of the latest hits in dance music recently released by the Victor Co. Charles Mason, of the New York Talking Machine Co., and other representatives of the Victor wholesale trade were present and assisted in the opening.

Vorbach Bros. Open New Store

Another new store recently opened in this section is that of Vorbach Bros., 413 Fulton street, Jamaica, L. I. Vorbach Bros., proprietors of the store, also conduct another establishment on Jamaica avenue, in the Richmond Hill section of Brooklyn, and are well known in talking machine retail circles. The new store is one of the finest retail establishments in this city. Eight sound-proof booths have been installed and also one large sound-proof room which will be devoted to the demonstration of talking machines. Record racks have been erected conveniently near the private hearing rooms and also easily accessible to customers coming in for a record, as they are placed close to the entrance of the store. On the day of the opening an orchestra rendered selections and appropriate souvenirs were dis-

May Your Christmas Be a Merry One
and The New Year Be Not Only
Happy, But Most
Successful.

This Is Our Wish To Our
Dealers and Other Friends.

**AMERICAN
TALKING MACHINE CO.**
BROOKLYN, N.Y.
VICTOR WHOLESALERS

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

THE more experience you have as a Phonograph Dealer the more you will appreciate the service we are prepared to render as Distributors of Sonora Phonographs in this territory.

We invite correspondence or calls from Dealers who have come to recognize the distinct value of the Sonora line.

Why not find out for yourself what Sonora is doing for other Dealers under conditions more or less like your own?

Any communication from you will have our prompt and careful attention.

LONG ISLAND PHONOGRAPH CO. INC.

150 Montague Street, Brooklyn

tributed to all those present. The company features the Sonora line and Lee Coupe, who was responsible for their taking on the Sonora, attended the opening and helped materially in the arrangements for the opening day.

Shortage of Sonora Machines

The Long Island Phonograph Co., Sonora wholesaler for this territory, reports that the demand for Sonora machines during the past month has been unprecedented. Orders for machines have been coming in from all sections of the territory and the question of getting machines enough to meet this demand has become serious. Although shipments have been coming in from the factory with more or less regularity it will be impossible, according to officials of the company, to give dealers all they have ordered. However, steps are being taken that will insure every dealer getting a fair share of the goods received, so that all will be able to have some machines in stock to sell during the holidays.

C. W. Keith, treasurer of the company, as well as J. J. Schratweiser, sales manager, are now back at their desks after a trip which took them to Pittsburgh, Buffalo and to the Sonora factory in Saginaw, Mich. Much fruitful work was accomplished on this trip, especially at the factory, where a closer contact was established which resulted in expediting shipments of machines to headquarters in Brooklyn.

R. H. Keith was away this month, spending some time at the Pittsburgh wholesale Sonora branch and from there journeyed on to the factory in Saginaw to confer with officials there on plans for holiday and New Year business. Mr. Keith was accompanied by Frank Coupe, sales manager of the Sonora Co.

Dissolve Partnership

The Lynnbrook Music Shop, 20 Atlantic avenue, Lynnbrook, L. I., has just dissolved a partnership which existed between J. O. Benton and his brother, Robert, and from now on J. O. Benton will be sole proprietor of the company. Robert Benton, the owner of large real estate interests on Long Island, will devote his time to this business. James Benton was the original active member of the concern and will continue the business as heretofore under the same name and at the same location. This talking machine business has been developed to one of quite large proportions, enjoying the patronage of a very fine clientele.

Delivering Large Orders

The American Talking Machine Co., Victor wholesaler for this territory, has been kept very busy this past month delivering large orders for machines and records to dealers in all sections of the territory. New shipments of machines are being received from the factory and as soon as they arrive they are immediately despatched to dealers. The record business, stated R. H. Morris, general manager of the company, has been a healthy and normal one. New records for December enjoyed wide popularity with dealers everywhere. Machine sales have been reported to be fair and there is no doubt, Mr. Morris declares, holiday business will be greater than ever before. Chas. Offerman, representative of this company for Long Island, is spending considerable time with dealers, helping them put their stores and stocks in shape for holiday business.

Good Business Practice

To prove that it is worth while to cultivate the friendship of talking machine customers the Neapolitan Talking Machine Co., which con-

VICTROLAS

Greetings

The continued emphatic public appreciation of the Victor Talking Machine Co.'s products gives an appropriate setting to the season's greetings we extend to our many friends and the Victor Industry as a whole.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension Brooklyn, N. Y.

ducts a retail store at 311 Court street, recently made a sale of three No. 17 Victor machines through the friendship of one customer. This customer came into the store looking for a medium size Victrola, but good salesmanship brought about a sale of a large, expensive instrument. A few days later this man returned to the store accompanied by three of his friends who were so pleased with this machine that they each purchased one for their own home. James Lanzaro, genial proprietor of the store, is the man responsible for these satisfactory sales, and he stated that incidents like this have happened to him before, proving conclusively that it pays to make friends with every customer the retail merchant sells. In addition to the sale of these machines each purchaser selected a large list of records, which brought up the total to a considerable figure and no doubt will help materially in putting Mr. Lanzaro's yearly business over the top by a very comfortable margin.

E. A. Schweiger, Inc., Enlarges

E. A. Schweiger, Inc., which conducts a retail store at 1525-27 Broadway, opened to the public this month a new addition to their store which has completely changed the old establishment into thoroughly modern quarters. An adjoining store has been added, the dividing wall having been torn out, turning the two stores into one large, spacious showroom. This progressive house is well known throughout metropolitan talking machine circles, as it has conducted a successful Victor retail business at this location for many years past. This addition certainly reflects the progress made and with these added facilities no doubt growth will continue. With every modern convenience known to retail selling installed they will be able to offer talking machine buyers a superior service that is bound to reflect in total sales.

New Sonora Accounts

Among the new dealers recently established by the Long Island Phonograph Co., Sonora wholesaler, is the store of Sarokin Bros., at 125 Church avenue. This dealer, on receipt of his first order of Sonora machines, sold to a customer an Intermezzo model and a Marquette model as well, resulting in the placing of an additional order for machines double the size of the original one. Other new dealers to take on the Sonora include the Zion Music Co., of 179 Tompkins avenue; R. Petraglia, at 871 Liberty avenue; A. L. Young, 2124 Fulton street, and P. Hirschlein, Carlton avenue, Islip, L. I.

All these dealers have taken on the complete Sonora line and are planning to feature it during the holiday season.

Nassau Radio Co. Institutes Drive

The Nassau Radio Co., manufacturer of radio products, is about to launch a campaign designed to interest the talking machine dealer in the possibilities of radio in talking machine retail stores. Ruckgaber Bros., who conduct this company, are well known as talking machine dealers, operating a retail store at 60 Court street. They have in mind at the present time the marketing of a Loop-Tuner antenna which is designed for use with the ordinary tube receiving set and which does away with the outside antenna commonly used. These plans are being perfected and will be announced to the trade very shortly.

A VISITOR FROM CHICAGO

A recent visitor to the executive offices of the Sonora Phonograph Co. was A. R. Rodway, president and general manager of the Sonora Phonograph Co. of Illinois, which was recently appointed as a Sonora jobber in Chicago. Mr. Rodway visited New York for the sole purpose of pleading with the Sonora executives to give him additional merchandise to take care of the requirements of Sonora dealers in his territory. Although the Sonora Phonograph Co. of Illinois has been established only a few months it has already won recognition as one of the most successful wholesale houses in Chicago.

A lease for a term of years has been closed on the store at 95 Summer street, Boston, Mass., by the Barite Talking Machine Co.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

No. 35861—Holly Wreath, natural prepared, each \$1.25; lasting for 25 years; cost is \$.05 per year. XMAS CATALOG No. 35 with illustrations in colors of Artificial Flowers, Plants, Vines, Baskets, Trees, Holly and Poinsettias mailed FREE FOR THE ASKING.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.

Made of High Grade
 Hardened Steel
 Specially Treated
 to Give
 Frictionless Surface

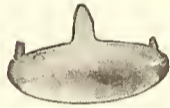
Reg. U. S. Pat. Off.
 No. 995758 which will
 be strictly enforced



Extra Heavy
 Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Furniture Footwear Easy Movement

A furniture footwear device must give easy movement over any floor, covered or uncovered. Unless it does it means weakened furniture. No device ever made gives ease of movement under all conditions as effectively as

DOMES of SILENCE

"Better than Casters"

In addition this, simple slide has the added important qualities, which ordinary devices do not possess:

- Economy*
- Simplicity*
- Silence*
- Invisibility*
- Adaptability*—Suitable for covered and uncovered floors alike.
- Service*— Long wear.

Gives protection to furniture, floors and rugs and are the 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"

P-207

*What we say above about Furniture applies also
 to Phonographs*

Van and Schenck, those inimitable vaudeville songsters, have two top liners this month that are as good as a trip to the circus. "All for the Love of Mike" and "You can have him, I don't want him, didn't love him anyhow blues." Two humdingers on one record, A-3735.

Columbia Graphophone Co.
NEW YORK



C I N C I N N A T I

Demand for Machines, Records, Accessories Far Exceeds Expectations—Expect Record Month's Business—All Jobbers Active

CINCINNATI, O., December 6.—The pre-holiday trade in talking machines and records—in all accessories, in fact, even down to needles—has exceeded the predictions of even the enthusiastic optimists. This month—December—threatens (what a welcome threat!) to be one of the most profitable in years. The public has money. If you need evidence of that fact, all you need to do is to enter any store—music or otherwise—and look over the floor. You probably will be surprised.

There seems to be a great deal of early shopping among the people who desire musical goods. All retailers are going to have their hands full in supplying the trade that is coming

to them, and for the time being, at least, the policy of carrying a short and safe stock is thrown into the discard.

November, as a business month, might be called a prophecy. Its promise, already being fulfilled, was excellent. Indeed, November, 1922, was one of the best Novembers ever experienced by a great many local dealers.

Wholesalers in All Lines Active

At the Cincinnati branch of the Columbia Co. business already is booming and orders are coming in which insure, even this early, a splendid month of business for December. The Columbia branch is making every effort to supply its many dealers in this district fully and

promptly and thinks that it will be able to do so though trade is exceptionally heavy.

The Ohio Talking Machine Co., wholesaler of Victor goods, supplying virtually every account in Cincinnati, as well as numerous houses in Indiana, Kentucky and West Virginia, also is rushed. A. H. Bates, president of the company, said: "Our holiday business is going to be fine, I am sure. November was a remarkable start toward this big month, and although our stock is huge, we feel that business will be so great that we will be pressed before Christmas."

The New Edison Co., wholesaler for all Edison dealers in this district, also reports a fine trade for November and sees a correspondingly greater trade for December. Manager Oelman said: "Our November trade was a big opening for the holiday business. It was the best November in a very long time, and December is going to fall under the same classification. Our stock is adequate, but we do not expect to have much of it left at the end of December, and we shall take about all of the shipments we can get. The new Edison consoles are very popular, as is our new upright model. These are moderate-priced machines, and are going exceptionally well."

S. Reis, manager of the Brunswick products, said: "Brunswick business for November was exceptional and leads us to believe that December is going to be a banner month. We surely are busy here. Orders are coming in with great rapidity and we are going to have trouble supplying the demand during next month."

November Totals Reach High Mark

Retail business at the Otto Grau Piano Co., dealer in Victor, Aeolian and Brunswick products, reached a high mark during November. "November was remarkable," said J. F. Van Court, "but December, unless all signs fail, is going to be one of the best holiday months we ever have had."

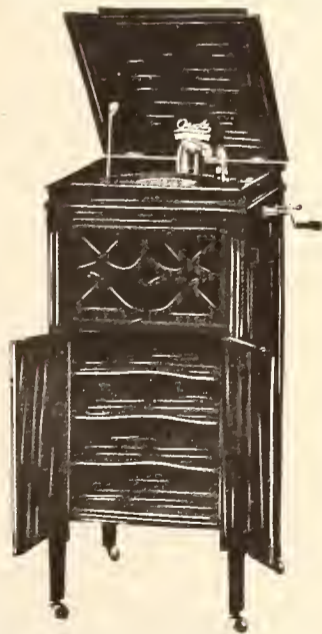
Widener's Grafonola Shop, which deals in Columbia, Granby and Victor lines, also reports a fine month and expectation of a much better one to come. Morris Fantel, manager of the Grafonola Shop, declares that this is one of the best Autumns the trade has seen, and that when December is over there will have been some records made by the retailers, as well as by the artists.

Window Displays Bring Business

The Chubb-Steinberg Music Shop continues to do one of the best retail businesses in the city. Howard L. Chubb is untiring in his efforts to arrange attractive display windows, and his originality always draws a considerable number of people to his store. Moreover, Mr. Chubb is the only dealer in the city who always sees that a good record is being played in his windows, so that no persons can pass without hearing this tantalizing music. Radio sets, says Mr. Chubb, who has a well-supplied radio department, are going good for gifts to the younger boys and girls—and some of the older ones as well.

LAST CALL

Model 75, Sample \$27.50



Mahogany 41 x 17 x 19; durable double spring motor, and Universal tonearm.

A Fair Discount Will Be Given in Quantities.

Terms: Strictly Net Cash.

Send in your orders very promptly, we do not expect to have these models on hand for any length of time.

Puritone and Truetone needles at 25 cents per M, in lots of 10 M or up.

Phonograph accessories and repair parts at very low prices.

Fulton Talking Machine Co.

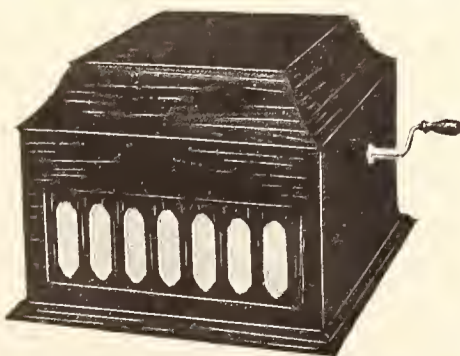
Just a limited supply of our three models, which must go at **Startling Sacrifice Prices**

Model 35, Sample \$12.50



Mahogany, 16x16x10, Double Spring, Universal Tone Arm, Back Casting and Metal Horn

Model 50, Sample \$15.00



Mahogany and Oak, 13 x 17 1/4 x 19 1/4; double spring motor, and Universal Tonearm.

253-255 Third Ave., New York City
Between 20th and 21st Streets

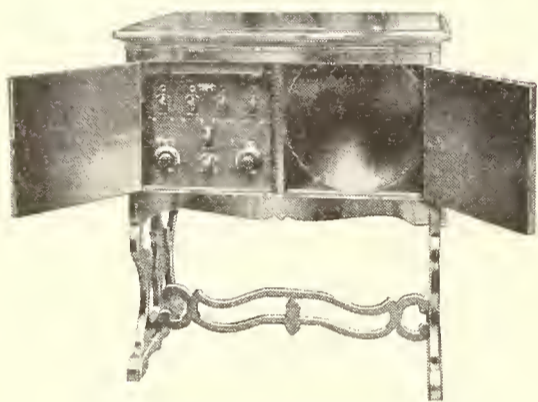
CROSLEY

Radio Apparatus

Better—Cost Less

A Four Tube Receiving Set

\$55



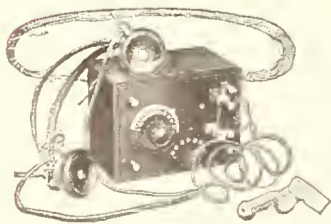
CROSLEY MODEL XXV

A Console Model of great beauty. Consists of a four-tube panel incorporating the same units as the Model X. This cabinet is arranged to take the Model R-3 Magnavox that can be quickly installed and hooked up to the set, but the Magnavox is not furnished at the price. Cabinet also contains space for "A" Battery and "B" Battery and battery charger if desired. It is guaranteed to bring in broadcasting stations up to one thousand miles or more, loud enough to be heard all over the room. This beautiful instrument, without phones, batteries or tubes, sells for.....\$150.00

CROSLEY EXPERIMENTAL UNITS

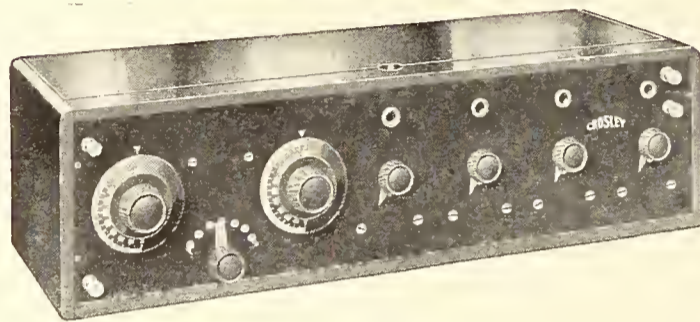
are designed to help the experimenter by furnishing audion detectors, variometers, condensers, audio frequency units and their combinations in individual cabinets. These units can be hooked up by simple binding post connections. Adapted for use with either 6-volt or 1½-volt batteries.

Write for Catalog of these Units



CROSLEY CRYSTAL RECEIVER MODEL I

A complete crystal receiving set equipped with antenna, phones and necessary hardware, ready to install. Has a range up to 30 miles and will bring in local broadcasting loud and clear. Price.....\$25.00



CROSLEY MODEL X. This four-tube set is the most popular on the market to-day. It consists of one stage of Tuned Radio Frequency Amplification, Audion Detector and two stages of Audio Frequency Amplification. The Crosley Model X is built on scientific principles and is the acme of simplicity and efficiency. Especially is the Tuned Radio Frequency Amplification popular. With this set, listeners in Florida have heard broadcasting from Winnipeg, San Francisco and Honolulu. We cannot be too emphatic in recommending this set to everyone. Without phones, batteries or tubes, only.....\$55.00

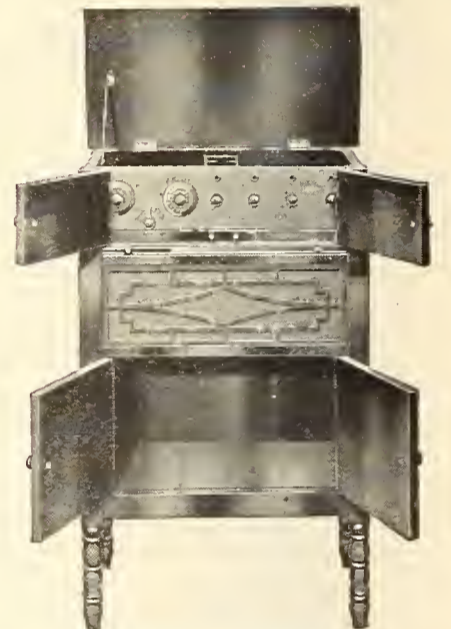
- CROSLEY RECEIVER MODEL VIII (three tubes) ..\$48.00
- CROSLEY RECEIVER MODEL VI (two tubes).....\$28.00
- CROSLEY HARKO SENIOR MODEL V (one tube) . \$15.00

Talking Machine JOBBERs and DEALERS

You are the logical men to handle Radio Apparatus as we explained on this page last month. This will be a *Radio Year* and you will greatly increase your profits by supplying Crosley—Better—Cost Less—Radio Apparatus.

The Instruments shown on this page are the height of simplicity and efficiency as well as beautiful pieces of furniture. Nothing better on the market at anywhere near their price. We are prepared to fill any sized order immediately. Write to-day for catalog.

Liberal Discounts to Jobbers and Dealers



CROSLEY MODEL XX

A Beautiful Cabinet Model incorporating the Model X Receiver. Has all the splendid qualities of the Model X and in addition it has compartments for batteries and a large amplifying chamber. Price without phones, batteries or tubes....\$100.00

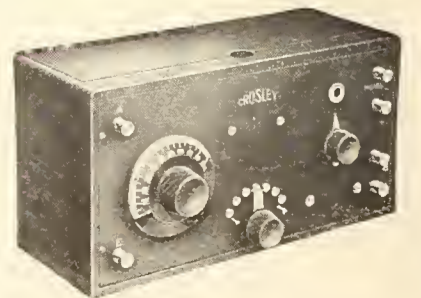
CROSLEY CABINET MODEL XV. Same as the above but without battery compartment and designed to rest on a table. Price.....\$70.00

CROSLEY PARTS are the last word in simplicity and efficiency. We make everything necessary for the building of any type of set and our prices are lower than anything on the market.

Write for Our PARTS Catalog

HARKO SENIOR MODEL V

This is a one-tube set of exceptional merit, and consists of Tuner and Audion Detector, mounted in a mahogany finished cabinet. This set has a range of several hundred miles, and, under favorable conditions, listeners in Denver have heard Schenectady and Newark. Price without tubes, batteries or phones.....\$15.00



CROSLEY MANUFACTURING COMPANY

1226 ALFRED STREET, CINCINNATI, OHIO

IMPORTANT BIG PUBLICITY CAMPAIGN FOR RADIO WEEK

Through the co-operation of the editors of the various publications devoted to radio, considerable publicity has been given the past

throughout the country. Readers of The Talking Machine World who may be interested in securing these cards for the purpose of using



Artistic Poster for Radio Week

month to "National Radio Week," which is scheduled to take place during the week of December 23 to December 30. A handsome three-color postal-card has been designed and millions of these cards have been distributed

them in this radio publicity campaign can secure a reasonable quantity by communicating with the headquarters of National Radio Week, 326 Broadway, New York. The interest manifested indicates that the event will be a success.

ATLANTA

Christmas Rush Is On—Urban and Rural Dwellers Offer Fine Opportunities for Live Dealers

ATLANTA, GA., December 6.—With the passing of Thanksgiving there is every evidence that Christmas shopping has started in earnest. The Atlanta dealers report that machine sales are good and that, in addition, deposits have been made on scores of machines, the actual sale to be completed between now and December 25.

Conditions throughout the Southeast are very much better than they have been during the past two years. With cotton selling at about 25 cents, the farmers, even with their short crops, are a great deal better off than seemed possible in mid-Summer.

In the cities work is plentiful, especially in the building trades. Most all the Southern cities are establishing new high records for building construction. Talking machine dealers are optimistic, their chief worry being the shortage of popular-priced product, especially in the console designs.

M. E. Lyle, Atlanta, reports such a steadily increasing demand for Strand consoles that he has been required to carry about three times the usual Atlanta stock.

The many friends of Herbert Brown, manager of the Victrola department of Cable Piano Co., will regret to learn that he is in a local hospital, where he recently underwent an operation for appendicitis.

Loveman-Joseph-Loeb Co., at Birmingham, has obtained the Victor franchise and has already received an initial stock. The talking machine department is in charge of D. G. Green.

E. E. Forbes & Son, of Birmingham, have become jobbers for Paramount records. Mr. Forbes reports a large demand, especially for the jazz numbers by colored artists.

"Bob" McDavid, secretary of Clark & Jones, Birmingham, was a Thanksgiving visitor to Atlanta, coming over to attend the Auburn-Tech football game.

The Southern Sonora Co. is planning to move into its fine new location on Peachtree street about the middle of December.

John A. Cunningham, of Jacksonville, Fla.,

Columbia dealer, has just finished with a very successful Grafonola sale, one hundred and three Grafonolas being sold in two weeks.

F. Miller, Columbia salesman out of the Atlanta branch, has recently been transferred, at his request, from the Tennessee territory to the south Georgia territory. Mr. Miller has a host of friends in his new territory and we are sure his splendid success will continue.

The following firms have recently been added to the Atlanta Columbia branch's list of dealers: Payne's For Music, Greenville, S. C.; Chalifoux Music Co., Birmingham, Ala.; Morgan Furniture Co., Albany, Ala.; United Phonograph Co., Charleston, S. C.; Eugene Brown, Manchester, S. C., and West Furniture Co., Marshall, N. C.

Salesmen of the Brunswick Co.—M. B. Duke, Ralph Hooke and H. Kaliski—were at the branch office in conference with district man-

ager, phonograph division, Wm. F. Standke, the latter part of November, preparatory to covering their respective territories before the holidays.

Congratulations have been extended to C. R. Mordecai, of the firm of Mordecai & Smith, Brunswick dealers, at Savannah, Ga., upon his marriage the latter part of November. Mr. Mordecai and his young bride are spending their honeymoon on a trip to New York City.

Columbia period design Grafonola, Type P-35 electric, was viewed by many thousand people recently at the "Home Electrical," which is the only home erected in the South fully equipped with electrical devices. This popular Columbia model received many favorable comments. People all over the South saw it and a number of sales were made by Columbia dealers as a result of the exhibition.

The Cochran Furniture Co., new Columbia dealer, reports a very nice volume of business for the past two or three weeks on Grafonolas and records. The company is very much pleased with its new line and says that it expects to do even a greater business in the next three or four weeks.

The Mason Furniture Co., Columbia dealer, of Huntsville, Ala., recently sold an \$800 period design Columbia Grafonola to a very prominent citizen of that city.

The Sterchi Furniture Co.'s Brunswick department is showing new life and with T. M. and C. V. Jones, brothers, experienced music salesmen in charge of the music department, this store and department is in position to give Brunswick phonograph and record buyers first-class service.

Ludden & Bates Music Co., Brunswick dealer, has found a considerable demand for the Brunswick records of the "Sacred Harp" singers which is not surprising, as Atlanta is the headquarters of the "Sacred Harp" singers.

The Ukrainian Chorus, exclusive Brunswick artists, appeared at the Auditorium Wednesday, November 29, and presented a splendid musical program. This concert was thoroughly enjoyed by the large audience and as a result Brunswick dealers in Atlanta and vicinity are having many calls for the Ukrainian Chorus records.

Nate Bernstein, talking machine dealer of Monticello, N. Y., recently announced his temporary retirement from business owing to deafness. Mr. Bernstein will re-enter the trade following treatment for his affliction.



"We Serve the South"

Okéh Records

for the holiday season

Now that your business season of the year is at hand, sales should be quickened, profits increased, and new customers made - and kept.

Okéh Records help you to do all this by offering a complete line of those records that are always popular at this time of the year; from an early release on the newest songs and dances, to Christmas carols and sacred hymns.

We carry at all times a complete stock and are prepared to fill your orders immediately.

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Inquiries
from
Dealers
Solicited



5

EXCLUSIVE FEATURES

1. *New, improved type of record*
2. *Back to pre-war prices—65 cents*
3. *Practically free from surface noise.*
4. *Greater durability.*
5. *Special system of quick service.*

Order these "best sellers" NOW

7178
Parade of the Wooden Soldiers (Intro.: "Bum-mel-Petrus") — Medley Fox-trot (Jessel-Kersten) Coreyfonic Orchestra

Suez—Fox-trot (F. Grofe-P. De Rose). Coreyfonic Orchestra

7183
Carolina in the Morning—Fox-trot (W. Donaldson) Coreyfonic Orchestra

Paderewski's Minuet—Fox-trot...Coreyfonic Orchestra

7186
Homesick—Fox-trot (I. Berlin). Orpheum Melody Masters

Down Old Virginia Way—Waltz (A. Oleman - G. Gillette). Symphonia Dance Orch.

7182
Lovin' Sam, the Sheik of Alabam' (J. Yellen-M. Ager)—Contralto Solo—Orchestra Acc., Vaughn De Leath

Where the Bamboo Babies Grow (L. Brown-W. Donaldson)—Contralto Solo—Orchestra Acc., Vaughn De Leath

7185
The Wicked, Dirty Fives Blues—Fox-trot (L. Fowler). Original Memphis Five

Stop Your Kiddin'—Fox-trot (F. Grofe-J. McHugh). Original Memphis Five

Improvements which make profits bigger

better than standard ~ 65¢

- ¶ Think of the importance of *virtual* noiselessness!
- ¶ Think of the importance of strength beyond the dreams of yesterday!
- ¶ Think of the importance of records, better than standard, at ten cents *lower* price—*without impairing your profits!*
- ¶ Think of records made by a new process—*neither laminated nor paper*—which open possibilities heretofore beyond reach.
- ¶ You can sell these Globe Records.
- ¶ You can make a lot of money on them.
- ¶ And don't forget that they increase business.

GLOBE RECORD DISTRIBUTING CORPORATION
30 Church Street, New York City

GLEANINGS *from the* WORLD *of* MUSIC

THE PAST YEAR AND THE FUTURE IN MUSIC PUBLISHING

1922 Has Been Close to Normal With Many of the Publishers, With the Usual Quota of Hits Developing—Optimism Regarding Next Year Shown in the Campaigns Planned

The condition of the music publisher, particularly in the popular end of the business, reflects somewhat on the activity of sales in records. Therefore, a general résumé of the situation in the popular music publishing field is appropriate at this time—practically the close of the year.

There is, of course, nothing stable or permanent in the popular sheet music industry. Therefore, a report on general trade conditions must needs be confined to the amount of salable works which have been issued throughout the course of the past twelve months. There, seemingly, was no dearth in hits. The usual quota of compositions of meritorious and popular caliber has been published and there were at least five or six big outstanding successes.

Probably the most remarkable song and dance success of the past season was "Three o'Clock in the Morning," which is still quite active and which has had a very substantial sale over a ten months' period. There was hardly anything remarkable among the other issues outside of the success of "The Sheik" and "The Kashmiri Song," both of which were linked up with the motion picture entitled "The Sheik." It should also be reported that the year saw the unusual feature of having a particularly popular number during the months of July and August, namely, "Stumbling," which tended to keep what are sometimes termed dull months a little more active than usual.

Following the opening of the Fall musical shows there seems to be the usual quota of numbers with popular appeal. However, it is somewhat early to describe any of them as national successes. Probably "Journey's End," from the new show, "Up She Goes," and "Little Nellie Kelly," from the George M. Cohan show of the same name, are the features in that department of the publishing world.

It should be stated that despite a reduction in the volume of sales of popular numbers the popular music publishers as a whole have not

been depressed by this situation. They have admitted that after all the meritorious numbers have had very substantial sales, some of them reaching huge figures. Therefore, their appropriations for the exploitation of works which seem to have possibilities have not been lessened, and, indeed, the majority of publishers are even spending more money than was the case for several years past.

The outlook for the coming year is, indeed, gratifying. Most of the publishing houses have a program that calls for much additional activity and enlarged appropriations for publicity. There has been issued during the past four or five weeks a substantial number of new songs, many of them of great merit and several which have shown indications of creating unusual sales. The publishers are looking forward to a most healthy new year and are making plans accordingly. This additional energy and effort, together with publications of no mean caliber, will, as stated at the outset, be reflected in future sales of popular records.

"DON" LINDEN WITH LEO FEIST

Joins Staff of Leo Feist, Ltd., Toronto, Ont.—Firm Secures Exclusive Sales Rights to "Century" Catalog in Dominion of Canada

TORONTO, ONT., December 9.—Donald S. Linden, familiarly known by his wide circle of friends as "Don" Linden, has joined the staff of Leo Feist, Ltd., this city, in the capacity of manager of the professional department. This important announcement comes almost simultaneously with the news that this firm has acquired the exclusive selling rights in Canada for the "Century" catalog.

The Century catalog comprises some 1,500 of the world's standard compositions. The Century edition music is published by the Century Music Publishing Co., New York, and will retail in Canada at fifteen cents per copy. When dealers know the extent of the advertising behind the Century catalog and the energetic way in which Leo Feist, Ltd., are sure to push this new line in Canada they will realize what is involved in handling Century music. The publisher will run a series of advertisements in national publications featuring this interesting catalog.

"UP SHE GOES" HAS AUSPICIOUS OPENING IN NEW YORK

William A. Brady's First Attempt at Musical Comedy Well Received—Joseph McCarthy and Harry Tierney Collaborate on the Score, Which Is Being Published by Leo Feist, Inc.

With the opening of the new musical show, "Up She Goes," in the Playhouse, New York City, William A. Brady produced his first musical comedy. This production is a musical version of Frank Craven's comedy, "Too Many Cooks." The lyrics are by Joseph McCarthy and the music is by Harry Tierney, both of musical comedy fame. There is an excellent and well-selected company, which includes Richard ("Skeets") Gallagher, Donald Brian, Gloria Foy and others.

Practically every paper in New York City in its review gave the new offering a particularly enthusiastic send-off. The New York Sun says: "A spontaneous, breezy and tuneful

show and is well worth a trip. Its only short-coming is the loss of some of the humor of the original—which loss is probably not missed so much when Harry Tierney can supply good tunes to take its place. A superabundance of gay, lilting tunes composed by Harry Tierney, who furnished the music for 'Irene,' are at hand." The Mail, World, Globe, Herald, Times and Tribune and other papers are equally favorable in their comments.

The songs which are mentioned as coming popular successes are "Journey's End," "Lady Luck," "Nearing the Day," "Ty-up," "Let's Kiss" and "Settle Down and Travel." Leo Feist, Inc., is the publisher.

4 Reasons for "MARTHA" being a big hit ~

1.

A simple melody-beautifully arranged-combined with a consistent lyric.

2.

Hundreds of acts and singers being constantly added to great throng now singing "MARTHA"

MARTHA

3.

Now being played by every orchestra in the country.

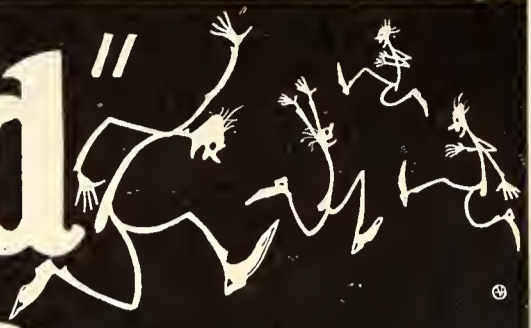
4.

The best singing fox-trot now before the public.

READY SOON FOR ALL TALKING MACHINES ORDER NOW

PUBLISHED BY J.W. JENKINS SONS MUSIC CO. KANSAS CITY, MO

“Everybody's
Runnin' Wild”
 With **“LOOSE FEET”**
 “You can't go wrong
 With any FEIST song”
 The Two New Hits for The New Year



LEO FEIST, INC., IS CLOSING A MOST SUCCESSFUL YEAR

Excellent Catalog Combined With Energy and Perseverance of Staff Brings Most Satisfactory Results—Some of the Year's Hits in Popular and Production Field

The noted music publishing house of Leo Feist, Inc., is bringing to a close one of the most successful years in the history of that establishment. This is a remarkable tribute to its meritorious catalog of the past year, the energy and perseverance of the co-workers in the Feist organization and the public response to the Feist slogan “You Can't Go Wrong With Any 'Feist' Song.”

