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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, April 15, 1921



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

Sonora—The Stabilized Line

Sonora, besides having many important patents of its own, is licensed and operates under basic patents of the phonograph industry. The foundation and future of Sonora and Sonora's dealers' businesses are secure. There is a Sonora to suit every taste and every purse.

Sonora plays ALL MAKES of disc records perfectly without extra attachments.



The Minuet

Sonora, because of its supreme quality, has always been oversold and there is no accumulation of Sonoras which has to be disposed of at a sacrifice.

Sonora's manufacturing conditions and sales are stable and the Sonora is not subject to quality depreciation nor violent fluctuations in either list prices or terms.

PRIDE OF POSSESSION MAKES SALES

YOUR selling is easiest and your sales total the largest amounts when you offer for sale something the public knows to be satisfactory.

Sonora, winner of highest score for tone at the Panama Pacific Exposition, stands highest in the estimation of the public.

Sonora has a wonderful quality reputation. Buyers take genuine pride in owning this superb instrument.

32 models are available at prices from \$50 to \$1800.

Praises by Sonora owners and Sonora's extensive advertising have convinced phonograph purchasers that Sonora is supreme in merit and value.

Dealers know that no substitutes are accepted for the Sonora, that this instrument sells with the least resistance, and is a wonderful money maker.

We are adding new dealers. You may be able to secure a valuable Sonora Agency. Write for information to

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 Talking Machine World

Vol. 17. No. 4

New York, April 15, 1921

Price Twenty-five Cents

HARRY A. BEACH JOINS THE UNIT CONSTRUCTION CO.

Manager of Traveling Department of the Victor Co. Resigns to Become Vice-President of Unit Construction Co.—This Appointment Makes No Change in the Existing "Unico" Organization

PHILADELPHIA, PA., April 6.—Harry A. Beach, for many years manager of the traveling department of the Victor Talking Machine Co., resigned that position on March 31 to become vice-president of the Unit Construction Co. of this city, producers of the nationally known Unico system of musical merchandising. Mr. Beach carries into his new field of endeavor an intimate knowledge and keen appreciation of the merchandising requirements of Victor dealers whose interests he will continue to serve. More than seventeen years have elapsed since he first became identified with the Victor industry and for the past ten years he has been a member of

throughout the United States gives him an insight into retail conditions which will be invaluable in connection with the program of the Unit Construction Co. to place Unico service on a plane of constructive efficiency heretofore unequaled.

The appointment of Mr. Beach makes no change in the existing organization of the Unit Construction Co., which remains under the able guidance of Rayburn Clark Smith as president, the personnel of the executive staff being as follows: Rayburn Clark Smith, president; Harry A. Beach, vice-president; Elton E. Sullivan, treasurer; Alfred Sperring, assistant treasurer; Frank L. Rice, secretary and purchasing agent; A. L. Caterson, traffic manager; August O. Mayer, general sales manager; George A. Lyons, assistant sales manager; Arthur W. Deas, Chicago office manager; J. N. Hallinan, New York office manager; H. C. Baish, Atlantic district manager; Charles Clement, sales service manager; Clarence W. Reid, production engineer; Clyde L. Musselman, factory superintendent.

The co-ordination of Mr. Beach with this staff means that the high standard already established for Unico products as a result of eight years' development will not only be maintained but even still greater accomplishment in the field of musical merchandising may be looked for from the Unit Co.



Harry A. Beach

the Victor executive staff at Camden. As manager of the Victor traveling department since 1918 he has been most successful in putting into effect the constructive trade-building policies for which the Victor Co. is noted. During his connection with the Victor industry he has witnessed its growth from its inception to its present magnitude.

The appointment of Mr. Beach as vice-president is in keeping with the policy of the Unit Construction Co. in the advancement of Unico service and his influence and able advice will in no sense be lost to the members of the Victor trade. His personal contact with the trade

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending January, 1921, Total \$4,289,255

WASHINGTON, D. C., April 5.—In the summary of exports and imports of the United States for the month of January, 1921 (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 January, 1921, amounted in value to \$50,655, as compared with \$102,657 worth which were imported during the same month of 1920. The seven months' total ending January, 1921, showed importations valued at \$474,920,

as compared with \$459,684 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 6,194, valued at \$281,925, were exported in January, 1921, as compared with 5,980 talking machines, valued at \$371,202, sent abroad in the same period of 1920. The seven months' total showed that we exported 53,467 talking machines, valued at \$2,369,766, as against 44,907 talking machines, valued at \$1,982,326, in 1920, and 26,391 talking machines, valued at \$779,606, in 1919.

The total exports of records and supplies for January, 1921, were valued at \$222,498, as compared with \$364,181 in January, 1920. For the seven months ending January, 1921, records and accessories were exported valued at \$1,919,489; in 1920, \$2,278,345, and in 1919, \$1,540,787.

VOCALION CANADIAN DISTRIBUTORS

Scythes Vocalion Co. Appointed Exclusive Distributors in Canada for the Vocalion Products —E. C. Scythes Heads the Organization

Announcement has been made by the Aeolian Co. that in future the Vocalion and Vocalion Red records will be distributed in Canada by the Scythes Vocalion Co., Toronto, recently organized with E. C. Scythes as president. Mr.



E. C. Scythes

Scythes is well known in the Canadian trade, having been for many years vice-president and general manager of the Nordheimer Piano & Music Co., Ltd. He also spent several years in Winnipeg. At the present time he is president of the Canadian Piano Manufacturers' Association, and has taken a prominent part in other trade organizations.

For some time Mr. Scythes has been negotiating with the Aeolian Co. and the contract has now been concluded whereby the Scythes Vocalion Co. has the exclusive right to import and manufacture Vocalion products in Canada. As a result a Vocalion phonograph and records of Canadian production will be a reality, with deliveries being made from headquarters in Toronto. The temporary location of the Scythes Vocalion Co. is in the Nordheimer Building, at the corner of Yonge and Albert streets, Toronto, where the Vocalion headquarters in Canada have been located for the past three or four years. In a short time Mr. Scythes expects to announce a permanent address with warehouse accommodations sufficient to carry stock that will provide for immediate deliveries of all orders. Having been for four years intimately associated with the Aeolian Co. in marketing the Vocalion lines in Canada, Mr. Scythes is very enthusiastic over his proposition. Not the least important announcement made by Mr. Scythes is the appearance of the dollar Vocalion record in the Dominion of Canada.

RETAIL DEALERS MAY FORM A NATIONAL ORGANIZATION

Many Important Subjects of Interest to Be Taken Up for Consideration at the Annual Convention of the National Association of Music Merchants to Be Held in Chicago During Week of May 9

A special effort will be made during the annual convention of the National Association of Music Merchants in Chicago during the week of May 9 to organize the retail talking machine and phonograph dealers of the country into a national association in line with the proposals made by the Music Trades Association of Southern California and sent to the various local associations of talking machine men by the secretary, A. G. Farquharson, of Los Angeles. It has been urged that delegates from the various local associations attend the Chicago convention to consider the formation of a national body.

The National Association of Music Merchants, whose membership scarcely contains a single merchant who does not sell phonographs, has decided to give its fullest co-operation to the movement to organize all the retail talking machine dealers nationally.

A special session of the national convention in Chicago will be devoted to phonograph and talking machine interests and a program for special discussion is being prepared.

The general plan of a program of selling

helps, which has been announced for the Music Merchants' Convention, will be followed during this session. Competent speakers on selling helps in the phonograph field will be on the program of this special session, which will be the closing feature of the merchants' program.

Immediately following these speakers the meeting will be given to the organization of the retail talking machine interests.

The idea in many minds that the present National Association is for piano merchants alone is one that its officers are anxious to correct.

"Our name was changed two years ago to the National Association of Music Merchants," said Secretary Dennis, in announcing the proposed feature of the convention program. "Our constitution was revised and our membership may include dealers in phonographs and all forms of musical merchandise. We realize that there are many exclusive phonograph dealers who have not yet a full understanding of our work and we hope they will join our association. If not, we would like to see them organize separately."

Why Not Make the Display Window a Real Force for Developing Business :: :: By J. E. Parsons

Despite the great aid given talking machine dealers in the way of suggestions for window displays the fact remains that a great many dealers do not utilize these ideas to good purpose, nor do the majority of dealers give as serious attention to the value of their windows as sales promoters as they should. The ordinary layman who may not be interested in this subject and who probably passes on his way to and from his home every-day some ten or twelve talking machine stores will find that eight out of the twelve rarely change their window displays and if they do change them the displays made are of the most unoriginal and mediocre character. Consequently the windows do not attract the attention of passers-by, but they do convey the idea that the owners of the stores are lacking in progressiveness and possess a very poor idea of the value of the window as a sales developer. Instead of conveying, psychologically, this harmful viewpoint to the average buyer, how much better it would be for a dealer to consider how many persons pass his window every day and what means may be adopted to arrange a display therein that may best attract the attention of hundreds or thousands of people, a great percentage of whom might be forced to stop to look and to profit—with the result that the dealer makes his window one of the most profitable advertisements for his business.

The subject, of course, is a hackneyed one, but, as was remarked before, it is only necessary to observe the window displays of the majority of dealers and to note what little advantage is taken of this most vital and important means of advertising one's business in a most impres-

sive and effective way. A great many dealers have not "sized up" the value of the window. A great many more are too lazy to think how they may make the window attractive and yet aid has been offered them on all sides—by the manufacturers and by innumerable suggestions in the trade papers.

This is the time when every effort should be made to produce business, to arouse interest

*Now Is the Time When
Business Should Be
Boomed, and Window
Displays are Mighty
Big Helps to This End*

in talking machines and records, and no man who desires to stay and succeed in business can afford to overlook the store window. It is, when properly used, more potent in value and results than the daily paper, but the two together make a combination that must make people interested in the store.

Display windows poorly trimmed or "put in" go-as-you-please manner without the proper "punch" to them are like checks without signatures—worthless.

If you trim your windows "any old way" simply because you want something in the space or fail to change your display of talking machines and records is penny wise and pound foolish.

You would not do this in your newspaper advertising—no, indeed; you watch that very closely because it is costing you money.

It is a proven fact that you will lose more business by unattractive windows, both present and future, than in any other way.

The prudent merchant knows what his windows are worth to him, he trims them to the best of his ability and in exchange for these attractive window displays his business shows added energy.

Don't let your competitor grow fat in purse while your cash register is idle. Get your share of the business in your town—have the edge on all rival merchants by having window displays that are bound to appeal.

The wide-awake merchant whose display window fairly reaches out and stops pedestrians is the merchant who gets the orders for talking machines and records.

The trade of your town doesn't complain about the unattractive appearance of a window—it quietly passes on to a place where an attractive display stops them.

A customer is not always made by an attractive display—but if he is induced to enter your store and your merchandise is good, your service satisfactory and prices fair, this window display has performed its duty true to form at a minimum of expense.

This is the experience of successful merchants who know.

The Talking Machine's Helpmate



Equip Your Machines with Nyacco Albums, known for Quality, Strength and Durability.

The Beauty of a Nyacco Set in a Machine

When equipped with 12 in. albums to hold 10 in. and 12 in. records, they give the cabinet a uniform and attractive appearance.

They also help to sell *more* records.

Our sets are made up in our latest improved NYACCO album No. 600, which is a loose-leaf, patented, solid wood and metal back album as well as in our old style album with a one-piece cover, No. 4.

We make our NYACCO album sets for every style machine to hold five, six, seven and eight to a set.

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-Mark.



Accept No Substitute.

Jobbers and Distributors Throughout the United States and Canada

Write for quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

Executive Office
23-25 Lispenard St.
New York, N. Y.

Chicago Factory
415-17 S. Jefferson St.
Chicago, Ill.

Victor Supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor retailers goes "hand in hand" with Victor Supremacy.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

- Albany, N. Y.....Gately-Haire Co., Inc.
- 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.
- Butte, Mont.Orton Bros.
- Chicago, Ill.Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
- Cincinnati, O.Ohio Talking Machine Co.
The Rudolph Wurlitzer Co.
- Cleveland, O.The 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.
- Indianapolis, Ind...Stewart Talking Machine Co.
- Jacksonville, Fla...Florida Talking Machine 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.
- 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.
The George D. Ornstein Co.
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.
- 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 80, \$100
Mahogany, oak or walnut



Victrola XVII, \$350
Victrola XVII, electric, \$415
Mahogany or oak

Victor Talking Machine Co.

Camden, N. J., U. S. A.



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

IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

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

Lower Prices for Record Albums

Yes, due to lower costs, we are making substantial reductions in prices.

We solicit your orders and correspondence.

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



THE PERFECT PLAN

GANNON WITH TOLEDO T. M. CO.

Important Addition to Wholesale Sales Force of This Company—Business Shows Improvement—Cable Co. Remodeling—New Home of Toledo Talking Machine Co. Nearly Ready

TOLEDO, O., April 6.—W. B. Gannon, who has been the Michigan representative of the Victor Talking Machine Co. for the past year or more, has recently resigned his position and has associated himself with the Toledo Talking Machine Co., this city. He will represent the Toledo concern in the State of Michigan.

Business conditions in Toledo show some signs of improvement. Some of the most prominent dealers are reporting a very fine business. A number of the various dealers throughout this territory are planning on some extensive improvements during the coming year, and Victor dealers, without exception, look forward to an exceedingly prosperous period.

The new home of the Toledo Talking Machine Co. is rapidly nearing completion, and the building will be occupied on or about May 1.

Robert Elwell, manager of the Victor department of Grinnell Bros., has just returned from Camden, where he has been for the past two weeks attending the Victor school. Mr. Elwell is enthusiastic over the immense benefit to be derived by anyone attending this educational course.

Arthur Pete, manager of the Victrola department at the Lion Store, visited Chicago the latter part of last month to attend the Victor Educational Convention, which was held the 28th, 29th and 30th.

The Cable Piano Co. is permanently settled in its present location, 209 Superior street, which it is now proceeding to remodel into a first-class talking machine and piano store.

Rail not at vanity. Ambition would die without it. But charge to it exactly what it costs.

OPENS ATTRACTIVE ESTABLISHMENT

NIAGARA FALLS, N. Y., April 4.—The New Victrola department of Edward J. Cannon's store now located at 304 Niagara street recently held an informal opening which was largely attended. The entire decorative scheme is in old blue and ivory, with reed furniture fashioned in the same color to harmonize with the general effect. Five sound-proof booths have been built along the right wall of the store, while at the rear there is a large room in which talking machines are displayed to splendid effect, for the benefit of prospective purchasers. Mr. Cannon's new store is very attractive and cozy, and undoubtedly will be quite a center for those musically inclined.

Richard Lamont plans to establish himself as a representative of a talking machine line in Bellingham, Wash., at an early date. He will have space in Thiel & Welters' store.

NEW PEERLESS EQUIPMENT FOR VICTROLA No. 80



Showing shelves before setting into machine



Machine with shelves



As machine looks with complete equipment

This desirable equipment will add to your sales of records for—
PEERLESS ALBUMS DO SELL RECORDS

Write at once for special proposition regarding this new Peerless Product

PHIL RAVIS, Pres.

PEERLESS ALBUM CO.