The record is impressive, too, considering the fact that 1922 in music publishing and retail circles has not been considered an overly active year when popular music is under consideration. Any member of the Feist staff would naturally credit, and justly so, the past season's success of that company to the quality of the songs published, but that would not by any means fully explain the year's record. They would also contend that to make songs national hits they must be exploited through the orchestras and professional channels and that this work must be supplemented by appropriate advertising in various channels, which naturally calls for substantial expenditures.

Early this year the Feist organization decided that no matter what the outlook during any period in the course of the year it would continue to exploit its catalog on the same scale that was prevalent during what was considered more prosperous seasons. The year's results certainly justify the early plans.

Among the Feist songs that have been acknowledged national successes during the course of the past twelve months are: “Virginia Blues,” “Georgia,” “Wake Up, Little Girl,” “Stumbling,” “Hot Lips,” “Tricks,” “All for the Love of Mike,” “Swanee River Moon,” “Three o'Clock

in the Morning,” “Lovely Lucerne,” “Why Should I Cry Over You?” “Coal Black Mammy,” “Toot, Toot, Tootsie,” “When the Leaves Come Tumbling Down.” The five latter songs are among the numbers the various Feist departments are still actively interested in. In addition to the above, the company has issued the “Feist Dance Folio No. 4,” and the “Good Old-timer's Song Folio,” both of which have had, and are still having, large sales.

The plans of the Feist organization for the year 1923 call for a continuance of the methods and arrangements which were found so successful during the past twelve months. The entire Feist organization with its numerous branches has employed its full quota of workers and will continue its activities without change. All the other arrangements of the departments will

PHONOGRAPH REPLACES THE LUTE

U. S. Consul Reports That Chinese Show Distinct Favor for More Modern Instrument

WASHINGTON, D. C., December 7.—Foreign music is growing popular with the foreign educated Chinese, who are constantly increasing in number, says Consul Heintzleman, Hankow, in a report to the Department of Commerce. They cultivate this taste while they study in the schools and colleges conducted under the auspices of the various foreign governments and mission societies. Piano, organ and phonograph music are equally in favor with them. Phonographs which are comparatively cheaper in price are very popular in China and nearly every foreign family and wealthy Chinese family in

practically in every instance be carried out along the same general lines of the past year.

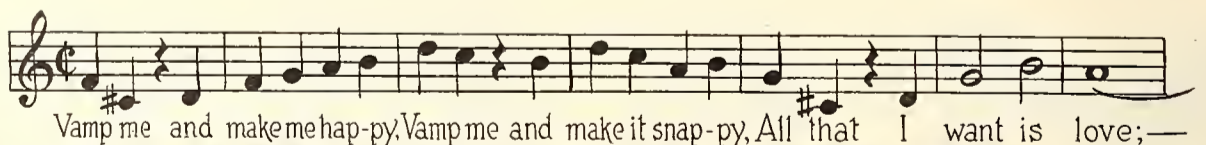
Among the songs announced for the coming season are “Dumbbells,” by Zez Confrey; “Vamp Me,” by Byron Gay; “Japanese Moon,” “Flower of Araby,” “All Muddled Up,” “Apple Sauce,” “Peggy, Dear” and “I'll Give You Back Your Kisses.”

In reviewing some of the activities of the Feist company during the past year no mention was made of the musical shows for which it publishes the music. “Blossom Time” and “Tangerine” of last season's fame are continuing to draw crowds; the former resumed its New York run and has a road show playing throughout the country. Early this Summer the new show, “Sue, Dear,” opened successfully, and more recently the new William A. Brady production, “Up She Goes,” for which Joseph McCarthy and Harry Tierney supplied the songs, made its debut. Another musical comedy, called “The Little Kangaroo,” will also have its New York premiere at an early date.

the treaty ports which has come under foreign influence possess one.

While phonographs have a limited sale among the natives, due to their price, it would seem that an instrument of moderate price would have a wide distribution if it were properly advertised and marketed. Chinese records should be sold with any machine intended for the Chinese. In order to bring American musical instruments to the attention of the Chinese it would seem necessary to work through one of the long-established foreign firms at Hankow.

The gramophone has been made an integral part of the educational facilities of the public schools of Stockport, England, on the theory that only by hearing good music can a love for it be developed in the students.



Vamp Me

The New Fox-Step
 by the Writer of 'The Vamp.'

“You can't go wrong
 With any FEIST song”





Haunting Blues



*The Outstanding "Blues"
Hit of the Season*

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

“RUNNIN’ WILD” WITH “LOOSE FEET” GETTING RESULTS

Latest Feist Numbers Prove Overnight “Natural” Hits With the Leading Orchestras—Quick Arrangements Made to Record Them on Records and Rolls—An Unusual Occurrence

The orchestras to-day put the great majority of songs through preliminary tests in order to find their possibilities. This is done in co-operation with the leading publishing houses and applies to all numbers with the exception of what are strictly ballads or selections that have other points of individuality that would make such early trials valueless.

However, the fact that one or two orchestras show favor or get enthusiastic over a new issue in its original form is no guarantee of its popularity and the public's approval. In instances, and they are rare indeed, where practically all of the orchestras who have had a chance to render the number, accept it as the unusual and what is termed a “natural” hit, there is left little doubt as to its ultimate popular appeal.

Bearing this in mind it was quite surprising to find that practically overnight, early in December, not one, but two numbers from one catalog won this remarkable prominence and favor from all of the leading orchestras in the metropolitan district. The numbers are from the catalog of Leo Feist, Inc., and are entitled “Runnin’ Wild” and “Loose Feet.” Further substantiation of the possibilities of these new publications was noted when several of the leading talking machine record companies requested piano copies or an original manuscript, from which they could immediately make their own orchestrations, following the methods pursued by most of the orchestras who, in a like manner, had their own orchestrations made.

Following the footsteps of “Three o’Clock in the Morning,” “Stumbling,” “Hot Lips” and other Feist successes of this year, these two additions to that catalog mark one of the most

successful years in the history of that publishing firm.

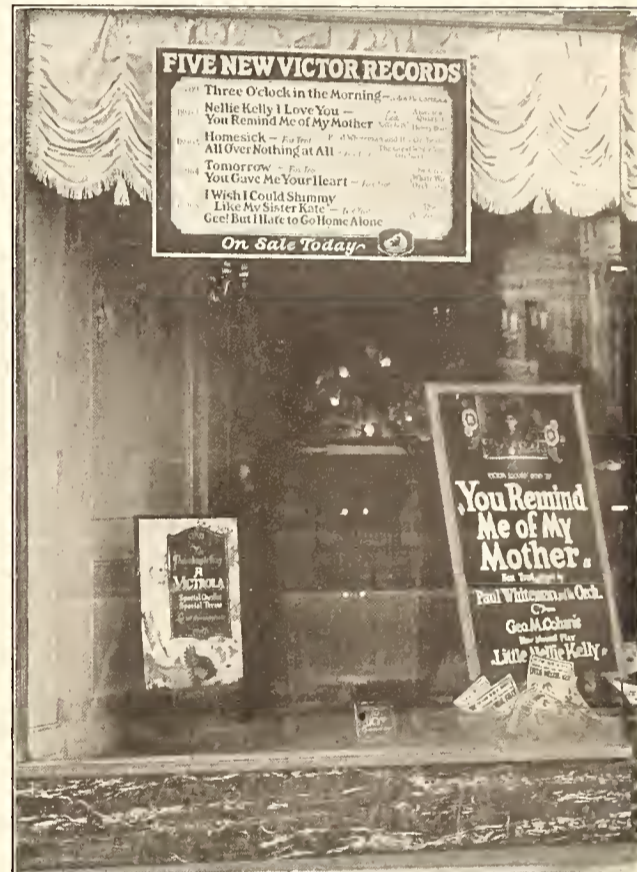
The overnight success of “Runnin’ Wild” and “Loose Feet” encouraged the Feist organization to increase substantially the usual appropriation for exploitation. A campaign was immediately planned and is now under way to give these two issues some of the most unusual publicity ever inaugurated in behalf of such a limited number of songs. The professional and the band and orchestra departments, as well as the numerous branch offices, with their entire staffs, have got enthusiastically behind the program and “Runnin’ Wild,” with “Loose Feet,” will, undoubtedly, be heard everywhere. The two titles will be linked up in a manner that will probably mark a new precedent.

The fact that Leo Feist, Inc., has given the trade some of the most remarkable successes of the past year will induce the industry to co-operate upon the same scale as arranged by the Feist forces. In this, we are sure, considering the size, energy and scope of this company and its activities, they undoubtedly will be justified.

“LITTLE NELLIE KELLY” WINDOW

A. H. Mayers, of 1983 Broadway, New York, is responsible for the attractive window here reproduced featuring the Victor Talking Machine Co.’s releases from the George M. Cohan successful musical hit, “Little Nellie Kelly,” the score of which is published by M. Witmark & Sons. These active sellers on the Victor records include “You Remind Me of My Mother,” played by Paul Whiteman and

his orchestra, and “Nellie Kelly, I Love You,” sung by the American Quartet, the latter backed by “You Remind Me of My Mother,” sung by Henry Burr. Inasmuch as this display was featured simultaneously with the

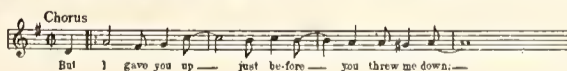


Attractive Window Display by A. H. Mayers

opening of the show in New York, the tie-up proved extremely effective from a record sales standpoint. The fact that Mr. Cohan is the producer as well as the author of the book, lyrics and composer of the music is remarkable.



I GAVE YOU UP JUST BEFORE YOU THREW ME DOWN

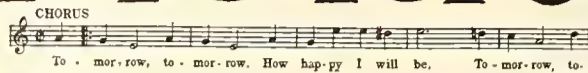


Being played and sung everywhere
Released soon on all records and rolls

WATERSON, BERLIN & SNYDER CO.
STRAND THEATRE BLDG NEW YORK



I'LL BE IN MY DIXIE HOME AGAIN TO-MORROW



As featured by
Eddie Cantor in *"Make it Snappy"*
THE OUTSTANDING HIT OF THE SEASON

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

HEMPEL SCORES IN RECITAL

Famous Edison Artist Delights Large Audience at Carnegie Hall—Sings Also With New York Symphony Orchestra

Mme. Frieda Hempel, famous soprano and Edison artist, gave one of her always delightful song recitals at Carnegie Hall on Tuesday evening, November 28. An immense audience was aroused to great enthusiasm by the interesting program presented and the splendid quality of her singing. Mme. Hempel is unquestionably one of the greatest concert artists now before the public, which realizes that it is always sure of receiving a great musical treat when it goes to hear this singer. Coenraad V. Bos was accompanist and displayed his usual skill, while Louis P. Fritze, flutist, was a delightful aid in Mme. Hempel's singing of Gretry's aria, "La Fauvette avec ses petits," from *Zemire et Azor*.

Mme. Hempel was also heard on Sunday afternoon, December 10, with the New York Symphony Orchestra, under Walter Damrosch, and received a very stirring manifestation from the public of its appreciation of her ability as an artist and as a woman.

HUGO ERNST NOW CONVALESCING

The many friends in the trade of Hugo Ernst, vice-president and general manager of Paul Whiteman, Inc., New York, will learn with regret that this popular member of the talking machine trade was operated on for appendicitis a few weeks ago at the Polyclinic Hospital. Owing to the fact that he had been exceptionally busy for several months, Mr. Ernst had neglected to heed the warnings of his doctor and was taken suddenly ill while at his home. He was rushed to the hospital, where for a while his condition was considered dangerous, but it is understood that he is now convalescing and will be back at his desk in the near future.

CARUSO'S LARGE RECORD ROYALTIES

Review of Pierre V. R. Key's Biography of Caruso Shows Large Earnings of Tenor From Records Made for the Victor Co.

In the course of an interesting review of Pierre V. R. Key's "Enrico Caruso: a Biography," in the *New York World*, it is stated that:

"The sum of \$1,825,000 in talking machine royalties had been paid to Caruso during the life of his contracts . . . to January, 1920, an average of a little more than \$125,000 a year. But for the year from January, 1921, to 1922, the royalties received by the Caruso estate reached the sum of \$400,000. Thus a total of \$2,225,000 has been earned through this medium."

"DAILY DOZEN" IN POPULAR REVUE

Dealers Should Tie Up With Health Builders Product When "Passing Show of 1922" Reaches Their City—Great Send-off for "Daily Dozen"—An Aid to Increased Sales

Dealers outside of New York City who carry the Health Builder sets of Walter Camp's "Daily Dozen" on talking machine records will now have an opportunity to take advantage of the favorable publicity given them in the "Passing Show of 1922." As was reported in detail in last month's *World*, this popular revue includes an act entitled "At Camp's" in which the entire chorus does the "Daily Dozen." After a long run at the Winter Garden in New York this show is now routed for a number of other large cities. It is announced from the stage that everybody ought to do these exercises in their own homes through the use of talking machine records. R. B. Wheelan, president of Health Builders, Inc., points to the advantages of the dealer tying up with this unusual publicity in arousing public interest to the buying point.

CREDIT CONDITIONS IMPROVE

Chief Improvement in Business Lies in Credit Situation, Says J. H. Tregoe, Executive Manager, National Association of Credit Men

The chief improvement in business conditions is in the credit situation, according to J. H. Tregoe, executive manager of the National Association of Credit Men, in his December letter to the members of the organization. He adds that there has been a severe shaking down with the result that credit is now very comfortable and ready for service when the time arrives for its prudent use.

Failures, Mr. Tregoe continues, are very far below the number and amount involved of the same period last year. Collections, however, are not all regular and show no marked improvement. In his letter he also points out that the disparity in the purchasing power of the farmer is probably one-third less than what it was in 1913. The purchasing power of the laborer is probably one-third more than it was in 1913, which is too wide a spread for expectations of stable business to materialize.

Mr. Tregoe summarizes the favorable factors toward a business revival as follows: Improved conditions in the fuel supply; the trade volume as reflected by carloadings, bank clearances and other indices of business; the general belief that an inflation would be easy to accomplish just now; increased buying power of the wage earner generally; increased price of cotton and tobacco; increased buying of railroad equipment; the ease in the credit situation.

Arrayed against those favorable factors are five unfavorable ones which he names as follows: The low buying power of the farmer generally reflected in the disparity of the price of farm products and of manufactured products; the car shortage; pessimistic talk; unsettled economic conditions in Europe; the danger of not holding fast to sound economic sense. However, the outlook is brighter than in some time.



AN ABSOLUTE NOVELTY

WALTZING the BLUES

by Clarence Gaskill Writer of "Kentucky Blues"
M. WITMARK & SONS · WITMARK BUILDING · NEW YORK

THE NEW DANCE SENSATION

FATE

ORIENTAL FOX TROT

PLAYED WITH GREAT SUCCESS BY **TED LEWIS** in **THE GREENWICH VILLAGE FOLLIES**

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK



PROPER DISPLAYS INCREASE THE SALE OF SHEET MUSIC

The Use of Wall Racks, in Which Sheet Music Can Be Displayed Most Efficiently, Results in Larger Sales—Publishers Designing Title Pages With This Method of Display in Mind

There seems to be a move among dealers to get more sales through popular issues. A great number of dealers are using wall racks for the display of some of the more successful of popular numbers. The use of such displays, in addition to attracting attention, more often than not acts as a silent salesman.

The results obtained through the wall racks in which each title is shown off advantageously are encouraging. There are other advantages, such as simplifying the placing of, say, fifty popular titles before practically every customer.

Naturally, there are moments in every active retail establishment when the normal quota of clerks finds the clientele larger than can be accommodated advantageously. Taking into consideration that most stores, naturally, desire to give service and co-operation to every visitor, the racks at such periods serve a purpose of immeasurable value.

There is hardly any retail establishment that cannot find space available for such purposes. The racks come in small sections and can either be hung from the wall or set on the floor. In some cases dealers have placed them against the back part of the window near the door. This serves the purpose of allotting space for the display of current hits and brings such issues to the mind of every visitor to the store at the time of his or her departure, if not before.

Besides the current issues that can be displayed in this manner the slots in the rack will readily hold most of the dance folios and publications of that type, including, for instance, "The Most Popular Series." They have been found adaptable also for the display of orchestration, in fact, Ben Kline, of the Phoenix-

Kline Music Co., Syracuse, N. Y., impressively brought out that fact at the last convention of the National Association of Sheet Music Dealers.

All of which brings to mind the availability of the designs of title pages for such display purposes. A good many publishers are producing their numbers in a form that easily shows the complete title when inserted in such racks. However, there are still many numbers issued, the titles of which, when placed in such receptacles, do not show enough of the title to acquaint the customer with it without removal. Wherever possible the title page should be made to conform to such display. Naturally, it would hardly be possible to design all title pages in that manner. The publishers of anything but the black and white editions put great value upon the illustration that goes with the title of the song. Most of them have made a study of that feature and naturally it must be taken into consideration in arranging the title proper.

Another point that seems particularly pertinent is the gain or loss in the change of design of a title page following its first introduction to the trade and public. This latter is a question that has never been settled. It has been said on various occasions that dealers have placed before customers, upon request for a certain title, a newly designed covering which brought forth exclamations of surprise. How often that happens has never been figured and whether there is any appreciable loss in sales by the change has yet to be proved. The thought is worthy of some consideration and a word from dealers who have the direct contact might prove important.

BUY HOMOKORD RECORD STOCK

Favorite Manufacturing Co. Takes Over Entire Stock of the Hegeman-Stewart Co., Including Records, Machines and Accessories

The Favorite Mfg. Co., 105 East Twelfth street, New York City, one of the largest manufacturers and distributors of parts and accessories for talking machines, recently purchased the entire stock of the Hegeman-Stewart Corp., consisting of a catalog of Homokord records of imported German and standard selections.

The catalog comprises works of every description and is very complete. Some of the German selections are particularly in demand and the new American distributors will endeavor to keep it up-to-date.

Carl Kronenberger, president of the Favorite Mfg. Co., has forwarded announcements of this new acquisition to the trade and plans a sales campaign on the numbers.

VISITORS TO COLUMBIA CO.

Among the recent visitors at the executive offices of the Columbia Graphophone Co. were R. H. Woodford, manager of the company's Cincinnati branch, and Fred R. Erisman, manager of the Dallas branch. Both of these visitors spoke enthusiastically of the business conditions in their respective territories.

THE HOUSE OF NEVER-WIN

Mr. Mean-to has a comrade,
And his name is Didn't Do;
Have you ever chanced to meet them?
Did they ever call on you?
These two fellows live together
In the house of Never-win
And I'm told that it is haunted
By the ghost of Might-Have-Been.

SENSATIONAL FROM THE START

Carry Me Back To My Carolina Home

A FASCINATING FOX TROT

by **BENNY DAVIS** and **ABNER SILVER** Writers of **ANGEL CHILD--SAY IT WHILE DANCING**

M. Witmark & Sons · Witmark Building · New York



The New Hit by the Writers of "TUCKY HOME"



SOON TO BE RELEASED BY ALL MECHANICAL COMPANIES

IRVING BERLIN, Inc.

1607 Broadway, New York City

BERLIN RELEASES ON RECORDS

"Music Box Revue" Song Hits on Record Lists of Leading Companies

Several of the larger talking machine record and player roll manufacturing organizations have included the leading numbers from Irving Berlin's new "Music Box Revue" in their January releases. The most prominent of these numbers, however, will be included in the special bulletins after the middle of December. The songs that are most prominent in this musical show are: "Crinoline Days," "Lady of the Evening," "Will She Come From the East," "Pack Up Your Sins" (And Go to the Devil), "Porcelain Maid," "The Little Red Lacquer Cage," and "Bring on the Pepper."

NEW COLUMBIA RECORD ADS

Second Series of Ads Featuring New Recording Process Now Ready

The advertising department of the Columbia Graphophone Co., New York City, has recently announced that the second series of Columbia new process recording advertisements is now ready to be distributed to the leading newspapers of the country. These advertisements are the second of a series which are scheduled to appear in national mediums during the Winter months.

It was stated that the first advertisements announcing this new process of recording were received with much enthusiasm by the trade generally. Columbia dealers everywhere report that Columbia records took a decided spurt following this announcement, which will help materially to increase the record demand in all parts of the country.

The window is the eye of the store.

FIGHTING FOR MILEAGE BOOKS

National Council of Traveling Salesmen's Associations Files Brief With Interstate Commerce Commission Urging Issuance of Interchangeable Mileage Books as Per Law

WASHINGTON, D. C., November 28.—Charging that the carriers have produced no evidence that would show a possible injury by reason of the issuance of interchangeable mileage or scrip coupon tickets, the National Council of Traveling Salesmen's Associations, through its attorney, Samuel Blumberg, has filed a brief with the Interstate Commerce Commission asking it to order the issuance of such tickets, in accordance with the bill passed by Congress shortly before the session adjourned.

The traveling men's brief summarizes the testimony which was given by their representatives during the hearings held before the commission and reviews the testimony of the carriers. "The commercial travelers who have appeared in these proceedings believe that the evidence presented clearly establishes the fact that there is a demand from the merchants and salesmen of the country for the issuance of an interchangeable mileage book at a reduced rate," it is declared in the brief. "That, in their opinion, the book, if issued with reasonable rules and regulations that will not retard its sale, and yet will at the same time sufficiently protect the carriers against abuses; will result in a great stimulation of business which will bring added revenues to the carriers and generally benefit the business of the country."

A rate of 33 1/3 per cent below normal passenger rates is asked by the travelers.

Elaine Bernstein, daughter of Louis Bernstein, head of the music publishing firm of Shapiro, Bernstein & Co., Inc., was married to Eugene Bohn on the evening of November 16.

CELEBRATES FORTIETH ANNIVERSARY

Will A. Watkin Co., of Dallas, Tex., Passes Fortieth Milestone

DALLAS, TEX., December 10.—The Will A. Watkin Co., of this city, recently celebrated its fortieth anniversary with a complimentary concert at the City Temple by Daisy Jean, Belgian 'cellist.

The concern is one of the first music establishments to be opened in Dallas and has been in business continuously since it began. The present officers are: Will A. Watkin, president; A. Ragland, vice-president, and Robert N. Watkin, secretary.

GOLDMAN BAND IN CENTRAL PARK

The annual season of mid-Summer evening concerts given by the Goldman Band, under the direction and management of Edwin Franko Goldman, for the past five years, will be transferred next Summer to special quarters in Central Park, owing to the building plans of Columbia University, which will utilize the former grounds given over to these concerts for their new buildings.

During the past season this band played to more than a million music lovers and marked the highest point of attendance since the inception of the series.

The Goldman Band of seventy pieces will begin its season on June 4 and will continue for twelve weeks, until August 26. The band concert nights will be Mondays, Wednesdays, Fridays, Saturdays and Sundays. In all there will be sixty concerts.

Joe Mittenhal, Inc., recently published a song entitled "To Have and to Hold," which is being exploited in conjunction with the Paramount photoplay of the same name.

The Catchiest "Tune" in Years

YOU KNOW YOU BELONG TO SOMEBODY ELSE

SO WHY DON'T YOU LEAVE ME ALONE

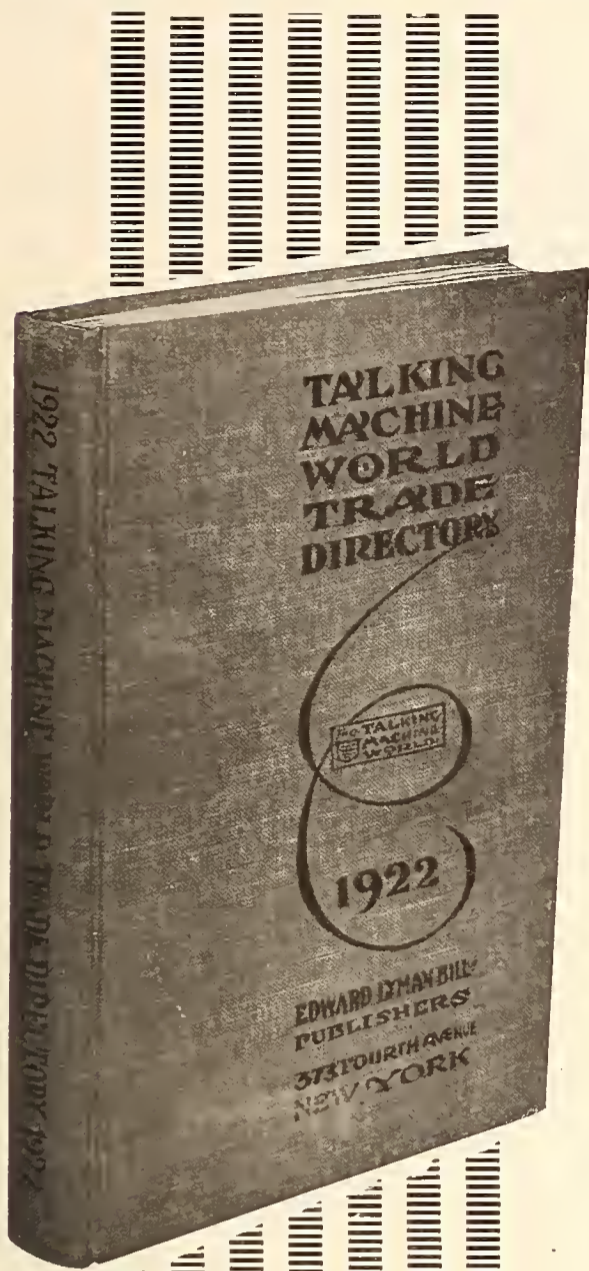
Being Featured by Orchestras Everywhere

BOTH AS A WALTZ AND FOX TROT

IRVING BERLIN, Inc.

1607 Broadway, New York City





AN IDEAL ADVERTISING MEDIUM FOR YOUR USE—RATES FOR ADVERTISING SECTION IN 1923 EDITION WILL BE SENT ON REQUEST.

NOTICE

The 1922 Edition 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.

1922 also proved that the *Talking Machine World Trade Directory* successfully fulfilled the purpose for which it was issued.

We are now, therefore, diligently at work compiling, editing and classifying the 1923 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.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me DATA SHEETS for the 1923 Talking Machine World Trade Directory.

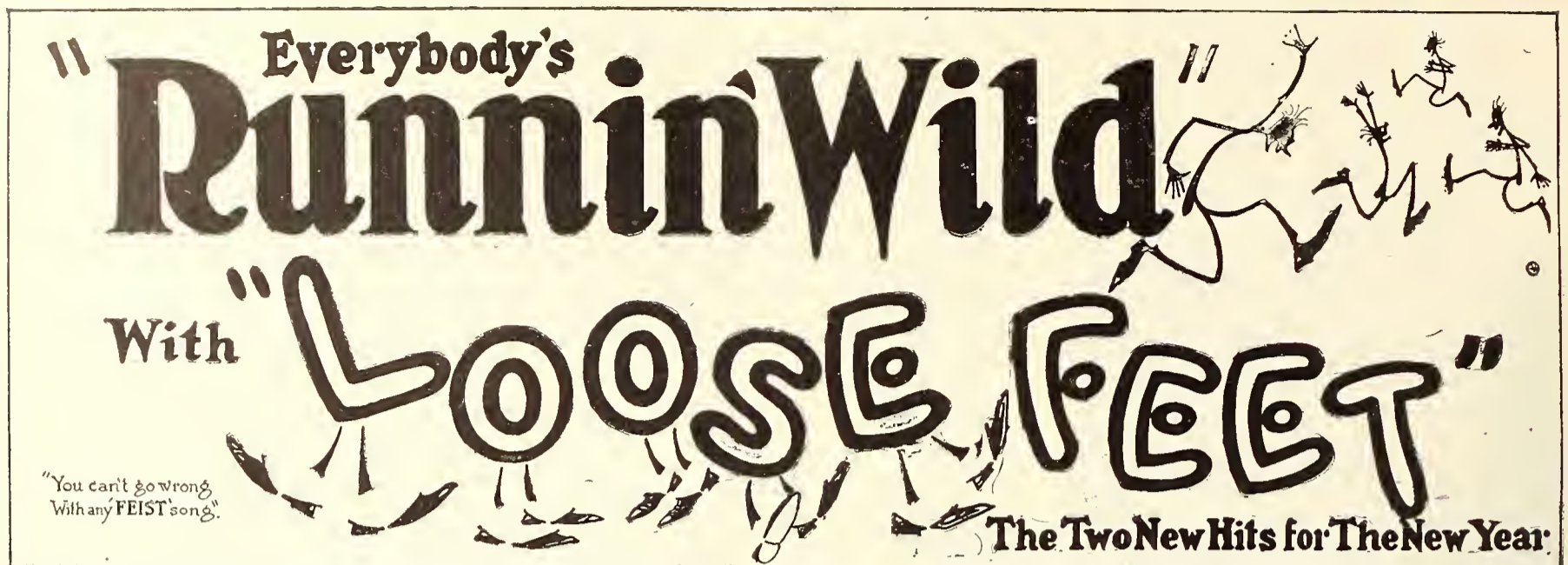
Name

Firm

Street

City and State.....

“Everybody's
Runnin' Wild”
 With **“LOOSE FEET”**
 “You can't go wrong
 With any FEIST song.”
 The Two New Hits for The New Year



INDIANAPOLIS

Dealers in Keen Competition for Holiday Trade—Ayes Store Celebrates Fiftieth Anniversary—Kiefer-Stewart Co. Elects.

INDIANAPOLIS, IND., December 5.—Every conceivable sort of terms are being offered to prospective purchasers of phonographs by the dealers in Indianapolis in their bid for the Christmas trade. Keen competition such as the last few weeks has developed is stimulating trade to a marked degree, but nevertheless there are mutterings of dissatisfaction here and there even among those who are taking full advantage of the instalment plan. Some are accepting the small payment down plan as being the best means of developing business, others use the plan reluctantly as one being

forced on them, while a few dealers flatly refuse to advertise any other plan of merchandising than that which they have always accepted as the most desirable.

Helping Out in Holiday Rush

Walter E. Kipp, who recently sold his interest in the Kipp Phonograph Co., Edison distributor, to the Phonograph Corp. of Indiana, is taking an active part in the business of the retail store only during the holiday season, he says. Although he retains his interest in the retail store he proposes to leave the management to W. O. Hopkins. Mr. Kipp's plans

include a period of rest, after which he will take up some line of business which he will decide on in the meantime.

F. R. Follis, of the talking machine department of L. S. Ayres & Co., reports that his business for the month of November equaled the total business he had anticipated for both November and December.

Feature Wallace Reducing Records

Mr. Follis promoted the sale of Wallace reducing records one week by having classes for the benefit of customers every morning and afternoon during the week. Miss Vivian Daniels, of Chicago, conducted the classes, which attracted much attention among the shoppers at the store and afforded copy for a feature writer on one of the local newspapers.

Celebrate Golden Anniversary

One of the main features of the retail trade of the city during the month was the “Golden Anniversary” celebration and sale which was staged in elaborate fashion by the Ayres store. Each department of the store was given a quota to be met during the week of the sale. Mr. Follis won a prize for the showing of his department in having the largest increase over its quota of any department during the last day of the sale.

Kiefer-Stewart Drug Co. Elects

G. Barrett Moxley, former vice-president of the Kiefer-Stewart Drug Co., Sonora distributor, this city, was elected president at the annual meeting of the stockholders and directors to succeed the late William Scott. A. Kiefer Mayer was made first vice-president; Edward L. Mayer, second vice-president; Michael P. Lynch, third vice-president, and J. Edward Stiltz, secretary-treasurer. The new board of directors is as follows: Charles Mayer, chairman; Thomas A. Alford, Frederick G. Beckman, A. Kiefer Mayer, Oscar Maurer, G. Barrett Moxley, Bert O. Leary, Ellsworth L. Olcott and J. Edward Stiltz.

Start Ten Days' Sales Campaign

The Edison Shop inaugurated a new merchandising policy the latter part of November by advertising that “50 cents down secures your Edison for Christmas morning.” A ten-days' sale campaign was opened with a full-page ad in the newspapers setting forth conditions of the sale. This full-page was followed by half-page and quarter-page ads on the same proposition.

A New Baldwin Co. Manager

J. J. Carr, formerly with the Wilbur Templin general music store at Elkhart, has been appointed manager of the Baldwin Piano Co. store at Muncie.

New Edison Models Popular

J. M. Van der Voort, assistant manager of the Phonograph Corp. of Indiana, says that the new models of Edison machines have made such a hit among dealers throughout the State that it is impossible to keep pace with orders.

The Schneider Music Co., of Vincennes, has taken on the Edison line. The company also

*The Public Is
 Buying*

VIOLIN SPRUCE REPRODUCERS

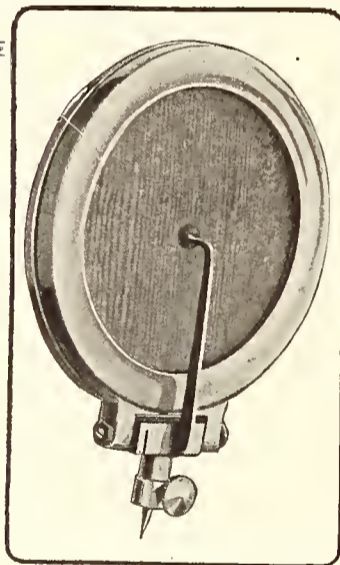
Foresighted dealers who prepared to meet the demand are making nice profits right now.

The Violin Spruce Reproducer is accepted as *the perfect reproducer* by artists, manufacturers and dealers who have tested it.

Don't delay! The sooner you stock up—the sooner your profits begin, because we have proved that phonograph owners are waiting for this notable improvement. Get set now so that you will be ready for the big Christmas Gift trade.

Write To-day for Detailed
 Information and Discounts

THE DIAPHRAGM COMPANY
 5005 Euclid Avenue, CLEVELAND, OHIO



**VIOLIN SPRUCE
 REPRODUCER**

Fits any good phonograph.
 Eliminates all metallic sounds.
 Reproduces voice perfectly.
 Individualizes all instruments.
 Improves by use, like a violin.
 Not affected by dampness.

Retails for
\$7.50



Violin Spruce Diaphragm

carries Victors and Brunswicks. J. C. Huff, of Tell City, has taken on the Edison as an exclusive line.

Shortage of Brunswicks

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., says he has found it impossible to obtain Brunswick machines in sufficient quantities to supply the demand. This condition, which is prevalent in Indiana and adjoining States, says C. A. Moore, general salesman for the Brunswick Chicago branch, will be corrected after the first of the year when the entire output of the factory is to be diverted to Chicago for distribution in Indiana, Illinois, Iowa, Michigan and Wisconsin.