636-638 Broadway, New York City



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola 80, \$100
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak



Victrola XVII, \$350
Victrola XVII, electric, \$415
Mahogany or oak

Victor Supremacy is lasting

It is built on the solid foundation of great things actually accomplished.

And the success of every Victor retailer increases with every new development of this wonderful instrument.

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Warning: The use of the word **Victrola** upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

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Victor Talking Machine Co.

Camden, N. J., U. S. A.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, APRIL 15, 1921

TO DISCUSS NATIONAL ASSOCIATION IDEA

THE invitation issued by the National Association of Music Merchants to the talking machine dealers throughout the country to meet with that body in Chicago during the week of May 9 in an effort to organize a National Association of Talking Machine Dealers is worthy of the consideration of talking machine interests, for it is in line with the suggestions made by the Music Trades Association of southern California not so long ago.

The present members of the National Association of Music Merchants should be in hearty accord with the efforts of the talking machine men to develop their business and improve conditions, for by far the great majority of piano and music dealers sell talking machines. In fact, talking machines are accepted nowadays as part and parcel of the piano store stock. It would not be hard, therefore, for exclusive talking machine dealers to find in the Music Merchants' Association a sympathetic understanding of their problems.

As a matter of fact, the program of the music merchants' convention as at present outlined includes some live talks and discussions on problems connected with the profitable retailing of talking machines, and there should be some profit to the straight talking machine dealer in listening to these discussions, even though he may not be in the mood to help in the organization of a National Association of his own people.

Two or three of the established local talking machine associations, including The Talking Machine Men, Inc., of New York, have already arranged to send official delegates to the Chicago convention in order to have first-hand information regarding what goes on.

A National Association of Talking Machine Dealers has been advocated on various occasions and by various interests, and there should be found in the invitation of the National Association of Music Merchants a genuine opportunity of bringing the retailers of the country together for the purpose of discussing this National Association idea in an effort to get somewhere. The opportunity is two-fold. First, that of organizing a separate National Association, and, secondly, that of becoming affiliated with the present Music Merchants' Association, perhaps as a distinct division of that body.

To organize a really successful National Association, however, partisanship will have to be forgotten. Representatives of all lines of goods must join in the work of bettering conditions, or that work will be ineffective.

KNOWLEDGE OF CORRECT SELLING METHODS

THE talking machine store that will win out in a business way from now on will be the establishment that possesses a sales force that is fully and competently educated to the requirements of the talking machine business in its varied phases. The evolution of the talking machine in the matter of design compels the salesman who desires to handle the best class of customers to be acquainted with the history of the various periods which are represented in the art models now being manufactured—he should be able to suggest to purchasers the use of certain designs to match the furnishings of their music rooms or parlors.

It is quite an acquisition for a salesman to be able to talk intelligently on this subject. It is to be assumed, of course, that he is also fully equipped to discuss the subject of music and the leading composers in the operatic, symphonic and vocal and instrumental fields, for the talking machine is essentially a musical instrument and should be sold strictly on these lines. While the various period styles are of importance and value as home furnishings, yet it is as a musical instrument that the talking machine must command its place. This must be ever kept in mind.

The various salesmanship schools now being conducted throughout the country are a wonderful aid in inculcating a proper knowledge of correct selling methods. In this connection it is a rather peculiar fact that there has been a greater desire on the part of dealers in small towns and cities to have their sales force properly instructed in a knowledge of how best to sell talking machines and records than is evidenced by the smaller dealers in the big cities who seem less interested in this matter. Yet a great many of the people who buy, we will say, on the East Side of New York, or the South Side of Chicago, though people of humble station, frequently possess a very keen knowledge of musical values and are not inclined to favor the store where the salesman is lacking even in elementary knowledge of the singers or musical organizations who are represented in the records which he sells.

CO-OPERATIVE WORK THAT HELPS THE DEALER

THE talking machine dealer who is really sincere in his effort to build up his business and to take advantage of all up-to-date plans and facilities for improving his publicity and selling methods will find that he will receive strong support from most of the manufacturers and also from wholesale distributors. The support of the manufacturers has been so steady and persistent in the past that it has become practically axiomatic, and for that reason its effective possibilities are not fully realized by the dealer.

There has been developed among the wholesalers, however, a new spirit of dealer's service, not confined to casual advice and printed suggestions, but carried on on a basis that brings the promotion work of the distributor right into the dealer's store, where he can see the results and participate in the benefits thereof.

No matter how earnest or well informed the individual dealer may be, he cannot expect to corral all the bright business ideas that have been tried out and proven successful. The distributor, however, with his wider field and greater range of vision, is in a position to study these exploitation sales plans in his own and other fields and, selecting the best, supply his dealers with promotion plans that are beyond the experimental stage and calculated to produce results.

The day of narrow-gauge business is past. The public does not walk up to the captain's desk any more and demand goods. Neither does it respond with alacrity to selling tactics that outgrew their usefulness a decade ago. New ideas are needed to put the selling message across, and by co-operating with the efforts of the distributors and manufacturers the local retailer has absolutely no excuse for sticking in the rut. The familiar things, whether they be sales plans or anything else, cease to attract attention. Right now attention is needed by the talking machine dealer who is seeking to keep his business growing and growing, and honest-to-goodness promotion work that smacks of originality is calculated to win the attention of the public.

POPULARITY OF TALKING MACHINE ARTISTS

IN developing and maintaining the high musical standing of the talking machine, the bulk of the artist publicity has been directed toward featuring the famous lights of the operatic or concert stage,

those whose names stand out boldly in the highest musical circles. And there is no doubt that this method of procedure has served to make the names and voices of these stars familiar in thousands of homes where otherwise they would have remained unknown. So much for the stars.

The interesting fact is that in thousands of smaller communities where grand opera and the symphony concert are practically unknown the opera and concert star, through the medium of the talking machine record, has to fight hard with singers of less fame in the musical world for a popular place in the home. Henry Burr, Collins and Harlan, Billy Murray, and a half-score of others, whose voices for many years have been carried into the homes of the land through the medium of talking machine records, hold a place in the heart of the ordinary talking machine-owning citizen that even Caruso himself cannot attain.

There are hundreds of thousands of talking machine owners who, although they have in their libraries the records of the great artists, still incline strongly to the popular songs of this and other days. They have heard the same voices in new songs year after year, and have learned to recognize those voices just as though they belonged to members of the family. There is a homely affection for these purveyors of mirth and melody of the popular order that is strongly in evidence on all occasions when they appear in public.

The concentrating of publicity upon noted artists by the various talking machine companies has followed the logical course, for it was realized that once the standing of the talking machine as a musical instrument of high quality was firmly established the support of those who sought merely entertainment for the moment would come as a natural course. The theory has worked out most successfully in fact, but if any member of the trade believes that the recorders of the popular songs have no popularity let him make that declaration to the average small-town talking machine owner and discover his error. Small-town understanding is that Caruso is a great man and a great singer, but he stands upon a pedestal, while the singer of the popular song is "home folks," so to speak. He is understood and loved, even though at a distance.

KEEPING ALERT TO VALUE OF NEW IDEAS

THE man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doing of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying on is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement. The upishness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly or in the spirit of a willingness to learn any suggestions that may be offered to him simply needs the application of a slipper of commensurate size with his anatomy to bring him to a proper realization

of the fact that nobody knows so blamed much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut-and-dried ways of doing that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely. The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different is no less great than that of the man who listens and deliberately ignores as though he had never heard.

None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them wherever possible the surer will be the business results of the satisfactory kind. It isn't often one can afford to be cocksure.

TALKING MACHINE MUSIC BY WIRELESS ROUTE

THE many interesting experiments that have been conducted recently in connection with the development of the wireless telephone have brought into considerable prominence the talking machine as a means of demonstrating the success of the various trials. Many dealers have been able to link up their names with this publicity by supplying a weekly program of music to those of their customers whose homes are equipped with a wireless apparatus. The cumulative value of this publicity is tremendous.

The perfection of the wireless telephone may not influence one way or another the actual sale of machines or records, but the amount of space given in the newspapers to stories of talking machine music carried by wireless over almost unbelievable distances, to be heard clearly at the receiving end, represents publicity that presents the talking machine in a dignified way, quite in contrast to the sort of publicity offered in the early days of the industry.

INDICATIONS OF BUSINESS BETTERMENT

THERE is a distinct tendency toward improvement in general business conditions, although it cannot be said that there is any indication of an overrapid return to normal. The recovery in business is gradual, and the majority of business men accept that fact in the spirit that it makes for the ultimate soundness of the industrial fabric. The talking machine industry is participating to a certain extent in this betterment and it is distinctly noticeable that those members of the trade who are making unusual efforts to develop business are winning out and are getting the results that justify their efforts.

Ormes
Really
Means
Exceptional
Service



Commercial Independence

It is said that the highest state of business success is Commercial Independence.

Commercial Independence is gained through the supremacy of the goods sold and the efficiency of the effort expended in the selling of the merchandise.

Therefore, the exclusive Victor retailer, through his concentration on merchandise of supreme quality, quickly realizes Commercial Independence.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

Magnavox

Increase Your Sales of Records 40%

You know that demonstration is the best way to sell records. Don't limit your audience to one or two. Use a Magnavox and reach the crowd. Use a Magnavox and get a crowd in front of your store.

The Magnavox will increase the sound of a phonograph record so it can be heard a block or two from your store—or you can reduce it to a mere whisper.

There's good profit in renting a Magnavox and phonograph for concerts, dances, etc., for halls or outdoors. The Magnavox with speaking attachment alone is great for lecturers. Everyone at the inauguration heard President Harding's speech. He used a Magnavox.

Send for Bulletin and full details.

J. O. MORRIS CO., Inc.

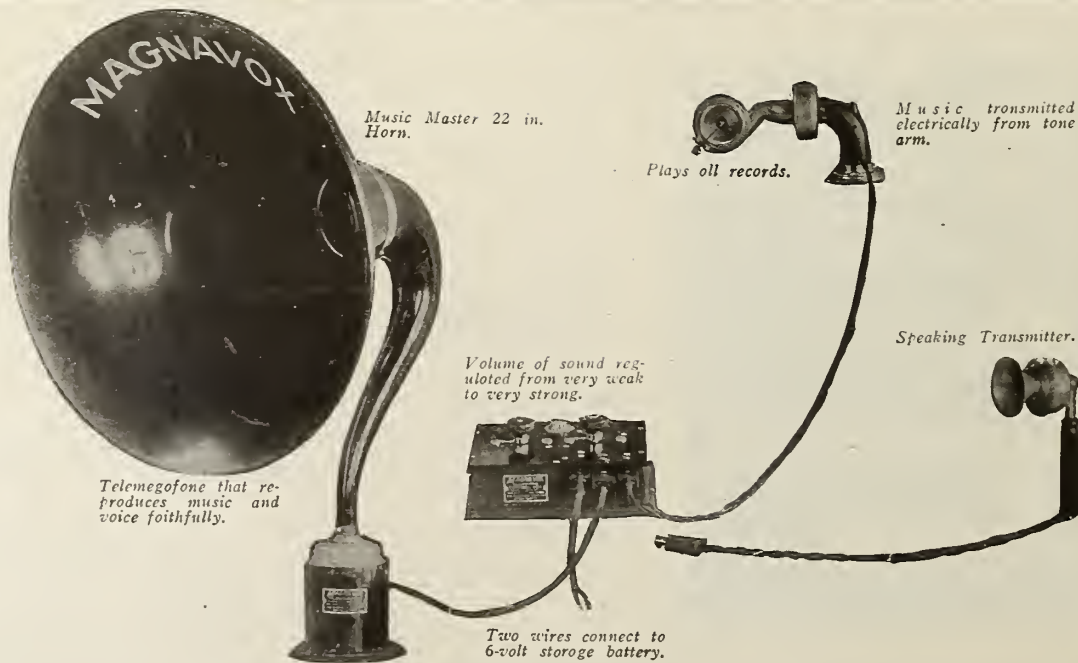
Eastern Distributors

1270 Broadway

New York

Some uses for the Magnavox

- For concerts and entertainments
- For lectures and public speakers
- For playgrounds
- On shipboard
- On recreation piers
- To take place of hand or orchestra
- For dances
- For church entertainments
- For social gatherings
- Calling between departments
- For shop keepers to attract attention to their stores
- To demonstrate records
- For beaches
- For skating rinks
- For fairs and exhibitions
- For train and open air announcements
- Y. M. C. A.'s and Y. W. C. A.'s
- For schools
- As a megaphone
- For contractors directing work on buildings



Stage a Home-town Booster Week and Add to Your Fame and Popularity :: By Frank H. Williams

Folks who boost are always liked a lot better than folks who knock. And particularly is this the case in one's home town. The people who are continually knocking their home town are never very popular, while those folks who are continually boosting it by telling what a great place it is and by doing their bit toward making it an even more progressive and prosperous community are always among the best-liked folks in the town.

And just as this is true of the individual it is also true of the talking machine or music store. The establishment that goes out of its way to boost the home town is sure to secure considerably more commendation and more popularity than the store which does nothing of the sort. And because of this increased commendation and popularity the booster store is pretty sure to get a major share of the town's business.

Therefore it would certainly be a mighty good stroke of business for any talking machine establishment to stage an especial home-town booster event such, for instance, as a Home-town Booster Week.

Let's consider some of the ways in which the store could go about doing a thing of this sort and let's vision some of the things that would probably result from the staging of such an affair.

A store need have little excuse for promoting a Home-town Booster Week. The advent of early Summer with the possibilities of the city attracting a number of people to the city for the Summer would be plenty sufficient excuse. With such an excuse for the affair the store might publish an advertisement reading like this:

BOOST THIS CITY AS A SUMMER RESORT!

This city offers one of the best locations in the entire country for spending the Summer, or a good part of the Summer. Look at some of the splendid Summer resort attractions we have in this city:

Beautiful parks. Splendid golf course. Baseball, tennis and other outdoor sports.

Band concerts twice a week in the local parks by the best hands in the city, these concerts being free of charge and the entire expense being borne by the city park board.

Beautiful verandas on which wise home owners render phonograph concerts on warm evenings.

Rivers and lakes for boating, swimming and fishing within a short distance of the city.

Splendid auto roads with plenty of week-end trips to take.

Suitable locations for tent colonies near the city and plenty of rooms available for the Summer in the homes of private families at reasonable rates. Summer dance halls. Summer theatres and entertainments.

Let's all get together and boost this city as a Summer resort. We are going to do our bit in this boosting stunt and so we are going to have a Home-town Booster week in our store all next week.

During this week we will have special window displays, showing things of interest to all local folks—things of which we, as residents of this city, can feel immensely proud. Also the store will be specially decorated for the event and there will be special talking machine concerts daily.

AND, ALSO, there will be special price inducements for the purpose of attracting all the folks in the city to our store and for the additional purpose of bringing outsiders into our city to see our town and to patronize our store. There will be no earthly reason, next week, for going outside of this city to purchase talking machines, records or other musical instruments, and once you have patronized this store you will realize that there is never any real reason for patronizing mail-order institutions or stores outside this city.

Let's all get together and boost this city. Boost our city all next week in letters to friends, relatives and business folks and boost it in all your talks next week.

Such an announcement as the foregoing would be sure to arouse a great amount of interest in the city and the store could very readily add to this interest by means of unique

window displays in which it would give statistics regarding the number of miles of paved streets in the city, the number of arc lights at the street corners, the present population and so on.

This data would be interesting to all the residents of the city and the store could augment this interest by staging a special offer in connection with the event. It might offer prizes of talking machines or records to those persons sending in the best answers to some such questions as these:

"Length of the city from east to west?"

"Length of the city from north to south?"

"Total foreign population?" "Total number of children attending local public and private schools?" "Number of city street cars operated?"

"What one thing would, in your opinion, go farthest toward making this a better city in which to live?"

All the answers to these questions with, of course, the exception of the last one, could be obtained from the city engineer, the board of public works, the general manager of the local traction company and the city school superintendent. The answers to the last question would, undoubtedly, result in some very interesting suggestions being received which could be played up by the store in its advertisements and in its window displays.

Of course, such an affair would be sure to attract a lot of attention from all the folks in the city and it should take but little urging on the part of the store to induce the local newspapers to co-operate in putting the event over in good shape. In fact, the newspapers might be

willing to co-operate in announcing the prizes for the event and in printing a lot of free publicity regarding the affair. All of which would be of considerable value to the store.

Now, as to the sort of window displays that the store might stage for the event. These displays, as suggested above, might include a lot of data regarding local affairs, such as pictures of interesting parts of the city, photos of the city officials, bank presidents, heads of the local fraternal organizations, pictures of the city churches and so forth. Also it would be appropriate for the store to include some data regarding the things it had done for the benefit of the city, such as selling talking machines to the schools, getting new records to the city as quickly as possible, installing demonstration rooms, increasing floor space, etc.

Then, too, the store might secure short interviews with the leading men of the city as to the way in which the city could make the greatest progress in the years to come, and so forth. All of this would be appropriate to a Home-town Booster Week.

Finally, the store might emphasize the goods it is featuring for the week and might tell how the purchase of talking machines and records at home would benefit the city in getting goods as cheap as elsewhere—how the home town would benefit by keeping money at home instead of sending it to a mail-order house or spending it in some larger city.

Stage a Home-town Booster Week in YOUR store!

You'll find that it will get a great amount of publicity for the store and boost business very appreciably.



U-SAV-YOUR MFG. COMPANY

(Reg. U. S. Pat. Off.)

DISAPPOINTMENT

Some dealers say, "There are hundreds of polishes—no good—no good."

There are failures in all lines of business, aren't there? Now U-Sav-Your comes along after years of testing, and it is called a *cleanser and dressing* because it feeds the wood. It will not and does not put on a false finish. U-Sav-Your cleans, it feeds, it brightens, it beautifies, and it lasts. Do not blame hard times if your sales do not increase. The cause is with the goods and yourself. You need real quality—that's U-Sav-Your.

U-Sav-Your has tripled its business in three months. It's the goods—we know—you should know.

Messrs. C. Bruno & Son, New York Victor Distributors, carry a large stock. So do Collings & Company, Newark, N. J. Also seventeen other big Victor Distributors. Order direct from them.

Large sample, 50c postage paid.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVENUE

WARREN, MASS.

"A new Gennett!"



ANTICIPATION

is justified by realization when the record is a Gennett.

If you have never heard a Gennett treat yourself to No. 9112. When you hear "Pirates of Penzance Part I" and "Pirates of Penzance Part II" played by His Majesty's Scots Guards Band, you will have the Gennett habit.

They do better all phonographs—Hearing is Believing. Any STARR dealer will gladly play for you.

Write for Gennett Catalog

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada

TIE UP WITH ARTIST'S APPEARANCE

Prominent New Haven Dealer Prepares Special Window During Appearance of Bert Williams

Our old friend Bert Williams was again featured in the special window trim displayed by a Columbia dealer, Wittstein's Music Shop, 110 Church street, New Haven Conn., during the week when this exclusive Columbia artist appeared at the Shubert Theatre, in that city.

A man-size poster features this inimitable comedian in one of his favorite poses. His ap-



Wittstein's Tribute to Bert Williams

pearance in the Broadway Brevities made a decided hit with New Haven folks. This window was especially appropriate, for every Columbia dealer boosted Bert Williams Week—March 19 to 26.

The F. H. Drew Co., of Cedar Rapids, Ia., is remodeling its exclusive Victor department. Five booths are arranged on one side of the store, and the records on the opposite side. The entire decorative scheme is in gray. With attractive carpets and other equipment, the store will rank as one of the up-to-date establishments in that section.

INCREASE INTEREST IN MUSIC

How the T. E. Clark Music Co. Planned to Make the Community in Which It Operates More Musical—"Live" Dealers Take Note

CAPE GIRARDEAU, Mo., April 5.—The T. E. Clark Music Co., which holds forth here, decided that the cause of the absence of interest shown in a music memory contest recently attempted in its territory was due to the lack of means of hearing music. So Mr. Clark joined hands with a local newspaper and started a campaign to put Victrolas in the schools of the vicinity. In this connection a man who knows school work is sent to the schools known to be in need of music. After the educational director has shown the teachers and the pupils how to use the Victrola and has aroused enthusiasm the newspaper man accompanying him explains how the pupils themselves may earn the machine and records by securing subscriptions to his paper.

Thus does Mr. Clark do the community a lasting good, for he not only supplies the school with good music, but puts a good newspaper in the homes. Full and half-page newspaper advertisements, as well as frequent letters and personal calls, are showing results and much enthusiasm has been aroused. This plan of building is worthy of consideration and simulation.

WIRELESS CONCERT AT RADIO SHOW

Music From Talking Machine on Long Island Carried Through Air to Hotel Pennsylvania

One of the features of the First Annual Radio Show and Convention held at the Hotel Pennsylvania, New York, last month was a wireless concert given each evening. A talking machine was installed at a wireless station on Long Island and musical waves were transmitted by wireless to the hotel, where they were magnified for the benefit of those attending the show. The effect was excellent, the music coming through very clearly.

PRINTERS' INK STATUTE FOR N. Y.

Effective Measure Against Fraudulent Advertising Introduced in New York State Legislature—Music Merchants of the State Urged to Give Their Earnest Support to Bill

Members of the National Association of Music Merchants throughout New York State have been urged by Secretary C. L. Dennis, of the Association, to give their active support to the Printers' Ink Model Statute, designed to put a stop to fraudulent advertising, which has been introduced into the New York Legislature by Assemblyman Charles H. Betts, of Lyons.

New York State already has an advertising law, but it is ineffective because of the inclusion of the word "knowingly," a joker that prevents the proper application of the prescribed penalties for misleading advertising. The Printers' Ink Model Statute is regarded as the strongest law yet devised to stop fraudulent advertising and has been passed by twenty-one States. The measure has been endorsed at several conventions by the National Association of Music Merchants.

Members of the music industry in New York State can help the passage of the bill by writing to their Assemblymen and State Senators, by taking up the matter with their local newspapers and business organizations and by securing support of the measure from other interests.

CAPITALIZED AT \$100,000

Barney's Music Store, Inc., to be located in Newport, R. I., for the purpose of dealing in all kinds of music and musical instruments, has obtained a charter from Secretary of State Parker. The incorporators are James H. Barney, Jr., Frank S. Hale and James W. Brown, of Newport. The capital stock is \$100,000.

One single idea may have greater weight than the labor of all the men, animals and engines for a century.—Ralph Waldo Emerson.

AN OPLEX SIGN BRINGS BUSINESS

MUSICAL instrument dealers find the raised snow-white glass letters of an Oplex Electric Sign exactly suited to the needs of the business.

Oplex Signs are day signs as well as night signs; they have greatest reading distance, lowest upkeep cost, most artistic designs. Practically all the well-known trade-marks in the musical instrument field have been reproduced in raised Oplex characters.

Let us send you a sketch showing an Oplex Sign for YOUR store

FLEXLUME SIGN COMPANY
36 KAIL STREET BUFFALO, N. Y.



One of the hand carvers modeling the legs of a Cheney cabinet in the Georgian Period style

*Made by Cabinetmakers
Who Deserve to Be
Called Craftsmen*

Fine men, these cabinetmakers and hand carvers who make The Cheney—skilled in their craft through a lifetime of work. Some even bring their art from the old world.

The
CHENEY

is a product of pride. It is such spirit, reflected in the beauty of Cheney cabinets and in the rich tonal quality of the instrument, which inspires us with supreme confidence in the future. With workmanship of the highest calibre and principles of construction which are basic and exclusive to Cheney, our dealers are assured the finest in phonograph cabinets and tone quality.

CHENEY TALKING MACHINE COMPANY
CHICAGO and NEW YORK



CHENEY
Georgian Period
Model

Yet, Cheney regular models sell for ordinary prices, \$125 to \$385

Five Outstanding Rules for the Successful Handling of Instalment Accounts :: By Marion Dorian

We have had a number of inquiries from dealers regarding problems which they find difficult of elucidation in connection with the instalment business. Some dealers claim that they are losing in their plan of operation, largely because they have not gone about this phase of retailing talking machines in the right way. Some time ago this subject of instalments was brought to the attention of Marion Dorian, who at that time was chief auditor of the Columbia Graphophone Co., and is now practicing law in Washington, and he prepared the following paper, which is worthy of close attention because it answers many inquiries which have reached The World sanctum within recent months:

There are five cardinal rules for the successful handling of instalment accounts. These have been thoroughly tested, and a fair try-out will prove them powerful aids in making instalment business what it ought to be.

There are exceptions to all rules, and circumstances will arise when it is wise to suspend the rule temporarily. In such cases the sensible dealer will act accordingly. The five rules follow:

1. Investigate the customer in advance of delivery of goods.
2. Sell him no more than he can pay for comfortably.
3. Let terms be simple and clear-cut. Make sure the customer understands and accepts them.
4. Enforce those terms.
5. Do not allow arrears to accumulate.

Three-fourths of the trouble dealers have with instalment accounts is due to anxiety to secure a good sale. Insufficient or no investigation is made as to the responsibility, reputation or

antecedents of the customer. The sale is hurriedly consummated, the goods delivered and shortly thereafter the dealer learns to his sorrow that the customer is not what he represented himself to be. In many instances both customer and goods disappear.

It is easy to ascertain all it is necessary to know about the customer. His resources and income; his reputation for prompt payment and his general standing in the community. This

Select Wisely—Sell Judiciously—Start Correctly—Make It Possible to Pay Without Any Discomfort

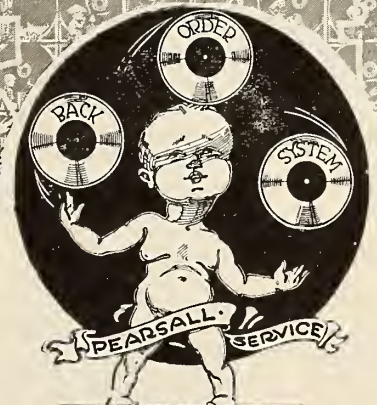
should be done before the goods are delivered, and will insure you against surprises.

Rule 2 is equally important. The advance investigation informs you as to the prospect's income; how permanent it is and what demands are made upon it by his family. With this information in your possession you can determine what it is safe to sell him. Suppose a prospect receives a salary of \$30 a week and has a family of four. If he has been receiving his salary for some time and his reputation is good you are justified in assuming that he can safely

pay \$2 or \$3 per week. More than that is dangerous, because allowance must be made for possible sickness of some of his family, which will make greater than ordinary demands on his income. Eight to twelve months is the period within which an outfit should be entirely paid for. Allowing for a \$2 a week payment spread over eight months, a customer could in that time pay for an outfit costing \$64. That would be the limit which the wise dealer would sell him. Many dealers make the mistake of selling a customer double the amount he can pay for comfortably, with the result that the payments become harder as they multiply and each payment day the customer feels that he is carrying a burden. Consequently his attitude becomes one of antagonism and he pays grudgingly; whereas if sold a bill he can pay for comfortably he does it cheerfully.

Many customers who buy goods on the instalment plan are of limited business experience. A complicated instalment lease is to them an incomprehensible thing. Your lease should be as simple and clear-cut as is consistent with adequate protection. The terms of the contract should be made clear, and the customer should accept them in all particulars. Salesmen should be prohibited from making verbal agreements with customers. If special terms are made these should be written into the contract itself. If this is not done disputes are apt to arise which are destructive of the mutual confidence which must exist to insure a continuance of patronage. The customer should be furnished a copy of the contract, so that he can refer to it at any time. In this way you gain the customer's confidence, and he will not only give you his own future busi-

(Continued on page 16)



Wholesale

Exclusively

A GAIN we say—are you using the Pearsall Back Order System?

Ask any Pearsall dealer—He will tell you.

“That’s Pearsall Service.”

“Desire to Serve PLUS Ability.”

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



When the big bass saxophone "whoops it up" in the medley fox-trot "Pebbles," played by the Paul Biese Trio, everybody's feet keep time. When they play that frantic Spanish "Fandango," the feet keep right on keeping time. A-3368.

Columbia Graphophone Co.
NEW YORK

HANDLING INSTALMENT ACCOUNTS

(Continued from page 15)

ness, but will induce his friends to do likewise.

Terms should be as reasonable as you can afford, but once these have been agreed upon and accepted they should be enforced rigidly. There is no easier way to spoil good customers than by giving the impression that terms are mere formalities. There is no surer way of getting a list of accounts in bad condition than by ignoring the regular date when an instalment is to be paid. If the customer has agreed to pay on Monday, train him to make the payment on that day and not on some other day. If his payment is not made on Monday notify him immediately to bring in the payment or make it to your collector without further delay. The moment the first lapse occurs get right after him and remind him that the goods were sold on definite and accepted terms, and that you expect him to perform his promise. If his payment has not been made by the close of business on Monday have the collector at his place of business, or residence, on Tuesday morning and you will save money. Even the most obdurate customer will respond to this kind of treatment, especially if the call is made promptly.

If you enforce the terms and train the customer to make payments regularly no arrears will accumulate. If you allow two or three payments to lapse it is like drawing eye teeth to get a customer to make up the arrears. You may secure subsequent payment regularly, but lapsed payments hang fire until the end. Instead of getting your account settled within the contract period, it runs over some months, and persistent dunning, which often results in the loss of a good customer, is necessary, to say nothing of the added expense to which the dealer is put.

These rules may not be new nor be presented in a novel way, but if followed they will result in better and more profitable instalment accounts. They may be summarized as selecting a customer wisely; selling him judi-

ciously; starting him correctly; keeping him in the straight and narrow path, and, finally, making him an asset because you have sold him an article which has afforded himself and family unlimited pleasure, and made it possible for him to pay for it without discomfort. You have made him a lasting friend.

A "LIVE" STORE IN BEAUMONT, TEX.

BEAUMONT, TEX., April 7.—One of the new talking machine stores recently opened in this town is that of the Neches Phonograph Co., which is an exclusive Columbia retail agency. It is managed by Joe H. Hassel (center), who for-



Neches Phonograph Co.'s Attractive Store
merly was with the Jones Store, Kansas City, Mo. At the right of the picture is Miss Elizabeth Jolly and on the left E. L. Estes, representative of the Columbia branch, who is demonstrating the ease with which a customer may "help himself" at the Columbia self-service record rack.