Mr. Moore recently was transferred from the Davenport, Iowa, territory to the Central Indiana territory to succeed Charles Saylor, who has accepted a position with the Brunswick Shop in Indianapolis.

With the Brunswick Dealers

The Butler Music Co., of Marion, has taken on the Brunswick line. The proprietor, J. Edwin Butler, is president of the National Association of Music Merchants.

The James E. Hamilton Music Store, of Greencastle, is doing some valuable publicity work for the Brunswick by broadcasting the records.

The name of the Lotts Department Store, Brunswick dealer at Anderson, was changed December 1 to the Warner Furniture Co.

New equipment is being placed in the store of J. E. Nash & Son, Brunswick dealers at Franklin.

Mr. Herdman, of the Indianapolis Baldwin store, recently employed Miss Daniels, of Chicago, to demonstrate the use of the Wallace reducing records. The demonstration was on a platform in a show window.

Celebrate Pearson Anniversary

The forty-ninth anniversary sale of the Pearson Piano Co. has proved successful so far as the phonograph department is concerned, H. A. Brown, manager, says. He reports brisk demand for Victor, Edison, Vocalion and Cheney. He is featuring just now on billboards the Vocalion machines and red records.

Business Good at Widener's

"Business is very fine," says W. G. Wilson, manager of Widener's Grafonola shop, "and we anticipate having the best Christmas trade in the history of the store." Mr. Wilson says the Columbia machines are selling well. He is featuring now his new special machine, "Widener's Premier." He also has added a stock of Vocalion records for sale with the Columbia.

Window Display of Gennett Records

T. H. Bracken, manager of the Starr Piano Co. store, put in a window display that attracted a great deal of attention during the last two weeks of November. It showed the materials that enter into the manufacture of Gennett records and the appearance of the record at various stages of its manufacture.

Mr. Bracken reports that he is shy on Starr phonographs and therefore is finding it difficult to meet the demand. November, however, proved to be the biggest month for record sales that the Indianapolis district, including central Indiana, has experienced.

Demonstrates Victor Health Records

Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., featured the Victor health records in November. She employed two pupils of a local gymnastic school to demonstrate the exercises in the show window. The publicity was valuable chiefly through the comment it provoked, she reports, although sales of the records as well as sales of machines were stimulated somewhat as a result.

Kimball Machines in Demand

The sale of Kimball machines is particularly brisk now in the better models, according to C. F. Kahn, of the Capital Paper Co., distributor. He reports that the Phoenix Furniture Co., of Indianapolis, conducted a successful campaign by means of circulars during the latter part of November and early in December.

R. M. McNeely, piano dealer of Ellettsville, has taken on the agency for Kimball's in that territory.

Takes Charge of Phonograph Department

M. H. Zeigler, general sales manager of the Mooney-Mueller-Ward Co., Pathé distributor, has assumed charge of the phonograph department. Business is normal for this time of the year, he reports, with the Actuelle records selling well. He anticipates that the company will go after new business with renewed vigor after the first of the year.

Period models are much in demand, says C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co. He says he is making no effort to promote sales by special offers, but is relying solely on the merits of the machine to win trade.

OPENS FINE VICTOR DEPARTMENT

SALEM, MASS., December 8.—The opening of the new Victrola department of the J. L. Lougee Co. recently was marked by concerts

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

during the afternoon and evening, which were well attended by the many patrons of the store and their friends. This department is now considerably enlarged and much more attractively arranged than formerly. All models of the Victrola are displayed.

The Adams Music Co., Canton, O., was considerably damaged in a recent fire.



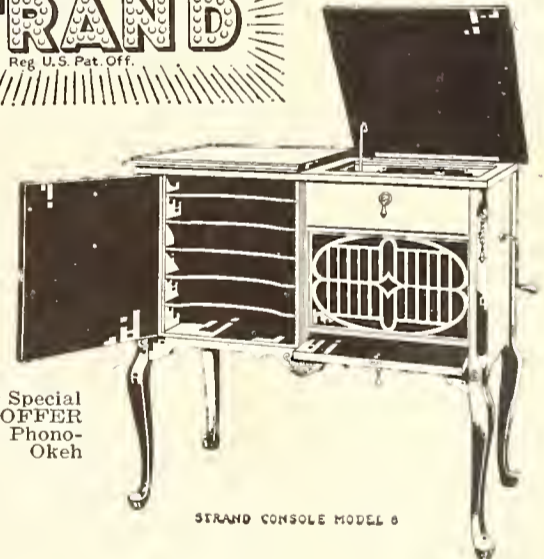
AND THEY'RE LAUGHING YET
WITH THE
OKEH LAUGHING RECORD ODEON

Dealers say they will not accept substitutes but must have the genuine OKEH Laughing Record.

Even Old Man Grump laughs with it!

Better get your order in quick—it's a hit! There's a run on it!

CHRISTMAS OKEH records—Sacred and Standard.



Telegraph for Special HOLIDAY OFFER on Strand Phonographs and Okeh Records.

STRAND CONSOLE MODEL 6

You can give bigger value for the dollar with the STRAND.

The STRAND line of console—true to period—phonographs will outsell other lines because of the elegance of the design—the finish—the tone quality—and a real motor.

*Most Attractive Dealer Proposition—Long Discounts—
Some Good Territory Still Open
Sterling Service—Nuf Ced!*

THE STERLING ROLL AND RECORD COMPANY
137 West Fourth Street CINCINNATI, O., U. S. A.

NEW PATHE LOUD SPEAKER READY

Initial Product of the Pathé Frères Phonograph & Radio Corp. Possesses Many Interesting Features—Eliminates the Horn

The plans of the Pathé Frères Phonograph & Radio Corp. to enter the radio field have now taken tangible form in the announcement that the Pathé loud speaker is ready for the market. This newest product of the Pathé Co. has been long in process of development by Pathé engineers. It was the desire of the Pathé Co. to perfect it not only in its electrical and mechanical details, but in the quality of its sound reproduction as well. The Pathé Co., in the production of phonographs, has always given particular attention to tonal quality. This same care has been exercised by the new company and the Pathé loud speaker was not placed upon the market until it was worthy to bear the trade-mark of the famous red rooster.

H. T. Leeming, general manager of the

Pathé Frères Phonograph & Radio Corp., described the loud speaker as something entirely new in contrast to all other loud speakers. He points out the sound waves are given in a direct manner from the diaphragm and not from the sides of a metallic horn, thus eliminating any metallic sound. In this respect it is somewhat similar to the Actuelle reproducer. Also, it is claimed there can be no prolonged sound after the original ceases. It is stated that the electromagnetic unit of the instrument is exceptionally efficient, converting into mechanical energy a larger part of the applied electrical energy than other speakers of its class. The use of an external battery is claimed to be unnecessary with the Pathé loud speaker and the operator can vary volume and quality of sound to suit his particular desires and requirements through the means of a knurled thumb-screw adjustment which governs the armature. Although light in weight and extremely compact, the Pathé loud speaker is ruggedly constructed and is not easily damaged. A peculiar property of the diaphragm is that although it may be punc-

tured in several places it will continue to give clear sound and should the new diaphragm be desired at any time it will always be obtainable and easily installed at a low cost.

A Pathé official, in describing the loud speaker, spoke as follows: "The fact that the instrument is a loud speaker does not mean that it can be connected in the place of head telephones on an inefficient receiving outfit and give a volume of sound that will fill a room, any more than a large steam whistle can be successfully operated from a low pressure of steam. The receiver must do its part by supplying the energy. To use the Pathé loud speaker it is only necessary to employ a receiver fitted with a two-stage amplifier and a B battery from 45 to 110 volt. The two terminals on the speaker are wired to the telephone binding posts without the use of an auxiliary source of power of any kind. If considerable volume is desired the plate voltage of the amplifier should be increased.

"To get the most out of a Pathé loud speaker the use of a three-stage audio frequency amplifier with a plate battery of 90 to 135 volts is recommended. Such an instrument can be connected to any receiving outfit having a vacuum tube or even a crystal detector and the loud speaker will fill a large room or hall with sound. This arrangement has the advantage over the use of a two-stage amplifier and an instrument requiring a battery to excite its field in that the power consumption is no greater, the volume of sound is, and the three-step amplifier is available for use with ear telephones for the reception of distant signals. The likelihood of leaving a storage battery connected all night is much less when it is employed to light a tube than to energize a magnet which gives no visible indication as to whether the power is on or off."

The thorough experience of Pathé engineers in sound reproduction and the manufacturing facilities found in the large Pathé factory in Brooklyn bespeak the stability and future of this newest loud speaker. Careful laboratory tests and inspection will insure the quality of each loud speaker sent out. Its general attractiveness and moderate price, together with the intensive sales campaign planned and the efficient organization behind it will, undoubtedly, place the Pathé loud speaker in the foremost rank during 1923.

DISPOSES OF EIGHTEEN MACHINES

CHATTANOOGA, TENN., December 7.—R. L. Stulce, Columbia dealer in this city, received a carload of Grafonolas at 5 o'clock one evening and started his campaign that very night. The next

"One handle handles it"

Outing

Creator of Christmas Cheer



MOVABLE MUSIC

ALL YEAR 'ROUND
RUN OF SALES

Size: 8 in. x 14 in. x 15 in.

Patent Pending

MORE CONVENIENT than TABLE Machines.
TONE Quality EQUAL to LARGE Machines.
Finish Same as Any Large Phonograph.

A Wonderful GIFT

Outing

TALKING MACHINE CO., Inc.

Oak and

A. J. COTE, President

MT. KISCO, N. Y.

Mahogany
Finishes

Dealers in Mexico and Cuba should send orders and inquiries to

R. C. ACKERMAN

291 East 162nd Street New York, N. Y.

Foreign Export—CHIPMAN LIMITED

8-10 Bridge Street New York City

Cable Address, CHIPMUNK, New York

JOBBERS:

GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.

CABINET & ACCESSORIES CO.,
145 East 34th St.,
New York, N. Y.

BRISTOL & BARBER
3 East 14th St.
New York, N. Y.

A. C. ERISMAN CO.,
174 Tremont St.,
Boston, Mass.

GEO. C. ULRICH & CO.
56 Estey Bldg.,
Philadelphia, Pa.

ART EMBROIDERY CO.
Louisville, Ky.

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

UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.

DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.

VOCALION CO. OF OHIO
Cleveland, O.

BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.

WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.

STEWART T. M. CO.,
Indianapolis, Ind.

J. K. POLK FURN. CO.
294 Decatur St.,
Atlanta, Ga.

M. & M. DISTRIBUTING CORP.,
5 So. Wabash Ave.,
Chicago, Ill.

STERLING ROLL & RECORD CO.
137 W. 4th Street,
Cincinnati, O.

RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.
Richmond, Va.



Stulce's Carload Campaign

day he sold eighteen Grafonolas. Elaborate and complete preparations were made for this campaign and practically every type of publicity was used, including newspaper notices, display signs, advertising fliers, photographs of the car while being unloaded and sidewalk displays of the Grafonolas. It is interesting to note that not one of the eighteen Grafonolas sold on the first day went out on a small payment, but the majority of the sales were for cash.

WARNING!

Be sure you buy metal disc blanks having the trade mark, KODISK, the only Metal Recording disc legally protected by U. S. Patent No. 1,421,045 issued June 27, 1922. This patent covers every basic principle of sound recording on a metal disc with a steel needle on any phonograph and is your protection as well as our protection against unfair competition.

KODISK can be bought from our authorized distributors and every KODISK bears our registered trade mark, KODISK, and the number of our patent and the date it was issued. We will protect our rights by prosecuting all infringers. You are liable if you sell merchandise not properly protected by granted Government Patents.

**Protect Yourself From Liability to Expensive
and Troublesome Lawsuits**

**BUY RECORD BLANKS MARKED
KODISK**

“Snapshots of Your Voice”

a silvery disc made of a special metal on which you can record any sound clearly and distinctly on any phonograph, using the sound box and a KODISK steel needle as a recorder and reproducer.

The record blank KODISK is the greatest profit producing gem on the talking machine market—simple and attractive, an article which meets a long-felt want and which sells itself. The greatest merchants in the country are selling and featuring “KODISK” because they recognize its power to create new customers and profits. KODISK record blanks should be your feature number. TAKE ADVANTAGE of its quick selling qualities.

**DON'T BE THE INNOCENT BYSTANDER. BUY discs marked
“KODISK” AND BE PROTECTED AGAINST INFERIOR QUALITY
AND UNLAWFUL MANUFACTURE.**

We have a splendid proposition for progressive, well-equipped jobbers. Some choice territory still open. Write or wire TODAY for details.

Prices and Samples on Request.

Get the facts. Get KODISK. Get the Profits.

METAL RECORDING DISC CO.

Manufacturers

Fisk Building, 57th St. and Broadway

NEW YORK

DISTRIBUTORS

Donald Fether, Downey, Cal.; (Distributor for Pacific Coast). Phonovations Co., Inc., 37 E. 18th St., New York City; (Distributor for New York State). Fox Philadelphia Co., 723 No. 26th St., Philadelphia, Pa.; (Distributor for Eastern Pennsylvania). M. & M. Distributing Corp., 1308 Mallers Bldg., 5 So. Wabash Ave., Chicago, Ill.; (Distributor for Illinois). Iver Johnson Sporting Goods Co., 155 Washington St., Boston, Mass.; (Boston distributor). Rosen Talking Machine Co., 11 School St., Boston, Mass.; (Boston distributor). S. & F. Distributing Corp., 72 James St., North, Hamilton, Ont., Canada.; (Distributor for Canada.)



WARNING! This Melody is Contagious!
Once you get it you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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

Cause I'm goin', yes, I'm goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

LOUIS UNGER IN NEW POST

Traveling Representative of Brilliantone-Steel Needle Co. Made Treasurer and General Manager of Reflexo Products, Inc.

A happening of interest to the entire trade is found in the announcement of the resignation of Louis Unger, general traveling representative of the Brilliantone Steel Needle Co., which important position he has occupied for the past five years, and his appointment as treasurer and general manager of Reflexo Products, Inc., New York. Mr. Unger is a widely experienced needle and talking machine man. Ten years ago he entered the field in the retail business of his uncle, Sol Lazarus, and later joined the staff of the Brilliantone organization. His former retail experience has been of particular benefit in giving him an intimate understanding of the problems of the dealer and the five years spent in the Brilliantone organization have given him a remarkable knowledge of the needle business. Mr. Unger during that time formed many strong friendships throughout the trade from coast to coast and throughout the Dominion of Canada, which he also covered.

Mr. Unger succeeds B. R. Forster, who recently resigned as treasurer of Reflexo Products, Inc., and he will have full charge of its destinies. Reflexo Products, Inc., was previously allied with the Brilliantone Co. under the management of B. R. Forster, but is now an entirely separate organization under Mr. Unger's direction, and attractive offices have been secured on the sixteenth floor at 347 Fifth avenue. Reflexo Products, Inc., is sole distributor of W. H. Bagshaw Gilt Edge and Reflexo Blue Steel needles, just as the Brilliantone Co. is the sole Bagshaw agent for the staple steel product. Mr. Unger has already enthusiastically taken up his new duties and is making

plans for the extension of the business in 1923.

In an interview with a representative of The World Mr. Unger stated: "We are planning big things for the coming year. All indications point towards a big year and this, coupled with the quality of and demand for Reflexo products,



Louis Unger

gives great promise. The Reflexo Blue Steel needles are selling very well as is also the Gilt Edge needle, which is and always will be a Brilliantone steel needle plated. I am planning to make 1923 the biggest year in the history of the Reflexo organization."

SONORA STYLES FOR 1923

Artistic New Models to Make Their Debut—
The Entire Line Will Be Representative of
This Celebrated Firm—Preparing Publicity

The Sonora Phonograph Co., New York, announced to its trade this week that it had decided upon its 1923 line. In preparing the Sonora line for the coming year, the company decided to have it embody a representative group of instruments that would give the dealer an opportunity to take advantage of every sales possibility. With this idea in mind, certain models appearing in the 1922 line will be replaced by new ones, among which are the four instruments known as the "Melodie," "Barcarolle," "Serenade" and "Marlborough" and which will be featured by the company during the next twelve months through the medium of the same high-grade publicity that has characterized Sonora activities for so many years. Attractive catalogs are now being prepared for the trade.

The complete 1923 Sonora line with retail list prices is as follows: "Portable," \$60; up-rights: "Melodie," \$75; "Etude," \$115; "Barcarolle," \$150; "Baby Grand," \$200, and "Elite," \$265. The standard line of Sonora period models for 1923 will be the following: "Marquette," \$125; "Serenade," \$150; "Pembroke," \$175; "Marlborough," \$185; "Canterbury," \$225; "Queen Anne," \$275; "Louis XV," \$325.

The instruments in the de luxe period model line will be as follows: "Bardini," "Italian Renaissance" (polychrome and antique); "English Renaissance" (polychrome and antique); "Louis XV," "Gothic" (polychrome and antique); "Traymore," "Jacobean" (polychrome and antique); "Chippendale," "Adam," "Sheraton," "William and Mary" and "Colonial."

Good will of customers is vital to success.

Premium Departments, Jobbers, Chain Stores, Large Dealers

We Make Records Under Your Special Label

Our plant is complete under one roof.
Recording, plating, pressing, label printing.

We can furnish you a complete printed catalogue under your trade mark or label—including Standards, Vocal, Late Dance Numbers, Hawaiian, Sacred, Operatic, and Popular Songs of the day.

Quantity to Suit—Quality the Best—Quick Service—Write or Wire

**Fletcher Record Co., Inc., 156 Meadow St., LONG ISLAND CITY
NEW YORK**

Phonograph Toys for Christmas

My, how they'll sell! Stock up—get your order in today. Nothing like them for loosening up the purse-strings of Christmas shoppers.



THE MAGNETIC DANCERS

This fascinating little couple will fox-trot, waltz or two-step in a most realistic manner. They reverse and glide just as a couple would in a ballroom.

Retail Price, \$1.00

Display them in your windows and watch the crowds gather. These fun-makers say to passers-by: "Stop, look, listen—and loosen!"

The profits in this Christmas toy business mount up. You'll be surprised. Get that order in today.

Usual discounts to the trade.

National Company

Cambridge, 39 BOSTON, MASS.



SHIMANDY

is Rastus's sister. She successfully portrays the colored belle in her most ecstatic moment. Neatly dressed in silk with a large plumed hat.

Retail Price, \$1.65



THE FIGHTING ROOSTERS

The dancing family is not complete without two Fighting Roosters. These little birds go at it in a most realistic fashion. Hand painted in colors with real feathers in tail and wings.

Retail Price, \$1.65



RAGTIME RASTUS

Ragtime Rastus is an automatic dancing ducky who faithfully imitates the old time plantation dancer. He clogs, jigs and shuffles in 100 different ways, keeping perfect time to the music. Delights the children, pleases the grown-ups. Attractively hand painted in four colors.

Retail Price, \$1.25



THE BOXERS

These little boxers are very realistic and create lots of fun. Put on a lively record and these little men will box away with remarkable speed and accuracy. Attractively hand painted in three colors.

Retail Price, \$1.50

ARTHUR H. CUSHMAN WITH EMERSON

Well-known Sales Executive Appointed Sales Director of Emerson Phonograph Co.—Splendidly Equipped for This New Post

B. Abrams, president of the Emerson Phonograph Co., New York, announced recently the



Arthur H. Cushman

appointment of Arthur H. Cushman as director of sales. Mr. Cushman assumed his new duties the first of December, although, strictly speaking, the word "new" should hardly be used,

for Mr. Cushman was for a number of years an important factor in the development and growth of Emerson business under the old regime.

Mr. Cushman is well known to talking machine jobbers and dealers throughout the country, as he joined the Emerson organization several years ago and in the capacity of general sales manager built up an exceptionally capable and efficient sales staff. He studied the requirements of the jobbers and dealers in order to give them practical service and co-operation, and gained an intimate knowledge of the record business that was reflected in the growth of the Emerson sales.

More recently Mr. Cushman was associated with the Health Builders, manufacturers of the Walter Camp Daily Dozen, and in rejoining the Emerson organization he brings with him an invaluable knowledge of merchandising conditions that will be placed at the disposal of Emerson dealers.

David Goodman, who has been a member of the Emerson sales staff for quite some time, has been promoted to the position of assistant sales manager and will work in close co-operation with Mr. Cushman.

BIG DRIVE ON "GYPSY BLUES"

Nearly 500 Victor records of "Gypsy Blues" were disposed of by the Elyea Co., of Atlanta, Ga., in a drive on this number which consisted merely of placing special stuffers in the envelopes to customers which contained the monthly record supplement.

SUCCESSFUL OPENING IN BROOKLYN

A. Lesser Features Concert and Music Memory Contest at Opening of New Victor Store at 631 Sutter Avenue in Our Sister Borough

A. Lesser held the formal opening of his handsome new talking machine store at 631 Sutter avenue, Brooklyn, N. Y., on December 5, and attracted a large and interested crowd through the medium of some excellent advertising and the featuring of a concert by an Hawaiian quintet.

Mr. Lesser, who handles the Victor line, conducted a very successful music memory contest among the school children in his district, the final examination being held on the night of the opening. The first prize, a gold medal, was won by Anna Schamack, of Public School No. 149, the second prize by Elizabeth Schamack, of the same school, and the third prize by Calmer Fleicig, also of school 149, which is awarded the school banner. The second school banner went to school No. 173. An interesting feature of the opening program was the playing by the school orchestra from No. 149.

Repair Parts and Main Springs

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.

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS ALWAYS THE BEST

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

OPTIMISTIC FORECAST OF BUSINESS FOR 1923

A. H. Curry, Vice-president of Thomas A. Edison, Inc., Phonograph Division, Makes Interesting Analysis of Business With His House During Past Year—Message of Cheer

A. H. Curry, vice-president in charge of the phonograph division of Thos. A. Edison, Inc., talked in a highly optimistic vein regarding the trade outlook for 1923 when interviewed by The World recently.

He said there seemed no doubt but that the general improvement in Edison business, which has been manifest each month for some months past, predicates an excellent year in 1923, not only for the Edison Co., but for the Edison jobbers and dealers. He estimated that the increase at the factory end would be about 100 per cent over that for 1922; that the jobbers' business would increase about 75 per cent over that for the year, and that the dealers' business would increase on the average of 50 per cent over last year. For some years past the Edison Co. has kept a record of the ratio which has existed between the factory sales to jobbers and the jobber sales to dealers and the percentages enumerated above are based upon this table. The differences in the percentages of increase are, of course, due to the fact that the dealer is first to accomplish liquidation, the jobber next and the factory last.

Liquidation with the Edison retail trade has been practically completed and January 1, 1923, will see the smallest amount of stock on the floor of Edison retailers that has ever been the case. All of this, Mr. Curry feels, will cause a great deal of enthusiasm in so far as selling efforts during the forthcoming year are concerned.

Mr. Curry further feels that the retail dealers will see fit to carry a somewhat larger inventory of instruments than has been the case during the so-called period of depression. Where, in 1921 and the first half of 1922, twenty-five phonographs was quite a stock for the dealer to carry who was selling only from ten to fifteen per month, it is probable that the same dealer will be glad to stock fifty phonographs when he is turning over from sixty to seventy-five per month.

With liquidation accomplished and with the floor stocks at a low ebb the new year will start off on the basis where the dealers will

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

<p>MOTORS CASTINGS TONE ARMS REPRODUCERS</p>	<p>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

purchase on a basis of actual needs and the jobbers will do likewise. That is a condition for which the Edison organization has been strenuously working for the last year and which the whole trade has hoped would obtain at an early date. Of the 50 per cent increase which Mr. Curry anticipates in the retail business of Edison dealers, he figures that one-half will be



A. H. Curry

due to the new models which were introduced in 1922 and the consequent broadening of the Edison market and that the other half will be due to the general business improvement and increased prosperity of the nation.

He said that the introduction of the new Edison models had already been responsible for increasing the demand for certain of the older styles which had remained in inventory with the jobber until the latter part of the current year. This was a more or less unexpected reflex demand.

The new system of releasing records which the Edison Co. will employ starting in February next year, Mr. Curry believes, will go a long way toward enabling the retail merchant to operate his record department at a continuous profit. It will give the dealer a chance to always have something new to show those who drop in at his store and will in itself be a stimulus to local residents making frequent visits.

Mr. Curry feels that prices will remain stable during the coming year as there is nothing now to indicate any likelihood of a further reduction, due to the fact that there are no over-supplies of raw materials and labor costs do not show any tendency to drop for at least another year.

Surveys made by the Edison Co. indicate that 50 per cent of the potential buyers of phonographs are financially capable of buying or have the space to devote to console models and that as a consequence the total percentage for the industry should normally run something like 25 per cent console and 75 per cent upright models. However, Mr. Curry believes that energetic salesmanship is likely to cause many people to buy console models who should not logically do so and that as a consequence the ratio is more likely to run fifty-fifty.

Terms, Mr. Curry believes, will be definitely shortened during the coming year, chiefly because the purchasing public will be better able to pay for whatever it may be buying. The retail trade has always extended terms when times were bad in order to maintain volume, but when general business is good it has been generally found that a year is sufficient time for the average instalment sale and fifteen to twenty months about the maximum that should be allowed.

Mr. Curry doubts that there will be any radical changes in either phonographs or records and that the industry will proceed on a basis of refining what has already been established as its basic products. He does not feel that radio will prove a serious competitor of the phonograph and in general foresees an excellent year for all dealers who work vigorously and who operate their respective businesses with firm confidence.

PERFECTING UNIQUE INVENTION

Miss Mary Hallock, well-known pianist and Columbia artist, has been visiting Pittsburgh in connection with the perfection of her invention relative to the use of light and color in conjunction with the player-piano and organ. The first organ to be perfected has been ordered by Pierre Dupont, well-known financier, and will be installed within the next sixty days in his mansion. In addition to her musical and engineering activities, Miss Hallock has been visiting Columbia dealers in Pittsburgh.

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., 874 Broadway
N. Y.

Make Yourself A Christmas Present, Mr. Music Merchant

When you are making up your Christmas list this year don't forget YOURSELF. And if you haven't one already resolve, right now, to present YOUR store with a Small Goods Department.

You won't have to WISH yourself a Prosperous New Year—you'll be guaranteeing it in advance! For a Small Goods Department means

Increased Sales! And Most of Them Cash! Small Investment! Rapid Turnover! Liberal Profits!

Not to mention the number of new customers attracted to your store by the appeal of this interesting and highly salable merchandise.

The First Step Is to Send TO-DAY for These Two Free Books

To All Our Friends in the Music Trade

We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year.

Catalog No. 22—Everything in Musical Merchandise is pictured and described in this catalog. Nearly 3,000 different Instruments and Accessories in all, quoted at retail prices.

Trade Price List No. 5—A confidential book for music merchants, giving net wholesale prices on our entire line.


The Fred. Gretsch Mfg. Co.

Musical Instrument Makers Since 1883

60 Broadway

BROOKLYN, N. Y.

WHOLESALE DISTRIBUTOR



EMANUEL BLOUT
VICTOR EXCLUSIVELY
2799 BROADWAY, AT 108TH ST.
NEW YORK

Greetings to the Trade

The year now closing is decidedly a "Victor" year, thanks to the efforts and activities of the Victor retailers.

It is with a sincere appreciation of the co-operation and patronage accorded us by the Victor dealers that we extend hearty greetings for a Merry Christmas and a 1923 of prosperity and happiness.

EDUCATIONAL WORK IN COLUMBUS

Miss Streeter, of Victor Educational Department, Addresses Teachers, Parents and Music Lovers While in That City—Retailers Enjoying Healthy Volume of Holiday Business

COLUMBUS, O., December 11.—One of the features of the month was the recent visit to this city of Miss Margaret M. Streeter, of the Educational Department of the Victor Talking Machine Co., who delivered a number of addresses before local clubs and gatherings of teachers and music lovers on the question of carrying on education work through the medium of the talking machine and the importance of training children properly along musical lines.

It happened that Miss Streeter visited Columbus at a very opportune time, as the week of December 4 was known as Education Week in this city. In observing this week a special meeting of the Franklin County Parent Teacher Association Council was called for Thursday afternoon, December 7. Miss Streeter was invited to address this body. Because her audience on this occasion was composed of presidents of parent-teachers' associations and principals of public schools, Miss Streeter spoke on music appreciation from a different angle.

She commended the authorities of the State

of Ohio for the appointment of Mrs. Nelle Sharp to the office of State Music Supervisor.

"Ohio is now in the class of a few other progressive States in the field of music. It was my pleasure to meet with Mrs. Sharp the other day and I was amazed at the splendid musical innovations Mrs. Sharp has already inaugurated. You are going to have fine results from the public schools in the rural and urban districts. I hope that you mothers and teachers will co-operate with Mrs. Sharp in her work which is needed in Ohio as in many other States in the Union," Miss Streeter said.

Dealers in this city are enjoying a healthy business in both records and machines. E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., 168 North High street, reports that a very good volume of business was done by this firm in the past month. Of course, with the approach of the holiday season a much larger volume of sales is anticipated. The smaller machines, particularly the new flat top, hundred-dollar consoles, have been very much in demand.

Leslie I. King, manager of the talking machine department of the Morehouse-Martens Co., High and Town streets, has added a number of new people to his sales force. They are Miss Bell Mathews, Miss Violet Hines, Miss Ethel Hoyt and B. C. Lynn. The type of work delegated to Miss Hoyt will take her out of the store. She will visit the homes of prospective customers. The other salespeople will do their selling in the store.

Every talking machine dealer, whether he conducts an exclusive talking machine business or carries that line of goods along with other lines as in department stores, has featured the talking machine records in attractive window displays in the past week. Practically all window displays were arranged so as to suggest a Christmas atmosphere. Among the firms whose window displays are unusually well arranged are the Morehouse-Martens Co., featuring both the Victrola and Brunswick talking machines; the C. C. Baker Co., who carry Victrolas and Columbias; Heaton's Music Store, the Elite Music Store, Spence Music Store, Robert L. Seeds Co., who carry the Columbia and Cheney phonographs, and the Stewart Bros. Furniture Co., Victor dealers.

PERU REVISES CUSTOMS TARIFF

The customs tariff on many commodities, including talking machines and pianos, has been revised by Peru, according to advices received by the Department of Commerce from Attache Dunn, located at Lima, Peru. The increased duties average 22 per cent.

Work on the fine new building of Adolph Winters, prominent music dealer of Richmond, Cal., is being rushed to completion and the large stock of Victrolas, records, pianos, etc., will soon be housed in the new quarters.

DON'T BE AN UNDERTAKER

That's the position of a piano man when only selling pianos. He's like the undertaker who only gets his man once.



More Piano and Phonograph dealers have added Musical Merchandise Departments in 1922 than at any other time in the history of the Music Trade.

Every one of these dealers unanimously proclaims success with their adventure—no dull days—and the quick turnover of their new department more than pays all their overhead expenses.

A bigger year is ahead of you than can possibly be anticipated if you can supply your trade with the right kind of merchandise!

The policy of the house of Durro is: SUPPLYING DEPENDABLE NATIONAL- LY ADVERTISED MERCHANDISE OF QUALITY.

This is one reason that all merchants find it easy to sell such instruments as

Durro Violins, Bows, Strings
S. S. Stewart Guitars, Banjos,
Ukuleles, Etc.

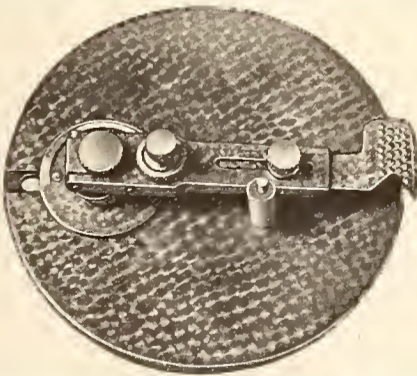
Duss Band Harmonicas
Lester and Monarch Accordions
Abbott Saxophones and Band
Instruments

Dealers can assure their success for the next year in no better way than stocking this guaranteed merchandise.



BUEGELEISEN & JACOBSON
5-7-9 Union Square
NEW YORK

A NEW Repeating Device



A new Repeating Device. Wonderfully simple. Overcomes and eliminates objections to other repeaters. Will not mar or scratch the record. Made of metal—will last a lifetime. Adjustable for 10-inch or 12-inch records.

THE RAPID REPEATER

Repeats any record instantly—no breach between ending and starting, thus providing continuous music. Here is a sturdily built repeater that sells for almost the same price as celluloid or other flimsily made machines. Fully Guaranteed.

RETAIL PRICE **\$2.00**

Send for sample and discounts. Agencies now being established. Write for our attractive proposition.

THE RAPID REPEATER CO.
266 Van Alst Avenue LONG ISLAND CITY, N. Y.



Ar - a - by, I'll soon be there, — My land, it gave me life and love. —

FLOWER of ARABY

AN ARABIAN LOVE SONG

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



BALTIMORE

Business Jumps From Fifty to Three Hundred Per Cent Over Last Year's Figures—Department Stores Dig for Business—The News

BALTIMORE, MD., December 8.—The talking machine business has been exceptionally good since Fall trade started in and a number of the jobbers report last month as the best November in the history of their business, increases over the corresponding month of 1921 being placed as high as 300 per cent and the lowest 50 per cent. The only question now confronting the jobbers is that of being able to fill orders on their books for the holiday trade. Few of the jobbers expect to be able to do this unless the factories make unusually heavy shipments and present freight conditions improve.

Naturally the retail stores have also had a considerably better business both last month and so far in December and this notwithstanding the fact that the department stores this year are all making extensive drives in their talking machine departments.

One of the disturbing factors in the present trade situation is the advertising of machines of standard make at cut prices by one of the

large department stores, which, in addition to price inducement, is offering free records.

In addition, the same store also advertises the Eltinola No. 100 phonograph at \$29.75. Other makes of phonographs advertised at cut-rate prices in other department stores are the Player-tone, \$59.95; the Arietta, \$79.75; the Supreme, \$69.50; the Vitanola, \$95.00; the Supertone, \$69.50; the Ellbronola, \$79, and the Pathé, \$95.00.

A concerted effort on the part of talking machine shops, department stores and furniture houses to make this a talking machine Christmas is being made in the way of extensive advertising in the daily papers. Large and attractive displays are also being featured in the show windows of all shops and stores, which is backed up by attractive advertising in the daily papers.