M. de C. Freeman, who is now covering Iowa for the Victor Talking Machine Co., has been receiving a very hearty welcome from the dealers in that State and reports an increasing interest in the new period Victrolas.

YANKEE ENTERPRISE IN WINNIPEG

Live Repair Man Provides Talking Machine for Dancing While Shoes Are Repaired

A shoe repairing man in Winnipeg, Man., has introduced a talking machine into his store for the benefit of his patrons who indulge in dancing. He calls it the "Jazz Shoe Repairing Shop." For delivery purposes he has a motorcycle, with a box at one side for holding packages. This is painted white and bears the inscription in big black letters, "Meet me at the Jazz Shoe Repairing Shop. Repairs while you wait; dancing while repairs are being made." The shop lives up to its name, for the talking machine plays jazz music from morning until night, even the operators keeping time to the music. "It's good business," laughed the proprietor. "You see, the music is very quick time and the operators have to work fast to keep up with it."

JAZZ APPEALS TO WASHINGTONIANS

Ray Miller and His Melody Boys Create Sensation at Special Concert Given Recently in the Establishment of O. J. DeMoll & Co.

WASHINGTON, D. C., April 1.—That "Jazz Music" is still popular in the South was more than demonstrated at the store of O. J. DeMoll & Co., when Ray Miller and his Black and White Melody Boys recently gave a promenade concert to hundreds of Washingtonians.

The concert hall in the store was artistically decorated and long before the hour set for the promenade many lovers of syncopated tunes were unable to gain admittance. Mr. Miller created a distinct and wonderful impression with many well-selected numbers, including a personal interpretation of his recording for the Vocalion Red record, including "Rose of Spain" and "Can You Tell?"

O. J. DeMoll & Co. are the distributors of the Vocalion and Vocalion Red records in the South and are recognized as one of the leading music houses below the Mason-Dixon Line. The popularity of the firm is well known throughout the Southern States.

EVIDENCE OF TRADE BETTERMENT

ANSONIA, CONN., April 4. — The Mellowtone Needle Co., of this city, manufacturer of the Superb semi-permanent needle, reports a betterment of general business conditions and that the demand for this needle is increasing in steady proportions. Several new distributors for this needle have been signed up recently and an energetic sales campaign has been entered into.

SALE OF PHONO MOTOR PROPERTY

On order of the U. S. District Court the lease of the plant and machinery equipment of the Phono Motor Mfg. Co., at 321 Dean street, Brooklyn, N. Y., was recently sold at auction to Charles O'Malley for \$56,300.

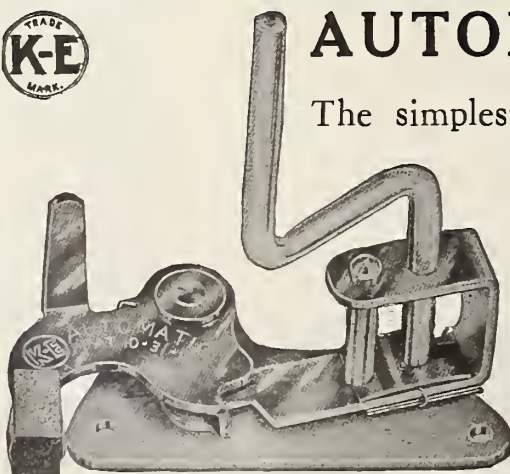


AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

Kirkman Engineering Corporation
484-490 Broome St., New York



Economical

Lundstrom

CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinets

THE thought of today is economy. Your customers want a cabinet size talking machine, but many cannot pay the high price asked.

By offering a Lundstrom Converto Cabinet with a Genuine Victrola IV or VI, you are suggesting economy without a sacrifice.

All standard models have been greatly improved by the addition of casters and ferrules.

Our reduced prices will enable dealers to meet the competition of low-priced unnamed machines, with a cabinet which has an established reputation.



THE C. J. LUNDSTROM MFG. CO.
LITTLE FALLS, N. Y.

Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

CONVERTO WHOLESALE DISTRIBUTORS

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Elyea Talking Machine Co.
- Baltimore, Md. Phillips & Crew Piano Co.
- Birmingham, Ala. Cohen & Hughes, Inc.
- Buffalo, N. Y. E. F. Droop & Sons Co.
- Burlington, Vt. Talking Machine Co.
- Chicago, Ill. Curtis N. Andrews
- Cincinnati, Ohio American Phonograph Co.
- Cleveland, Ohio Lyon & Healy
- Columbus, Ohio Rudolph Wurlitzer Co.
- Dallas, Texas Cleveland Talking Machine Co.
- Denver, Colo. The Perry B. Whitsit Co.
- Des Moines, Ia. Sanger Bros.
- Elmira, N. Y. The Knight-Campbell Music Co.
- El Paso, Tex. Mickel Bros. Co.
- Houston, Texas Elmira Arms Co.
- Indianapolis, Ind. W. G. Walz Co.
- Jacksonville, Fla. The Talking Mach. Co. of Texas
- Kansas City, Mo. Stewart Talking Machine Co.
- Memphis, Tenn. Florida Talking Machine Co.
- Milwaukee, Wis. Emanuel Blout
- Mobilo, Ala. Cabinet & Accessories Co., Inc.
- Newark, N. J. Knickerhocker Talking Machine Co.
- New Orleans, La. Ross P. Curtice Co.
- New York City Mickel Bros. Co.
- Omaha, Nebr. Putnam-Page Co.
- Peoria, Ill. C. J. Heppie & Son
- Philadelphia, Pa. Penn Phonograph Co.
- Pittsburgh, Pa. H. A. Weymann & Son, Inc.
- Portland, Me. Standard Talking Machine Co.
- Richmond, Va. Cressey & Allen, Inc.
- St. Paul, Minn. The Corley Co., Inc.
- San Francisco, Cal. W. J. Dyer & Bro.
- Syracuse, N. Y. Walter S. Gray Co.
- Toledo, Ohio W. D. Andrews Co.
- Washington, D. C. Toledo Talking Machine Co.
- Cohen & Hughes, Inc.
- E. F. Droop & Sons Co.

DE RESZKE ENTERTAINS McCORMACK

Historic Meeting of Famous Tenors in Nice—
Noted Victor Artist Wins Enthusiastic Praise
of Jean De Reszke—Sings for Latter's Pupils

John McCormack, the famous tenor and Victor artist, scored a tremendous success in Monte Carlo, and his recitals, according to reports from that critical center, have been marked by a rapid crescendo of enthusiasm. Discussing McCormack the writer says:

"He always had exquisite purity of tone, but in breadth and fullness, in command of expression, as well as in the extraordinary variety of his repertory, his development places him in line with the greatest vocal artists of the age, according to the opinion of the most competent critics here. The hush with which his audiences sat spellbound showed the mastery with which he thrilled their emotions just as vividly as their tumultuous applause and repeated recalls."

During his trip to southern France nothing has given John McCormack more pleasure than his visit to Jean De Reszke, at his villa in Nice, where he was entertained at luncheon and on invitation sang a number of French, Italian and Irish songs for his host, winning the most graceful compliments from the celebrated grand opera tenor. Later he sang for De Reszke's pupils, some forty in number, and was introduced to them by the great master in these words: "I can teach you how to sing, but better than any lesson it is to hear the art in its perfect expression," a unique compliment for which McCormack expressed his profound acknowledgments.

He then gave in succession eight songs of classic repute, presenting the greatest difficulties of technique and illustrating how to vanquish them. Inspired by the occasion McCormack was at his very best and, led by their teacher, the pupils rapturously applauded and eagerly demanded more.

Later De Reszke asked McCormack to sing "I Hear You Calling Me," and he sang this ballad with all the liquid beauty and pathetic expression which have associated it so closely with his fame in both Europe and America, and the effect crowned this unique occasion. This and "Mother Machree" were the songs specially demanded of the great tenor by Mme. Foch in Paris, to which the Marshal listened with tears glistening in his eyes.

Nothing could exceed the delight with which



John McCormack

McCormack speaks of this historic meeting, or his sense of the high compliments extended to him by the greatest living judge and the greatest living exponent of vocal artistry in all its branches.

Jean de Reszke, whose buoyancy of spirit and personal charm are still those of a man of forty, was the most fascinating of hosts.

DEPARTMENT FULLY COMPLETED

John Shillito Co.'s New Victrola Department
One of the Most Complete in Cincinnati

CINCINNATI, O., April 4.—The John Shillito Co., Seventh avenue and Race street, announces that its new Victrola department, which was opened last October, has finally been completed and is taking its place as one of the important Victor establishments in this section. The department occupies the whole of the second floor annex and has the largest selling space devoted exclusively to talking machines in Cincinnati. It is equipped with a central record rack system with enough room for sixteen thousand records, surrounded by a complete series of counters which allow the salesmen to give very quick service.

The demonstration rooms are arranged along the greater length of the department and are of easy access to the record racks. They are comfortably furnished, with display cases for accessories, needles, etc., and are in the main lobby. A stage has recently been installed for the purpose of giving record recitals. The first one was given a short time ago and was largely attended and resulted in an immediate stimulation of sales. It is the purpose of the company to give frequent concerts, especially devoted to the better class of music.

The Unit Construction Co. of Philadelphia made the complete installation. The color scheme is art cherry with a background of white, while the use of flowers and photographs of Victor artists helps to make a pleasant impression on patrons. On the outside a large Viking electric sign directs customers from the other departments of the store.

The department is under the capable management of F. X. Donovan, who has been in the Victor business for seventeen years and is well known in New York and Philadelphia, where he was connected with the John Wanamaker establishment.



The Manophone

—Unequaled in Beauty
and Tonal Qualities

A TRADE-MARK and What It Means

Below is shown a cross section of the Tone Chamber in the Manophone, which partially explains the wonderful tonal qualities of this beautiful instrument.

Just at the point where the "horn" begins, you will notice the "voice-box" or "throat" of the Manophone, which is carved from solid wood and so fashioned that it gives the fullest tones possible.

For
Exquisite
Tone



The Music Master
of Phonographs

The exquisite piano finish that is given the Manophone is merely one indication of the care exercised in the manufacture of this wonderful instrument. The men who fashion and finish the various parts of the Manophone cabinets take personal pride in the production of only worth-while results.

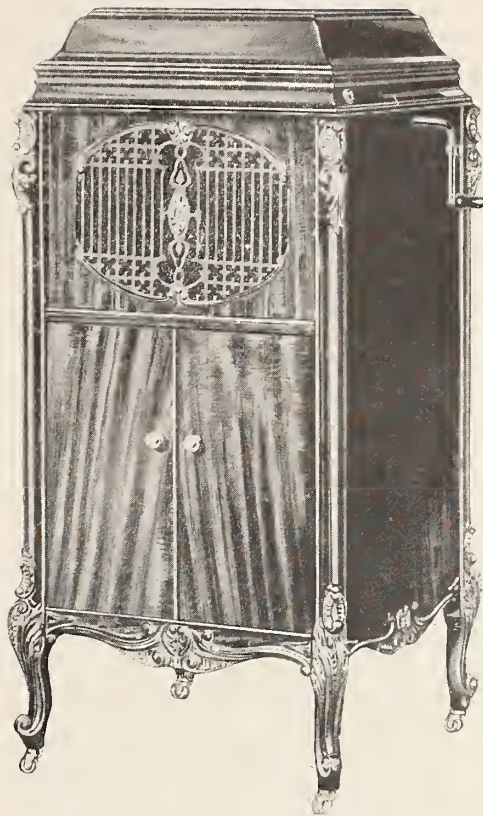
And the wonderful Tonal Qualities of the Manophone are another indication of an intimate knowledge of the principles of acoustics and of their relation to music. Only Nature herself could rival the remarkable resonance and fidelity of tone production which so clearly distinguishes the Manophone.

In every city there is a particularly live Dealer who realizes the advantages of these Qualities in a phonograph. He knows how fundamental they are in the building of a permanent and satisfied trade. And our Business Building Plan is sure to interest him.

If you are that Dealer, write us, TODAY!

The Manophone Corporation

Adrian, Mich.



Why Brunswick dealers are all Brunswick enthusiasts

The Brunswick *itself* best proves its case to the Brunswick buyer.

But it is always a source of profound satisfaction to Brunswick dealers to reflect on the Brunswick policies.

By steadiness during uncertain conditions Brunswick dealers displayed their confidence in Brunswick policies and the conviction that The Brunswick

will always be the phonograph they are most anxious to sell.

The wisdom of the policy of Standardized Values has again been established beyond question of a doubt. Brunswick inventories did not depreciate.

In the light of the foregoing the notable successes of Brunswick dealers in selling the Brunswick Phonograph and Brunswick Records is easily explained.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in the Principal Cities of United States, and in Mexico, Canada, France and South America

New England Distributors: Kraft, Bates & Spencer, Inc.
1265 Boylston Street, Boston, Mass.

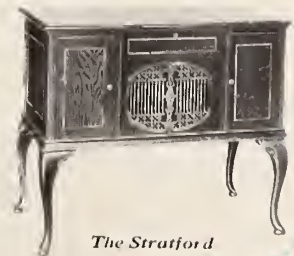
Canadian Distributors: Musical Merchandise Sales Co.,
79 Wellington Street, West, Toronto

The Brunswick-Balke-Collender Co., La Calle De Capuchinas No. 25,
Mexico City, Mexico

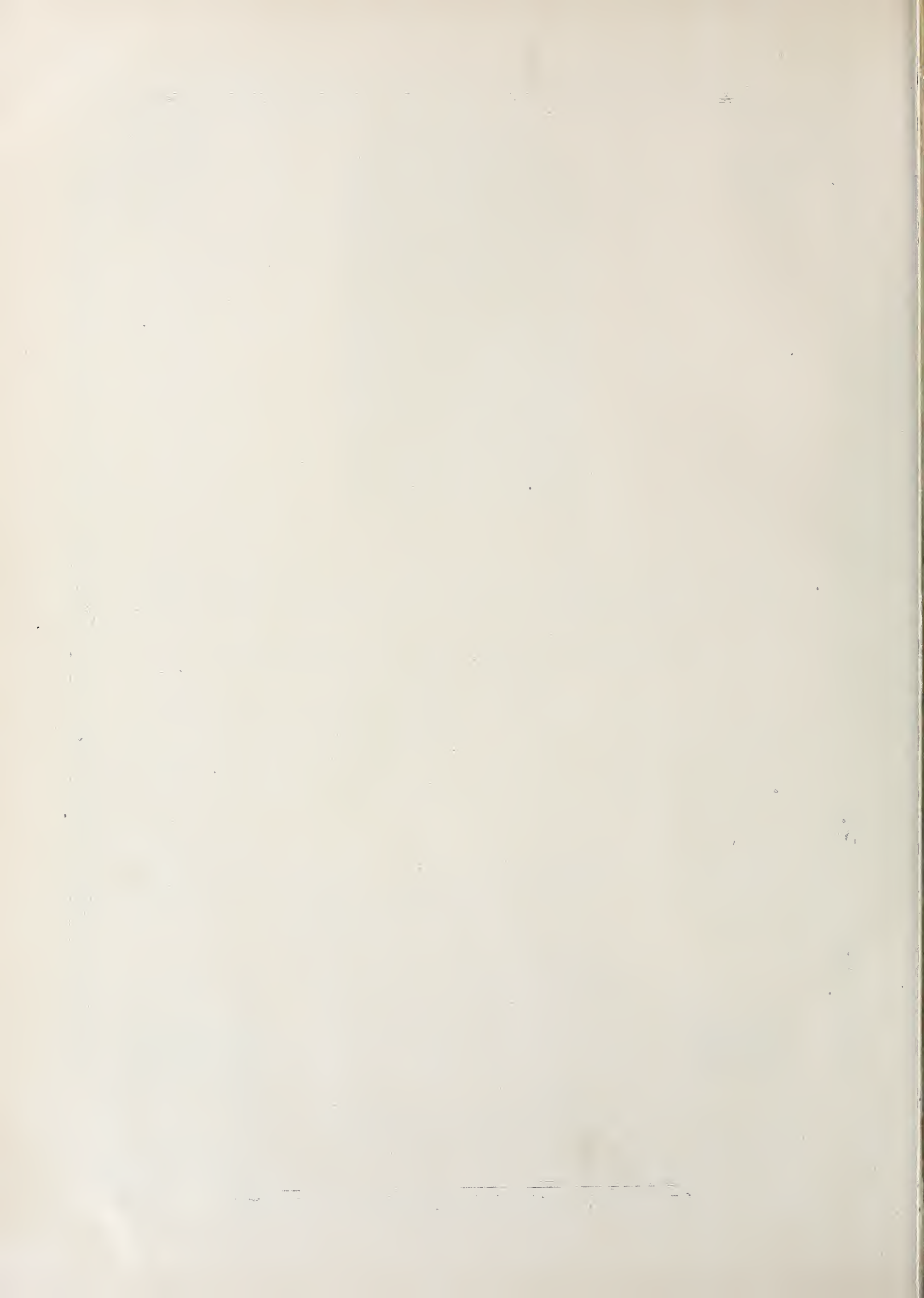


The Oxford

Brunswick
PHONOGRAPHS AND RECORDS



The Stratford



BEAUTIFUL TALKING MACHINE STORE

New Home of Indianapolis Talking Machine Co. Effectively Arranged and Beautifully Furnished—Why Manager Cooke Is Proud

INDIANAPOLIS, IND., April 4.—Notwithstanding the lean days that have come to the music trade in the last few months one of the most interesting developments in the course of the business in this city is the move of the Indianapolis Talking Machine Co. to sumptuous new quarters at 134 North Pennsylvania street. This new store, rich with solid mahogany woodwork, is second to no store in the city in the beauty of its appointments. William S. Cooke, manager, says he has the most beautiful talking machine store in the Middle West and one that is the equal of any in the country in the completeness of its equipment.

The store is 24x162 feet in size and gives ample room for the convenient handling of large crowds. A tile floor and the natural finish mahogany wainscoting, which is nine feet high, attract the attention of passers-by who have their



William S. Cooke

period. Indirect lighting adds to the effectiveness of the picture.

Rugs, a davenport with upholstery in mul-

illuminated record racks with a capacity of 15,000 records. The booths are lighted from frosted globes and each booth contains two talking machines, a table with lamp, two chairs and the picture of a Victor artist. Two large booths are especially equipped in period style for the display of period models.

The manager's office adjoins the record counter at the rear. The office clerical work is done on a mezzanine floor at the extreme rear end of the room. A booth especially decorated by Mr. Cooke is devoted to the educational department. In the basement are the repair department and the stockroom. The store is equipped with a pneumatic cash-carrying system.

The new store represents the development of a business through nine years, in which time the sales force has increased from three to fourteen people. Mr. Cooke became sales manager in July of last year. On September 1 he succeeded Carl Anderson as manager.

RECORD ARTISTS APPEAR IN OHIO

NEW PHILADELPHIA, O., March 24.—A real musical treat was enjoyed by music lovers of this city last Friday evening, when the Toreadors, Spanish entertainers, whose work is well known by their success in Columbia and Victor records, appeared at the Union Opera House. In the company were Marie Arcos, Spanish dancer; Alcides Briceon, late of the National Spanish Opera, whose voice has been recorded by more than fifty Columbia records, and Carl Seville, Hawaiian guitar.

GO-AHEAD CALIFORNIA CONCERN

Ralph C. Dodson, who purchased the stock and agencies of Fred H. Smith, 340 University avenue, Palo Alto, Cal., some six months ago, is building up an excellent business with Victor products exclusively. His success for the past half-year has exceeded his expectations. The stock of Sherman, Clay & Co.'s line of pianos in the store is handled by John M. Camp.



View From Reception Room to Salesrooms

first glimpse of the place through the large show window. On entering the store one has an uninterrupted view of the fourteen listening rooms and the thirty-five-foot record counter all done in mahogany after the style of the Louis XVI



A Corner of the Reception Room

berry, a table with lamp and books and a writing desk and chair go to make up an inviting reception room in the front of the store. Going to the listening booths in the rear one passes on the left the record counter behind which are

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Let the De Luxe Speak for Itself and Send for Samples, Discounts and Full Particulars

DUO-ONE 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

Edison Message No. 93

It is the record of this company that the prices of Edison Phonographs increased less than 15%, including War Tax, since 1914. We should regret a further advance in Edison Phonograph prices, especially at this late date, but such must be the case, should the Government increase the Excise Tax on phonographs.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

KUHN WITH REMINGTON CORP.

Noted Expert Retained by This Organization and the Olympic Disc Record Corp. in the Post of Advisory Mechanical Engineer

The Remington Phonograph Corp. announces that Edmund Kuhn has been retained by it and the Olympic Disc Record Corp. as advisory



Edmund Kuhn

mechanical engineer. He will assume his duties at once.

This well-known phonograph and record expert was for a number of years general superintendent of the Edison Phonograph Co. and during this connection he perfected the first rapid multiple shutter camera, which invention has made possible the practicability of the moving picture machines of to-day.

Among the other notable achievements of Mr. Kuhn was the designing and building of all of the automatic machinery used in the manufacture of the Manhattan and International dollar watches and speedometers. His technical and mechanical knowledge is proven by hundreds of successful patented inventions which are now in use, covering an extensive field of both science and the arts.

LARGER CABINET TYPES IN FAVOR

Collings & Co. Tell of Increased Trade Activity—New Victrola 80 Very Popular

NEWARK, N. J., April 6.—L. W. Collings, of Collings & Co., the well-known Victor distributors, in speaking of the general trade situation recently, stated to *The World* that practically all dealers are reporting increased activity and demand.

The present call seems to be for the larger types of cabinet machines and during the last six weeks the demand for such goods has grown stronger and stronger.

The new Victrola 80, which many of the dealers style "the arm-chair model," is proving very popular. The trade and public both have taken kindly to it and many of the dealers are featuring it with success.

Record business continues very active and apparently the demand is on the increase.

RECORD OF BEAUTIFUL OLD HYMN

John Charles Thomas, baritone and light opera star, recently made a Vocalion record of "Abide With Me." His voice is admirably adapted to sacred songs, and his interpretation of this beautiful hymn is impressive in its simplicity—the quartet background adding to the "Cathedral" effect. The Aeolian Co. states that Thomas' records continue to be among the most popular of their selections.

TO COVER EASTERN PART OF STATE

Sonora Distributors Carry Warehouse Stock and Open Office and Display Rooms in St. Louis—J. E. Maunder in Charge

St. Louis, Mo., April 4.—The C. D. Smith Drug Co., Sonora distributor, St. Joseph, Mo., which recently announced that it plans to carry a warehouse stock of Sonoras in this city of both the upright and period models, so as to cover the eastern part of the State of Missouri, informed *The World* that "these products will be handled for us by the Booth Cold Storage Co. Shipments of Sonoras to dealers in the eastern half of the State will be made from the St. Louis warehouse. It is planned to keep a permanent display of all the various styles manufactured by the Sonora Co. on the first floor of the Arcade Building. The office will be in charge of J. E. Maunder, an experienced man in the talking machine business, who will be glad to welcome visiting dealers, all of whom are invited to make these display rooms their headquarters."

A RECORD CLEANUP IN ZION

Overseer Promises to Smash Slangy, Profane and Cheap Vaudeville Records

ZION, ILL., March 30.—In the general cleanup that is going on in the city of Zion all slangy, profane, cheap vaudeville phonograph records have got to go.

"If any of you have these records in your homes you are sinning against God," said Overseer Voliva, "and if I hear any such records in Zion Home (the big 350-room hotel) I'll smash the records and throw them out of the window. It's disgusting to hear some of these trashy records, such as Old Josh's records where he swears. Come on, Zion! Let's burn up these records! When you buy records, buy records with some sense to them."

SECURES THE VOCALION AGENCY

The Boehm-McAdams Piano Co., of Wilmington, Del., has secured the representation of the Vocalion line, and in its home, known as "Concert Hall," a very handsome display of Vocalions and records is being made. The Vocalion Red record is making a great hit with this company's customers and an increase in sales of fifty per cent during the past month was reported.

INVENTS PICTURE AND TALK REEL

Movie Invention by Dr. Rankine Conceived Along Original Lines—Inventor Originated Means of Telephoning Fluctuating Beams of Light Through Selenium Cells

New talking "movies" have been invented, according to Dr. A. O. Rankine, of the University College of London, who is celebrated as the scientist who perfected the method of telephoning by fluctuating beams of light through selenium cells, a system which was used in the naval service during war time. According to a despatch to the *New York Herald* his talking film is a combination of his light telephone and the ordinary method of projecting motion pictures.

An actual reproduction of spoken words has been made by Dr. Rankine on a film by the use of a selenium cell camera. This film can be run through an ordinary "movie" projector, the beam of which is trained on Dr. Rankine's light telephone and the spoken words are then repeated simultaneously with the action on the screen, through a telephone trumpet, the sound being sufficient to fill a large hall. Experts believe that when the discovery is developed it may be possible to film pictures and the speeches of the actors at the same time, with the result that there will be real talking films.

Motion picture people, probably jealous of their art, say the chief objection to the general use of such an apparatus is that in speaking, except for casual words, it is not permissible in good acting before a camera for an actor to open his mouth, as it photographs black, while facial distortion caused by talking would spoil a carefully acted film.

Dr. Rankine asserts he has perfected something on which the world's greatest scientists have been working for a long time and he predicts a new era of motion picture film business soon. He says an actor without a good speaking voice will not be able to make good in films any more than he would be able to do on the stage. His success in his war work commands great respect for his new invention among experts who have studied it.

OPENS IN BINGHAMTON

The Venetian Music Co., 122 Chenango street, Binghamton, N. Y., recently held a formal opening of its establishment, which is featuring talking machines and a complete line of musical merchandise. The store is very attractively arranged.

OKeh Record

DISTRIBUTORS

SONORA CO. OF TEXAS

Dallas, Texas



The Best Service Is Sonora Service

The Phonograph That Sells!

Read this letter from a new Sonora dealer:

Sonora Phonograph Co., Inc.,
279 Broadway, N. Y.

Gentlemen:

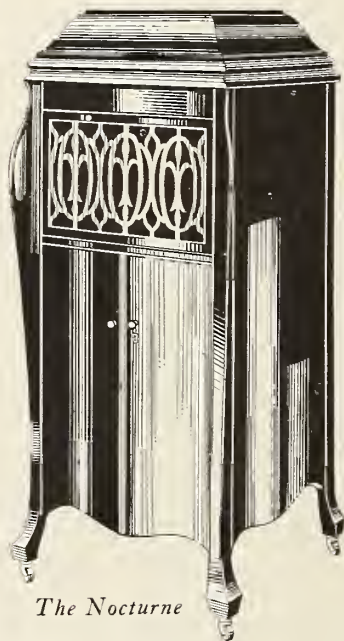
Enclosed you will find check for first shipment of Sonoras, and please send me at once the following: 2 Baby Grands, 2 Nocturnes, mahogany, 1 Nocturne, golden oak. Kindly rush out as a special order: 2 Trovatores, 1 Etude, 1 Minuet.

My first order consisted of 8 Sonoras and I sold 9 machines in the first week. This is going some. And I hope to do a good deal more when business picks up. You must not forget that this is the slowest time, and I am new in the line, yet I have not sold in six months as many other machines as I sold Sonoras in one week.

I am agreeably surprised with the success I met in selling Sonoras.

Very truly yours,

Jos. Kessler,
Glen Cove, L. I.




The Nocturne

IF you wish to handle the instrument which is internationally famous for its unrivalled tone, for its superb design, for its many important features of construction, for its great popularity, and for its wonderful sales, you'll choose

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL





SONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well, and these include those of great artists who have never appeared in the United States.

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.

W. B. Glynn Distributing Co.,

Saxtons River, Vt.

States of Maine, New Hampshire, Vermont and part of Massachusetts.

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.

Entire State of Indiana.

Lee-Coit-Andresen Hdw. Co.,

Omaha, Nebr.

State of Nebraska.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.

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

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

Minneapolis Drug Co.,

Minneapolis, Minn.

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

Moore-Bird & Co.,

1751 California St., Denver, Colo.

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

M. S. & E.,

221 Columbus Ave., Boston, Mass.

Connecticut, Rhode Island and Eastern Massachusetts.

Robinson Pettet Co., Inc.,

522 West Main St., Louisville, Ky.

State of Kentucky.

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo.

St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of N. E. Oklahoma.

Sonora Distributing Co. of Texas,

Dallas, Texas.

Western part of Texas.

Sonora Co. of Philadelphia, Inc.,

1214 Arch St., Philadelphia, Pa.

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

Sonora Phonograph Co., Inc.,

279 Broadway, New York
Distributors for Greater New York and towns on Hudson River below Poughkeepsie.

Sonora Phono. Co. of Pittsburgh,

820 Liberty Ave., Pittsburgh, Pa.

Western Pennsylvania and West Virginia.

Southern Drug Co.,

Houston, Texas.

Southeastern part of Texas.

Southern Sonora Co.,

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.

Strevell-Paterson Hdw. 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, besides possessing many patents of its own, OPERATES AND IS LICENSED UNDER BASIC PATENTS of the phonograph industry. The foundation and future of Sonora and Sonora's dealers' businesses are secure.



Keep a Musi-Call going in your store. Every-one who comes in will know about it. "Plus" sales and "plus" profits for you. Your Dealer Service man knows.

Columbia Graphophone Co.
NEW YORK

DENVER IS A BUSY TALKING MACHINE TRADE CENTER

Knight-Campbell Music Co.'s Optimistic Reports—H. W. Norfolk Joins Forces—Some New Victor Dealers—H. D. Leopold a Popular Personality—Denver Victor Dealers Entertained

DENVER, COLO., April 4.—J. A. Frye, sales manager of the Knight-Campbell Music Co., Victor wholesaler, returned recently from a visit to the general offices of the Victor Talking Machine Co. in Camden, N. J. It is the purpose of the Knight-Campbell Music Co. to, at all times, keep in close touch with the Victor Co., with a view of imparting to its dealers the very best merchandising methods and to constantly call to the attention of the Victor Co. the importance of the Colorado territory from the talking machine standpoint.