Pollack's furniture store is featuring the Granby in a Christmas club proposition. The Caulfield Piano Co., on Eutaw street, is making

an extensive drive on the Edison machine and reports big business. The E. Paul Hamilton Co., on North Howard street, reports excellent trade in and big demand for the Cheney, while the demand for other well-known makes is equally good.

Manager Roberts, of E. F. Droop & Sons Co., says business so far this year, even without all the holiday trade, is away ahead of last year's record.

Manager Shaw, of the Brunswick agency, says that business of this branch last month more than doubled that of any month in the history of the agency here. Two new Brunswick accounts opened this month are N. Davis & Sons, of Pocomoke City, Md., exclusive dealers, and R. W. Norman Co., of Salisbury, N. C.

Mr. Shaw has just returned from Norfolk, Va., where he went to attend the opening of the Sprinkle Piano Co.'s store on December 9.


A canvass of the retail shops shows conclusively that practically all dealers are very optimistic as to the outlook for the Christmas trade and unless there is a big slump in the business between now and Christmas the holiday trade this year will, no doubt, be greater than any in the history of the business, with the possible exception of the wartime trade, which, of course, was of abnormal volume.

FINE YEAR FOR FRED. GRETSCH

December Will Close Biggest Month in History of Fred. Gretsch Mfg. Co.

"An exceptional year in every respect," is the way E. E. Strong, sales manager of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y., described 1922. "December will close as the biggest month in the history of the Fred. Gretsch Mfg. Co., with November a very close second. December was a record month not only in the number of instruments, but in dollars and cents as well. In addition to the large amount of increased business from our old dealers we opened many new accounts during 1922. These new dealers report much success in the handling of musical merchandise. One specific instance was a dealer in Hempstead, L. I., who, although only opened a few months, has just made his fifth sale of a saxophone and for spot cash, too. The continued great popularity of musical merchandise, together with the large number of dealers who have added, or are contemplating adding musical merchandise departments, would indicate a very prosperous year for 1923."

Walter Gretsch, whose return from European markets was announced last month, reports somewhat chaotic conditions in the continental manufacturing industries, but a manifested disposition on the part of all to remedy this condition as quickly as possible is in evidence and these efforts will, no doubt, clear the situation somewhat in the not far distant future.



*A Home
Delight to
Ear and Eye*

*The Ideal
Holiday Gift
to the Home*

Is the modern
Christmas Wish
of
The MODERNOLA CO.
Johnstown, Pa.

**Happy
Profits
To You
and a
Busy
New Year**



Is the Phonograph Dealer Missing His Opportunity in Radio?



Every Phonograph Dealer has undoubtedly thought of the question: To whom does the major portion of the Radio business belong?

Without question, the Phonograph Dealer—by virtue of his organization, facilities and experience—is far better equipped to handle higher grade radio instruments than any other class of trade. It is only for him to grasp his opportunity—NOW.

Though the radio art is comparatively new, the public has already awakened to the realization that, for the best enjoyment of broadcasting, quality wireless apparatus is a foremost essential. The radio-buying public is therefore insisting not only upon wireless equipment that is scientifically correct in every detail of construction, but that, in addition, has an attractive appeal from the standpoint of neat appearance and as a suitable acquisition for the finely furnished home.

The Quality of Bestone Wireless Apparatus

Bestone Wireless Apparatus embraces a Radio line that achieves superiority by reason of elegant design, scientific accuracy, simplicity, as well as unusual volume and clarity of tone. The Bestone line will appeal to those who recognize Radio as a practical art and to those who seek the manifold diversions as made possible by popular broadcasting.

Prices of Bestone Sets range from \$22.50 to \$125.00.

Send for Illustrated Catalog—and complete Sales Proposition

HENRY HYMAN & CO, Inc.
Manufacturers

Executive Office:
476 BROADWAY, NEW YORK

Branch:
212-216 W. AUSTIN AVE., CHICAGO

DETROIT

Brisk and Growing Trade Leads to Holiday Optimism—Stores in Gala Attire—Gift Appeal in Ads

DETROIT, MICH., December 8.—The talking machine business in this city is exceptionally brisk and dealers report that they expect to close one of the best years in history. Pre-holiday buying has set in already to a very marked degree. Interest in the consoles offered by the various makers is running high and sales of these models are expected to set a record in themselves. Uprights and table models are also evoking a share of attention that is proportionate with a well-established model.

With the coming of colder weather, interest in radio has taken a big spurt and dealers handling radio outfits and combination talking machines and radio cabinets report that they

are receiving a great many inquiries daily in regard to these instruments.

Practically all of the music stores of the city are garbed in their holiday attire, or are busily being decked out at this writing. Advertising of many firms in the city stresses the value of talking machines and records for Christmas gifts.

Comment is being caused by the action of a number of the dealers of the city in offering machines of a reputable make, together with a number of selections, at excessively low terms. Dealers who are not a party to such offers, but who handle the same makes of phonographs, are inclined to the opinion that such a policy is an undesirable one.

Charles W. Smith, manager of the Detroit Music Co., which handles Columbia Grafonolas and records, in addition to pianos, reports that business has been fairly brisk. The new process Columbia records have made a big hit with his patrons, he says.

The J. L. Hudson Music Store, carrying Victorolas, Brunswicks and Cheney phonographs,

reports that sales for November were almost on a par with the biggest month in its history.

The Edison Shop, as the name suggests, handles only the Edison phonograph and is enjoying a very brisk business. An interesting case came to light recently at the Edison Shop, with the sale of one of these machines to a customer. The buyer proved to be the tenth member of a family which had purchased Edison phonographs, since the first member of the family had made his original purchase some two years previous. Edison still continues to be the first in Detroit with the latest popular dance hits. One of the most popular records is a piano number of "Three o'Clock in the Morning," by Ernest Stevens.

The Brunswick Shop, exclusive Brunswick dealer, bids fair to be away up at the top of the list of Brunswick dealers, for whom 1922 has been a most successful year. J. Francis Quinn, general manager of the Shop, has an exceptionally high-powered sales force. The Brunswick organization is making a strenuous bid for supremacy here and in Michigan in general. Some of the very best accounts possible to attain, both in Detroit and throughout the State, have been secured by the Brunswick-Balke-Collender Co.

H. A. Barnard, of the Barnard Music Co., Jackson, Mich., was a visitor to the Detroit Brunswick Shop on December 7, where he renewed friendships with the members of that firm and gave a brief statement of business conditions in Jackson. Mr. Barnard is an exclusive Brunswick dealer, having handled that line for the past three years. Business conditions in Jackson are not as good as they are in Detroit, owing to the fact that the industrial revival there has been slower in getting under way. Jackson is not only a manufacturing center, but is also a railroad center and the recent troubles in the rail shops have hindered the revival of business conditions to quite an extent.

DUR-A-TONE RECORD CO. FORMED

New Newark, N. J., Concern Organized by G. Howlett Davis—Will Make Talking Machine Records by New Process

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., recently organized a new company for the purpose of manufacturing a new talking machine record which embodies some exclusive patented ideas. The record is formed of laminations of flexible fibrous material with a thin veneer of shellac. It is said that it can be produced at a much lower price than the present records. The new firm will operate under the name Dur-A-Tone Record Co., with offices at 15 Park Place, Newark, N. J.

USES WINDOWS TO ADVANTAGE

NIAGARA FALLS, ONT., December 4.—P. C. McNally, of this city, Columbia dealer, has been using a series of attractive windows featuring



An Attractive Columbia Window
Columbia Grafonolas and records. These windows have been instrumental in stimulating Columbia business materially and Mr. McNally is coupling his publicity ideas with aggressive salesmanship. The accompanying illustration shows a recent window prepared by Mr. McNally which was the subject of considerable attention from passers-by.

Last Minute Money— in BUBBLE BOOKS

Don't overlook the money that's waiting for you in last-minute Bubble Book Sales.

There are going to be hundreds of people right in your neighborhood who—just about three days before Christmas—will suddenly decide they need some more gifts for little folks.

Don't let them wonder what to get, but have your Bubble Book stand right out in plain sight where they can't miss it. Tell them again what everyone who has ever bought Bubble Books knows: That a Bubble Book Christmas is the merriest ever—that Bubble Books are enjoyed, not once, but over and over again—that they are the ideal indoor amusement for children.



BUBBLE BOOKS "that Sing"

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.

Announcing a New Complete Line LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

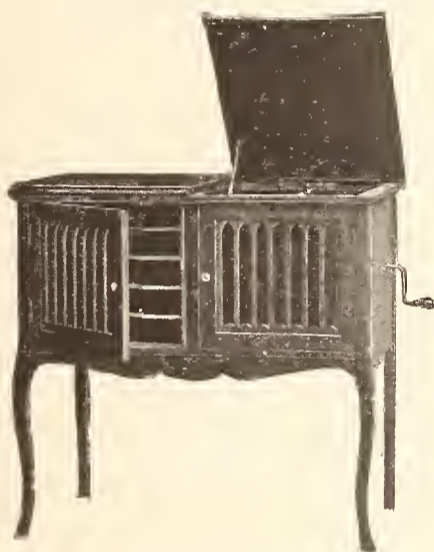
Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



Style 606
For Victrola IV only
\$20.00

Specifications:

Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.



Style 603
Price \$29.00

New LONG Radio and Talking Machine Cabinet

Specifications for all models except 606. Made in dark mahogany only. Two-piece top, 36 inches long, 34 inches high and 22 inches deep.



Style 608
Price \$30.00



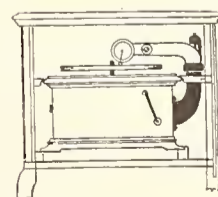
Style 650
Price \$33.00



Style 610
Price \$28.00

Greetings
IT is a pleasure to wish the trade a MERRY CHRISTMAS and a Happy and Prosperous NEW YEAR.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company
HANOVER, PA.

LOS ANGELES

Start Big Brunswick Publicity Drive—W. S. Gray at Strand Conclave—Vocalion Concert—Association Dance—Other News

LOS ANGELES, CAL., December 4.—Although reports indicate that business is excellent with all the talking machine departments, sales, big as they were in the aggregate for the month of November, did not show the heavy increase over the preceding months as was anticipated. Perhaps September and October, following close on the heels of a wonderful Summer business, were so unusual that a temporary high-water mark was reached. However, November was really very good and, as the saying goes, there were "no kicks coming." Again, if we turn to the wholesalers and jobbers, reports are simply astounding—business swamped all past records and was almost overwhelming and out-of-hand. The reason for this is easily seen, of course, namely, that the dealers were stocking up in anticipation of a monster December holiday trade.

Big Brunswick Guns of Publicity

The Brunswick dealers of Los Angeles started some big half-page newspaper advertisements in all the morning and afternoon papers on November 27 which will continue until Christmas. G. H. Barnes, president of the Barnes Music Co., was appointed chairman of the committee of advertising managers who prepared the copy and he and his conferees have done an excellent job. The Brunswick Co. shared in the expense which was borne jointly with the leading Brunswick dealers of Los Angeles and Hollywood, both exclusive and combination dealers.

Parmelee-Dohrmann Pleased

The talking machine department of the Parmelee-Dohrmann Co. has just celebrated the first anniversary of the opening of its department. Extensive alterations, enlargements

and improvements have also been made throughout the main store, which bears the enviable reputation of being one of the highest class concerns in the Southland. The Cheney phonograph and Vocalion records are carried exclusively and the department is under the management of Mrs. H. P. Howard.

Gray Visits Strand Convention

Walter S. Gray, president of the Walter S. Gray Co., jobber of phonograph accessories and distributor of the Strand phonograph, attended the convention of Strand phonograph distributors at Salem, Ind., last month. He returned via Los Angeles and reported that the convention, which was attended by twenty-three distributors, was a very great success and that, in addition to learning about the new Strand sales plans for 1923, two new models were shown. Mr. Gray was especially pleased with the showing of the Los Angeles branch, which was opened in June under the local management of J. J. Grimsey. Sales indicate an increase of 100 per cent over last year.

Wiley B. Allen Shows Big Increase

E. P. Tucker, general manager of the Wiley B. Allen Co.'s southern California division, reports a splendid business during the month of November in the Brunswick and Victor department of the Los Angeles store. He declares that all previous sales totals have been beaten in this department, of which W. Bell is manager. Mr. Tucker also spoke very highly of the steady increase of sales in the record department, which is in charge of Freda Stephan.

Cecil B. De Mille Buys Victrola

W. H. Richardson, president of Richardson's, Inc., has always specialized in Victrola sales to members of the motion picture world and re-

cently sold a Victrola XIV to the famous producer, Cecil de Mille. The instrument was purchased for use on Mr. de Mille's private yacht and some alterations had to be made when it was finally installed in its new home. Mr. Richardson also sold a \$375 console model to Helene Chadwick, Paramount star, last week.

Vocalion Artist in Concert

John Charles Thomas, gifted baritone, appeared in concert at the Philharmonic Auditorium in the latter part of last month and was accorded a great reception. Incidentally this was the first concert to be given under the direction of the Fitzgerald Concert Bureau, and Merle Armitage made a point of giving complimentary tickets to the Thomas concert to all the salesladies of the various Vocalion record departments, believing that they had in sales talks to customers given a considerable amount of publicity to the concert.

Association Gives Dance

Members of nearly all the various talking machine departments attended the dance given by the Music Trades Association of Southern California on November 16 at the Goldberg Bosley School of Dancing. A good time was enjoyed by all and many compliments were paid to the excellent orchestra which was provided by Dick Schattinger, piano salesman of Hamburger's Music Salons. J. W. Boothe, general manager of Barker Bros. music department, was chairman of the entertainment committee and arranged for the evening's gaiety. President Tucker, H. N. Briggs, A. C. Danz, Irving Andrews, H. T. McCallon, Harley Long and J. Patten were among those present. Mrs. H. P. Howard, of the Parmelee-Dohrmann Co., and Mrs. Dear, of Barker Bros., and Miss Hallenbeck, of the Broadway Department Store, acted as hostesses during the evening.

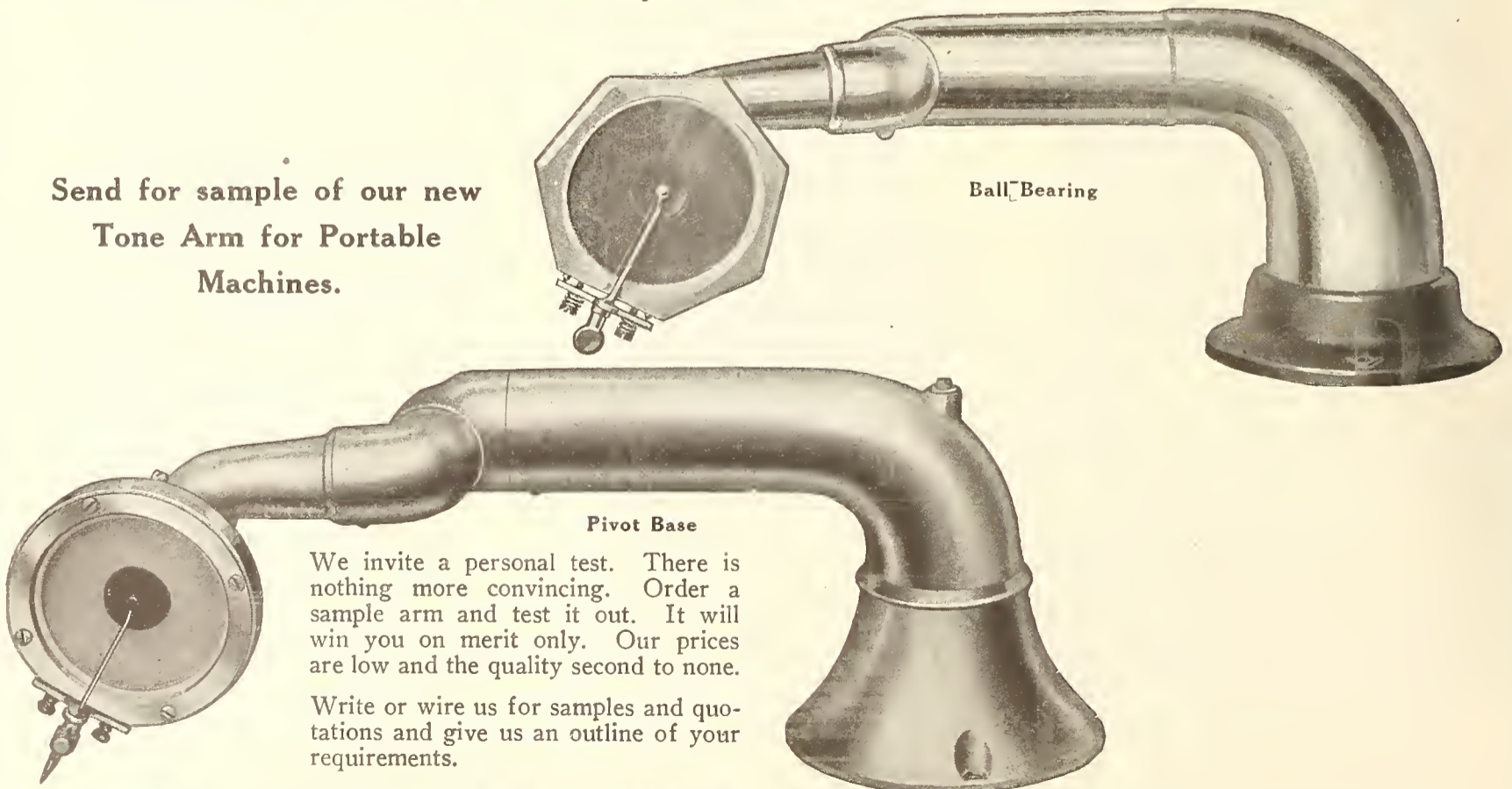
Barker Bros. Report Increase

Barker Bros. report a wonderful increase of sales in the Sonora and Victor department during the month of November. J. W. Boothe, general manager, states that he is fearful of a shortage of stock for December business, which

THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
Machines.



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.

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"

is always proportionately so much larger than any other month—or probably than two or three months combined. The record sales counter has been enlarged and arrangements have been made to install at least a dozen additional record demonstration rooms for the Victor and Vocalion record departments in order that the great holiday rush can be taken care of. These extra booths will be temporary only and will be taken down after Christmas, the regular space being adequate for ordinary times.

Pasadena House Enlarges

Long's Music House, of Pasadena, has recently undergone extensive alterations and improvements. The entire store was renovated, in fact,

and a large mezzanine floor has been added. Fifteen phonograph and record rooms are now available for the sale of Brunswick phonographs and Brunswick records. A reception was held by Mr. and Mrs. Harley Long on the occasion of the formal opening of the store, which was attended by a very large crowd who extended congratulations to their host and hostess.

Edison Dealer Builds

Carl G. Strock, Edison dealer of Santa Ana, has just completed important changes in his Edison department and built additional space for its enlargement. It presents a very attractive appearance and includes six demonstration rooms for records and three phonograph sales rooms.

MAGNAVOX CO. AIDS DEALERS

Issuing First Number of House Organ, the "Magnavox"—Preparing Educational Dealer Campaign on Radio—Fine Sales Reported

W. R. Davis, sales manager of the Magnavox Co., manufacturer of the Magnavox amplifying horn for use in conjunction with radio receiving sets and also for the amplification of music from the ordinary talking machine, reports that sales for this popular horn have kept the factory extremely busy during the past six months. Distributors throughout the country report that sales have been far beyond expectations and that all indications point to a very prosperous Winter for everybody concerned.

This month the Magnavox advertising department is issuing to the trade the first number of the "Magnavox," a house organ designed to help the dealer merchandise Magnavox products. This organ is a high-class one in every respect and is filled with constructive ideas and suggestions that are bound to materially assist the dealer in building up a profitable business on a substantial and lasting basis.

In a chat with The World Mr. Davis was

keenly enthusiastic about the possibilities of radio with the talking machine dealer. "However," he stated, "the talking machine dealer and, in fact, every dealer who is now handling radio, or contemplating doing so, is sadly deficient in his knowledge of the technical side of these instruments, and, to overcome this, the Magnavox Co. is preparing a campaign designed to give the dealer a thorough education in the most important technical requirements of radio to enable him to merchandise in an intelligent manner. To back up the dealer we are preparing for 1923 a national advertising campaign that is bound to create a large demand for Magnavox products, and we hope that by co-operating with the dealer by direct contact with him we will be able to fit him so he can capitalize on the demand created by this aggressive campaign."

BOOSTS HEALTH RECORD SALES

The May Co., Victor dealer of Cleveland, has established a special room in which customers may try the Victor health records. Demonstrations and instructions are also given to those interested in these records. This policy is resulting in increased business.

INTRODUCE NEW RAPID REPEATER

Cleverly Constructed Repeater Being Made by the Rapid Repeater Co., of Long Island City—Adjustable for Different Width Records

A new device for repeating phonograph records has recently been placed on the market by the Rapid Repeater Co., of 2662 Van Alst avenue, Long Island City, N. Y. It is a unique, cleverly constructed repeater and has caused considerable favorable comment throughout the trade.

The "Rapid Repeater," which lists at \$2, is made entirely of metal and consists of two



The New "Rapid Repeater"

parts, the metal base and the foot lever. A commendable feature of this new device is the speed with which the needle is set back to the starting point after completing the last note. There is absolutely no break or pause and the operation is instantaneous. Hence the name, "Rapid Repeater."

Another distinguishing feature is that it is adjustable for the different width records, that is, ten inches narrow, ten inches wide or twelve inches. It cannot mar or scratch the record as the foot lever which shifts the tone arm is slightly elevated. Descriptive literature has been prepared and territory is being allotted to dealers and jobbers.

Announcing the New Granby Short Console
An Adam Period Design



"As Mellow as Southern Moonlight"

A Sterling Value—
The List Price is **\$135**

Granby Responds to the Demand!

There is an unmistakable demand for a short console—and we have responded by bringing out this new and interesting model. It's a

Granby
PHONOGRAPH

Comes in rich Walnut and Brown Mahogany. Has 5-ply veneered cabinet. Equal to the veneers in higher priced instruments. Finished back and sides as well as in front. Construction guaranteed.

And note these new Granby list prices:

	Was	Now		Was	Now
Sheraton Upright	\$140	\$120	Adam Console	\$275	\$200
Early Virginian Upright	200	175	Louis XVI Console	325	250
Louis XVI Upright	275	235	Queen Anne Console	375	250
Early Virginian Console	225	175			

Granby Uprights, \$100 up; Consoles, \$135 up

And with the fat, liberal Granby discounts the profits to you are worth going after. Write and ask for our attractive dealer proposition.

Granby Phonograph Corporation

Offices and Factory: NEWPORT NEWS, VIRGINIA

New York Branch: 37 WEST 20th ST., NEW YORK, N. Y. Tel. Watkins 4508

HAPPENINGS IN THE DOMINION OF CANADA

MONTREAL DEALERS ANTICIPATE BRISK HOLIDAY TRADE

Decrease in Unemployment and Increase in Inquiries Basic Reasons for Optimism—Need for Education in Radio Field—Trade Changes and Activities of the Month

MONTREAL, CAN., December 8.—The majority of dealers here anticipate a good holiday trade. For the first time in many months unemployment is decreasing, which is a bright spot on the horizon. They also report improved collections, more inquiries and have generally an optimistic feeling that has been lacking for a long time.

Dealers, wholesalers and manufacturers should take a little of their time in educating their patrons in the science of radio. The general fervor of the recent rush has abated and now the buying public wants to learn as much as it can; how to operate the sets they now have in order to get the best results, etc.

Gauvin & Courchesne, His Master's Voice dealers, Quebec City, ran considerable newspaper copy featuring the personal appearance in that city of Galli Curci. They report a heavy sale of her records.

The Vincent Lopez Orchestra recently played a week's engagement at the Princess Theatre and made a big hit.

New firms registering in Montreal include Radio Victrola Optic Co.

William Lee, Ltd., is doing some heavy advertising exploiting Columbia Grafonolas and Columbia records.

C. W. Lindsay, Ltd., Columbia and Sonora dealer, recently gave over its handsome show windows to a display of Sonora console models, each particular type being labeled with the style number and price in plain figures.

W. W. O'Hara, Ltd., is featuring a Columbia Grafonola Club.

C. Robitaille, Quebec City, has increased his stock of His Master's Voice products, both in machines and records.

Showing the comparison between the old-

time Victrola and the present-day console model, J. J. Flynn recently had on view in his show window one of the first Victrolas made. The display attracted considerable attention.

Among the communications read before the City Council the past month was a protest against cotton advertising signs, announcing sales, bankruptcies and failures, on the grounds that they disfigure the appearance of the streets, that they suggest local business being in bad shape and that they constitute a serious fire menace owing to the inflammable material used.

Extensive improvements are being made to the plant of the Berliner Gramophone Co., Ltd., this city, resulting, it is expected, in an increase of efficiency.

The Victrola department of this plant is especially busy. As carload after carload of these instruments arrives and is unloaded, gangs of men are there to open, carefully inspect, repack and reship, which means that a constant stream of Victrolas is entering and leaving the building at the same time. "We expected a big rush on Victrolas and prepared for it," said C. G. J. White, of the company, "but it has gone beyond our expectations."

Ruthven McDonald, the well-known baritone of Toronto, spent a week in Montreal at the recording laboratories of the Compo Co., Ltd., singing for Apex records under the personal supervision of H. S. Berliner.

Very attractive Brilliantone display cases put out by the Musical Merchandise Sales Co. can now be seen in nearly every talking machine store in Montreal and dealers report increased needle business from the fact that their needles are now displayed in such a manner that they attract attention.

IMPROVED BUSINESS IN WINNIPEG

Optimism Prevails Throughout Trade—Many Changes and Alterations During the Month—News of Other Activities

WINNIPEG, MAN., December 8.—G. R. Dring, of Calgary, who travels Alberta and British Columbia for the Musical Merchandise Sales Co., Toronto, said that business was exceptionally good and that all the dealers were optimistic.

Carle A. Brodie, of the Blue Bird Song Shop, Brunswick dealer, has moved to more commodious premises further west on Jasper avenue.

Robinson & Co., large department store, announce the reopening of their talking machine department.

George C. Gower, of Child & Gower Piano Co., Ltd., Regina, Sask., is being congratulated on his marriage, the latter part of November, to Miss Ella Neilly.

Alterations are being made in the Willis & Knabe showrooms, Calgary, Alta. This applies especially to the phonograph department.

The appearance in Winnipeg of Edward Johnson, the Canadian tenor, was taken advantage of by His Master's Voice, Victor dealers, to push his records and large sales of his records are reported.

E. C. Scythes, of the Scythes-Vocalion Co., Ltd., was a recent visitor to Edmonton. Tom Robinson, of the Robinson Piano & Music Co., who has at last secured a fine store opposite the MacDonald Hotel, is his agent here. Mr. Robinson reports an extraordinary demand for the English catalog of the Vocalion records.

Business for the Matthew's Music House, Ltd., Calgary, Alta., has been improving rapidly during the last week or ten days. This firm, in addition to the Brunswick line, handles a big line of pianos. Shelley Higgin has been added to the sales staff.

W. A. Dietrich, sales manager of the Starr Co. of Canada, Ltd., London, was a recent business visitor to Edmonton, Alta. Following out a new scheme of distribution he has appointed Revillion as his wholesale distributor in Edmonton and district.

Gordon H. Bender, representative for Sonora Phonographs, Ltd., was a business visitor here during the past month.

Louis Graveure, Columbia artist, and Reinald Werrenrath, Victor artist, appeared in recital in Winnipeg lately and drew capacity houses.

W. F. Evans, Ltd., Vancouver, B. C., announces that its Brunswick Christmas Club has got away to a good start, a fine response being given to a unique co-operative plan.

TALK SING CO. FILES PETITION

The Talk Sing Co., 140 South Dearborn street, Chicago, Ill., manufacturer of talking machine devices and novelties, has filed a petition in bankruptcy, listing liabilities of \$2,100.

TALKING MACHINE DEALERS IN TORONTO VERY ACTIVE

Combination Phonograph and Table Lamp Placed on Market by Local Concern—Toronto Music Men Participate in Fair—Sonora Phonograph, Ltd., Moves—Other News

TORONTO, ONT., December 8.—A new Canadian invention has just been placed on the market in the form of a combination phonograph and table lamp, which is being manufactured in Toronto by Crescent Electrics, Ltd. Thomas J. Strachan, head of the firm, is the inventor.

Fred Ball, of Orme, Ltd., Ottawa, was the "silent booster" at the luncheon of the Canadian Association of Specialty Salesmen which was held at the Russell Hotel, Ottawa, on October 7. One of his prizes was a miniature Victrola in bronze.

The town of Oakville, Ont., where so many Toronto business men now reside and which is the home of quite a group of members of the Toronto music industries, had a great fair this Fall. In addition to the usual fair entries there was a historical pageant on an ambitious scale, which was enjoyed by thousands of visitors. It was under the directorship of R. H. Murray, manager of His Master's Voice, Ltd.

Sonora Phonographs, Ltd., has moved from 172 John street to premises in the Otto Higel Co. building at the corner of King and Bathurst streets to adequately handle growing business.

George W. Lyle, New York, president of the Manufacturers' Phonograph Co., Inc., of that city, paid a flying visit to Toronto recently. Mr. Lyle spent a day with Otis C. Dorian, who has the sales representation of the Strand line of phonographs in the West.

Simplicity characterized the special Thanks-

giving window feature in the Yonge street store of R. S. Williams & Sons Co., Ltd., Toronto, during Thanksgiving week. A baby Edison console phonograph occupied the center of an arch on which were neatly arranged several Edison re-creations.

Geo. W. Lyle, who is quite familiar with the trade in Canada through long experience, having visited the different centers on various occasions, was greatly surprised and, incidentally, not the less pleased, with the amount of Canadian business being booked for the Strand line. When in Toronto Mr. Lyle remarked upon the very satisfactory improvement in business in the United States, the return to activity being remarkably rapid.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS
ALWAYS THE BEST
PHONOMOTOR COMPANY 121 WEST AVENUE, ROCHESTER, N. Y.

REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

Repairing an Old Cylinder Machine
Austin, Minn., Nov. 26, 1922.

A. H. Dodin,

Talking Machine World.

Dear Sir:—I have an Edison Standard model cylinder two and four-minute machine in my shop for repair, and find it a difficult problem. There is a loss of power when belt is put on mandrel wheel with feed in contact with worm, although not any too much feed pressure, as it is just enough to feed over. A new feed nut has been put on. Do you think it can be that the new feed nut and the old worm do not work together? The worm doesn't seem to be at all worn. Sleeve for mandrel shaft was tight, but I have ground it down or opened it up with emery cloth, so it seems to turn free now and does not seem too tight or too loose.

Every gear seems to work free but no results seem to develop. The slide rod for the reproducer frame is well oiled, but there seems to be too much load somewhere. Could it be possible that the wrong feed nut has been put on, for instance, one belonging to a Fire-side or some other model?

It is a machine built originally for both two and four-minute records and not one with an attachment put on it, but I cannot get it to play a record through before the speed dies down.

Please give me some light on the matter if you can think of what the trouble might be. Give me an outline of the procedure to follow and I will try again before giving it up.

Answer: Having read of what you have done to this machine there seems to be little left to go over. I would see that the machine had the proper main spring, that there was not too much graphite in the cage (which would prevent proper pull). Also be sure that the belt is not too tight.

If, as you say, you have gone over all the gearings, make sure that the mandrel shaft is not tight in the pivot bearings, and you will have nothing left to attend to with the exception of the feed nut.

The feed nut has been the cause of most of the troubles in the cylinder machines, and it is very hard for me to judge your trouble in this case, particularly when you are not positive whether you are using the correct feed nut on the machine. On the other hand, the feed screw on the shaft may be bruised or worn in such a way that the feed nut will not feed and will cause the machine to stop.

Your trouble undoubtedly lies in the use of an improper main spring and the proper feed nut.

No Book on Machine Repairing
Chicago, Ill., Nov. 24, 1922.

A. H. Dodin,

Talking Machine World.

Dear Sir:—While reading The Talking Machine World I noticed that you are giving advice on repairing of talking machines. I would like to ask you if there is any book published on that subject or that line.

I sometimes do repair some machines but I'm not very good at it, therefore I'm asking about the books. Do you think I could buy one somewhere?—L. J. Schiffner.

Answer:—I do not know of any book published which deals exclusively with the repairing of talking machines. Up to date, the repairman has had to depend on the booklets and catalogs issued by the various talking machine companies. These booklets just give the reader an accurate description and diagram of the particular motor or sound box made by the com-

pany issuing same. What to do when anything happens that is not described in the booklet is left for the repairman to figure out for himself. I am sure that it would be a good idea for someone to write up a book on the repair question, and I hope it will not be long before such a book will appear for the benefit of all repairmen in the industry.

GENERAL RADIO CORP. DOING WELL

Enjoys Three Hundred Per Cent Increase in Three Months—Demand Growing Steadily—Confident of New Year's Prosperity

PHILADELPHIA, PA., December 8.—The General Radio Corp., of this city, distributor of Strand phonographs, Okeh records, the Music Master Horn and RCA and Geraco radio products, reports that it has found the past year a particularly good one. It is stated that in the last

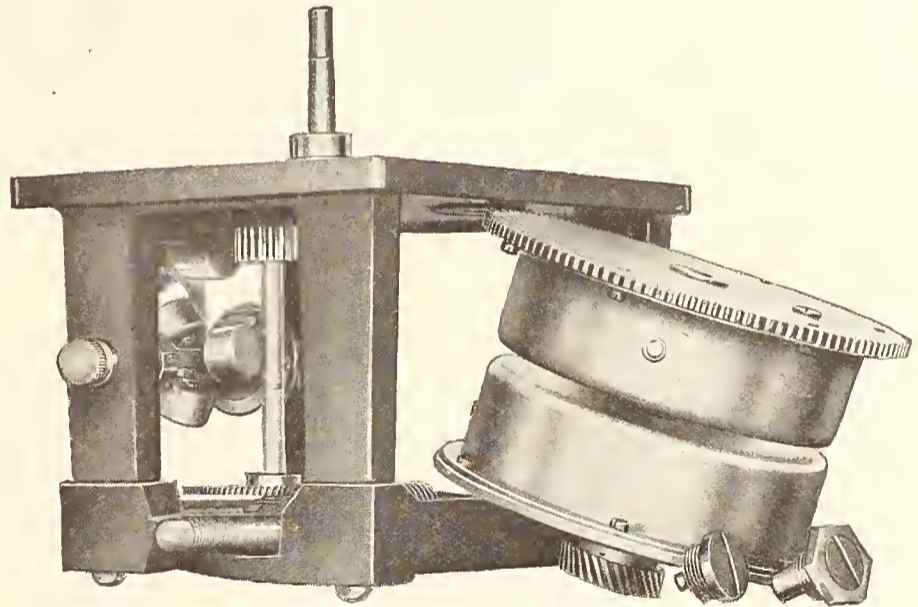
MICA DIAPHRAGMS
Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.
American Mica Works
47 West St. New York

three months business has increased over 300 per cent and orders are still coming heavily. Walter L. Eckhardt, president of the company, and his co-workers are confident that 1923 will be a big year in every respect and undoubtedly surpass the past year in volume of business.

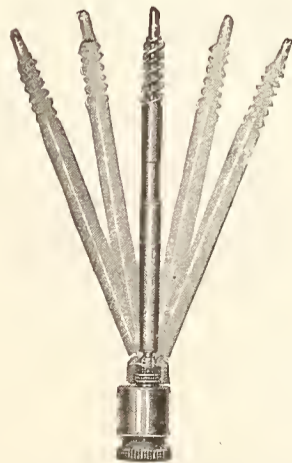
The Castner-Knott Dry Goods Co., Nashville, Tenn., Victor dealer, recently used eight pages of newspaper advertising to announce a sale.

Study the
SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.
Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.

STRAND ORGANIZATION IS EFFICIENT AND EXPERIENCED

Manufacturers Phonograph Co. Has Developed Capable and Aggressive Sales Staff—Strand Representatives Well Equipped to Give Dealers Practical Service

As announced in the November issue of *The Talking Machine World* the Manufacturers' Phonograph Co., New York, maker of the well-known Strand phonograph, celebrated last month its first anniversary. This anniversary was fittingly commemorated by important sales meetings at the Strand factories in Salem, Ind., where Geo. W. Lyle, president of the company, conferred with the members of his sales staff relative to 1922 accomplishments and 1923 plans.

A considerable measure of the phenomenal success attained by the Strand phonograph may be attributed to the splendid sales organization developed by Mr. Lyle. He has appointed representatives in the leading trade centers whose experience and qualifications have enabled them to co-operate to excellent advantage with Strand dealers. They have advanced practical sales suggestions that have stimulated business for the dealers and it is gratifying to note that without exception all of these Strand representatives are closing in 1922 a year far beyond their highest expectations.

In the accompanying illustration there are presented the photographs of some of the representatives who have contributed so much to the success of the Manufacturers' Phonograph Co. and the Strand line. Practically all these "live-wire" representatives are well known in the talking machine trade and they have won the esteem and friendship of the dealers in their territories through the co-operation they have extended.

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, Ill., is one of the most successful wholesale men in the Middle West. His company has expanded rapidly and his Strand activities have been an outstanding feature in the Chicago trade the past

year, having established many important dealer accounts.

Walter L. Eckhardt, head of the General Radio Corp., Philadelphia, is one of the veterans of the talking machine trade. A thoroughly capable and efficient wholesale executive, Mr. Eckhardt includes among his friends practically every successful dealer in Philadelphia territory. His intimate knowledge of every detail of re-

tail merchandising has enabled him to place the Strand in the front ranks of the Philadelphia talking machine field.

Walter S. Gray, head of Walter S. Gray & Co., San Francisco, Cal., is another member of the talking machine trade entitled to the term "veteran." He is generally recognized as the leading independent, wholesale distributor on the Pacific Coast, and has built up a successful business, founded on confidence and experience.

Arthur C. Erisman, head of the Grafonola Co. of New England, Boston, Mass., dates back his talking machine experience to 1900, and since that time has been an important factor in the New England trade. His recognition of the requirements of New England dealers has enabled him to give the Strand line remarkably efficient and productive representation in this important territory.

M. E. Lyle, head of his own company at



Some of the Strand Wholesale Representatives

tail merchandising has enabled him to place the Strand in the front ranks of the Philadelphia talking machine field.

Walter S. Gray, head of Walter S. Gray & Co., San Francisco, Cal., is another member of the talking machine trade entitled to the term "veteran." He is generally recognized as

Atlanta, Ga., is another "old time" executive who, although a young man in point of years, has spent practically his entire business life in the talking machine field. In a particularly difficult territory Mr. Lyle has made remarkable progress, opening up Strand dealers in practically every important trade center in his section of the South.

As vice-president of the Artophone Corp., St. Louis and Kansas City, Mo., H. S. Schiele is identified with one of the most progressive wholesale concerns in the industry. The Artophone sales organization is an enthusiastic Strand booster, and this line is making rapid headway throughout every section in the St. Louis territory.

Geo. C. Silzer, of Silzer Bros., with headquarters in Des Moines and covering the important States of Nebraska, Iowa, Minnesota, North Dakota and South Dakota, was formerly associated with Harger & Blish, of Des Moines, and is recognized throughout his territory as an exceptionally capable phonograph man.

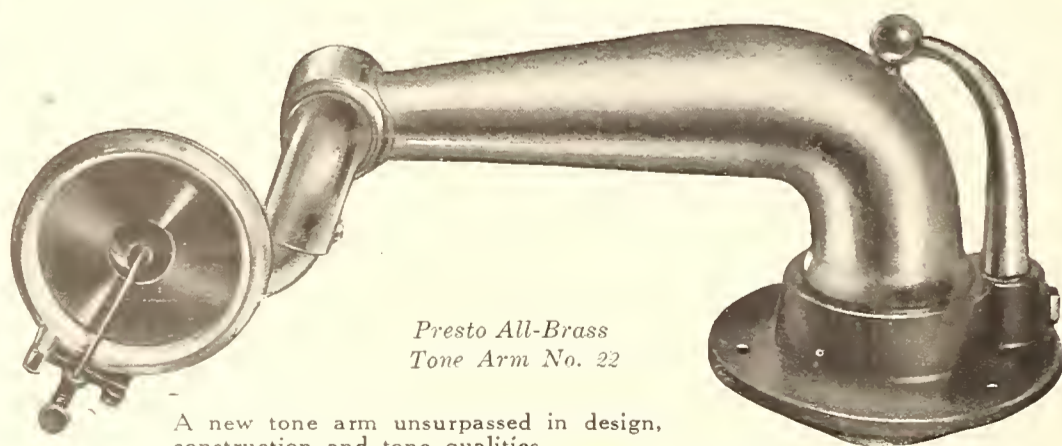
Stephen W. Wirts, who is associated with Ricken, Seeger & Wirts, of Detroit, is a keen admirer of the Strand line, devoting a considerable part of his time to the development of Strand business in Detroit.

O. C. Dorian, head of the Manufacturers' Sales Co., of Toronto, is another veteran of the phonograph industry, having been identified with the Columbia organization for many years. Mr. Dorian is familiar with every angle of the Canadian trade and through his efforts the Strand line is fast winning the recognition it deserves in Canada.

R. H. Arnault, who represents the Strand line in New York, one of the most important territories in the country, combines an invaluable sales experience with a topnotch technical knowledge that is unusual. Mr. Arnault's ex-

MAKE THIS YOUR NEW EQUIPMENT

All-Brass Throw-Back Balanced



*Presto All-Brass
Tone Arm No. 22*

A new tone arm unsurpassed in design, construction and tone qualities. In general this arm will be pronounced at once a highly finished and attractive product with the important distinctive features of all-brass, throw-back construction and superior tone qualities.

Made in lateral and universal types. The standard hub makes this arm available for all standard sound boxes—the qualities of our own rubber-hub sound box make it unexcelled.

PRESTO PHONO PARTS CORPORATION
124-132 Pearl Street Brooklyn, N. Y.

perience in this industry dates back some ten years, and during the past year he has not only developed a splendid Strand business in this territory, but has won the personal friendship and esteem of the dealers everywhere.

H. J. Ivey, Strand representative at Dallas, has been identified with the phonograph industry for fifteen years, spending practically all of this time in the Middle West and Southwest. Texas dealers are receiving excellent service from him, as he is familiar with their needs and requirements.

Wm. Ogden Cardell, with headquarters at Tulsa, Okla., has traveled throughout that territory for one wholesale furniture house for nearly fifteen years. There is hardly a dealer in that territory whom he does not know by his first name and this friendship is reflected in the ever-increasing Strand sales totals throughout Oklahoma.

B. F. Clare, head of the Iroquois Sales Corp. in Buffalo, is devoting considerable time to the development of Strand activities in this part of New York State. The results of his efforts are evidenced in the many new Strand accounts that have been opened recently.

Richard L. Chilvers, Strand representative at Montreal, has been identified with the Canadian phonograph industry for thirteen years and as a Strand representative in this territory is meeting with splendid success.

L. D. Heater, with headquarters at Portland, Ore., has established a general wholesale business in the Northwest and is steadily expanding. Mr. Heater is opening up new Strand accounts with regularity, giving them excellent service and co-operation.

R. J. Jamieson, whose headquarters are located at Cleveland, O., has been identified with the Ohio wholesale talking machine trade for many years, and is generally recognized as one of the most indefatigable workers in that territory. He is a great believer in personal contact, visiting the dealers at frequent intervals and keeping in close touch with their requirements.

Ben L. Brown, manager of the Sterling Roll & Record Co., Cincinnati, O., is a graduate of the Columbia organization, with which he was identified for fifteen years. Mr. Brown is a capable, experienced sales executive, whose enthusiasm regarding the Strand product is being reflected in the success his organization is attaining.

H. H. Kaliski, representing the Strand in New Orleans, La., and the surrounding territory, has to his credit a detailed knowledge of conditions in the South that has enabled him to give the Strand exceptionally fine representation in this important section.

OUR INSTRUMENTS IN BIRMINGHAM

American Player-pianos and Talking Machines in High Favor in English City

WASHINGTON, D. C., December 4.—American player-pianos and graphophones hold high favor in Birmingham, England, according to a report from Consul J. F. Jewell, and are bought whenever obtainable. While there is little evidence of direct importation into this territory there is considerable business carried on with what would appear to be articles of certain American firms who have factories located in Great Britain. These instruments are of very high merit and appeal to a good class market. Although the sale of German pianos is increasing they are now very largely bought from agents in London as it has been found that individual compliance with the full requirements of direct importation from that country are irksome and involved.

DAVIS PHONOGRAPH CO. BUYS FACTORY

CHICAGO, ILL., December 11.—The Davis Phonograph Co. of this city recently concluded arrangements for the purchase of the three-story factory building at 314-324 West Forty-third street, owned by Harry Diamond. The purchase price was \$95,000.

OTTO HEINEMAN TO EUROPE

President of General Phonograph Corp. Will Sail December 16—Recently Returned From Western Trip—Found Conditions Excellent

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by Mrs. Heineman, will sail on the S.S. "Majestic" December 16 for a short stay abroad. Mr. and Mrs. Heineman are planning to spend the Christmas holidays in Europe, returning to New York shortly after the first of the year.

A few days ago Mr. Heineman returned to his desk from a flying trip through the Middle West during the course of which he visited Chicago and St. Louis. At the former city he held a conference with S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, and was delighted to find that this organization was closing a business far beyond all expectations. The outlook for 1923 is very encouraging and Okeh records throughout the Middle West are gaining in popularity by leaps and bounds.

W. PHILLIPS ENDS WESTERN TRIP

President of Wm. Phillips Phono Parts Corp. Finds Manufacturers Active—Firm Starts Marketing of Two New Tone-arms

William Phillips, president of the Wm. Phillips Phono Parts Corp., returned to New York last week after a very successful trip through the West. Mr. Phillips reported much activity among the manufacturers and decided confidence in the outlook for the industry for 1923 in evidence everywhere.

The Wm. Phillips Phono Parts Corp. is placing on the market, at this time, two new tone-arms, which are variations of the well-known Nos. 1 and 2 tone-arms of the Phillips line. This will permit models Nos. 1 and 2 to be obtained in the throw-back type as well as in the regular straight type as heretofore.

CREATING CONSUMER DEMAND

FOR THE

Encore Record Re-player

THIS ADVT. READ BY OVER



3,250,000 People

On its first appearance in the SATURDAY EVENING POST and COUNTRY GENTLEMAN issues of December 9th

This is the first of a series of advertisements which will attract customers to your store during 1923. You will have many calls for the

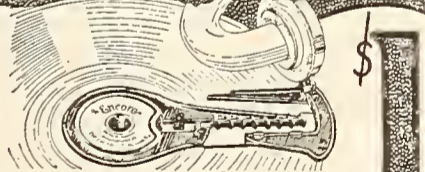
Encore Record Re-player

so be sure to have it in stock.

Besides one on display in your window, or demonstration, will sell it and many more.

PERFECTED BEYOND CRITICISM—PRACTICALLY EVERY DEALER IN THE METROPOLITAN DISTRICT SELLS THEM—LIBERAL DISCOUNTS

THE **Encore**
RECORD RE-PLAYER



HOW often have you wished that your favorite dance record would play on and on when you felt like dancing all night! How often have you wished to hear that dreamy song or that snappy new hit over and over again without bothering to reset the needle. With the ENCORE Record Re-player you can play any record as often as you like without missing a single step or single note or word. It is the only all metal pocket size adjustable re-player. Fits any phonograph that uses a needle. Will not injure records or needle. Lasts a lifetime. Carry it in your pocket when you go to parties or visit friends. Makes an ideal Christmas present.

\$15,000 will be spent in advertising to the consumer during the first six months of 1923.

New Models Gold Finished
Same Price \$1.00

Order direct or from one of the 30 Wholesale Distributors

ZENITH MANUFACTURING CO., 290-292 Chestnut St., NEWARK, N. J.

Manufacturers of the Famous Cirola Portable

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, 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 handcraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. New prices on the various models range from \$10 to \$260.

THE ATTITUDE OF THE DEALER TOWARD ADVERTISING

L. C. Lincoln, Advertising Manager of the Sonora Phonograph Co., Writes a Most Interesting Article on a Subject That Is Vital to Progressive Members of the Industry

In a recent issue of the "Sonora Bell," the house organ that is published monthly by the Sonora Phonograph Co., L. C. Lincoln, advertising manager of the company, contributes an interesting article under the heading of "The Attitude of the Dealer Towards Advertising." In this article Mr. Lincoln states as follows:

"A recent investigation by the Bureau of Business Research of the New York University on the attitude of the retailer toward the manufacturer's advertising brought out some very interesting information. Most of this was not unknown to the Sonora Advertising Department, nevertheless it is a good thing to have one's opinions, which naturally are based on past experience, corroborated by others equally experienced.

"Few merchants probably realize that the advertising departments of manufacturers are always interested and desirous of receiving their opinions and views. Each merchant's ideas could not, of course, be put into actual practice, but those of the greater number are invariably used when contributed. The sending of questionnaires to merchants is not always satisfactory because merchants frequently have personal reasons for not wishing to present certain information to manufacturers. It is for this reason that the New York University Bureau of Business Research sent out questionnaires direct to the manufacturers themselves in the hope that many of them had made personal investigations on the subject and by gathering in as many reports as possible valuable information would be acquired.

"According to the 219 prominent manufacturers reporting on the subject, the dealers' preference for the media used by manufacturers is in the order following: (1) Daily newspapers, (2) Sunday newspapers, (3) Weekly magazines, (4) Monthly magazines, (5) Women's magazines, (6) Car cards, (7) Outdoor signs, (8) Direct mail. This is just about the way the Sonora advertising department decided a year ago and its 1922 advertising was planned accordingly.

"Sonora general publicity originally was through weekly and monthly magazines, outdoor signs and a small showing in the newspapers. Changing conditions, however, have caused changed opinions, and during 1922 the greater proportion of Sonora publicity has been directed into the newspapers. Outdoor advertising is still used extensively, but is gradually passing out in favor of newspapers.

"This investigation also brought out that only 25 per cent of the dealers are keenly interested in the manufacturers' advertising, 50 per cent mildly, 20 per cent not interested and 5 per cent antagonistic. It is encouraging to note, however, that more than 96 per cent stated that the interest in the manufacturers' advertising is increasing.

"I do not believe that these percentages would apply to the phonograph trade, as I fail to see such a lack of interest by dealers in the advertising of a manufacturer of any but the most unheard-of makes of phonographs. Some make

the very best possible use of the catalogs, lithographs, signs, electros, etc., sent to them, but there are others who do not even open the wrappers of the material they receive and it lies around until a general housecleaning occurs. Even a small proportion of dealers making no use of advertising material sent to them reacts unfavorably on all other dealers, the public and the manufacturer.

"These dealers usually believe that the use and display of advertising material does not assist them in making sales. Some make the assertion boldly; others do not express their opinions, but actions speak louder than words. Waste in some kinds of advertising is impossible to overcome, but unless the advertisers, many of whom are experienced in spending millions of dollars annually, are all wrong and the dealers who do not believe in advertising are right, then such dealers should at least make proper use of all available dealer helps. And it is a self-evident fact that the man who spends vast sums of money for advertising year after year is more likely to know why he is doing it than the man who not only will spend nothing, but refuses to make use of advertising material supplied free of charge.

"Practically all advertising appropriations are based upon a certain proportion of the sales, and as advertising material costs money—some of it much money—waste in advertising, failing to influence its proportion of sales, adds to the cost of the product. In other words, productive advertising makes possible lower and stabilized prices, but wasteful advertising prevents lower prices and often fails to prevent increased prices."

CORLEY CO. SUFFERS FIRE LOSS

About \$150,000 Damage Done to Company's Stock and Building in Richmond by Fire Which Starts in Basement—Temporary Quarters Secured by Company to Handle Business

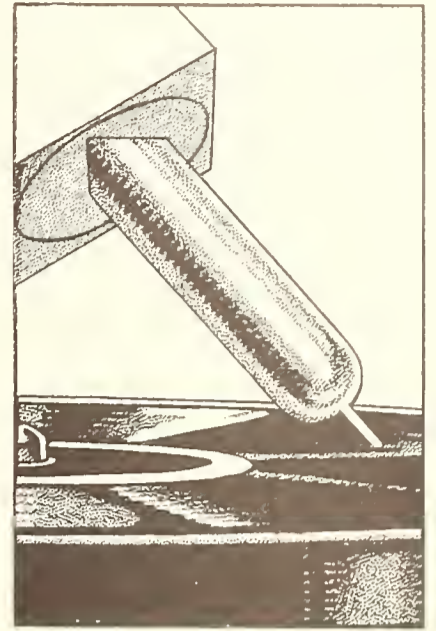
RICHMOND, VA., December 4.—The Corley Co., Inc., prominent piano and music merchant of this city and also Victor talking machine wholesaler for this district, suffered a loss estimated at \$150,000 as a result of a fire which broke out in the basement of the company's building at 213 East Broad street here late last month and completely destroyed approximately 200,000 records, together with other stock in the basement, as well as causing considerable loss through smoke and water to goods on the upper floors.

The fire gave the firemen a stubborn fight, practically all the apparatus in the city being called to the scene, and although the flames were confined to the basement of the Corley building, it was nearly four hours before the blaze was under control. The store runs from Broad to Grace street and the length of the basement proved a handicap in getting at the flames, which greatly retarded efficient operations by the firemen.

According to officers of the company, about twenty rare violins, several of them worth close to \$1,500, were destroyed in the fire.

The Corley Co. immediately opened a temporary office at Third and Grace streets, to be occupied until such time as the burned structure can be repaired. Additional stock was ordered from manufacturers and it is hoped that there will be little interruption of business as a result of the fire. A temporary store has also been opened to take care of the new stock as it arrives and business is being continued as heretofore.

The officers of the Corley Co. are John G. Corley, president; Frank W. Corley, vice-president and general manager; Horace C. Lukhart, secretary, and G. William Greener, treasurer and assistant general manager.



Now for 1923 Profits With



Semi-Permanent NEEDLES

Sonora Semi-permanent needles, well displayed, sell themselves. Not to have them on hand is to miss an unsolicited sale and many a good aggregate profit every month.

For dancing with the record-repeater, Sonora semi-permanent needles are a necessity. For all kinds of playing they are a saving—in money, time and record-life.

It takes but a moment to show why these needles, with the long, uniform point, do not injure and score the record grooves as the ordinary tapered needle does.

Start the year right, with every advantage. Stock and display Sonora semi-permanent needles.

Sonora Phonograph Company, Inc.

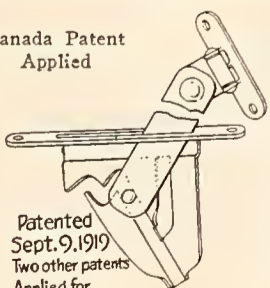
GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

SECOND YEAR SUCCESSFUL LEADER

Canada Patent
Applied



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.

Samples on request.

STARMACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

S A I N T L O U I S

Advertising Guns Rout Pre-holiday Lethargy Caused by Mild Weather—Lehman's Fiftieth Anniversary—Victor Sales School

St. Louis, Mo., December 5.—The Christmas rush for talking machines did not open as early as last year, for which blame was placed on the exceptionally mild weather which continued well up into December, encouraging outdoor interests prejudicial to the talking machine. Although some of the dealers professed entire satisfaction with November business there was a note of strenuousness in the early December advertising which gave support to the stories of backwardness. The broadsides of advertising had their effect, however, in reminding the people that the time had come for turning attention to the talking machine as a Christmas and early Winter proposition.

Special sales appeared to mark the opening of the holiday campaign in the talking machine trade here, one concern offering models of machines in its line at absolute cost, and another offering machines with standard equipment at very low prices.

The new T.-D. Music Box of Trorlicht-Duncker, at 415 North Sixth street, featured Brunswicks in its first Christmas announcement, picturing and pricing the York, Colonial and Cambridge.

Sonora Line for Aeolian Co.

The Aeolian Co. of Missouri recently took on the Sonora line. It is the intention to sell the Sonora with the Aeolian-Vocalion. J. E. Maunder, manager of the St. Louis office of the C. D. Smith Drug Co., of St. Joseph, Mo., distributor of the Sonora line in this section of the country, closed the deal with Mr. Chrisler. Mr. Maunder reports having opened six Sonora agencies in the city of St. Louis in 1922. The Sonora dealers in this section are all having a very large call for Sonora instruments. Mr. Maunder just recently returned from a trip to the western part of the State and reports a very large volume of business.

Lehman's Golden Anniversary

The Lehman Music House, 309 Collinsville avenue, East St. Louis, which was recently remodeled and equipped with new talking machine booths by the Unit Construction Co., had a formal reopening the last week in No-

vember which was also made the fiftieth anniversary of the founding of the business by Gustav Lehman, father of Fred Lehman, present head of the house, and also of Phil Lehman, head of the Lehman Piano Co., St. Louis. Numerous talking machine men from St. Louis and from the factories attended.

Vandervoort's auditorium was crowded for the monthly appearance of Gene Rodemich's orchestra, coincident with the December release of Brunswick records. The new fox-trot, "Homesick," was featured.

The only thing that Paul Gold, manager of the retail department of the Silverstone Music Co., complains about is the shortage of machines. At first it was only consoles, but now it has got down to the smaller machines, under \$200 in price. It has come to such a pass that he needs nearly everything. One reason is that November was a banner month at Silverstone's. One salesman tripled his previous record and the rest did almost as well. And December started off well.

O. A. Reynolds, who travels for the Silverstone Music Co. in Illinois and Kentucky, has returned from a three months' trip on which he opened eight new accounts in addition to making good sales to his old customers.

An Attractive Edison Shop

It is the talk in southern Illinois and over in Kentucky that the Edison Shop of Wahl & Son at Paducah, Ky., is about the last word in niftiness, as talking machine shops go. The booths are built in bungalow fashion.

The Silverstone Music Co. has taken on two additional outside salesmen, Oliver Scott and W. B. Goodenough, who have not before been in this line of business.

Mr. Montgomery, of the Chicago office of the Unit Construction Co., was here in the early part of December.

Doing Well With Radio

The feature of the Kieselhorst Piano Co.'s radio exhibit at the Better Homes Show at the Coliseum was a Zenith set of gold and glass which revealed its inner workings. It was surrounded by a crowd all the time. E. A. Kieselhorst, president of the company, says radio

sales are running away from the talking machine sales. Prices range from \$240 to \$1,000 and cash is paid when the installation is made.

C. C. Sturdy, of the talking machine department of the P. A. Starck Piano Co., Chicago, who had been here for a couple of weeks, left for home the first week in December.

Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says the Christmas business is getting a later start this year than last, but he expects it to make up for lost time.

Thomas Husselton, Victor factory representative, was here for more than a week in late November and early December.

Victor Salesmanship Class a Success

The nineteenth Victor salesmanship class held by F. A. Delano under the auspices of the Koerber-Brenner Co., has just closed and everyone is saying that it is the biggest thing that has ever happened to Victor people of St. Louis, and the few people who found it impossible to leave their business at this time of the year are daily receiving such enthusiastic reports of the conference that they are hoping for another one some time.

The conference continued for four days, sessions from 9 a. m. to 5 p. m. being held in the Claridge Hotel. On Monday night a large part of the class attended the Geraldine Farrar concert at the Odeon Theatre.

On Tuesday night the class and St. Louis Victor dealers and salespeople were guests of the Skouras Bros., managers of the New Grand Central Theatre, to hear the Benson Orchestra.

Members of the Victor Eight met members of the class during the noon hour Wednesday and autographed records for them. At night the class attended the concert given by them and had the pleasure of meeting them during intermission.

The conference closed with a dinner-dance given by Koerber-Brenner Co. to the members of the class in the ballroom of the Claridge Hotel. Roy Bargy and his Benson Orchestra gave a half-hour program during the dinner. Later Mr. Delano, to the delight of all, was prevailed upon to sing. His selections were "Mandalay" and "Banjo Song," Miss Blanche Rosebrugh accompanying. Mr. Delano was followed by the genial Mr. Husselton, who sang several numbers.

For dancing during the evening, Roy Sauer and his Victor Garden Orchestra played. Mr. Sauer is a Victor dealer from Collinsville. The following people attended: T. La Rue Husselton, R. K. Brandenberger, H. C. Lauth, Miss G. Airy, J. Munie, Miss E. Heumann, Miss Margaret Luthy, Fred C. Lehman, N. Corea, W. D. Wiley, Miss Orpha Hopkins, Miss Grace Maxey, Mrs. Gertrude Gladding, Leonard Truesdale, J. E. Rice, W. G. Bicket, L. F. Parrish, J. W. Strain, R. L. Smith, A. Klocke, Geo. Cheatle, Miss Jessie Smith, W. H. Crawford, B. V. Grossman, A. W. Hosier, E. C. Rauth, F. L. Norris, T. E. Maetten, Tom Cummins, J. A. Kieselhorst, Mrs. Goldie Jones, Miss Ruth Clark, Miss Blanche Rosebrugh, Miss Ione Maupin, J. N. Meyer, Miss Katherine Murphy, Wm. Sullivan, Steve Parridy, Wm. J. Scully, H. J. Bly, J. Glaser, Miss Marion Burr, Willis Davis, H. L. Tanner, Clifford Porth, W. A. Todd, Mrs. Celeste Turner, Miss Beatrice Boyer, Wm. Bauer, Jr., H. R. Goette, A. Crossman, A. Crosson, Miss H. Hatfield, Miss Lillian Allen, Oran C. McRae.

CLOSING A SATISFACTORY YEAR

"Nineteen Twenty-two was a big year for the sales of K. E. automatic stops," stated Thomas Kirkman, president of the Kirkman Engineering Corp., New York City. "The demand for K. E. and Simplex record cleaners was also better than in 1921. Business is continuing good and most orders for the stops specify immediate delivery. We believe that the coming year will undoubtedly even surpass our 1922 record."

A reliable combination—

Okeh Records

The Records of Quality

and Independent Service

You can always rely upon Okeh Records for early releases on all the popular song and dance hits, and a well-balanced monthly release; to sell as fast as they are released; to make satisfied, friendly customers.

You can rely upon Independent Service to be operating at its best, for your interests, at all times; to have on hand continually a complete line of Okeh Records; to be able to fill your most urgent wants immediately.

If you are not already an Okeh dealer it will pay you to investigate our unique sales plan.

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N. GOLDSBORO, N. C.

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST song”
 The Two New Hits for The New Year

CELEBRATE ANNIVERSARY OF AEOLIAN CO. PRESIDENT

Henry B. Tremaine, Honored by Aeolian Co. Representatives Throughout the World on Twenty-fifth Anniversary of His Assumption of the Presidency of That Company

During the week of November 20 to 25, inclusive, the Aeolian Co. and its representatives throughout the world participated in the celebration of International Duo-Art Week in commemoration of the twenty-fifth anniversary of the regime of Henry B. Tremaine as president of the Aeolian Co., during which period the development of the company as a factor in the musical instrument industry of the world has been most pronounced.

The celebration was in the hands of a general committee of one hundred, made up of prominent lights in musical and industrial circles throughout the world, and special programs of music were arranged for each day of the week, from Monday, which was “International Music

Day,” to Saturday, celebrated as “Popular Music Day.” The programs were carried out simultaneously by Aeolian Co. representatives throughout the world.

During the week Mr. Tremaine was presented with a solid gold cup by a hundred or more Aeolian Co. representatives, and with a silver cup by the officers and directors of the Aeolian Co. He also received messages of congratulation from all parts of the globe, Norway, South Africa, and even Japan, Java and the Dutch East Indies.

A noteworthy feature of the week was the message received by Mr. Tremaine from the Vatican notifying him of his appointment as a Chevalier in the Order of St. Gregory the

Great. The cable announcing the appointment was signed by Cardinal Gasparri.

Mr. Tremaine has already been decorated with the Cross of the Legion of Honor by the French Government and has seven royal appointments from the courts of Europe for his achievements in the field of music.

Although the celebration was devoted chiefly to the exploitation of reproducing pianos upon which the business of the Aeolian Co. was founded primarily, the fact that a majority of the company’s representatives handle and feature Vocalion phonographs and Vocalion Red records gave to those products a prominent place in the celebration.

Even the radio was enlisted to assure the success of the program, Mr. Tremaine broadcasting a message from Station WJZ on Tuesday evening and one of the chief concerts being broadcasted from that station. This pleased a big army of Aeolian Co. admirers.

Columbia A-2 Grafonola and The Long Console

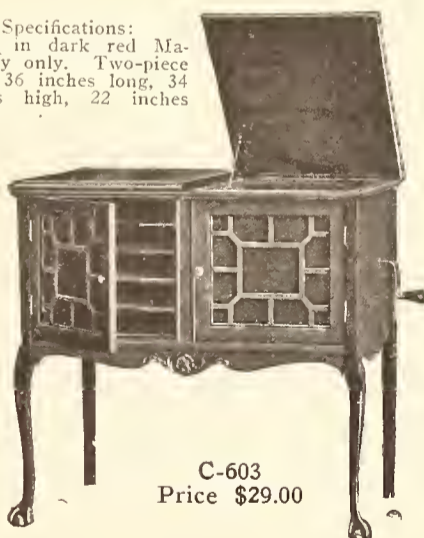


C-601
Price \$27.00

Here is your chance, Mr. Dealer, to cash in again on all the Columbia A-2 Model Grafonolas that you have sold. Every owner can make a handsome console out of his A-2 Grafonola in a jiffy with one of these Long Console cabinets.

The A-2 Grafonola slips easily into one compartment of the Long Console, through the back, no bother, no trouble. Cash in on this easy way to make another sale.

Specifications:
Made in dark red Mahogany only. Two-piece top. 36 inches long, 34 inches high, 22 inches deep.



C-603
Price \$29.00

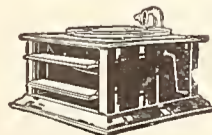


C-611
Price \$30.00

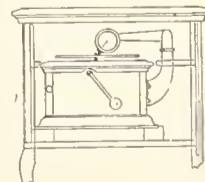


C-612
Price \$28.00

Greetings
IT is a pleasure to wish the trade a MERRY XMAS and a Happy and Prosperous NEW YEAR.



Columbia A-2 Grafonola



The Geo. A. Long Cabinet Co.
HANOVER, PA.



The "Cielo e Mar," from the opera *La Gioconda*, is the finest of all Ponchielli's beautiful arias. In the long curving phrases of this rapturous song of moonlight and love Puccini, the pupil of Ponchielli, found the inspiration for his greatest work.

Charles Hackett's singing of this famous aria makes the most delightful record of this selection ever produced. 98040 in the December list.

**Columbia Graphophone Co.
NEW YORK**

COURT DISMISSES COUNTER-CLAIM

Interesting Decision Handed Down in Repeater Litigation—Arguments on Original Suit to Be Heard Shortly in U. S. District Court

Judge Rellstab in the District Court of the United States, District of New Jersey, handed down an interesting decision on December 5, whereby the counter-claim in the suit of Edmund S. Geer and the Walbert Manufacturing Co. vs. the Zenith Manufacturing Co. was dismissed. In this suit Mr. Geer filed a plea for an injunction, accounting and damages against the Zenith Manufacturing Co., of Newark, on the grounds that this company had infringed the Geer record repeater patents. In its answer the Zenith Mfg. Co. maintained that the Walbert Mfg. Co. and the Gold Seal Co., manufacturing Geer and Gold Seal repeaters, were infringing the Leisenring patents which the Zenith Mfg. Co. owned. In handing down his decision dismissing the counter-claim Judge

Rellstab called attention to the fact that the defendant had acquired its alleged rights to the cause of action stated in its counter-claim between the time of the commencement of the plaintiff's action and the filing of the defendant's counter-claim.

Arguments on the original suit filed by Mr. Geer and the Walbert Mfg. Co. against the Zenith Mfg. Co. will be heard soon.

SETS PACE IN GRAFONOLA SALES

HARRISBURG, PA., December 11.—Twenty-eight Columbia Grafonolas sold each day is the record established by William F. McDaniel, manager of the Grafonola department of Miller Kades, exclusive Columbia dealer, of this city. Two canvassers, one closer and two trucks are the accessories used to bring about this most excellent record. Community clubs of twenty-five members in surrounding communities are formed, meaning the sale of twenty-five machines and 250 ten-inch records to each.