The reports from the Victor Co. relative to production are very encouraging, according to Mr. Frye and, while Victor dealers are unable to obtain sufficient merchandise to meet the tremendous demand for their products, it is practically sure that 1921 will see Victor dealers throughout this territory given the best support in years.

The Knight-Campbell Co. has recently taken a new member into its wholesale organization in the person of H. W. Norfolk, who is serving this company in the capacity of traveling representative. Mr. Norfolk is a thorough business man and has had an extensive training in merchandising methods. Dealers throughout Colorado, Wyoming, western Kansas and Nebraska have already had the pleasure of meeting Mr. Norfolk and he bids fair to become a factor of great importance among the dealers upon whom he calls.

H. D. Leopold, traveling representative of the Victor Talking Machine Co., was a recent visitor to Denver. Mr. Leopold is brimming over with helpful suggestions and ideas which he freely gives the trade. During the past seven months, which he has spent in the Colorado territory, he has made many friends among Victor dealers, all of whom show great appreciation

for the service the Victor Co. is rendering them through its representative.

One of the most pleasing personalities in the



H. D. Leopold

Denver trade is A. M. Mason, proprietor of the Victrola shop of the Daniels & Fisher Stores Co., which enjoys a very select following and is considered the John Wanamaker of the Rocky Mountain region. Since Mr. Mason began his operations as an exclusive Victor dealer some six months ago, business has increased by leaps and bounds and this accounts for the very optimistic attitude of Mr. Mason, who finds that by aggressive methods business can be increased even under dull conditions. Associated with Mr. Mason is Mr. Weidensaul, who was prominent in hotel circles in this section until he entered the talking machine business.

Hay's Pharmacy, of Otis, Colo., recently took on a complete line of Victrolas and Victor records and reports from this section indicate that this concern has taken a very good hold on business and is not permitting general conditions to affect its sales.

The Englewood Drug Co., of Englewood, Colo., has also taken on a complete line of Victrolas and Victor records. The same is true of Cullen & O'Conner, of Rawlins, Wyo.; also of Charles J. Elzi, of Erie, Colo., who has recently entered the Victor game. The Denver Music Co., through the activities of its manager, W. J. Sanders, reports business as being very good. This hustling music company has recently completed alterations in its talking machine department, giving it one of the finest stores in this section.

Mr. Woodley, manager of the Pattison Music Co., of Denver, has received many hundreds of congratulations from admiring customers over the Victor window featuring "Annabel Lee." This window is descriptive of the sentiment of the song and considered one of the best talking machine windows seen in this city for many months.

The Bates Music Co., of Greeley, Colo., recently lost its entire stock of talking machine merchandise owing to a fire which completely destroyed its place of business. Mr. Bates was again operating within three hours after the fire, showing his aggressiveness and the fact that "you can't keep a good man down."

Mr. Thompson, manager of the Chas. E. Wells talking machine department, is not worrying about slow conditions, but, instead, is applying his ability to insuring larger volume of business. The Wells Music Co. is a very promising musical concern and during its period of operation, which only began two years ago, it has taken its place as one of the leading musical houses in the city.

Mr. Murphy, manager of the talking machine department of the American Furniture Co., finds relaxation these days in skating. We



Okeh Records

(The Record of Quality)



HAVE PERSUASIVE SELLING FEATURES

The classical selections represent the very highest trained internationally famed artists. Records you will be proud to sell—Records that will create admiration among your customers.

To the lover of pure musical beauty these records of superior craftsmanship will appeal. Arias from operas, symphonic poems, ballads, classic instrumentals and orchestrations, all accentuate the superior tone and artistry of Okeh Records.

Learn the details of our proposition and become a dealer.

KOHLER & CHASE

Distributors of Okeh Records

928 South Broadway,
Los Angeles, Cal.

26 O'Farrell St.,
San Francisco, Cal.



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

recently found Mr. Murphy limbering up on one of the local rinks, and must confess that he can do other things besides sell talking machines.

The Ness Music Co., of South Broadway, this city, is very proud of its newly painted billboards which read "Exclusive Victor." This dealer finds that billboards are a very good means of increasing business.

Mrs. Boot, of the Boot Music Co., Victor dealer, who was recently confined to her home through a brief illness, is again smiling and back on the job as manager of a very profitable and important music store in the city of Denver.

Archie Landay, manager of the retail department of the Knight-Campbell Music Co., is all puffed up these days over a prize won in the form of a new Stetson hat, the result of a substantial increase in business for the opening months of the new year. Mr. Landay hails from New York City, where he was associated with Landay Bros.

The Knight-Campbell Music Co. recently entertained the Denver Victor dealers at a luncheon at the Albany Hotel. This is a monthly feature and upon this occasion the new monthly records were played and discussed by the dif-

ferent dealers. J. A. Frye, sales manager, took occasion to comment on his recent trip to the Victor factory and went into the matter of the Victor product and methods of promoting at some length. Those attending the meeting were: Messrs. Sanders, of the Denver Music Co.; Thompson, of the Wells Music Co.; Weidensaul, of the Daniels & Fisher Co.; Landay, of the Knight-Campbell Music Co., retail; Marsh, of the Sharp Music Co., and Messrs. Bryant, Frye, Beyer, Norfolk and Miss Grace K. Hunter, of the Victor wholesale department.

WINDOW HONORS ST. PATRICK

Special Holiday Window Designed by De Forest Pioneer Music House Admired

WARREN, O., April 3.—An unusually interesting window display was made during the week of March 14 to 19 in honor of St. Patrick's Day, which fell on Thursday, by the De Forest Pioneer Music House of this city. The central figures of this window were John McCormack, the popular Irish tenor, and the Victrola. A large Victor dog decorated with an imposing green bow tied around his neck stood beside a large Victrola, which was artistically decorated in green, backed by a color scheme in green and white, worked out to commemorate St. Patrick's Day, while scores of small Victor dogs wearing green favors were arranged in a strikingly original way. This most novel and attractive display created widespread interest and was greatly admired by passing throngs and was favorably commented on.

GRAY PIANO CO. IN ITS NEW HOME

BELLINGHAM, WASH., April 4.—The Gray Piano Co. is now occupying its new quarters at 1329 Commercial street, which are much more commodious than the old warerooms at Bay and Holly streets. The company's new home has been very admirably laid out with sound-proof booths for talking machines and display rooms for pianos. The ceiling of the room is arranged with an attractive lattice work on which hang shaded mellow lights that lend a pleasant effect to the interior.

CONGRATULATIONS FOR H. C. GROVE

Harry C. Grove, president of the Harry C. Grove Co., Inc., and pioneer Columbia man in Washington, D. C., recently celebrated his fifty-second birthday, and was the recipient of a host of congratulations from his friends. Mr. Grove started as a Columbia dealer twenty years ago, and is now a distributor of the Columbia line in the National capital.

BOLSHEVISTS TALK IN WASHINGTON

Recorded Speeches by Lenine, Trotsky and Other Soviet Officials Reproduced by Talking Machine for Guests of the Polish Legation

WASHINGTON, D. C., April 4.—Bolshevist propaganda was heard amid strange surroundings here recently—on the premises of the Polish Legation. An extraordinary audience listened to it—distinguished officials of the United States Government and members of the diplomatic corps. Lenine, Trotsky and Lunacharsky were the orators of the evening, but they spoke through talking machine records. The Polish minister and Princess Lubomirska were giving a reception in honor of Mr. and Mrs. Paderewski. Mr. Hughes and the ambassadors of Great Britain, France and Japan were among the elite company. Another guest was Sir Paul Dukes, the young Englishman who won a knighthood for his work as a British secret service officer in Red Russia. For use in his forthcoming American lecture tour, Sir Paul brought with him a series of extraordinary interesting Bolshevist records in Russian. He volunteered to entertain the Polish minister's guests by means of an American talking machine.

Lenine's was the first voice heard. It is of high and piping timbre, though not devoid of persuasive touches of "punch." The record was a speech addressed to the peasantry, entitled "What Is Soviet Russia?" The Reds seized raw materials belonging to the English and American talking machine companies in Moscow and Petrograd and from them manufactured records which they distributed for propaganda purposes. Trotsky's belligerent, demagogic voice was reproduced in "a message from the Third International." It is an appeal to the Red army to go on fighting, that all wars may end.

Lunacharsky, soviet commissar for education, declaimed a dirge, half spoken, half sung, to the orchestral accompaniment of Chopin's funeral march. That record was for use at services to commemorate the deaths of "Red Rosa" Luxembourg and Karl Liebknecht in Berlin. Few of Prince Lubomirska's guests understood Russian, so the propaganda fell on deaf ears. One comprehending auditor was M. de Bach, counselor of the Russian embassy in Washington.

TO AUCTION OFF THE ASSETS

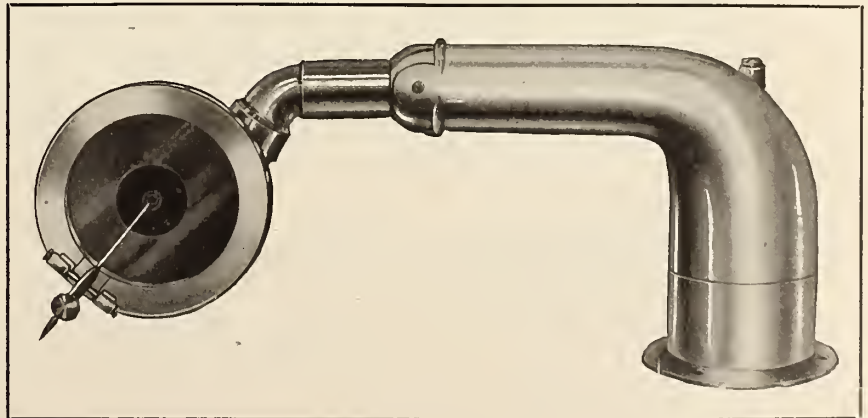
In the matter of the Stratford Phonograph Co., bankrupt, the trustee has filed a petition for authority to sell at public auction the real estate of the bankrupt located at Ashland, O., and a hearing in this connection was held on March 30. If not otherwise ordered, the sale will be held on April 30.

The William Phillips Phono Parts Corp.

Big Value
in
Both Tone and Price

Suitable for Medium Priced Machine
8 1-2 inches, centre to centre
Large size Sound Box

Sample to manufacturers \$3.00
Send for quantity prices



The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City



Rishell
THE MIRROR OF TONE
A
Master Phonograph

Beauty

Because of its unmatched **Beauty**, Rishell furniture is a part of thousands of artistic American interiors assembled without thought of bargaining. This **Beauty** has found its fullest development united to **Beauty** of tone in the Rishell Phonograph. This dual **Beauty** is the greatest builder of permanent phonograph trade, since every Rishell Phonograph sale prepares the way for another Rishell sale, and proportionately enhances the reputation of the dealer for merchandise of the very highest class, at average price.

Write today for particulars of our liberal jobber contract.

RISHELL PHONOGRAPH CO.

WILLIAMSPORT, PA.

New York Distributor: GRAND TALKING MACHINE CO.
268-270 Flatbush Avenue Extension, BROOKLYN, N. Y.

**CRYSTAL EDGE
MICA
DIAPHRAGMS**

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

NEW HOME FOR SAMUELS-BITTEL

Close Deal for Two Buildings Which Were Arranged for Proper Display of Talking Machines, Pianos and Players

OWENSBORO, Ky., April 6.—The Samuels-Bittel Music Co., of this city, has closed a deal for two buildings which are to be remodeled so that both structures will be connected, making a first-floor window display that will be quite metropolitan in size and appearance. It is planned to move all talking machine records and small goods to the Allen street building.

A special feature of the company's new home will be an Ampico Studio, which will be separate from the regular piano and player departments. The talking machine and record departments will be given a large space, and there will be plenty of booths for the convenience of customers. A rest room with an orchestra balcony will be a feature of the new building. This will be for the use of the public, permitting them to hear the latest popular as well as classical music played every afternoon and evening.

Erskine R. Smith, Inc., furniture and Vocalion dealer in Charlotte, N. C., has just remodeled its warerooms at 20 East Trade street, that city. More space is devoted to the Vocalion department in the rear of the store.

NEW REMINGTON CATALOG

Handsome New Volume, Admirably Produced, Covering Remington Products and Achievements Now Being Forwarded to the Trade

A new Remington catalog has just been issued from the headquarters of the Remington Phonograph Corp., in New York City, and exceeds, in general attractiveness, all previous literature produced by this company. This volume of sixteen pages, which is contained in an attractive art cover, is handsomely printed on India paper and constitutes an excellent example of the typographer's art.

On the opening page appears the portrait of Philo E. Remington, president of the company, and in a following article captioned "As Good as the Name" a brief outline of the history of the Remington family, up to the production of the Remington phonograph, appears. It is interestingly written.

In addition to a description of the four models of the line, which are reproduced in excellent half-tone engravings, and to each of which a full page is devoted, several pages are given to the ball-bearing reproducer which is one of the distinguishing features of the Remington line. The tone chamber and the motor are also described in detail. An artistic layout of photographs depicts scenes in the Brooklyn plant of the Remington Phonograph Corp. and a reproduction of the Remington guarantee is shown. This interesting volume is concluded with a page devoted to comments on the Remington phonograph entitled "What People Say."

INCORPORATED IN DELAWARE

The E. B. Shiddell Co. was incorporated in Delaware recently for the purpose of conducting a business in talking machines with a capital stock of \$250,000. Those interested are Wm. E. Schiels, Jr., Brooklyn; Robt. A. Van Voorhis, Jersey City, and Arthur R. Oakley, Pearl River, N. Y.

SALESMANSHIP AGAIN IN FASHION

Time to Stop Talking Hard Times and to Hustle for Business—Burn the Crepe

Leading manufacturing institutions are emphasizing the importance of salesmanship in their correspondence to dealers and salesmen these days, and some of these letters are constructed along stimulating "peppy" lines. The other day we came across one of these letters issued by a progressive manufacturer, which was admirably constructed throughout, and the general tenor of which can be estimated from the closing sentences, which we take pleasure in representing below. This "copy" has a real "punch" to it—don't you think so?

Salesmanship

Salesmanship, real salesmanship, has come into fashion again. The day of the "order taker" is over, so get your feet out of the office; stop talking hard times; hot-foot it up the streets and down the alleys and by-ways, hustling for business. Keep your tail off the ground, or it will be stepped on by some hustling salesman on the way to secure an order from one of your own customers.

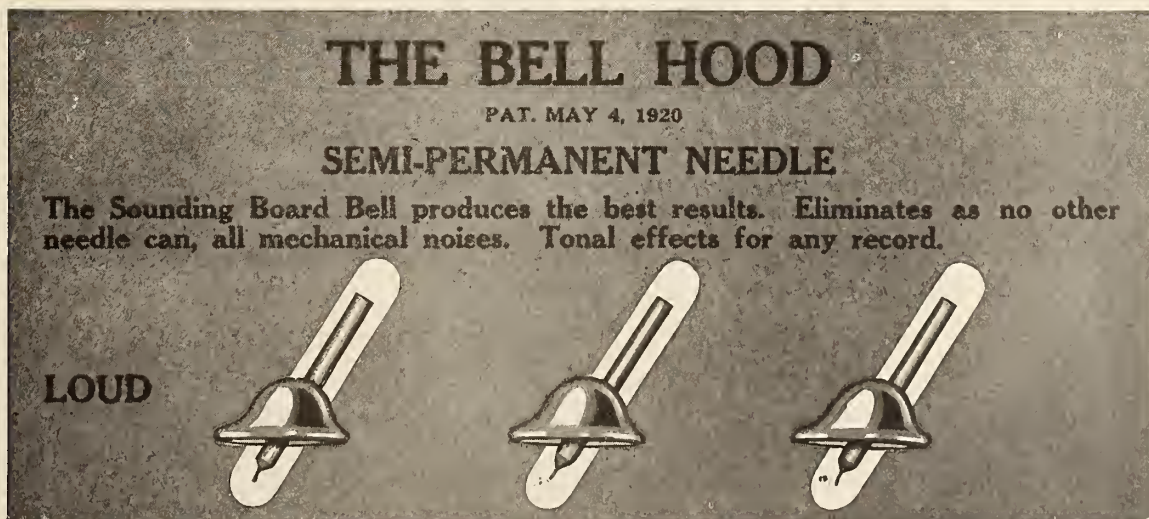
Go To It!

We have the money, the credit, the factories, the labor, the materials, the brains, the initiative, and we are naturally optimistic. Exercise is the best cure for it. Go out after the orders. Put jazz, pep, ginger into your efforts. Burn the crepe and jump on the crepe hangers with both feet. Wear out the shoe leather. You will probably get some business, and anyway it will help the shoe business. Forget the last five years and keep your eye on the next five, and DIG FOR BUSINESS. IF YOU DON'T, SOMEONE ELSE WILL GET IT.

The Victor department of the Baxter Piano Co., of Davenport, Ia., has recently been remodeled. Five more rooms finished in mahogany and white have been added and the sales force increased. This is an exclusive Victrola store.

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Is less Rasping, Consequently less Mechanical and Reproduces Purer Tone

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.

Beating the Tom-Tom—versus the Perfect Orchestral Performance

You remember the wicked old days of marketing phonographs. You have all been through them. Many of you are sadder and wiser.

Much noise and beating of tom-toms—with circus side effects—“what we are going to do for you”—“how we help you put over our proposition”, etc. All sounds very familiar, doesn't it? You will probably say, “Disgustingly so”.

The Granby has gone along on entirely different lines. The Granby Phonograph, in the first place, has a firm financial foundation. A phonograph that is made right, by a carefully selected organization of craftsmen—in an unusually well appointed plant.

The Granby Phonograph Corporation Keeps Every Promise Made

That is *why* we have no warehouses filled to overflowing with unsold instruments. But—instead—are working overtime to fill our orders.

The selling helps for dealers are really there and help close sales. These trade aids are effective and strongly appeal to your prospects. And added to these features is our special Advertising and Selling Plan—the last word in phonograph co-operation.

Write us about it, and make money with the Granby NOW.

GRANBY PHONOGRAPH CORPORATION

☒ N O R F O L K - V I R G I N I A ☒

.. Factory · Newport News..

Memorial Day Publicity as a Means of Attracting Attention to the Store :: By W. Bliss Stoddard

With the constantly thinning ranks of the veterans of the Civil War and the sad recollections of the thousands of brave boys who fell in the recent great struggle, Memorial Day takes on a reverent aspect and the dealer must proceed very warily so as not to exceed the bounds of good taste in attempting to make the occasion serve his own ends.

There are a few articles, however, which can be advertised with the greatest propriety and among them are talking machines and records. Music forms a large part of every memorial program and there is no higher tribute we can pay than to sing the old songs—the marches, ballads and camp-fire selections beloved by the boys of '61 and '18. A number of stores handling these records last year announced regular concerts for the afternoon of Memorial Day.

The Wiley B. Allen Co., of San Francisco, sent out cards bordered with red and blue, on which were printed the program and a cordial invitation to all music lovers to attend. The selections ranged from "Yankee Doodle" and "The Girl I Left Behind Me" to "The Battle Hymn of the Republic" and "Rock of Ages." There were included many of the songs of '61, such as "Marching Through Georgia," "Tenting on the Old Camp Ground" and "Rally Round the Flag"; those popular during the Spanish War and, of course, a number of the late popular favorites, "Keep the Home Fires Burning," "The Yanks Are Coming" and the beautiful "Flanders Fields." As each record was placed upon the machine the young woman in charge of the concert gave a short talk on the origin of the song and something of the composer. At the conclusion the entire audience was invited to join in singing "America." To call special attention to its Memorial Day records a beautiful window was arranged. It was backed with a big flag, which occupied the entire rear wall. At either side were placed talking machines and in the center was a pedestal draped with a flag and topped with a gilded eagle. Strwn over the floor were a number of patriotic records—"America," "Star-Spangled Banner," "God Be With Our Boys To-night" and a great many others. Tall cards of green, lettered in gold, leaning against the Victrolas, observed: "Let's keep the old songs alive," "These songs gave the boys their fighting spirit that won the war" and "You should have these records in your collection." A tall card in the center bore a score of martial songs and marches and a vase filled with blue flowers gave the finishing touch to the display.

The Byron-Mauzy Co., San Francisco, is another company that arranged a beautiful memorial window featuring talking machines. On a platform draped with deep blue cloth were placed three talking machines, to the center one being attached a large wreath of glossy leaves and palm branches and from which extended long, broad streamers of red, white and blue ribbon. Against the platform was a gilded card, lettered in black, "War Songs are memorials—they are preserved for all time on the Victor and Columbia records." Behind the card were placed two American flags. At either side were records arranged in a rack in pyramid form, back of the topmost record being placed a vase of white lilies. At one side, on the floor, was a Victrola, with motor attachment, which rendered over and over again one of the patriotic songs—the music being wafted through the open doorway to the passing crowds.

Sherman, Clay & Co., San Francisco, had a large window, the background of which was draped with two large flags. A panel in the center of red and white was topped with an American shield. In the center of the display was a large mound covered with an army

blanket, on which were a bass and a snare drum, bugle and silk flag. At either side were shown Victrolas with flags draped across them. Close to one of them was a large framed picture of John McCormack, beneath which was a card, to which was fastened a record of the "Star-Spangled Banner." The card advised: "When John McCormack received his citizenship papers last year the first song he sang was 'The Star-Spangled Banner.' Hear it on the Victrola to-day."

The Oakland Phonograph Co., Oakland, Cal., showed a wax model of a U. S. marine standing back of a machine gun, in front of which was a large American shield. At either side were guns and sabres, while perched on the gun carriage was one of the Victor dogs. Near it was a Victrola, on the top of which was another dog. The window was backed with a large flag and on the floor close to the glass were strewn a number of patriotic records. A large card on an easel suggested:

YOU HAVE HEARD OF THE GRIM
DOGS OF WAR

But here are the

DOGS OF PEACE

They say that music hath charms to soothe the savage breast. Try the effect of some of these records when weary of the day's strife.

"And the night shall be filled with music,
And the cares that infest the day
Shall fold their tents like Arabs—
And as silently steal away."

The Hauschildt Music Co., Oakland, Cal., had a combined Memorial Day and forest outing

window. The ground was covered with pine needles and cones. Branches of eucalyptus foliage were massed in the background, amid which were clusters of wild flowers. In one corner was a small tent with a blanket inside and a flag flying from the ridge pole. (This flag was kept in motion by an electric fan concealed from view.) On a packing box was a portable phonograph, with records strewn about. The machine was playing the "Star-Spangled Banner" and a little fellow in the uniform of a Boy Scout was standing at attention. A card on the easel at one side suggested:

"TAKE A PHONOGRAPH WITH YOU ON YOUR OUTING—Stock up with a selection of patriotic records and you can celebrate Memorial Day, Flag Day or Fourth of July with as much fervor as though you were in the midst of throngs of people."

SOL LAZARUS BUYS BUILDING

Sol Lazarus, the well-known talking machine dealer of New York, who has for some years been located at 216 East Fifty-ninth street, has purchased from Joseph E. Bloomingdale the three-story building at 221 East Fifty-ninth street, which will house the Lazarus talking machine business at an early date.

The Dubuque Music House, Dubuque, Ia., has arranged for remodeling its store and installing six new booths of modern design. M. S. Germain, the proprietor, is a great admirer of the Victor, which he handles.

This will be a VICTROLA SUMMER!

"Dance Any Time"

YOUR VICTROLA IS ALWAYS READY!

with a

KNICKERBOCKER READY-TO-
PLAY CARRYING CASE

For Victrola IV Case
\$20.00 List

For Victrola VI Case
\$22.00 List



Trade prices upon application to
your nearest Victor wholesaler, or

KNICKERBOCKER TALKING MACHINE CO.

INCORPORATED

METROPOLITAN VICTOR WHOLESALERS

ABRAM DAVEGA, Vice Pres.

138-140 West 124th Street

New York City

TALKING MACHINE MEN, INC., MEET

Irwin Kurtz Heads Local Association—C. M. Tremaine Tells of Music Week Plans—Hope to Form National Association

The Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, held its annual meeting and election on the afternoon of March 23 in the Pennsylvania Hotel, New York City.

The officers selected by the nominating committee were elected unanimously as follows: Irwin Kurtz, president; Ernest Leins, vice-president for New York; Benjamin H. Roth, vice-president for New Jersey, and James Donnelly, vice-president for Connecticut. A. Galuchie was again elected treasurer and Edward G. Brown succeeded himself as secretary.

C. M. Tremaine, director of the National Bureau for the Advancement of Music, addressed the association on the coming celebration of Music Week in New York City, April 17 to 24.

Mr. Tremaine reviewed the activities of his Bureau and called the attention of his hearers to the many channels in which it has been able to carry on propaganda for the general good of music and the music industry, particularly the work in schools and with civic bodies. At the close of his remarks he asked the support of the association in the expenses entailed in carrying out the Music Week program. He showed that practically all other representative organizations of the allied music industries had made contributions. He also requested the dealers to arrange plans to hold individual concerts in their stores throughout the period mentioned.

Following Mr. Tremaine's remarks the president appointed a committee to arrange plans to gather funds for the Bureau's Music Week activities. The committee was composed of M. Max, Chester Abelowitz and M. W. Gibbons.

The association went on record as favoring the proposed law which will make it necessary for those moving the goods of tenants from one house to another to record with some city official the addresses of the place from which the goods were removed and of the place to which they were delivered.

Much discussion developed over the merits of the various plans now before Congress to change the present tax methods. It appears to be the unanimous opinion of those present that the proposed tax on sales was the most feasible and would be the most successful in

creating the funds found necessary by the Government. The dealers were urged to write to their Senators and Congressmen in favor of the sales tax measure.

Upon assuming the chair the new president of the association, Irwin Kurtz, said: "These are critical times and we all want to dig in and do something for the benefit and general good of the trade. In unity there is strength and the time has arrived when each and every member must contribute his time and attention to the problems brought to the attention of the organization."

He reviewed the accomplishments of the association since its organization, which include a uniform standard contract, exchange of information on collections and the elimination of much misleading advertising. He proposed the adoption of the following program as the work for the association during the coming months: Joint advertising, the establishment of a trade-mark which the members of the association can use on their letterheads and in their advertising copy, the charging of interest on instalment contracts, raising the standard of the terms on such contracts, a committee prepared to give counsel and advice, an educational campaign for a better business program and the opportunity for music publishers to place before the association their plans for giving songs publicity prior to their release so that the dealer may have some knowledge of the merits of the song and the scope of the publicity campaign to be associated with the number.

The organization is also taking much interest in the plans for forming a national association of talking machine dealers. E. G. Browne, the secretary of the Talking Machine Men, Inc., will take this matter up at the annual convention of the National Association of Music Merchants, which is to be held in Chicago in May. At that time he is also to meet the secretary of two organizations from the West and Pacific Coast territory who are also interested in a national association of talking machine dealers.

DEALER DEMONSTRATES SONORA

Mrs. Bertha Rosamond, who conducts a very complete talking machine store in Haddam, Kan., recently held a demonstration in the Opera House of that city of the Sonora, together with the Magnavox. This demonstration was well attended and attracted much interest among music lovers and the general public.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley'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

A CLEVER FEATURE WINDOW

Wittstein's Music Shop Arranges a Most Effective Window Around a Special Record

The photograph herewith is a reproduction of the window displayed by a Columbia dealer, Wittstein's Music Shop, 110 Church street, New Haven, Conn., on a special record release "Rosie." Special noteworthy features are the rose hoop, the poster announcing this popular fox-



How "Rosie" Is Displayed

trot and the unique stenciled "Rosie" trim at the top of the window. In the evening the trim glows like a veritable rose. This is only one of the many attractive windows which Mr. Wittstein displays, tying up with special releases and which merits special praise.

FACILITIES GREATLY INCREASED

The New York Recording Laboratories, 1140 Broadway, New York City, recently announced that, despite the increased activity in the record field, the enlarging of their quarters and alterations as well as new equipment make it possible to consider the acceptance of additional laboratory work.

The New York Recording Laboratories, established in 1917, are under the direction of A. J. Faum, who has had long experience in the recording field and is recognized as a technical expert in that line of work. In addition to recording the plating and pressing of accepted work is undertaken.

ENLARGE TALKING MACHINE SECTION

Youngstown, O., March 31.—Ress Bros., prominent music dealers, of 408 West Federal street, have arranged to expand their talking machine department materially in order to take care of the growing business. Ten new demonstrating booths will be added and the company's line will be adjusted to carry only Victor and Columbia products. The company maintains a branch at 3414 Wilson avenue.

RECORD MANUFACTURERS

COTTON FLOCKS

OF SUPERIOR QUALITY

Cut to Meet YOUR Requirements

Write for Samples and Prices

CLAREMONT WASTE MFG. CO.
CLAREMONT, N. H.



Putnam-Page Company Inc.

VICTOR DISTRIBUTORS

¶ We are Exclusive Victor Wholesalers extending to Victor dealers in the territory we cover a service that is distinctive and thorough. The most progressive Victor dealers in Central Illinois and its environs have availed themselves of that service to their profit.

¶ Ask any Putnam-Page dealer what he thinks of our service and how he has profited from it in the past.

PUTNAM-PAGE COMPANY

Victor Wholesalers Exclusively

PEORIA, ILLINOIS

An Overnight Success!



And here are the reasons:

Secret REFLEXO process adds a chemical layer to the point of a Gilt-Edge Needle. This does not wear off until at least 3000 revolutions of a record have been made. By minimizing the friction and eliminating the scratching scraping sound, the chemical layer not only produces a more beautiful tone but actually prolongs the life of the record.

This Handsome Counter Display Carton Helps You Sell Gilt-Edge Triple-Plated Phonograph Needles.



Write for Samples and Prices

Territories Open for Live Distributors

REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th Street

New York City

Suite 1003

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

NOW AN AMPLIFIER FOR NURSERY

Latest Development Is an Arrangement Whereby Pa and Ma Can Hear Their Hopeful Wail

Unless scientific progress declares a halt soon there will be little respite for parents of the next decade. The day when the proud fathers could hide their heads under the covers those Winter nights and console themselves with the thought that a little squawking would work to the vocal advantage of their young hopefuls is no more. P. A. Curry, of Baker, Ore., has come to the aid of the neglected infants.