LUDWIG BAUMANN & CO.'S NEW HOME

Prominent New York Furniture House Has Elaborate Talking Machine Department on First Floor of New Building

Ludwig Baumann & Co., one of the largest retail furniture houses in New York City, have just moved into their new building which has just been completed at 500 Eighth avenue. This company has carried on a talking machine business in conjunction with their furniture business for some years past, and has been very successful, especially with the sales of higher-priced machines. This department has been given a very desirable location on the first floor of the new store where modern equipment has been installed, including twelve booths for the hearing of records, as well as a modern counter and record racks. This construction was installed by the Unit Construction Co., well known in the talking machine trade for its installations. Henry Conn, who supervises the activities of this department, is very enthusiastic about prospects for future talking machine business, and predicts a continued growth of this business that will more than warrant the expenditure entailed in giving the talking machine department this new equipment and such a desirable location in the store.

FELT

We are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.

NEW FACTORY IN INDIANAPOLIS

International Dayton Products Co. Opens Branch in That City for Manufacture of Organola—Instrument Has Unusual Features

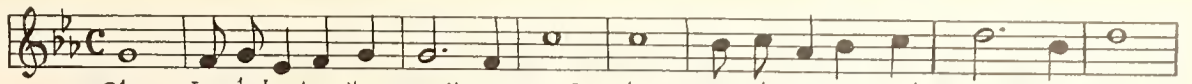
INDIANAPOLIS, IND., December 9.—The International Dayton Products Co., of Dayton, O., has opened a factory branch in this city. The offices are in the Occidental Building. N. J. Matheny, of Dayton, is in charge as manager. The branch selling organization is known as the Indianapolis Organola Co.

The Dayton company has been manufacturing and selling the Organola for some time past, according to Mr. Matheny. The instrument is sold as a modification of the talking machine, the feature of the construction being twenty-seven fiber organ pipes arranged in five octaves.

In the Organola the tone arm, similar to the tone arm of other recording instruments, connects with a sound chamber in which Mr. Matheny explains, the sound waves are distributed in uniform, even lengths to the organ pipes.

THE TRAIL TO LONG AGO DECEMBER RECORDS VICTOR BRUNSWICK EDISON PATHE OKEH **WHEN YOU LONG FOR A PAL WHO WOULD CARE**

ORDER FROM YOUR JOBBER Published by McKinley Music Co. Chicago-New York



Oh, La-dy Luck, won't you smile on me? I've wait-ed so long and pa-tient-ly,

LADY LUCK

A GEM SONG FROM THE NEW MUSICAL COMEDY

"UP SHE GOES" by the writers of "IRENE"

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

IMPORTANT RADIO PATENT SUITS

Radio Corporation Files Suit on Vacuum Tube Patents—Action to Be Tried Early in Year—Outcome of Interest to Industry

A patent action of considerable importance to the radio industry has been started in the United States District Court, Southern District of New York, by the Radio Corporation of America, against A. H. Grebe & Co. and the J. H. Bunnell Co., as joint defendants. The complaint alleges infringements of five specific patents concerning the vacuum tube.

The first of two suits instituted against the Grebe and Bunnell companies involves the two DeForest patents, 841,387 and 879,532. The former covers the vacuum tube as a so-called audion amplifier and the latter covers the well known "grid" structure of the modern "triode" or three element vacuum tube. This suit is the more important of the two. The two De-

Forest patents were transferred to the American Telephone and Telegraph Co. by Dr. Lee De Forest, of the De Forest Co. The title of these patents has been given to the Radio Corporation of America, together with the right to sue under them for the purpose of this suit and other specific suits.

An interesting feature of the situation created by this action is the position of the seventeen licensees of the Armstrong regenerative patent. These manufacturers were the original licensees and at the time the Westinghouse Electric & Manufacturing Co. took over the Armstrong patent, they did so subject to the licenses and agreements outstanding. The Armstrong licensees have formed a corporation, the directors and officers of which are in each case representatives or owners of Armstrong licenses. It is said that this corporation will co-operate with the Grebe Co. in the defense of the action.

The second suit involves comparatively

minor patents which are alleged to be infringed. The action will probably be tried some time early in the new year, and the outcome will be of keen interest to the entire radio industry.

NEW MANAGER OF WIDENER'S, INC.

NEWARK, N. J., December 11.—L. A. Dexter, for several years connected with the outside sales staff of Widener's, Inc., Columbia dealer, of this city, and more recently in charge of the Hartford, Conn., branch of the concern, has been made manager of the local store. George Turner, who has been with the staff of the New York store for the last three years, has been made assistant.

The Gruett Drug Co., of Merrill, Wis., has secured the franchise for Columbia Grafonolas and records in that city. A complete stock has already been installed.

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



Medium Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

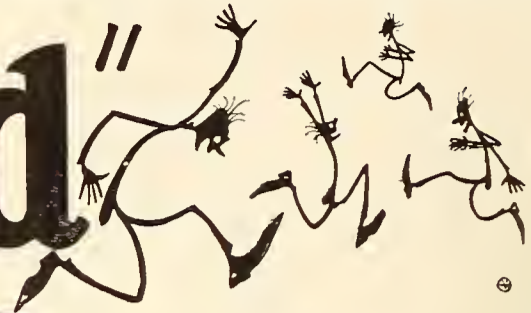
PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

"Everybody's
Runnin' Wild"
With **"LOOSE FEET"**

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

The Two New Hits for The New Year



CLOSES LARGE RADIO BUSINESS

E. E. Bucher, Sales Manager of Radio Corporation of America, Books Large Orders—Jobbers and Dealers Keenly Interested in Sales Possibilities of Radio—Lyon & Healy Closing an Excellent RCA Pre-holiday Business

E. E. Bucher, sales manager of the Radio Corporation of America, manufacturer of RCA products, returned to his desk in the Woolworth Building a fortnight ago after a four and one-half weeks' trip, which included a visit to thirty-two trade centers in the Middle West. Mr. Bucher's trip was decidedly interesting and profitable, as he secured orders for RCA products totaling over three-quarters of a million dollars.

In many of the cities that he visited Mr. Bucher was the guest of honor at dinners given by the Rotary Clubs, Chambers of Commerce and other civic organizations, which evinced a keen interest in the progress and development of the Radiola. Mr. Bucher gave demonstrations of RCA products at all of these banquets, and invariably the merchants in attendance were amazed at the phenomenal results that he attained.

In a chat with *The World* Mr. Bucher stated that the results of his trip were far beyond all expectations, and that wherever he visited there was a feeling of confidence and optimism regarding the outlook for radio that

was most encouraging. In the leading trade centers Mr. Bucher found that the successful electrical jobbers were running as high as 40 per cent of their total business in radio, and



E. E. Bucher at His Desk

that special attention was being given to the development of radio sales.

In Chicago Mr. Bucher conferred with Marquette Healy, president of Lyon & Healy, RCA distributors, and was delighted to find that this famous house was closing a splendid wholesale radio business. Mr. Bucher demonstrated the

new Radiola Grand to Mr. Healy, who was so pleased with its many qualities that he placed large orders for immediate deliveries. Whenever he visited Mr. Bucher offered the jobbers and dealers every possible form of co-operation and in many cases this co-operation proved of practical value to the merchants handling RCA products.

BIG DEMAND FOR "TALKER" TOYS

National Co. Enjoys Exceptional Demand for Novelties During Year

BOSTON, MASS., December 11.—The National Co., manufacturer of talking machine toys, has found 1922 an exceptional year. W. A. Ready, president and general manager of the company, stated to a representative of *The World*: "We are happy to say that this year's business has far exceeded that of last year despite the fact that we found the first three months of this year exceptionally quiet. Our Fall business has been far ahead of any Fall business since the boom year of 1919. The "Magnetic Dancers" have proved far more popular than we anticipated and at the same time the sales on the "Rastus Family" have been increased and have far exceeded our expectations. If sales are any indication of the general trend of conditions in the phonograph industries, then, certainly, there is prosperity in store for everyone during the coming year."

A. E. SATHERLEY IN NEW POST

Appointed Manager of New York Recording Laboratories in Gotham—Succeeds A. J. Baum—Has Had Wide Experience

A. E. Satherley, who for the past twelve years has been connected with the New York Recording Laboratories and its subsidiary organizations, and who in the past has made his headquarters at the factory of the company, Port Washington, Wis., has been appointed manager of the New York recording rooms of the company, succeeding A. J. Baum.

Mr. Satherley will have associated with him Al Hausman, who was a member of the Columbia Graphophone Co.'s recording staff for a period of years, and Charles Prince, who will act as musical director. The New York offices of the company, 1140 Broadway, have undergone a reorganization and plans to extend the activities of these offices have been arranged. Under the new arrangement recording, plating and pressing of records will be at one source.

DOING EDUCATIONAL WORK

Miss Donzella Cross, special representative of the Victor educational department of Sherman, Clay & Co., has returned to Los Angeles after several months' absence in San Francisco, where she was engaged in the same work for the northern part of the territory.

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.

Prices to the Trade Range from
\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono. attachment.

Regina Hexaphones and Mandolin orchestrions.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY


Everybody's

Runnin' Wild

With **LOOSE FEET**

The Two New Hits for The New Year

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



PORTLAND, ORE.

Many Changes in Trade—Hold Edison Tone Test—Starr Co. Moves Offices—Seiberling & Lucas to Move—Other Trade Activities

PORTLAND, ORE., December 8.—The first Edison tone test of the season was held recently in the Municipal Auditorium when the Dann Trio and Harvey Hindermeyer, tenor, were presented under the auspices of the Reed-French Piano Co. of this city. The artists presented a very interesting program that served to demonstrate most impressively the reproducing qualities of the Edison to an enthusiastic audience.

Harry Marshall, district manager for Oregon of the Edison company, entertained with a dinner for the artists during their visit, inviting all Portland Edison dealers to meet them.

The Starr Piano Co. has moved its offices and warerooms from 320 Blake-McFall Building to 22 North Tenth street, near Burnside. Charles Soule, wholesale representative, says: "We made the move primarily to have a more convenient location for our shipping purposes and to be in a more accessible location for our dealers. Our motto is 'service' and in our new location on the main floor we are able to make a shipment at any hour of the day, where before we were at the mercy of the elevator man supplied by the building, who did not work after hours under any circumstances." Mr. Soule announces good business in Starr phonographs and says the Gennett record business is going ahead by "leaps and bounds."

The Seiberling & Lucas Music Co., for the past eight years at 125 Fourth street, will move on the first of the year to 151 Fourth street, where they have secured a ten-year lease on the four-story Greenfield Building, formerly occupied by the Graves Music Co. The building is rein-

forced concrete and will be remodeled and made modern in every way to suit the needs of the music company, who expect to have the finest and most complete music house in the city.

Ernest Stitts, formerly with the Wyckoff-Verriender Co., of Pasadena, Cal., has been added to the sales force of the Meier & Frank phonograph department.

How to keep physically fit by the use of the phonograph was demonstrated in a splendid way by Charlotte Chesley, "champion" health record sales girl of the phonograph department of Meier & Frank Co. Miss Chesley and a corps of attractive and athletic assistants recently held full sway in one of the main windows on Sixth street, going through all the exercises to the strains of the Wallace reducing records, all guaranteed to keep one "young," "slender" and "beautiful." Placards announcing the benefit to be derived from such exercises were displayed and interested crowds were in attendance all day watching these attractive, healthy-looking maidens.

M. Davis, district manager of the Brunswick-Balke-Collender Co., has been so busy keeping up with his out-of-town business and supplying orders of his Portland dealers that he is harder to get in touch with than the President of the United States. However, Brunswick dealers in the city, viz., Wiley B. Allen, Edwards Furniture Co., Powers Furniture Co., and others, all report excellent business and say the new model "York" is a "knockout."

G. F. Johnson, of the G. F. Johnson Piano

Co., reports excellent business in the Cheney phonograph. Mr. Johnson reports advance sales for Christmas very good and anticipates that a record will be set by the end of the month.

Arthur Stein, manager of the Victrola department of Sherman, Clay & Co., reports November business far beyond last year and believes the December sales will be far in excess of business done during the holiday season of last year. Vancouver Barracks were furnished last month with two beautiful electric Victrolas 300, by this department, one to the headquarters company and one to Company F. School marches have also gone strong during last month, according to Mr. Stein, who says that the Music Week activities and the coming music memory contest are partly responsible for the added interest.

"Everything in Talking Machines" is the motto of the Hyatt Talking Machine Co., dealers in Brunswick, Columbia, Victor and Edison phonographs, and from reports received business in all lines is more than good and getting better all the time.

E. B. Hyatt, president of the Oregon Music Dealers' Association, extended invitations to dealers of the Association and their friends to attend a dance to be given December 16.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., announces the change of the Victor account from the Owl Drug Co., of Astoria, Ore., John T. Ray, proprietor, to the Astoria Drug Co., Inc., consisting of P. Paulsen, G. A. Hellberg and F. O. Berg, who bought out the interest of Mr. Ray, who retired.

A complete music store is being installed at Tillamook, Ore., by J. E. Berry, who will carry the Victor line.

H. L. Stoner, who for the past year has been connected with the G. F. Johnson Piano Co., has gone to San Francisco and joined the forces of Kohler & Chase.

OLYMPIC RECORDS

**10 Inch Double Disc
LIST PRICE 50 CENTS**

Latest Popular Hits

DANCE

- 1410 { Cowbells (Fox-trot)Broadway Melody Makers
I Wish I Could Shimmy (Like My Sister Kate) (Fox-trot),
Southern Five
- 1411 { Suez (Fox-trot)Broadway Melody Makers
Carolina in the Morning (Fox-trot),
Broadway Melody Makers
- 1412 { Cock a Doodle-Do (Fox-trot).....Novelty Syncopaters
To-morrow (Fox-trot), Vocal Chorus...Novelty Syncopaters
- 1413 { Homesick (Fox-trot).....Broadway Melody Makers
Lovin' Sam (Fox-trot).....Broadway Melody Makers
- 1414 { ChicagoNovelty Syncopaters
You Gave Me Your Heart (Fox-trot), Vocal Chorus,
Novelty Syncopaters
- 1415 { Away Down South (Fox-trot).....Melody Dance Players
Toot, Toot, Tootsie (Fox-trot).....Melody Dance Players

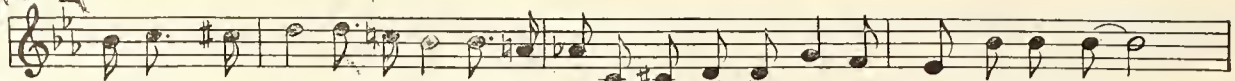
POPULAR VOCAL RECORDS

- 1510 { Three o'Clock in the Morning (Tenor Solo), Orch. Acc.,
Jack Duffy
 - Yankee Doodle Blues (Tenor Solo), Orch. Acc....Arthur Hall
 - Nelly Kelly, I Love You (Tenor Solo), Orch. Acc.,
Billy Edwards
 - 1511 { All Over Nothing at All (Tenor Solo), Orch. Acc.,
Benny Davis and the Indiana Syncopaters
 - Who'll Take My Place When I'm Gone? (Tenor Solo),
Orch. Acc.Jack Duffy
 - 1512 { Homesick (Tenor Solo), Orch. Acc.,
Benny Davis and the Indiana Syncopaters
- CHRISTMAS RECORD**
- 1610 { A Visit From St. Nicholas (Christmas Story for
Children)Victor Fletcher
 - Santa Claus Hides in the Talking Machine (Christmas
Story for Children)Victor Fletcher



Complete catalogue of Operatic, Standard, Instrumental Records on request

**FLETCHER RECORD COMPANY, Inc., 156 Meadow Street, LONG ISLAND CITY
NEW YORK**



The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!



OKEH JOBBER DOUBLES SPACE

New York Okeh Wholesaler Leases Additional Floor Space—Sales Steadily Increasing—Plan Increased Service During New Year

In order to handle its fast-growing business, the New York wholesale distributing division of the General Phonograph Corp., distributor of Okeh records in this territory, has leased the second floor of the building at 15 West Eighteenth street, New York. The company has maintained offices at this address for the past year, occupying the main floor, but sales increased so steadily that it was found necessary to secure additional space to handle the requirements of the trade which could not be done most efficiently before.

E. B. Shiddell, general manager of the New York distributing division, is enthusiastic regarding the sales possibilities for Okeh records in this territory, particularly as sales for the past few months have shown a tremendous increase over any period in the history of the organization. With the lease of the second floor there is available more than twice the space formerly occupied, and 1923 service to Okeh dealers will therefore be augmented to a considerable degree.

WEYMANN & SON SUFFER FIRE LOSS

PHILADELPHIA, PA., December 13.—H. A. Weymann & Son, Inc., Victor wholesalers, suffered a loss estimated at \$50,000 by fire which broke out in the company's building yesterday. It is stated that there will be no interruption in business.

BUSINESS TO BE A THIRD BETTER

Talking Machine Business May Be Expected to Register a Substantial Gain in 1923, Says Ralph L. Freeman, Director of Distribution, Victor Talking Machine Co.

Ralph L. Freeman, Director of Distribution of the Victor Talking Machine Co., said when interviewed by The World:

"Of course, the most important development affecting our industry in 1922 has been the gen-



Ralph L. Freeman

eral improvement in fundamental conditions. In the trade itself the liquidation of inventories of goods that could not stand the strain of a competitive market, the correction of past mistakes

in buying, the balancing of stocks and the elimination of irresponsible manufacturers mark mile posts on the road of progress.

"As to next year our feeling is that general conditions will be a full third better than in 1922, that the talking machine business will be larger in at least that degree and that standard trade-marked products will enjoy the preference they merit. Our production schedules up to May already in our factories are based on this expectation.

"We believe there already is a noticeable change in demand favoring records of selections of a higher class than those that had such a considerable vogue in the recent past and that this promises to be a feature of next year's business."

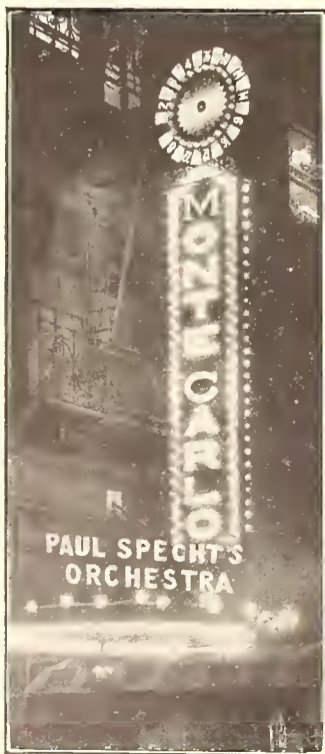
PAUL WHITEMAN OPENS TRIANON

Paul Whiteman and His Orchestra Open Trianon and Are Paid \$25,000 for One Week

CHICAGO, ILL., December 11.—Chicago, for the first time in its musical history, turned out en masse during the week of December 4 to welcome a twentieth century musical organization. The welcome was for none other than Paul Whiteman and his orchestra, who played one week at the new Trianon ballroom.

Paul Whiteman and his orchestra, as everyone knows, are exclusive Victor artists and for the week's showing this organization was paid \$25,000. This amount goes on record as being the largest sum ever paid a dance orchestra.

Thousands of people who have visited the Trianon during Mr. Whiteman's stay here are



New York's Newest and Most Exclusive Rendezvous.

Holiday Greetings to Columbia Dealers

from the

PAUL SPECHT ORCHESTRAS

Offices: 1591 Broadway, New York Phone: Bryant 3815

PLAYING

Rhythmic Symphonic Syncopation All Over the World for Keith Vaudeville—
In the Finest Hotels, Cafes, Clubs and Ball Rooms—

For Columbia Records in America and England—

With Buescher Instruments.

QUALITY—SERVICE—GENTLEMEN

now in a position to appreciate what a truly great organization he conducts. They are also in a position to appreciate how faithfully his records portray his art.

The Trianon is said to be the most beautiful ballroom in the world and cost more than a million dollars to erect, the best architectural and decorative thoughts in the country being drafted for its construction. On the night of its formal opening Chicago's society danced for charity and the occasion was known as the "Bal Fantastique." It was given for the benefit of the Illinois Home and Aid Society and the entire building, its operating forces and orchestra were donated to the cause.

On the occasion of Paul Whiteman's appearance here Ferdinand A. Buescher designed, made and fitted out completely the entire orchestra with a set of Buescher gold instruments said to cost about \$10,000.

BUSINESS WILL COME TO WORKERS

Geo. W. Hopkins, Vice-president and General Sales Manager of Columbia Graphophone Co., Tells Why Next Year's Prospects Are Bright—Stresses Salesmanship

In discussing the developments of the year in the talking machine trade and the prospects



George W. Hopkins

for business for the coming year George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., said to The World:

"Elimination of nondescript phonographs, which, like the mule, have no pride of ancestry or hope of posterity, means increasing business for those manufacturers who are building the industry.

"Business will come, however, only to those who will work.

"Storekeepers will take a back seat for merchandisers or salesmen out of retail stores.

"The go-getter type of merchant will find 1923 a happy and prosperous year.

"Quality merchandise will win the business if backed by an aggressive sales policy.

"The salesman who will be welcome in your store will be the man who conveys, not displays knowledge. At 12:01 o'clock January 1, 1923, we will be ready to go."

OKEH BETROTHALS NUMEROUS

There has been an epidemic of betrothals this week at the executive offices of the General Phonograph Corp., 25 West Forty-fifth street. Among the young ladies who are wearing handsome diamond rings are Miss Elsa Schumacher, secretary to W. G. Pilgrim, treasurer of the company, and Miss Beatrice Demhoff, of the billing department. Miss Schumacher is the "veteran" of the secretarial and clerical force at the General Phonograph Corp.'s executive offices, as she has been identified with the company since its inception.

TWO OKEH DINNERS TO STAFFS

Otto Heineman Host to Members of Executive Staff—Employees of Offices Dined

Otto Heineman, president of the General Phonograph Corp., was the host at a dinner given to the members of his executive staff at his home in the Hotel Majestic on Tuesday evening. All of the executives and heads of the departments at the executive offices, together with the executives in the recording division and the distributing division, were present, and Mr. Heineman, as usual, was a host par excellence.

On Thursday evening, December 14, all of the employees of the executive office, recording division, distributing division, Newark factory, together with all of the executives, were the guests of the company at a dinner and dance given at the "Maisonette" on West Forty-fifth street. This was the usual Christmas party given by the company and this year it was held somewhat earlier owing to the fact that Mr. Heineman sails for Europe on Saturday.

DEATH OF JOHN WANAMAKER

Famous Merchant Prince Dies at Age of Eighty-four—World Renowned as Merchandising Wizard—Passing Deeply Regretted

John Wanamaker, head of the famous New York and Philadelphia retail establishments bearing his name, died at his home on Tuesday, after an illness of several months. Mr. Wanamaker, who was eighty-four years of age at the time of his death, was recognized internationally as one of the greatest retail merchants the world has ever known.

Many years ago Mr. Wanamaker realized the tremendous sales possibilities of the talking machine and established talking machine departments in the New York and Philadelphia stores that have won recognition as model talking machine departments. For a number of years the house of John Wanamaker was a Victor distributor and in recent years it has carried several lines of talking machines with the Victor as a leader.

Okeh



Records

Get on the Okeh Band Wagon

There is still time to cash in on the tremendous demand for Okeh records, and thereby roll up a big holiday business.

Our prompt service on shipments will be maintained right up to the last minute.

Dealers everywhere are cashing in now. You ought to get your share of the extra profits there are in supplying your trade with Okeh and Odeon records.

Write, wire or 'phone today for our dealer offer.

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

624-628 Market St., PHILA.

806 Penn Ave., PITTSBURGH

Distributors for Radio Corporation of America. Complete stock of Westinghouse, General Electric and wireless specialty apparatus.

Also distributors for Strand Phonographs. Handsomely designed, perfectly toned.



To our friends who attended our housewarming —
to those who were unable to do so—in
fact to the entire industry
— we wish

A Merry Christmas
and
A Happy New Year

OTTO GOLDSMITH, *President*

The CABINET and ACCESSORIES CO., Inc.

Distributors of Phonographs, Cabinets and Accessories

3 West 16th Street

NEW YORK

TELEPHONE WATKINS 2777-2778

A FEW SALT LAKE CITY BRIEFLETS

SALT LAKE CITY, UTAH, December 9.—Although merchants in many lines are complaining right now the music dealers, with scarcely an exception, seem to be enjoying a good business. There is nothing in the nature of a boom, perhaps, but the turnover is ample in volume and steady.

Stone & Co., 44 West Second South street, have announced through the press their intention of closing out here and moving to New York, where they will continue as wholesalers and manufacturers. Since this decision was made, however, Mr. Stone states that the local store may be continued by the company as a branch.

Music merchants, as well as others, are much interested in the announcement that "Steel City," a new community, is to be founded between Provo and Springville. It is an outgrowth of the new steel industry in the State.

Fred A. Bain, of the John Elliott Clark Co., Victor wholesaler, says his company cannot get shipments fast enough to supply the demands

of his trade. The Style 210 Victrola appears to be the big favorite.

The Glen Bros.-Roberts Co. made a big hit with a recent window display of John McCormack's record of "Three o'Clock in the Morning," resulting in many sales of sheet music, records, rolls and everything. The display was made up of a huge clock with hands pointing to 3 a. m. The face was transparent and through it were seen the shadows of couples dancing.

A recent visitor was William Schonian, Jr., of the Schonian Furniture Co., Duchesne, who reported that the turkey industry was helping that section.

Miss Beth Erickson, of the Educational Department of the John Elliott Clark Co., has returned from a three weeks' tour of Montana during which she met and addressed Boards of Education and groups of teachers and students. She reported her trip to be most successful.

The Daynes-Beebe Music Co. gave each employe a big fat turkey for Thanksgiving in recognition of the loyalty and hard work of the staff during its recent big sale.

OKEH ARTIST'S PUBLICITY

Miss Elsie Clark Uses Unique Publicity—Lobby Sign Attracts Considerable Attention

The accompanying illustration represents a unique idea worked out by Miss Elsie Clark, well-known vaudeville star and Okeh artist, in conjunction with her manager. Miss Clark is well known to vaudeville-goers throughout the country, and the lobby sign that is shown herewith was designed to impress upon the public that Miss Clark makes Okeh records.

Miss Clark's manager, Mr. Story, paid particular attention to the quality of the sign, and



Miss Clark's Unique Okeh Theatre Sign the frame is made of wood, handsomely gilded and carved with a green plush background, the borders, designs and lettering being finished in gold. The records are applied by means of screw bolts, making the entire device interchangeable. This sign serves a double purpose, for it not only informs the public that Miss Clark is appearing at the particular theatre featuring the sign, but represents splendid publicity for her Okeh records.

NEW 12-INCH GOLD SEAL REPEATER

EVERY DEALER WHO HAS SOLD THE GOLD SEAL 10-INCH REPEATER CAN DUPLICATE HIS SALES AND PROFITS WITH THE NEW

GOLD SEAL REPEATER

The only 12-inch Repeater on the Market, and it sells for \$1.00 (dealer's discount 40%)

DISTRIBUTORS OF GOLD SEAL REPEATERS

- Baltimore, Md....Cohen & Hughes.
- Boston, Mass. ...Lansing Sales Co.
F. C. Henderson & Co.
Iver Johnson.
Eastern Talking Machine Co.
Sherman Sales Co.
- Buffalo, N. Y....Buffalo Talking Machine Co.
C. N. Andrews.
- Burlington, Vt. .American Phonograph Co.
- Chicago, Ill.....Lyon & Healy.
Walbert Mfg. Co.
- Cincinnati, O....Sterling Roll & Record Co.
Ohio Talking Machine Co.
- Cleveland, O.....Cleveland Talking Machine Co.
- Columbus, O.....Perry B. Whitsit.
- Detroit, Mich.....Grinnell Bros.

- Elmira, N. Y....Elmira Arms Co.
- El Paso, Tex....W. G. Walz Co.
- Jackson, Fla....French Nestor Co.
- Kansas City, Mo..J. W. Jenkins' Sons Music Co.
- Los Angeles, Cal..Munson-Raynor Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Newark, N. J....Collings & Co.
- New York, N. Y..Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Silas E. Pearsall Co.
Greater City Phonograph Co.
Bristol & Barber.
Plaza Music Co.
Cabinet & Accessories Co., Inc.
S. B. Davega.

- Philadelphia, Pa..H. A. Weymann & Son, Inc.
Penn Phonograph Co.
The Talking Machine Co.
A. J. Heath Co.
Louis Buehn Co.
General Radio Corp.
- Pittsburgh, Pa....Standard Talking Machine Co.
W. F. Frederick Piano Co.
- Rochester, N. Y. E. J. Chapman.
- St. Louis, Mo....Artophone Corp.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y...W. D. Andrews.
- Toledo, O.....Toledo Talking Machine Co.
- Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.

GOLD SEAL CO., Inc., 105 West 40th Street, New York City

JUST OUT!

New Arion Records which will bring the German trade in flocks to your store. Something Germans wanted, but could not get before.

THE FIRST TWO RECORDS

STAHL'S ORIGINAL GERMAN DANCE BAND
Recorded exclusively for Arion.

German Dance Music as it should be played. Nothing like it ever made before. Every German will want one.

Bogaroscher
505 Bogaroscher Walzer
Lieblings Polka

506 Ujgeler Walzer
Suzi heb dich Polka

2 Stahl Dance Records
will appear every month.

The Greatest German Hit Ever Produced!

A laugh every second—the funniest record ever made.

Facsimile of large chart given free with Record. Ernst Balle and Arion Quartet.

12-inch, \$1.25

504 Geh'n wier mal rüber zu Schmidt
O, du lieber Augustin

502 Vereinspraesidents
Geburtstag (mit Schnitzelbank) Schnadahüpfel.

ARION RECORD IMPORT

1501 Germantown Avenue

Philadelphia, Pa.

Importers of Polyphon Records

NEUESTER SCHLAGER

GEHEN WIER MAL RÜBER ZU SCHMIDT SEINER FRAU

Arion Record No 504 Price \$1.25
12-inch
von Ernst Balle mit Arion Vocal Quartet

ANNOUNCES THE RADIOLA FOUR

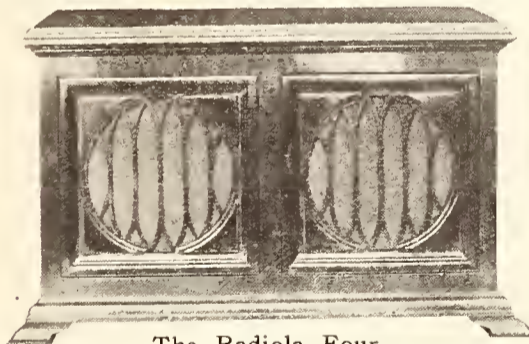
Radio Corp. of America Adds Handsome Instrument to Line—Will Be Advertised Extensively—Self-contained With Many Important Features That Will Interest Trade

The Radio Corporation of America, New York, manufacturer of RCA products, has just announced the addition to its line of the Radiola 4, and in all probability this instrument will be used as the keynote of the company's publicity and merchandising campaign during 1923. Deliveries of the Radiola 4 will be made subsequent to January 1, although it is possible that a small quantity of instruments will be ready around Christmas.

In referring to this new instrument, E. E. Bucher, sales manager of the company, terms it as a radio instrument for the "woman in the home." The Radiola 4, which has a number of distinctive features, will retail at \$275. It is a self-contained instrument, operated by dry battery tubes, a new type of tube being used termed the Radiotron 199A, which, it is stated, is much superior to anything used heretofore.

The Radiola 4 has a self-contained loud speaker, and with the exception of the outside antennae, is a complete unit. Tests have proven

that with an indoor loop this instrument is capable of receiving broadcasting within a distance of fifty miles, and with the average outdoor antennae the receiving distance is approximately 1,000 miles. It is equipped with a two-wave length range, and has other technical features which will undoubtedly make it one of



The Radiola Four

the most popular radio instruments of the present day.

The Radiola 4 lends itself admirably to high-grade publicity, as it is contained in a handsomely finished mahogany cabinet and has unlimited sales possibilities. This instrument has been in course of perfection the past year, and jobbers and dealers who have visited the RCA offices during the past few weeks are keenly enthusiastic regarding the future of the Radiola 4.

The Radiola Grand, retailing at \$350, is another RCA product that will be advertised extensively during the coming year, and this instrument, in combination with the Radiola 4, will give the Radio Corp. of America two products of timely appeal to the talking machine merchant.

PLAN TO MARKET NEW NEEDLE

PHILADELPHIA, PA., December 11.—The United Music Stores, of this city, have been engaged for some time in experimental work in connection with a new Black and White needle

which they intend to place on the market about the first of the year. An advertising and sales drive is being planned in the interest of this new product. These needles are especially adapted to records which reproduce one's own voice, according to Oscar Kerns, general manager, and this quality will be featured in the campaign.

DEMONSTRATES HEALTH RECORDS

J. C. Roush, of Standard Talking Machine Co., Arranges Interesting Program for Rotary Club Which Is Keenly Appreciated

PITTSBURGH, PA., December 11.—The Standard Talking Machine Co. conducted an interesting demonstration of the Victor Health Records before the Rotary Club of Pittsburgh at a meeting of that body on Wednesday of last week, the demonstration being arranged by J. C. Roush, president of the company, whose turn it was to provide the program for the club. A woman demonstrator gave an exhibition of the value of the records following a brief health talk, and the 150 members present were much interested in the various setting up and reducing exercises. The Standard Co. has furnished a corps of woman demonstrators to its dealers from the time the Victor Health Records were first introduced.

SALESMAN WANTED

Salesman traveling established territory, calling on talking machine and drug trades, can make large additional income through large initial commission and commission on repeat orders. No bulky samples required. Greatest line of semi-permanent needles on the market. Made by one of oldest, time-tried and proven concerns affiliated with phonograph industry from its inception. When replying state territory covered and period of time traveled. Address "Box 1241," care The Talking Machine World, 373 Fourth 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.

FOR SALE

A well established music house in city of 50,000 in Michigan, handling nationally known instruments, phonographs a specialty. Best of reasons for selling. Possession at once for holiday trade. Address "Box 1225," care The Talking Machine World, 373 Fourth 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.

SITUATION WANTED—Am I Your Man?
8 years' experience manager retail and commercial traveler wholesale phonograph and record field, prominent lines. At present employed. Desire change where future prospects are brighter. Prefer wholesale. Highest references. 28 years old. Address "Box 1228," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Commission salesmen in different sections of country to sell a self-recording disc made of metal for which there is a great demand. An excellent item as a side-line. Address "Box 1229," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Position as traveler for phonograph manufacturer. Ohio preferred. Extensive experience in the phonograph line. Salary or commission. Address "Box 1232," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Position as manager of phonograph department. Experienced. I am a good salesman and closer and can train sales force to do their best. Victor and Brunswick experience. Also ten years selling pianos and players. Salary and commission. Indiana or Ohio preferred. Address "Box 1233," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on phonograph dealers to carry repeating device as side line. New repeater which is unquestionably the most popular one offered for sale. Send for sample and commission proposition. The Rapid Repeater Co., 226 Van Alst Ave., Long Island City, N. Y.

POSITION WANTED—American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamper or matrix. Wish to hear from any company in need of an experienced man and capable of supervising. Address "Box 1221," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Live wire salesman wants to manage music store near Philadelphia. Prefer store handling Edisons and pianos. Excellent record. Address "Box 1230," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—By man of wide experience and acquaintance in wholesaling of phonographs, records and radio. Can act as district manager or handle entire outputs. Address "Box 1237," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Manufacturers or Jobbers. Can you use a man of aggressive personality, experienced in phonograph and record sales development, enjoying wide, friendly acquaintance and an excellent standing throughout entire New York State territory. If so, please communicate at once with "Box 1239," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

"RECORDION" PHONOGRAPH
of standard value—past and present—five upright—three console—1923 models. Offering the greatest dealer's opportunity.

At Your Service
COLUMBIA MANTEL CO.
175-177 Powers St. BROOKLYN, N. Y.
Real merit wins—The "Recordion" has it.

SPRINGS

VICTOR		
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 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.....		.35
HEINEMAN		
1"x.025x12' motors.....No. 33 & 77		.33
1 3/16"x.026x19', also Pathé.....		.75
1 3/16"x.026x17'.....No. 4		.59
MEISSELBACH		
7/8"x10' motors.....No. 9 & 10		.29
1"x9' motors.....No. 11 & 12		.29
1"x16' motors.....No. 16, 17 & 19		.49
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'glar hole, regular...No. 201		.45
1"x.025x18', rect'glar hole, regular...No. 401		.65
1"x.025x16', rect'glar hole.....		.58
KRASBERG		
1"x12' motor 2A, pear-shape and rect. holes.		.49
1"x16' motor 3 and 4 on outer end.....		.60
EDISON DISC		
1 1/2"x.028x25', regular size disc motors....		1.47
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
SMALL MOTORS		
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. spring 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
Columbia Gov. spring screws, No. 439.....per 100		.92
Columbia Gov. spring 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

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

AVAILABLE JANUARY 1ST

Well-known and thoroughly competent sales executive will be open for engagement January 1st. Familiar with every phase of the wholesale merchandising of talking machines and has just "put over" difficult sales proposition. New connection must afford plenty of opportunity for growth and advancement, with compensation commensurate with success achieved. Address "Box L. R.," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

500

AMPLIFYING HORNS AT A BARGAIN
These horns with castiron necks and high-quality woodwork were made by one of the largest manufacturers of reed products in the country. Measurements: 10 inches high, 15 inch front, 17 inches from centre of casting. Small quantities \$1.50 per horn, large quantities at an exceptionally low price.
FAVORITE MFG. CO., 105 E. 12th St.
Telephone: Stuyvesant 1666

WANTED—Salesmen that have been or are calling on electric or radio trade. See Mr. Rice, 6311 N. Clark St., Chicago, Ill.

FOR SALE

A well established needle business. Has been on the market for a number of years and is a going concern. Wide distribution among dealers throughout the country and well advertised. Trade name and good will rank high. Offers exceptional opportunity to secure a profitable business already organized. If interested address for full particulars "Box 1235," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXCEPTIONAL OPPORTUNITY

Manufacturer of first-class mica, with up-to-date plant, and owning mica mines, wants to enter into connection with capable and energetic man or firm who is acquainted with the leading phonograph manufacturers, and who could secure large orders on mica diaphragms for phonographs. Address "Box 1240," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXPERIENCED SALES EXECUTIVE

An experienced sales executive is open for a position with a standard, high-grade phonograph manufacturer who desires to secure New York representation. Is thoroughly familiar with the retail situation in Greater New York, knowing the dealers throughout the territory, and is in a position to give excellent representation to any manufacturer of high-grade quality machines. Please send full details regarding proposition to "Box 1238," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

We need an experienced talking machine salesman to represent prominent wholesale talking machine house in prescribed territory. To travel by car from residence to be established in territory. Address in strictest confidence, giving qualifications, etc., "Box 1236," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

BACK ISSUES OF TALKING MACHINE WORLD. Desire to buy following back numbers: January, February and March, 1905; February and May, 1906; August, September, October and December, 1913. Address "Box 1231," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

A jobber to handle output of a new phonograph needle factory which has a producing capacity up to 20 million needles weekly. Details on request. Write Drawer 520, Westfield, Mass.

SALESMEN WANTED

For territory not already closed. If you call on the music trade we have an attractive proposition for you. Small samples. Ready sellers. Excellent repeat business. Good commissions. Must furnish good references. For particulars address "Box 1234," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Revival of Trade Coming Rather Slowly, Although Exports Increase—Change in Cabinets Has Little Serious Effect on Business—Interesting Annual Report of the Gramophone Co., Ltd., Shows Greatly Increased Profits—Talking Machine Helps in Elections—What the New Record Lists Have to Offer—Recording African Dialects for Study Purposes—The Question of Radio and Its Development—Plans Being Made for Convention of Federation of British Music Industries—Success of the Newspaper Propaganda—General News Happenings of the Month

LONDON, E. C., December 2.—Seasonable greetings to my readers; may they be not too dry during the festive period ahead!

Following closely upon your election in the U. S. A., the English parliamentary reference to the people has in a sense resulted in a repudiation of the Lloyd Georgian policy. The Conservative Party has secured a working majority over all other parties; in a word, we are under a new Government. Its policy is to be defensive, rather than offensive. That being a representation of vox populi, it must be accepted with every hope of a good result, which time alone can verdict definitely.

Apart from what must be expected by the turmoil of an election, it cannot be said that there has been any really serious disorganization of business; on the contrary, as far as the music trade is concerned, little or no trade effect can be registered. A steady sales progress has been felt for some time through every department of the gramophone business.

Machine trade is really good and on the record side some manufacturers have been compelled to run night shifts to keep pace with orders from jobbers and dealers. Though this period represents the Summer of our content, as it were, it is nevertheless pleasantly surprising that a semi-luxury trade such as ours should move along so satisfactorily considering the instability everywhere in evidence. Take our national trade. The latest returns show little indication of that effective revival so necessary to the resuscitation of industries generally and the absorption of the mass of unemployed. Compared with September, imports for October rose by over £9,000,000, re-exports increased by nearly £2,000,000 and exports declined to the tune of £2,112,256. A not very cheering schedule! The cost of food values has risen two points and worse still, unemployment, according to latest figures at time of writing, is again on the increase. Yet is the gramophone trade (if not actually prosperous) doing a very satisfactory turnover! Well might folks ask—will it last? Much may be expected of the new Government, but to my way of thinking, 'twere too soon to bank upon any radical improvement of the economic position, at least for some considerable time to come. Its policy has got to be proved, to pass the period of incubation and upon fruition only will it be possible to estimate the value of the new Government's direction of the country's interests. All one can say at the moment is that given a settlement of the Near Eastern troubles, the prospect of concentration upon steps to promote trade and thereby

alleviate unemployment, should result gradually in the stabilization of industries at home and abroad.

Financial Report of the Gramophone Co., Ltd.

The report for the year ended June 30 last shows a decided improvement in the trading and in the financial position of the "His Master's Voice" Co. The latter part of last year and beginning of this shares were quoted at as low as 15/-, but rose in gradual stages to 30/-. They are now quoted (time of writing) at 25/- ex-dividend. Compared with only £26,119 last year, the present fiscal year's trading has leaped up to £140,307. This permits of a declared dividend of 15 per cent, less tax, against 6 per cent last year. Comparative figures for 1922 and 1921 are interesting:

	1922.	1921.
Profit	£140,307	£26,119
Brought in	83,453	40,064
War contingencies fund transferred.....	46,048
Dividend equalization fund transferred.....	50,000
Available total	£223,760	£162,231
Debenture charges	£22,800	£22,800
Income and Corporation taxes.....	23,102
Directors' fees and tax	6,303	5,978
Preference dividend	5,000	5,000
Ordinary dividend, less tax—rate.....	15 p.c.	6 p.c.
Ordinary dividend, less tax—amount...	112,500	45,000
Carried forward	54,055	83,453

The directors state that in recommending 15 per cent for the past year they consider that so large a distribution in proportion to the profits earned is justified only by the arrangement made as to preferential dividend at the time of the increase of capital in 1920, and by the sound cash position as shown in the accounts. The company's total assets, as shown by the balance sheet (irrespective of patents,

(Continued on page 174)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—Continued from page 173)

trade-marks and good-will), and of the foreign branches and factories, at June 30, 1922, amounted to £1,938,243, leaving, after deduction of liabilities and debenture stock, net tangible assets of £1,544,939, compared with £1,495,493 at June 30, 1921. The whole of the stock has been written down to market values at the date of the balance sheet. Since the end of the financial year, it is stated, sales have shown steady and substantial increase. On the Continent, however, abnormal conditions still prevail and in spite of increased sales unsatisfactory exchange and general restrictions to commerce continue to render trading unprofitable.

The Gramophone and Electioneering

What an opportunity missed! Over 1,500 candidates for parliament and less than half a dozen made use of gramophone records to acquaint electors with their views. True, a little more costly than cold print. But more telling and to an increased degree if the usual election address be told to the accompaniment of a live song hit or popular musical composition. As it was, very few new ideas were adopted. One candidate made a tour of his constituency accompanied by a man with a bell, the vigorous ringing of which soon collected a crowd. The Conservative candidate for Peckham made gramophone records of several short speeches and by means of a Stentorphone on a van was able to visit every street and address folk in several places at the same time. This proved very successful. Even more successful was the plan of C. L. Nordon, who recorded his election address and afterward had the discs distributed among all voters in possession of a gramophone. Other similar cases could be cited, but taking all things into consideration the valuable publicity channel of the gramophone failed to attain the recognition it deserved.

Miscellaneous News Paragraphs

Severe trade depression last year resulted in 4,840 business failures, over double the figures for 1920, and involving liabilities of £21,887,000! This considered, the comparatively few failures throughout the musical instrument trade can only be characterized as remarkable.

As from commencement of New Year, the Rex Gramophone Co. will be located at 59 Chiswell street, London, E. C.

P. B. in the States

News reached me last month (just too late for inclusion in my November report) that Noel Pemberton Billing, popularly known as "P. B.," was planning a visit to New York. He was due to return November 11, but owing to pressure of business was compelled to postpone departure for a week or so.

As previously stated in these columns, P. B. is the inventor of a special system of recording by means of which as much as 20 minutes of music can be encompassed on one side of a

twelve-inch disc. The application of a speed control device permits the playing of this new record on any machine—even a single-spring one. These products have recently been marketed here by World Record, Ltd., to good advantage.

In conversation, Secretary Gendle informs me that though all difficulties have been overcome, the demand is great enough to cause a little embarrassment. Everybody wants to hear, see and investigate the possibilities of the new product. With regard to Pemberton Billing's U. S. A. plans, Secretary Gendle could give no definite information apart from the fact that arrangements were being consummated for the manufacture and marketing there of both the record and the controller. Just what these arrangements are we shall know in due course.

New Zonophone Records

Seasonable titles are beginning to make a somewhat profuse appearance. Most of the companies have catered to the Xmas demand by the issue of special lists. The Zonophone people are, of course, to the fore, and among special issues from the ordinary supplementary list for November is twelve-inch record A-267, bearing "Gesù Bambino" (the Infant Jesus) and "Nazareth." Both are sympathetically sung by Leonard Hubbard, who possesses a baritone voice of pleasing timbre.

Ten-inch celebrity record G. D. 58 carries a couple of good songs by Sir Harry Lauder. Mackenzie Murdock's "Hame o' Mine"—a beautiful composition—though in contrast to Sir Harry's usual style, is nevertheless most pleasingly handled. With this is coupled "It's a Fine Thing to Sing"—a humorous ditty of the usual Lauder rollicking kind and very well sung. A very dramatic rendering of "Sympathy" and "Thank God for a Garden" is given by Cecil Sherwood on disc 2265, which should merit a wide suffrage. On 2266 Olive Fox and Clarkson Rose, in duet, tell us of the comical doings of "A Thousand Years Ago" in contrast to the present period and this, in company with "Our Own Little Home, Sweet Home," goes to the completion of a good record. Two well played and recorded piano solos—"Wun Lung To" and "Theres' a Good Time a-Coming"—are down to the credit of the composer-artist, Melville Gideon on record 2270. A couple of rousing accordion solos on 2267 by Peter Leatham will doubtless meet with a ready sale among those who favor this type of record.

Analysis of Voice Sounds

The London University College is undertaking an investigation into the speech sounds of African languages, which will be studied in their phonetic structure and recorded. The material will be available to those institutions that desire to teach such languages.

The phonetic laboratory contains ingenious

appliances for recording and analyzing sounds. But there are other instruments for one to practice making sounds, the oldest and simplest being an adaptation of the Bunsen burner to respond to the human voice. At a certain height the flame will only respond—by flickering—to the vowel "a." It will not respond to a nasalized "a" nor to a mere blow.

Another instrument is a revolving disc which shows a band of light to correspond with the vowel produced by the speaker.

There is also a phonoscope, invented by M. Lioret, of Paris, for the son of the King of Spain, in which the speaker can see what letter he has spoken. Thus the peculiarities of a language are studied through a native.

The "H. M. V." Window Display Scheme

Bulletin No. 1, just issued, deals with new ideas for enlivening gramophone and record sales by attractive window displays. Five inexpensive window schemes are illustrated and explained, with information as to where the necessary materials used may be obtained. Each idea centers around a particular model of "His Master's Voice," because the secret of good display is to stick to one idea. Thus are the company's agents directed along the road of progressive trade.

Wireless News

The Broadcasting Co. is still (at time of writing) an unknown quantity. Until its registration, it does not exist, officially, at any rate. The six big electrical and radio firms were supposed to have agreed on all conditions with the Postmaster General and day by day we are told that everything is ripe for "almost immediate registration." And so we go on hoping. Meantime those gramophone and other firms which have planned manufacture of receiving apparatus are still like Bonar Law—in the unhappy state of not knowing where they are! They know that under the proposals of the so-called "Big Six," who represent the so far non-existent Broadcasting Co., there would be an entry fee to membership of £50 or more, in addition to royalties of, as example, 7/6 per crystal set, £2 5/- per three-valve set, but they protest against this as likely to restrict freedom of trade and wish an inquiry into the patent situation. The trade section of the Radio Association is holding meetings of "outside" firms and dealers to safeguard their interests and take action in opposition to the levies demanded. In consequence of what is considered by many firms as arbitrary conditions of license to manufacture, progress and initiative is in many quarters at an entire standstill. By the time these lines appear, the situation may show a complete change.

Good News From J. E. Hough, Ltd.

Information to hand confirms that this house is about as busy as it well can be. All departments working at high pressure, I am told, which, of course, is only to be expected con-

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**

FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

**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"

sidering the many directions in which this firm caters to retail wants. Another list of up-to-date titles has been issued on the little five and a half inch D/S Bell record, which retails at the nominal figure of 1/3. The standard of the ten-inch D/S Winner record is well maintained throughout the new program just announced. Of outstanding merit is Part I and II of "Freedom," Hubert Bath's stirring composition which figured this year as the test piece at the Crystal Palace band contest. It is magnificently rendered on Winner record 3723 by Foden's Prize Brass Band.

Regular series of "Velvet Face" records continue to make appearance from the factories of Messrs Hough. Programs are confined to exclusively high-class music and songs by special artists.

To assist sales, the firm has marketed a new display rack for records. It is of steel wire with hinged support at back and will hold twelve records with display cards. Dealers should welcome this compact yet highly effective window or showroom sales device.

Arrangements have been made for the 1923 convention of the Federation of British Music Industries, to be held in Buxton beginning on May 22 at the Palace Hotel. It would be difficult to find a more suitable place than Buxton. It is in the very center of England and should meet the convenience of the greatest possible number of the music trades.

At a meeting of the Consultative Committee held in the Federation offices on November 1 Colonel Tatton explained what was being done in regard to newspaper propaganda and told the members of the committee that there were now about eighty-three newspapers which were printing the Federation articles week by week.

He also referred to a series of short paragraphs which were now being sent out week by week and to a new series of monthly reviews of new gramophone records.

A New Idea in Cabinet Gramophones

A very interesting development of the cabinet type of gramophone has been evolved by the Bestone organization here. It consists of a corner cabinet with half front sides of equal depth to the front facet, which gives space for doors to the amplifying chamber and record cupboard under. The construction and equipment of this instrument are entirely unique, resulting in a really wonderful record reproduction.

USE AND CARE OF THE PHONOGRAPH**W. A. Willson, of Columbia Co., Has Interesting Views on Timely Subject—Importance of Giving Phonograph in School Proper Care**

W. A. Willson, manager of the Educational Department of the Columbia Graphophone Co., has some interesting views on the use and care of the phonograph in the school. In a recent chat regarding this important subject Mr. Willson commented as follows:

"At the present time dealers are selling many phonographs to the public schools. The dealer should always advise the teacher regarding the care and use of the instrument. A piano, to insure satisfaction, must be tuned at least once a year. A phonograph is a more delicately constructed instrument than a piano and requires attention and care. In the schoolroom the phonograph is often left standing for months during the Summer without any use, at which time the lubricant which has been applied to the delicate machinery hardens and when again used will retard the action. Certain parts, at times, become loose and interfere with a proper tone production. If the teacher is advised that the instrument should be gone over at least once each year there will be greater satisfaction to all concerned.

"To illustrate how little teachers in general know of the mechanism of an instrument we will cite this incident: A representative of a phonograph company was told by the teacher that the instrument in her classroom was of

practically no account to the school. She said that she had used it very little and that the records made a very unpleasant sound. Being interested the representative called at the schoolroom and found the phonograph in fine condition, but the speed regulator pushed over to the highest speed limit. On examination he found only one type of needle—the very loudest toned. The records were then inspected and it was found in every case that they had been very badly worn. The representative put on a record which had been made especially for schoolroom use, put in a soft-toned needle and adjusted the speed. The result was entirely satisfactory.

"Teachers are customers and are most eager to have the phonograph as a means to bring best music into the experiences of their pupils. They do not know of the possibilities or limitations of the instrument. They need advice concerning types of needles, how to regulate speed and what types of records to use. This is a matter of service on the part of every dealer who sells a phonograph."

STARTING THE DAY'S WORK RIGHT**A Philosophic Dissertation on the Point of View to Be Maintained by the Man Who Starts to Business Worthy of Consideration**

The individual who feels an instinctive dislike to tackling the day's work as he starts to business should find out what's wrong. If he forces himself to go through the paces he will hold down a job, perhaps, but will he make a success of it? The chances are all against it. The really efficient worker is the one whose mind and body are attuned to his tasks, who doesn't let his work get ahead of him, or "on his nerves," and who does it happily, interestedly and enthusiastically. He never makes the mistake of thinking that smiles were made for leisure hours only, but carries them to business with him. Watch out for him. He's the man to get ahead.—Telephone Review.

Shapiro, Bernstein & Co., Inc., recently released a new folio carrying ten popular pieces for the saxophone. It is known as the "Gem Saxophone Folio No. 1." The numbers include those most popular in the company's catalog.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

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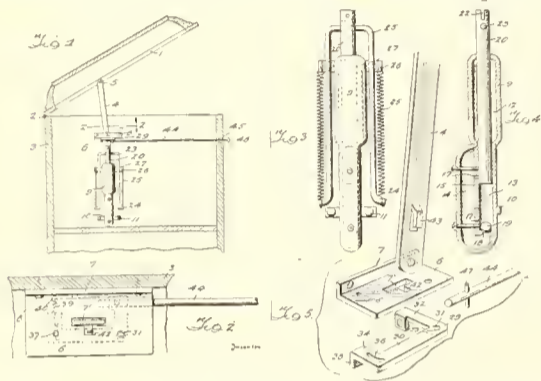
THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—Drop-cover Check. Harold A. Arnold, Lenor, Kan. Patent No. 1,425,568.

The present invention relates to a drop-cover check and has for its principal object to provide a cover supporting and checking means for retaining in open position, and checking or controlling the closing action of a top or cover for talking machines, music boxes and similar cabinets.

Figure 1 is a vertical section through a cabinet and cover therefor showing the invention attached thereto. Fig. 2 is an enlarged horizontal

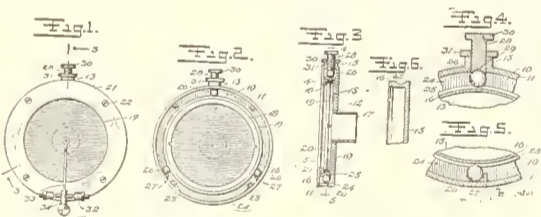


section taken on the line 2-2 of Fig. 1, looking in the direction of the arrow. Fig. 3 is an elevation of the cylinder and associated elements. Fig. 4 is a vertical section through the cylinder, and Fig. 5 is a disassembled perspective of the catch mechanism.

Diaphragm Frame Mounting for Reproducers. David H. Wilson, Philadelphia, Pa. Patent No. 1,425,566.

This invention relates more particularly to diaphragm frame mounting for reproducers and the objects are to improve and simplify the general construction of devices of this character and to provide an improved mounting for a diaphragm frame which will afford the frame absolute freedom of motion and vibration.

Figure 1 is a face view of a reproducer constructed in accordance with this invention. Fig. 2 is a view similar to Fig. 1, but with the front ring of the casing removed. Fig. 3 is a section on the line 3-3 of Fig. 1. Fig. 4 is an enlarged



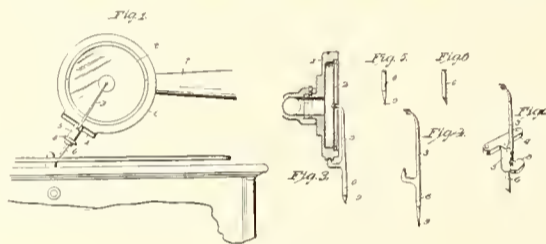
detailed section through the line 4-4 of Fig. 3. Fig. 5 is an enlarged detailed section on the line 5-5 of Fig. 3. Fig. 6 is a detailed section on the line 6-6 of Fig. 4.

Phonographic Apparatus. Charles C. Guernsey, East Barrington, N. H. Patent No. 1,427,734.

The primary object of the present invention is to form the sound-vibration transmitting elements or devices of a sound-reproducing apparatus of a novel material possessing properties which will result in vibrations being more accurately transmitted than heretofore so that the recorded sounds will be reproduced with a maximum degree of accuracy and without the attendance of any harsh or discordant sounds or noises which is a well-recognized fault of the greater majority of phonographs and similar sound-reproducing apparatuses. As a rule, rather than otherwise, the sound-vibration transmitting elements of sound-reproducing apparatuses are constructed of metal, so that the reproduction of recorded sounds is accompanied by discordant metallic noises, particularly in the reproduction of the higher notes and of band music. It is true, it has been proposed

to form the styli of such apparatus from various non-metallic materials as, for example, ivory, wood, bone treated by various processes, etc., but even by the use of such expedients uniformly good results cannot always be obtained. Likewise, it has been proposed to form the diaphragm of such an apparatus from various kinds of material to counteract the metallic sounds attending the use of a metallic needle, but without any great degree of success. As stated, therefore, it is the object of the present invention to form this and other sound-vibration transmitting elements or parts from a material which will insure a uniformly accurate reproduction of the recorded sounds because of a more perfect transmission of the vibrations produced in the travel of the stylus point in the record groove.

Figure 1 is a side elevation illustrating one type of reproducing apparatus, all or a part of the elements of which may be produced in accordance with the present invention. Fig. 2 is a perspective view illustrating the vibration

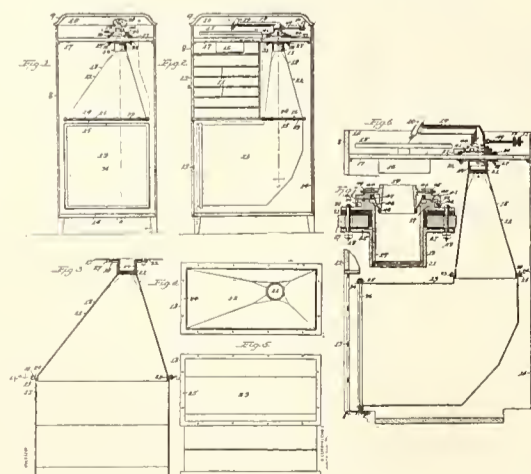


transmitting arm, the needle vise by which it is carried, and the needle, all or a part of which elements may be produced in accordance with the present invention. Fig. 3 is a vertical sectional view through another type of reproducing apparatus. Fig. 4 is a perspective view of a portion of said apparatus, and Fig. 5 and 6 are perspective views illustrating different types of styli produced in accordance with the invention.

Phonograph. Joseph Hoffay, New York. Patent No. 1,425,966.

This invention relates to phonographs, particularly of the built-in horn type, and one of the main objects thereof is to provide means for preventing the escape of sound waves at any point between the sound box and the outer end of the horn while at the same time allowing full freedom of movement to the tone arm during reproduction.

Figure 1 is a vertical section through a phonograph embodying several features, as on the line 1-1 of Fig. 2. Fig. 2 is a similar section taken on the line 2-2 of Fig. 1. Fig. 3 is an enlarged section, fragmentarily, through the horn which is employed, as on the line 3-3 of Fig. 2. Fig. 4 is a bottom plan view of the upper horn member, as on the line 4-4 of Fig. 3. Fig. 5 is a top plan view of the lower



horn member, as on the line 5-5 of Fig. 3. Fig. 6 is a fragmentary view similar to Fig. 2, enlarged, and showing the horn in sections as well as the tone arm, and Fig. 7 is an enlarged section taken on the line 7-7 of Fig. 6, show-

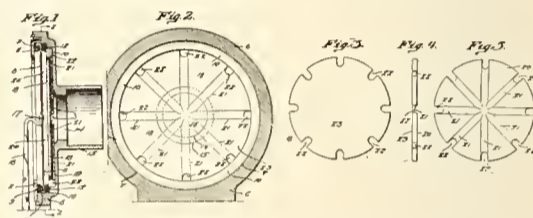
ing the manner of mounting the tone arm and of suspending the horn.

Sound Box. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,426,970.

One object of this invention is to provide an improved sound box for talking machines, which will be instrumental in more accurately reproducing sound than devices previously used for this purpose.

Another object of the present invention is to distribute and equalize the impulse caused by the connection of the stylus bar to the diaphragm prior to the passage of the sound waves through the tone conducting portion of the machine.

Figure 1 is an enlarged fragmentary section taken centrally through a sound box made in accordance with the invention, the stylus bar being shown in outside view. Fig. 2 is a section taken on the line 2-2 of Fig. 1. Fig. 3 is



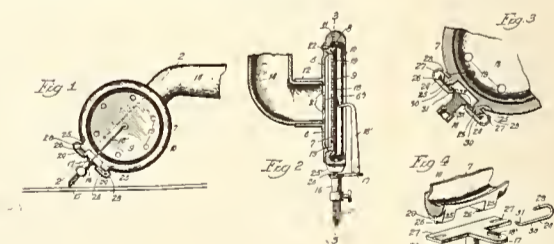
a front face view of a member which forms a part of the invention in the construction illustrated. Fig. 4 is an edge view of said member, and Fig. 5 is a rear view of said member.

Sound Box. Elmer Fletcher, Chicago, Ill., assignor to the Fletcher-Wickes Co., same place. Patent No. 1,427,198.

The invention relates to sound boxes for phonographs or recorders. One object of the invention is to provide an improved sound box in which provision is made for deflecting the sound between the diaphragm and the tone-arm or sound-outlet, so that the sound will be diffused and amplified, but also mellowed, to eliminate the sharp metallic noises or sounds.

Another object of the invention is to provide an improved connection between the needle-support and the sound box, which is simple in construction and efficient in operation.

In the drawings: Fig. 1 is a side elevation of a phonograph embodying the invention. Fig. 2 is a section taken on line 2-2 of Fig. 1. Fig. 3 is a section taken on line 3-3 of Fig. 2. Fig. 4 is a detail perspective showing the parts of the improved pivotal connection between the needle support and the sound box.



Sound Amplifier for Phonographs and Method of Making the Same. Charles J. Dodge, Brooklyn, N. Y. Patent No. 1,429,937.

This invention relates to sound amplifiers for phonographs and the method of making the same. One object of the invention is to simplify the construction of the throat and horn of the phonograph as a matter of facilitating the manufacture of these parts and of making them more uniform. Another object is to provide a throat and horn of homogeneous construction; that is, a construction in which both of these parts are formed of a single piece of material. It has been found that the acoustic qualities of the amplifier are much better where the throat and horn are homogeneous. It is not possible

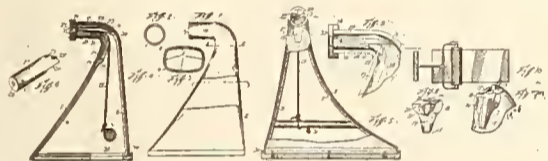
PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 176)

to make these parts from wood and to make them homogeneous, whereas, in the present case, these parts may be made homogeneous and at a cost which is less than the cost of making these of wood in separate parts.

Another object of the invention is to make the amplifier of a moldable material in order to simplify the construction thereof and in order to secure the most advantageous shapes without increasing the cost of manufacture. Another object is to make the amplifier of a moldable composition, which, when set, will have all the tone qualities of wood and in some respects superior thereto. In the present device one is able to obtain the mellow tones usually obtained with wood and to eliminate the irregularities due to the grain of the wood. Where a curved portion of the sound member, such as the throat, is made of wood, the grain is not suitably arranged for all portions thereof, whereas, in the present device, one can obtain the quality ordinarily obtained with wood, but without having a grain structure, so that the sound waves are more uniformly directed.

The invention also includes a novel core or form over which the improved amplifier is adapted to be made.

Figure 1 is a side elevation of an amplifier consisting of the throat and horn, embodying the invention, part thereof being broken away for illustrative purposes. Fig. 2 is a sectional view taken on the line 2—2 of Fig. 1; Fig. 3 is a sectional view taken on the line 3—3 of Fig. 1. Fig. 4 is a vertical sectional view showing the method of making the amplifier on a form or mold. Fig. 5 is a similar view taken



in a plane at right angle to the plane on which Fig. 4 is taken. Fig. 6 is a perspective view of one of the form members. Fig. 7 is a perspective view of one part of one of the form members. Fig. 8 is a perspective view of another form member. Fig. 9 is an elevation of one portion of the form, and Fig. 10 is a plan view showing one method of preparing the material for the form.

Sound Reproducer. Morris S. Rankin, Mount Ephraim, N. J. Patent No. 1,430,185.

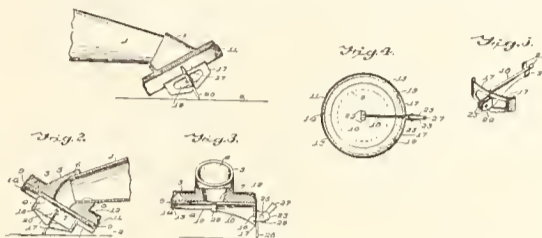
The object of this invention is to provide an improved sound reproducer for talking machines and the like, which in its preferred form can be manufactured at a low cost, and is particularly adapted for use as a part of toy devices of this character.

Another object is to provide an improved mounting for the stylus bar, whereby the same is separated from the sound-box casing by a non-conducting or sound-insulating member, thus preventing the objectionable "scratch" of the needle in the groove of the record from being conveyed to the said casing, as by a continuous metallic path.

A further object is to provide in such a device a diaphragm-retaining gasket having an axially directed extension operative to form the yielding, resilient, sound-insulating support for the stylus bar.

And still another object of the invention is

to provide an improved method of mounting the diaphragm within the sound-box casing; to provide an improved means for holding the stylus in co-operation with the stylus bar of the reproducer; to provide an improved method of attaching one end of the said stylus bar to the diaphragm; to provide an improved manner of supporting said reproducer, and other details of construction and operation fully brought out in the following description: Figure 1 is a side elevation of the reproducer and the adjacent



end portion of an amplifier. Fig. 2 is an enlarged diametrical section of the sound reproducer in its preferred form. Fig. 3 is a transverse section of the same. Fig. 4 is a plan view of the diaphragm free of the reproducer, and Fig. 5 is an enlarged detail perspective view of the folded metal blank from which the stylus bar is formed.

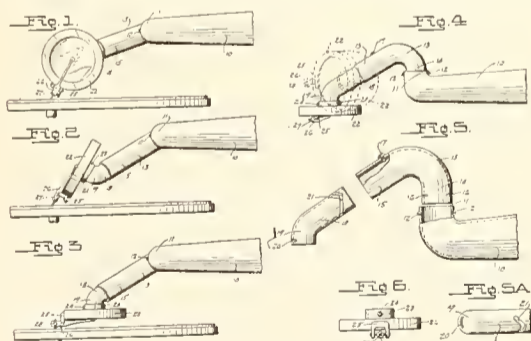
Convertible Tone Arm. Aubrey R. Malone, Franklin, Ky. Patent No. 1,430,395.

The object of this invention is the production of a convertible tone arm which may be used in playing in order to be used with and reproduce three different forms of phonographic records.

A further object is to provide a device of this character in which the tone arm is formed with three parts adjustable with respect to each other so that the tone arm may be turned into three different positions to thereby provide for the reproduction of Victor, Edison or Pathé records, as may be desired, the stylus lever or holder being so designed as to provide for adjustment of the stylus to correspond with the record which is to be placed.

A still further object is to provide for the lengthening or shortening of the tone arm necessary where the tone arm is adjusted for playing different styles of records.

Figure 1 is a side elevation of the improved tone arm and sound box as applied to a Victor record. Fig. 2 is a similar view of the device as applied to a Pathé record; Fig. 3 is a similar view as applied to an Edison record. Fig. 4 is a plan view of the tone arm and sound box, the full lines indicating the position of the sound



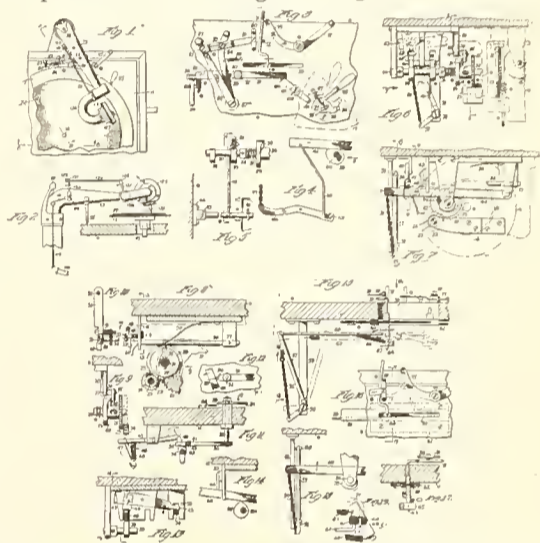
box as applied to a Victor record and the dotted lines as applied to an Edison record and a Pathé record. Fig. 5 is a detailed plan view of the tone arm. Fig. 5a is a top plan view of the connector 18. Fig. 6 is a detailed end elevation of the sound box.

Replaying Device for Talking Machines. Russell B. Howard, Windham, Vt. Patent No. 1,430,450.

The principal objects of this invention are to provide a simple and practical device by which a talking machine, or the like, can be caused to play and replay a record as long as may be desired of different lengths, adjustments being arranged for at both ends of the record; to provide connections on a shaft operated by the motor shaft for initiating the various operations or controlling them; to provide auto-

matic means for throwing said devices in and out of operation; to provide an improved and simplified means for lifting the stylus from the record and lowering it back into operative playing position; to control the mechanism therefor by locating it in the tone arm; to provide a convenient device for swinging the tone arm back from the stopping position to the starting position; to provide means connected with the last-named mechanism for controlling the stopping of the said shaft and for locking the shaft starting connections.

Figure 1 is a plan of a talking machine of one type showing such features of this invention as are applied on the top of the casing. Fig. 2 is a sectional view on the line 2—2 of Fig. 1, showing the tone arm and its connected parts in side elevation. Fig. 3 is a plan on enlarged scale of the mechanism shown in Fig. 1 with the tone arm removed. Fig. 4 is a sectional view on the line 4—4 of Fig. 5, which is an elevation of the mechanism for lifting the sound box. Fig. 6 is a sectional view on the line 6—6 of Fig. 1. Fig. 7 is an end elevation of the parts shown in Fig. 6. Fig. 8 is a sectional

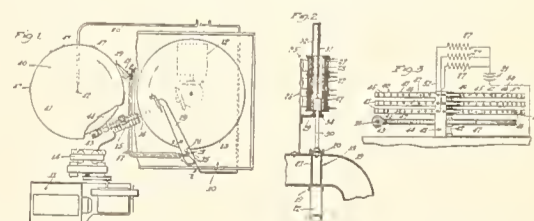


view on the line 8—8 of Fig. 6; Fig. 9 is a side elevation of the clutch mechanism. Fig. 10 is a sectional view on the line 10—10 of Fig. 8, showing the clutch-locking mechanism in plan. Fig. 11 is a sectional view on the line 11—11 of Fig. 7, showing part of the clutch-locking mechanism. Fig. 12 is a plan taken above the cover of the casing showing a part of the locking mechanism. Fig. 13 is a sectional view on the line 13—13 of Fig. 8. Fig. 14 is a sectional view on the line 14—14 of Fig. 13. Fig. 15 is a sectional view on the line 15—15 of Fig. 7. Fig. 16 is a plan taken above the cover of the controlling mechanism, shown in a different position from that in which it appears in Fig. 3. Fig. 17 is a sectional view on the line 17—17 of Fig. 16. Fig. 18 is an end view of the tone arm moving elements, and Fig. 19 is a sectional view on the line 19—19 of Fig. 15.

Automatic Sound Control for Phonographs and the Like. Orlando E. Kellum, Los Angeles, Cal. Patent No. 1,431,119.

This invention relates to an automatic sound control for a phonograph and is particularly adapted for embodiment in connection with a phonograph which is arranged to operate in synchronism with other mechanism, such, for instance, as a kinctograph.

Figure 1 is a plan view of an apparatus embodying a phonograph kinctograph and the



automatic sound control device for the phonograph. Fig. 2 is an enlarged detail sectional view taken as indicated by line 2—2 on Fig. 1, and Fig. 3 is an enlarged side elevation of a portion of the automatic sound control device showing the electric circuits diagrammatically.

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Advance RECORD BULLETINS for January, 1923

VICTOR TALKING MACHINE CO.

POPULAR SONGS
18975 Carry Me Back to My Carolina Home, Campbell-Burr
18976 A Picture Without a Frame...Peerless Quartet
18982 Homesick...Miss Patricola with The Virginians
DANCE RECORDS
18972 A Kiss in the Dark—Medley Waltz, The Serenaders
18973 All Muddled Up—Fox-trot, Zez Confrey and His Orch.
18977 Sweetheart Lane—Medley Fox-trot, Paul Whiteman and His Orch.
18978 Kiss Mama, Kiss Papa—Fox-trot, The Virginians
18980 The World Is Waiting for the Sunrise—Medley Fox-trot, Benson Orch. of Chicago
18981 I'm Goin' to Plant Myself in My Old Plantation Home—Fox-trot, Zez Confrey and His Orch.
18983 Pack Up Your Sins—Fox-trot, Paul Whiteman and His Orch.
55179 Bella, the Belle o' Dunoon...Sir Harry Lauder
45331 Apple Blossoms...Elsie Baker
45332 Neath the South Sea Moon...Lambert Murphy
18971 The Hem of His Garment...Rodeheaver-Asher
18979 'Twas in the Month of May—Katinka, International Novelty Orch.
18969 Pianofoage...Bargy
18970 Manisot March...Pryor's Band
RED SEAL RECORDS
87351 Romeo and Juliet—Juliet's Waltz Song (Romeo et Juliette—Valse)...Gounod
66103 Madoline...Gill-Nelson
74787 I Puritani—Ah, per sempre (To Me Forever Lost)...Bellini
87350 Songs My Mother Taught Me...Dvorak
74786 Madame Butterfly—Un bel di vedremo (Some Day He'll Come)...Puccini
66110 Spanish Dance...Granados-Kreisler
66111 Tosca—Vissi d'arte (Love and Music)...Puccini
66104 Aucassin and Nicolette...Kreisler
74780 Les Préludes—Part I...Liszt
74781 Les Préludes—Part II...Liszt
66112 Mother in Ireland...Griffen-Kahn-Lyman
74788 Hungarian Rhapsody, No. 10...Liszt
PHILADELPHIA ORCHESTRA
66106 March of the Caucasian Chief...Ippolitow-Iwanow
66105 Waltz and Elin Dance...Grieg
COLUMBIA RECORDS
SYMPHONY RECORDS
79971 Manon Lescaut, "In quelle trine morbide" (In These Soft, Silken Curtains)...Puccini
98040 La Gioconda, "Cielo e Mar" (Heaven and Ocean)...Toscanini
A3733 Robin Adair, Scotch Air (Keppel)—Soprano Solo...Florence Macbeth
A3732 Homing (Del Riego)—Contralto Solo, Carmela Ponselle
A3725 Where the Morning Glories Twine Around the Door (Von Tilzer)—Baritone Solo, Oscar Seagle
A6224 Soldiers' Chorus (from "Faust"), (Gounod)—Metropolitan Opera House Orch.
A6223 Canzonetta (from "Concerto in D Major," Op. 35), (Tschaiakowsky)—Violin Solo, Sascha Jacobsen
A3473 Choo Choo Blues (Barr)—Fox-trot, Frank Westphal and His Orch.
A3741 I Found a Four-leaf Clover (from "George White's Scandals"), (Gershwin)—Fox-trot, The Happy Six
Time Will Tell (Intro.: "Oh, How I've Missed You, Mary," from "Sally, Irene and Mary"), (Klages-Coots)—Medley Fox-trot, The Happy Six

A3738 Fate (Gay)—Fox-trot, Ted Lewis and His Band
A3745 Sixty Seconds Ev'ry Minute (I Think of You) (Intro.: "Sweetheart Lane"), (Hirsch)—Medley Fox-trot...The Columbians
A3724 Three O'Clock in the Morning (Robledo)—Waltz...Eddie Elkins' Orch.
A3729 Four O'Clock Blues (Dunn and Horsley)—Fox-trot...Johnny Dunn's Original Jazz Hounds
A3744 Lost (A Wonderful Girl) (Hanley)—Comedian, Al Jolson
A3742 You Need Someone, Someone Needs You (from "Queen o' Hearts"), (Gensler)—Comedienne...Nora Bayes
A3734 My Buddy (Donaldson)—Tenor Solo, Edwin Dale
A3726 I Know I Have Another Building—Male Quartet...Fisk University Jubilee Singers
A3723 Yale Songs, Medley No. 1: "Yale Boola," "Whoop It Up," "Good-night, Harvard," "Bingo Eli Yale," "Down the Field" (Hirsch, Friedman, Moore, Porter, Friedman)—Male Quartet...Shannon Four
A3727 Orientale (Cui)—Flute, 'Cello, Harp Trio, Trio de Lutece
A3728 Western Stars (Deiro)—Accordion Solo, Guido Deiro
A3739 Maui Girl, Waltz—Ukulele Solo...Frank Ferera
MID-MONTH LIST
DANCE MUSIC
A3740 All Muddled Up (Wenrich)—Fox-trot, Paul Specht and His Hotel Astor Orch.
A3730 Bees' Knees (Lopez and Lewis)—Fox-trot, Ted Lewis and His Band
A3737 Silver Swanee (Cantor and Schwartz)—Fox-trot...Eddie Elkins' Orch.
POPULAR SONGS
A3735 All for the Love of Mike (Pease, Nelson and Tobias)—Comedians...Van and Schenck
A3731 Mississippi Choo-Choo (Frost and Rose)—Comedienne...Blossom Seeley

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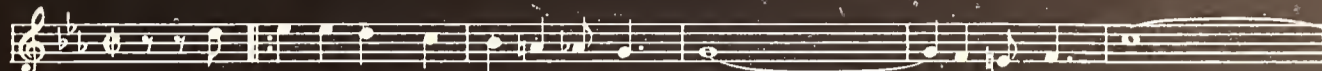
VOCALION RECORDS
STANDARD SELECTIONS
30162 Passing By (Edward Purcell)—Baritone, Aeolian Orch. Accomp...Thomas
14454 The Sunset Trail of Gold (MacDermid)—Quartet, Orch. Accomp., Criterion Male Quartet
14453 Song Bird (Applefield-McKee)—Whistling and Vocal Duet, Orch. Accomp., McKee and McNamer
INSTRUMENTAL SELECTIONS
60001 Waltz in A Major (Brahms)—Violin Solo—Piano Accomp. by Hamilton...Culbertson
14467 Vanite (Wiedoeft)—Saxophone Solo with Orch. Accomp...Wiedoeft
14469 Barber of Seville (Rossini)—Accordion Solo, Gallarini
14471 The Gallant Seventh (Sousa)—March, Lt. Sutherland and His 7th Regt. Band
14468 Ninety-first Psalm (MacDermid)—Tenor Solo, Orch. Accomp...Hart
14470 Shall We Gather at the River (Lowry)—Quartet, Orch. Accomp., Aeolian Mixed Quartet
14452 Main Veibel Zlate (Rund)—Orch. Accomp., Goldstein
SACRED SELECTIONS
80732 Garden Dance...Imperial Marimba Band
80733 Alice, Where Art Thou?—Transcription, Violin Solo...MacMurray
82271 Will You Come Back to Me? (Laddie)...Case
JEWISH SELECTIONS
14459 You Tell Her, I Stutter (Rose-Friend)—Tenor-Baritone Duet, Selvin's Orch. Accomp., Jones and Hare
When the Leaves Come Tumbling Down (Howard)—Fox-trot Song, Selvin's Orch. Accomp., Kaufman

DANCE SELECTIONS
14455 Sixty Seconds Ev'ry Minute (I Think of You) (Intro.: "Sweetheart Lane," from "Greenwich Village Follies, '22), (Hirsch)—Fox-trot, The Bar Harbor Society Orch.
14456 Where Is the Man of My Dreams (Intro.: "Argentina," from "Scandals of 1922"), (Gershwin)—Fox-trot...Selvin's Orch.
14457 Rose of the Rio Grande (Gorman-Clarke-Leslie) Fox-trot...The Biltmore Society Orch.
14458 Teddy Bear (Blues) (Jackson)—Fox-trot, Coleman and His Montmartre Orch.
14460 Save the Last Waltz for Me (Jolson-Austin)—Waltz, Vocal Chorus by Kaufman, The Bar Harbor Society Orch.
14461 Stop Your Kidding (Mills-Grofe-McHugh)—Fox-trot Blues...The Original Memphis Five
14462 Pack Up Your Sins (and Go to the Devil) (From "The Music Box Revue"), (Berlin)—Coleman and His Montmartre Orch.
14463 Old Time Waltzes—Part 5 (Intro.: "On a Sunday Afternoon," "On the Banks of the Wabash," "Smarty! Smarty! Smarty!" "Auld Lang Syne"...Selvin's Orch.
EDISON DISC RE-CREATIONS
FLASHES
51079 You Tell Her, I Stutter...Jones-Hare
51080 Kiss Mama, Kiss Papa—Fox-trot, Kaplan's Melodists
51084 Cock-a-Doodle-Do—Fox-trot...Raderman's Orch.
51090 I Came, I Saw, I Fell (from "The Passing Show of 1922")—Fox-trot...Kaplan's Melodists
51091 The Cat and the Canary—Fox-trot, Kaplan's Melodists
51094 Bees' Knees—Fox-trot...Atlantic Dance Orch.
51095 Whistling—Fox-trot...Al Burt's Dance Orch.
GENERAL LIST
51083 Human Hearts—Fox-trot, Dornberger's Dance Orch.
51027 Valse Caprice—Piano Solo...Young
51085 Call Me Back, Pal o' Mine...Spencer-Hart
51075 When All Your Castles Come Tumbling Down (from "Molly, Darling")—Fox-trot, Knecht's Waldorf-Astoria Dance Orch.
51087 Three o'Clock in the Morning...Spencer-Hart
51088 Send Back My Honeyman...Dennis Sisters
51089 Lonesome Mama Blues—Banjo Solo...Van Eps
51041 Stack o' Barley—Medley, Accordion Solo...Kimmel
51092 Do I Love Her?—Fox-trot...Raderman's Orch.
51093 Somewhere—Fox-trot...Burt's Dance Orch.
51048 A Country Fiddler Gets New Thrills...Taggart
51050 Song of Persia—Violin Solo...Ball
JANUARY, 1923, DISC SUPPLEMENT
51009 Barber of Seville Overture...Creator and His Band
51010 The Arkansas Traveler—Descriptive Scene, Porter-Hare
51011 Inca Rhythms (Ritmos Incaicos)—Piano Solo, Valderrama
51012 Poppies (A Japanese Romance)—Banjo Solo, Benoist
80732 Garden Dance...Imperial Marimba Band
80733 Alice, Where Art Thou?—Transcription, Violin Solo...MacMurray
82271 Will You Come Back to Me? (Laddie)...Case
4651 Limpy Imp...Sodero's Band
4652 Smile Through Your Tears...Phillips
4653 The Lover and the Bird...Metropolitan Quartet
4654 Red Moon—Waltz—Piano Solo...Stevens

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ADVANCE RECORD BULLETINS FOR JANUARY - (Continued from page 178)

- 4655 Susie... Collins and Harlan
4656 Forest Whispers... Reed Orch.
4657 Fancies... James
4658 Poppies (A Japanese Romance)... Banjo Solo.

BRUNSWICK RECORDS

- 15030 Mignon - Connais-tu le pays? (Knowest Thou the Land? (Act I) (Thomas) - Soprano in French... Florence Easton
4677 Kiss Mama, Kiss Papa - Fox-trot... Kaplan's Melodists
4678 You Tell Her, I Stutter... Jones-Hare
4679 The Fox Waltz - Fox-trot... Atlantic Dance Orch.
4680 I Came, I Saw, I Fell (from "The Passing Show of 1922") - Fox-trot... Kaplan's Melodists

- 2340 Some of These Days - Fox-trot (Brooks), Bennie Krueger's Orch. 10
It's Getting Dark on Old Broadway - Fox-trot, from "Ziegfeld Follies of 1922" (Buck-Stamper-Hirsch)... Bennie Krueger's Orch. 10
2339 You Remind Me of My Mother - Fox-trot, introducing "Till My Luck Comes Rolling Along," from "Little Nellie Kelly" (George M. Cohan)... Arnold Johnson and His Orch. 10

PATHE FRERES PHONOGRAPH CO.

- STANDARD VOCALS
020848 My Dreams (Weatherly-Tosti)... Charles Cinway
020849 Rose in the Bud (Barrow-Foster)... Edw. Kendall
020850 I Passed by Your Window (Taylor-Brahe), Arthur Wilson
Vale (D'Arcy-Russell)... Frank Sterling
HAWAIIAN
020834 Flower of Hawaii (Pua O Hawaii) - Hawaiian Guitars... Native Hawaiian Troupe
Thru the Night - Hawaiian Guitars, Native Hawaiian Troupe
NEGRO JUBILEE RECORD
020851 Roll, Jordan, Roll - Vocal Chorus, Jim Europe's Singing Serenaders
Swing Low, Sweet Chariot, Jim Europe's Four Harmony Kings
OPERATIC
025092 Mephistopheles - "Whistle Song" (Boito) - In Italian... Adamo Didur
Faust - "Le Veau d'or" (Gounod) - In French, Adamo Didur
025093 Invitation to the Valse (Weber), New Symphony Orch. - Arthur Bodanzky, Cond.
American Fantasia (Herbert), New Symphony Orch. - Arthur Bodanzky, Cond.
025094 Bonnie, Sweet Bessie (Root-Gilbert), Craig Campbell
Believe Me, If All Those Endearing Young Charms (Moore-Stevenson)... Craig Campbell
DANCE
020855 He May Be Your Man, but He Comes to See Me Sometimes - Fox-trot... Original Memphis Five
Stop Your Kidding - Fox-trot, Original Memphis Five
020864 Gee, But I Hate to Go Home Alone - Fox-trot... Golden Gate Orch.
Cow-Bells - Fox-trot... Golden Gate Orch.
020857 Lady of the Evening, from "Music Box Revue" - Fox-trot... Majestic Dance Orch.
Pack Up Your Sins and Go to the Devil, from "Music Box Revue" - Fox-trot, Majestic Dance Orch.
020858 Lost (A Wonderful Girl) - Fox-trot, Don Parker's Western Melody Boys
Lovin' Sam - Fox-trot... Majestic Dance Orch.
020859 I'm Through Shedding Tears Over You - Fox-trot... Don Parker's Western Melody Boys
Swanee Smiles - Fox-trot, Long Beach Society Serenaders
020861 Isle of Sweethearts - Waltz, Max Terr and His Orch.
A Kiss in the Dark, from "Orange Blossoms" - Waltz... Hazay Natzy and His Orch.
(Jack Green, Director)
020862 Sixty Seconds Ev'ry Minute, from "Greenwich Village Follies" - Fox-trot, Hazay Natzy and His Orch.
(Jack Green, Director)
Who Did You Fool After All - Fox-trot, Majestic Dance Orch.
020853 Georgia Cabin Door - Fox-trot, Max Terr and His Orch.
All Muddled Up - Fox-trot, Long Beach Society Serenaders
POPULAR VOCAL
020866 You Remind Me of My Mother, from "Little Nellie Kelly"... Frank Sterling
Nellie Kelly, I Love You, from "Little Nellie Kelly"... Arthur Wilson
020865 You Tell Her - I Stutter, Harry Blake and Robert Judson
He Loves It... Harry Blake
November Rose... Frank Sterling
Mother's Love... Arthur Wilson
020868 A Picture Without a Frame... Apollo Male Trio
In a Corner of the World All Our Own, Apollo Male Trio
020869 Little Pal of Long Ago... Charles Cinway
Lost (A Wonderful Girl)... Charles Cinway
NEGRO VOCAL RECORD
020870 That Da Da Strain - Dance Rhythm, Anna Meyers and Original Memphis Five
Tain't Nobody's Bizness If I Do - Dance Rhythm... Anna Meyers & Original Memphis Five

- LAUGHING RECORD
020856 Some Laughs... Monroe Silver
Cohen Talks About the Ladies... Monroe Silver

OKEH RECORDS

- 4699 The Lass from the County Mayo (Browne) - Tenor, Orch. Accomp... Griffin
Sweet Inniscarra (Olcott) - Tenor, Orch. Accompaniment... Griffin
4700 Hawaiian Hulu Medley - Ukulele Solo... Ferera
Maui Waltz - Ukulele Solo... Ferera
4701 Good Lord, I Done Done - Colored Male Quartet... Excelsior Quartet
I Am the King of the Sea - Colored Male Quartet... Excelsior Quartet
4702 Romance (Op. 45), (Grumfeld) - Piano Solo, Eislser
Prelude (Op. 3, No. 2), (Rachmaninoff) - Piano Solo... Eislser
4703 McDermott's Hornpipe (McDermott) - Violin Solo, Piano Accomp... Coleman
Irish Reel Medley (The Pigeon on the Gate) - Violin Solo, Piano Accomp... Coleman
4709 Beale Street Blues (Handy) - Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys
12th Street Rag (Bowman) (with incidental xylophone by Joe Green) - Fox-trot, Rega Dance Orch.
4689 That Da-Da Strain (Medina-Dowell) - Popular Colored Singer, Mamie Smith and Her Jazz Hounds
Wish That I Could But I Can't Forgive You Blues (Goodman-Rose) - Popular Blues Vocal, Mamie Smith and Her Jazz Hounds
4690 For the Sake of Auld Lang Syne (Graff-Burns-Ball) - Tenor-Baritone Duet, Orch. Accomp., Jones-Hare
The Trail to Long Ago (White-Erickson-Klickmann-Keithley) - Tenor-Baritone Duet, Orch. Accomp... Hart-Shaw
4691 Early in the Morning (Brown-Klages) - Fox-trot... Markel's Orch.
Blue (Leslie-Clark-Handman) - Fox-trot, Markel's Orch.
4692 All for the Love of Mike (Pease-Nelson-Tobias) - Tenor, Orch. Accomp... Jones
Nellie Kelly, I Love You (from the musical play "Little Nellie Kelly") (Cohan) - Tenor, Orch. Accomp... Ash
4693 All Over Nothing at All (Rule) - Fox-trot, The Original Six, George Kelly, Director
Meet Me Next Sunday (I'll Wait for You), (Snyder) - Fox-trot, The Original Six, George Kelly, Director
4704 Wagsey Watermelon (Jean) - Baritone, Banjo Accomp... Hare
Jack and the Beanstalk (Jean) - Baritone, Orch. Accomp... Hare
4705 Rocking Horse Parade (Ring-Hager) - Christmas Novelty Record... Hager's Concert Orch.
Grandma's Music Box (Ring-Hager) - Christmas Novelty Record... Ring & Co.
4706 Homesick (Berlin) - Fox-trot, Lopez and His Hotel Pennsylvania Orch.
Toot, Toot, Tootsie (Goo' Bye) (Kahn-Erdman-Russo) - Fox-trot, Lopez and His Hotel Pennsylvania Orch.
4707 Turtle Dove (Leon) - Fox-trot, Lopez and His Hotel Pennsylvania Orch.
Where the Volga Flows (David-Katzman) - Fox-trot, Lopez and His Hotel Pennsylvania Orch.
4708 You Give Me Your Heart (from the photoplay "Blood and Sand"), (Snyder) - Fox-trot, Natzy's Biltmore Orch., Jack Green, Director
Zenda (from the photo play "Prisoner of Zenda"), (Breau-Luz) - Fox-trot, Rega Dance Orch.
4710 Childhood Days (Creamer-Franklin) - Fox-trot, Blue Ribbon Trio
Who Loves You Most After All? (Cohen) - Fox-trot... Blue Ribbon Trio
4694 I Wish I Could Shimmy Like My Sister Kate (Piron) - Fox-trot, Okeh Syncopators, Harry Reser, Director
The Broadway Strut (from the musicale "The Boardwalk"), (Turk-Robinson) - Fox-trot, The Original Six, George Kelly, Director
4695 Bamboo Isle (from the musical show "Oh, Joy!"), (Kamnetz-Henderson) - Fox-trot, Rega Dance Orch.
Ja-Da Blues (Intro, chorus of "When You're Crazy Over Daddy," from the musical show "Oh, Joy!"), (Vaughn-Kamnetz) - Fox-trot, Rega Dance Orch.
4696 Just as Long as You Have Me (from the musical comedy "The Gingham Girl"), (Von Tilzer) - Fox-trot... Markel's Orch.
The Twinkle in Your Eye (from the musical comedy "The Gingham Girl"), (Von Tilzer) - Fox-trot... Markel's Orch.

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I Found a Four-Leaf Clover (from "George White's Scandals")...
4698 Tune in With My Heart (Rogers-Sanders)...

- Valse Ma Jolie—Saxophone Solo...
4995 Yankee Doodle Blues (Gershwin)—Fox-trot...
Stop Your Kidding (Mills-Groffe-Hugh)...

- Nellie Kelly, I Love You—Fox-trot...
4903 I'm Through Shedding Tears—Fox-trot—Vocal Chorus...
4900 Blue—Duet, Orch. Accomp...
4901 Lovin' Sam—Tenor Solo, Orch. Accomp...

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- DANCE RECORDS
1126 One Night in June—Fox-trot...
Who Did You Fool After All?—Fox-trot...
1127 Lost (A Wonderful Girl)—Fox-trot...

- POPULAR VOCAL RECORDS
4904 Zion's Liedele—Tenor Solo, Chorus, Orch. Accomp...
Die Chipe Nacht—Tenor Solo, Chorus, Orch. Accomp...
4905 Ukrainer Chusid'l—Jewish Dance

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- POPULAR DANCE RECORDS
10556 Lady of the Evening ("Music Box Revue")—Fox-trot...
Pack Up Your Sins ("Music Box Revue")—Fox-trot...
10557 Stop Your Kiddin'—Fox-trot...
10558 Bee's Knees—Fox-trot...
10559 Carry Me Back to My Old Carolina Home—Fox-trot...

- POPULAR VOCAL RECORDS
1134 Blue—Duet, Orch. Accomp...
1135 Love Sends a Little Gift of Roses—Tenor Solo, Orch. Accomp...
1136 Lovin' Sam—Tenor Solo, Orch. Accomp...
1137 Who Cares?—Fox-trot...
2068 Zion's Liedele—Tenor Solo, Chorus, Orch. Accomp...
2069 Ukrainer Chusid'l—Jewish Dance

- POPULAR VOCAL RECORDS
10563 Blue—Duet—Orch. Accomp...
10564 Open Up Your Arms, My Alabama—Duet—Orch. Accomp...
10565 Porcelain Maid—Tenor Solo—Orch. Accomp...
20041 Gioconda-Barcarola—Pescator—Baritone Solo—Orch. Accomp...
20042 Minek is van szerlem a Villagen—Violin Solo—Piano Accomp...
20043 Gyere velem az erdobe—Gypsy Orch., Rigo's Hungarian Gypsy Orch.

GLOBE RECORDS

- DANCE RECORDS
7191 Toot, Toot, Tootsie, Good-bye—Fox-trot...
Bees' Knees—Fox-trot...
7190 Don't Bring Me Posies, It's Shoesies That I Need—Fox-trot...
7189 Rose of the Rio Grande—Fox-trot...
7188 Out of the Shadows—Waltz...
7192 Red Moon—Waltz...
Great White Way Blues—Fox-trot...
POPULAR VOCAL RECORD
7181 Lost (A Wonderful Girl)—Tenor Solo, Orch. Accomp...
PIANO SOLOS
7193 Piano Puzzle—Piano Solo...
STANDARD VOCAL RECORD
5111 The World Is Waiting for the Sunrise—Tenor Solo, Orch. Accomp...
I Love a Little Cottage—Baritone Solo, Orch. Accomp...

BLACK SWAN RECORDS

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10081 Mahomet...
10082 New Moon...
10083 Baby Girl...
14132 Just a Little Bit More...
14133 When I Dream of Old Tennessee Blues...
I Don't Want You If You Don't Want Me...
POPULAR NUMBERS
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14135 Who'll Take My Place?...
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16060 National Negro Anthem...
16061 Goin' to Study War No More...
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REGAL RECORDS

- DANCE RECORDS
9392 Lady of the Evening ("Music Box Revue")—Fox-trot...
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9393 All Muddled Up—Fox-trot...
9394 One Night in June—Fox-trot...
9395 Carry Me Back to My Old Carolina Home—Fox-trot...
9396 Stop Your Kiddin'—Fox-trot...
9397 Who Cares?—Fox-trot...
9398 Lost (A Wonderful Girl)—Fox-trot...
Who Did You Fool After All?—Fox-trot...
9399 A Picture Without a Frame—Fox-trot...

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President of Aeolian Co. Appointed Chevalier of St. Gregoire le Grand Gasparri

Henry B. Tremaine, president of the Aeolian Co., was signally honored this week in connection with the celebration of his twenty-fifth anniversary as head of that company by being notified of his appointment by the Pope as Chevalier in the Order of St. Gregory the Great. The message from the Pope congratulating Mr. Tremaine was given wide publicity in the daily newspapers.

GENNETT LATERAL RECORDS

- 10067 The World Is Waiting for the Sunrise (Lockhart-Seitz)—Tenor...
4914 One Day (Chapman-Marsh)—Baritone...
4915 Home (Parkhurst)—Baritone and Contralto...
4983 Swanee Smiles (Hager-Ring)—Fox-trot...
S4984 Mujer Perjura (Danzon), (O. Ponca Reyes)...
4987 The Unclouded Day (Rev. J. K. Alwood)—Baritone...
4988 Wenn Die Schwalben Heimwärts Zieh'n (Volkslied)—Baritone...
4989 Schon Ist Die Jugendzeit (Volkslied)—Duet...
4990 Small Songs for Small Singers, Part I (Neidlinger-Schirmer)—(1) "A Bowl of Bread and Milk," (2) "The Bunny," (3) "The First Flying Lesson," (4) "Mr. Frog," (5) "The Wise Old Owl"—Tenor...
4991 Stilla Natt, Heliga Natt (Gruber)—Violin, Cello and Piano...
14992 La Chiamava o Cosetto (Bixion)—Tennor...
4993 Tu Sola Mari (Esposito-Canoro)—Tenor...
4994 Gennett Laughing Record... Weston-Young

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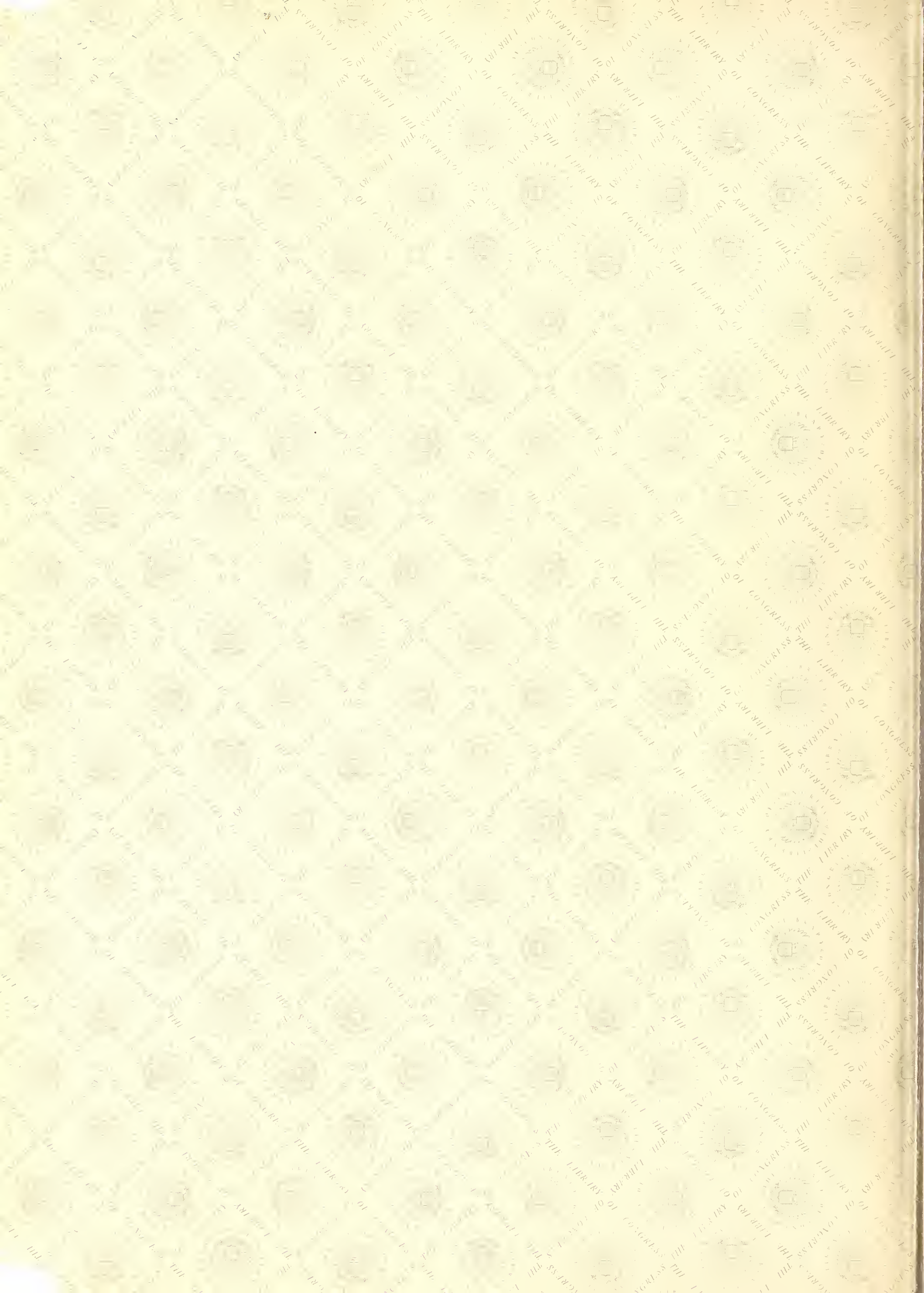
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