Mr. Curry is a father who takes his state with a certain sense of responsibility. Recently he attended an electrical demonstration and obtained from the Western Electric Co. information on the loud speaker, the magnifying apparatus used to carry the voice at the big conventions.

It happens that Curry, the younger, sleeps in the porch nursery. His biggest source of complaint is the fact that on several occasions he has had to do without company in the wee

small hours because his cries were unheard by his sire. Curry, the senior, has made plans to wire the nursery. Three loud speaking transmitters will be installed over the infant's bed connecting with a receiver over that of his father.

In the future, instead of being compelled to sleep with one ear open awaiting a summons from the nursery, pater familias can rest content, assured that he will be awakened by a great shout every time his infant charge sees fit to announce his awakening.

SECURE THE VICTOR LINE

Oscar Haserot, the well-known music dealer of Elyria, O., has secured the agency for the Victor line of talking machines and records, which he intends to push in his territory.

The Colonial Club, of Meriden, Conn., recently enjoyed a very delightful concert through the medium of the Edison phonograph, thanks to the enterprise of A. D. Elster, proprietor of the Edison Shop of that city.



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, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3/4-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.

SCORE ONE FOR LANDAU

Hazleton Paper Tells How It Pays to Have Won a Reputation for Full Record Stock

Carrying a most complete record stock is a valuable asset to the dealer. This was demonstrated very effectively the other day, as can be seen from the following item in a Hazleton, Pa., paper:

That the Landau music store on North Wyoming street, this city, carries a stock of Victrola records more complete than any establishment in this State, or even New York, was shown today in the receipt of a letter from Arthur Elliott, of 11 Albion street, Paterson, N. J., an actor who appeared during the week in a one-night show at Freeland.

While playing in the North Side town he went into a Victrola store and inquired if they had the duet from Norma sung by Glück and Homer, which he said he had been trying vainly to secure in every city that he has visited so far this season, including New York.

Freeland could not supply the actor, but the lady clerk offered to call up the Landau store because she said it has the biggest stock in Pennsylvania. The Landau firm had the record and to-day received a letter from Mr. Elliott enclosing remittance and thanking the local concern for its prompt reply.

HEAR RECORDS OF THE BIRDS

A rather unusual feature at the annual "conversazione" of the Belfast Naturalists' Field Club, held recently in that noted Irish city, were the records of blackbird, thrush and nightingale songs on a gramophone contributed by T. Eden Osborne, the prominent talking machine merchant of Belfast. The distinguished assemblage displayed the greatest interest in these records and were profuse in their thanks to Mr. Osborne for the opportunity afforded of hearing these versatile and beautiful singers.

ISSUES LISTS OF FOREIGN RECORDS

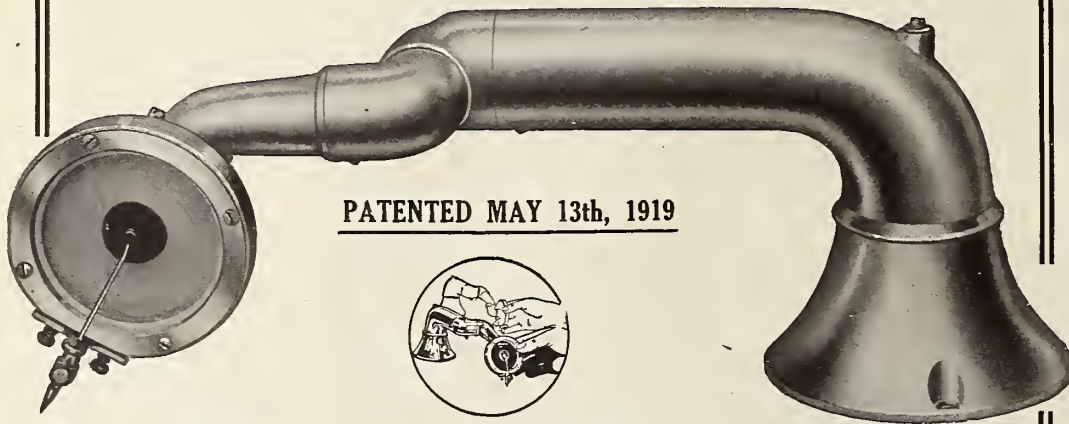
The Victor Co. in sending out its advance copy of the April supplement also included some very interesting lists of records in Arabian, Bohemian, Finnish, Greek, Hebrew, Italian, Lithuanian, Mexican, Norwegian, Polish and Swedish. To dealers who are reaching a constituency largely made up of people born in foreign countries these lists should make a wide appeal. This is a trade worth cultivating, because so many people retain a love for the music and songs of their fatherland that it will pay them to analyze their territory and cater to its needs.

A wise man doesn't need advice, and a fool won't take it.

**INDIVIDUALITY IN YOUR PRODUCT
WILL MEAN MORE SALES FOR YOU!**

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

**Equip Your Phonographs With
EMPIRE UNIVERSAL TONE ARM and REPRODUCER**



PATENTED MAY 13th, 1919



We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs



No. 1
Plays
only lateral
cut records.
Retail
at \$5.00

No. 2
Plays all
records.
Retail
at \$7.50

THE EMPIRE PHONO PARTS CO.

1362 EAST 3rd STREET

CLEVELAND, OHIO

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

**MOTORS
TONE ARMS
REPRODUCERS**

CASTINGS
Grey Iron
and Brass for

**TURNTABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS**

**Stylus Bars
Screw Machine Parts
Talking Machine Hardware**

Direct Quantity Importations On

**JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA**

*EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS*

D. R. DOCTOROW

*Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462*

REMINGTON CO. DOUBLES STOCK

Important Matters Discussed at First Annual Meeting of Stockholders of Remington Phonograph Corp.—Expansion All Along the Line

Some seventy stockholders of the Remington Phonograph Corp. were in evidence at the first annual meeting of the stockholders held on March 14 at the offices of the corporation, 1664 Broadway, New York. More than 60,000 shares were represented at the meeting, which elected the following Board of Directors: Philo E. Remington, James S. Holmes, Harry F. Sieber, G. Henry Stetson, E. Remington, Everett H. Holmes and John Fletcher. It was voted unanimously to double the capital stock of the corporation by providing 200,000 shares of no par value, instead of 100,000 shares at \$10 par, as at present. J. S. Holmes, the vice-president, stated after the meeting that arrangements had been made with New York banking concerns to underwrite the proposed new issue.

The vice-president's report showed that the corporation has over 500 dealers operating under exclusive territory contracts—that there has been a steady increase in business since last September—that the various plants of the Remington Phonograph Corp. are now producing every part of the instrument under their own

roofs. Details of the acquisition of the Olympic Disc Record Corp. were also announced at this meeting, as well as the signing of a number of exclusive artists to record for the Olympic record. The stockholders also had the pleasure of hearing the first Olympic records produced under the Remington management, and they were enthusiastically applauded.

A motion picture film depicting the history of the Remington family from 1816 to the present date was displayed at the conclusion of the meeting and created much enthusiasm.

WILL BE GUESTS OF HONOR

When the New England Advertising Association holds its second annual meeting at New Haven next October it will have as its guest of honor and chief speaker Vice-President Calvin Coolidge. Richard H. Lee, director-counsel of the vigilance committee of the Associated Clubs; George W. Hopkins, president New York Advertising Club and general sales manager of the Columbia Graphophone Co.; Bruce Barton, head of Barton, Durstine & Osborn; Dr. Paul H. Nystrom, manager-director of the Retail Research Association; Reuben H. Donnelley, former president of the Associated Clubs and head of the Reuben H. Donnelley Corp., and Irvin S. Cobb will be among the other speakers.

REACHING PROFESSIONAL PEOPLE

Some Pertinent Questions That Dealers Should Carefully Consider and Act Upon

Some very timely questions are set forth in a recent issue of the Dealers' Service bulletin sent out by the Putnam-Page Co., Victor distributor of Peoria, Ill. For instance:

"Are you featuring your shop to give special and intelligent service to professional people—real musicians who are often wonderful customers for Red Seal records?"

"Do you follow the musical clubs with special service—service to people who understand its worth?"

"Do you follow the schools with the special service that the school work demands and educational people appreciate?"

"Are you proving that you are capable of giving the service you feature—or that you should feature?"

The dealers who cannot answer these questions in the affirmative owe it to themselves to get busy and build up their fences so that they may be prepared to reach the class of trade that may be now going past their door.

ADVERTISING AS CREDIT GUIDE

"When we hear of a man cutting down on his advertising," said a wise bank president, "we cut down on his credit." With business in the condition it is at the present time every business man should interest himself in effective advertising campaigns. Good business is coming again and now is the time to make preparations to get your share of it. When one has leisure, one has time to plan carefully and to good purpose.

It requires more than a popular or catchy advertising phrase to establish a product in the world's markets—the article must have merit or it will not be a permanent success.

The Advent of Sales on the Portable Models

The season for the Victrola IV and VI will start much earlier this year. At any rate the time is at hand when your plans for the sale of these appropriate Victor models should be arranged.



VICTROLA VI

The Victrola IV and VI, as do all other Victrolas, create their own sales where the dealer gives them the necessary attention, display, etc. The coming season will show a distinct demand for these instruments.

We will be glad to assist you in arranging plans to care for such business in your territory.

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

PLUM BUILDING

Clinton and Beaver Streets

Newark, N. J.

Note: Use U-Sav-Your dressing and preserve the beautiful original factory finish on your cabinets.



RECORDING, PLATING and PRESSING

The New York Recording Laboratories offer to the Phonograph Industry thoroughly up-to-date facilities for Recording, Plating and Pressing 10-inch Disc Records.

Laboratories located in the heart of New York's musical life.

Extensive manufacturing facilities at Port Washington, Wis.

Inquiries regarding recording, selection of artists, songs, etc., invited.

The New York Recording Laboratories Est. 1917 1140 Broadway, New York, N. Y.

THE "TALKER" IN THE SCHOOLS

Position of the Talking Machine as an Educational Factor More Widely Recognized

An increased appreciation of the value of the talking machine as an educational factor is apparent from the editorial comments which are appearing these days in the newspapers, particularly in the smaller cities. For instance, the St. Augustine (Fla.) Evening Record of recent date contained the following well-considered editorial under the caption, "Music in the Schools":

"Fortunate indeed is it for school children that people are beginning to realize music can be a part of the school curriculum, even when funds do not permit of the payment of a special teacher of music. A school of the present day which lacks a good talking machine as part of its equipment is as much out of date as a school which has no reference library, and those schools which are better equipped will make forward strides, leaving others far behind. It is now realized that the talking machine is no longer a thing of luxury or indulgence, but a real necessity for every home and school, and for those who do not know exactly what records

should be procured in order to inculcate in children a desire for the best there is an abundance of helpful literature. There could be no finer or more worth-while work than that which is carried on by the education department of one of the largest and most famous talking machine companies in the country, looking toward a development of musical appreciation among our young people and a gradual development of their tastes and inclinations above the deplorable 'jazz level' of the present day."

WHEN GALLI-CURCI SANG TO SEVEN

Hartley Rowe tells the story that when he was an engineer on the Panama Canal he heard Galli-Curci sing at Panama City. There were only seven persons in the hall. "Did the singer slight her work?" he was asked.

"Not a bit of it," answered Hartley. "She gave the seven of us the best she had, and the next night the hall was crowded."

Possibly there is a moral in this for you or somebody else.

The Cummings Pharmacy has opened a talking machine department in Castile, N. Y., handling the Victor line.

SELLING IDEAS EMPHASIZED

In Some Very Attractive Bulletins Sent Out by the National Cash Register Co.

DAYTON, O., March 31.—Reflecting the intensive and highly efficient selling organization of the National Cash Register Co., of this city, are the very attractive bulletins which it has recently sent out to the trade. These are made up in colors and represent advertisements which this company inserted in the leading magazines in the country recently, and contain many good selling ideas which the dealer can utilize in the development of business. Especially attractive is one of the folders appealing to the selling force of not only the National Cash Register Co., but the country at large. It emphasizes the fact that the next four months dealers will show a surplus in sales by applying intensive sales methods in their organizations. Publicity methods of this kind certainly place the National Cash Register Co. among the leaders of the country in efficient sales organizations.

Sleeping on it before deciding is all right, but don't sleep too long—you may have a competitor who does not need so much sleep.

**The General
Phonograph Mfg. Co.**

Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E"

Plays All Makes of Records Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO

MAMIE SMITH

The Records Most in Demand

Mamie Smith, Your Best Seller

The sales value of a MAMIE SMITH record is emphasized daily by the fact that there is a noticeable steady demand, and that this demand grows with each new release of a MAMIE SMITH record.

Because she has developed an individual manner of singing Blues, she stands apart and above other Blues interpreters.

MAMIE SMITH has an artistry for vocal characterizations that has won her the title of "Queen of Syncopated Harmonies."

Are you featuring MAMIE SMITH?

Are you keeping your stock equipped so that you may take care of active requests?

Restock on all MAMIE SMITH records. Then start a MAMIE SMITH campaign.



Mamie Smith Advertises in Person

Under the direction of the Standard Amusement Co., Mamie Smith, assisted by her All Star Revue, a large company of well-trained artists, is giving concerts in all the large cities throughout the country. Due to her popularity, capacity-filled houses are guaranteed. And the enthusiasm created, in turn, has in every instance stimulated the sale of her records.

She has recently filled engagements in Chicago, Indianapolis, Evansville, Lexington, Memphis, Little Rock, Tulsa, Oklahoma City, Dallas, Fort Worth, Houston, Waco, Beaumont, New Orleans, St. Louis, Chattanooga, Atlanta, Savannah, Richmond, Norfolk, Wilmington, Philadelphia and numerous other cities.

A CONCERT TOUR OF THIS CHARACTER IS THE VERY BIGGEST THING IN ADVERTISING.

We have the records and you the demand. Place an order to-day and have both.

Complete List of Mamie Smith Records

POPULAR BLUES—VOCALS

- | | | | |
|--------|---|--------------------------------------|---------------------------------|
| 4113 | } | THAT THING CALLED LOVE..... | Mamie Smith |
| 10 in. | | YOU CAN'T KEEP A GOOD MAN DOWN | Mamie Smith |
| \$1.00 | | | |
| 4169 | } | CRAZY BLUES | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IT'S RIGHT HERE FOR YOU.. | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | |
| 4194 | } | THE ROAD IS ROCKY..... | Mamie Smith and Her Jazz Hounds |
| 10 in. | | FARE THEE HONEY BLUES.. | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | |
| 4228 | } | MEM'RIES OF YOU, MAMMY. | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IF YOU DON'T WANT ME BLUES | |
| \$1.00 | | | Mamie Smith and Her Jazz Hounds |
| 4253 | } | LOVIN' SAM FROM ALABAM. | Mamie Smith and Her Jazz Hounds |
| 10 in. | | DON'T CARE BLUES..... | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | |
| 4295 | } | JAZZBO BALL..... | Mamie Smith and Her Jazz Hounds |
| 10 in. | | "U" NEED SOME LOVING BLUES | |
| \$1.00 | | | Mamie Smith and Her Jazz Hounds |

OKeh Records

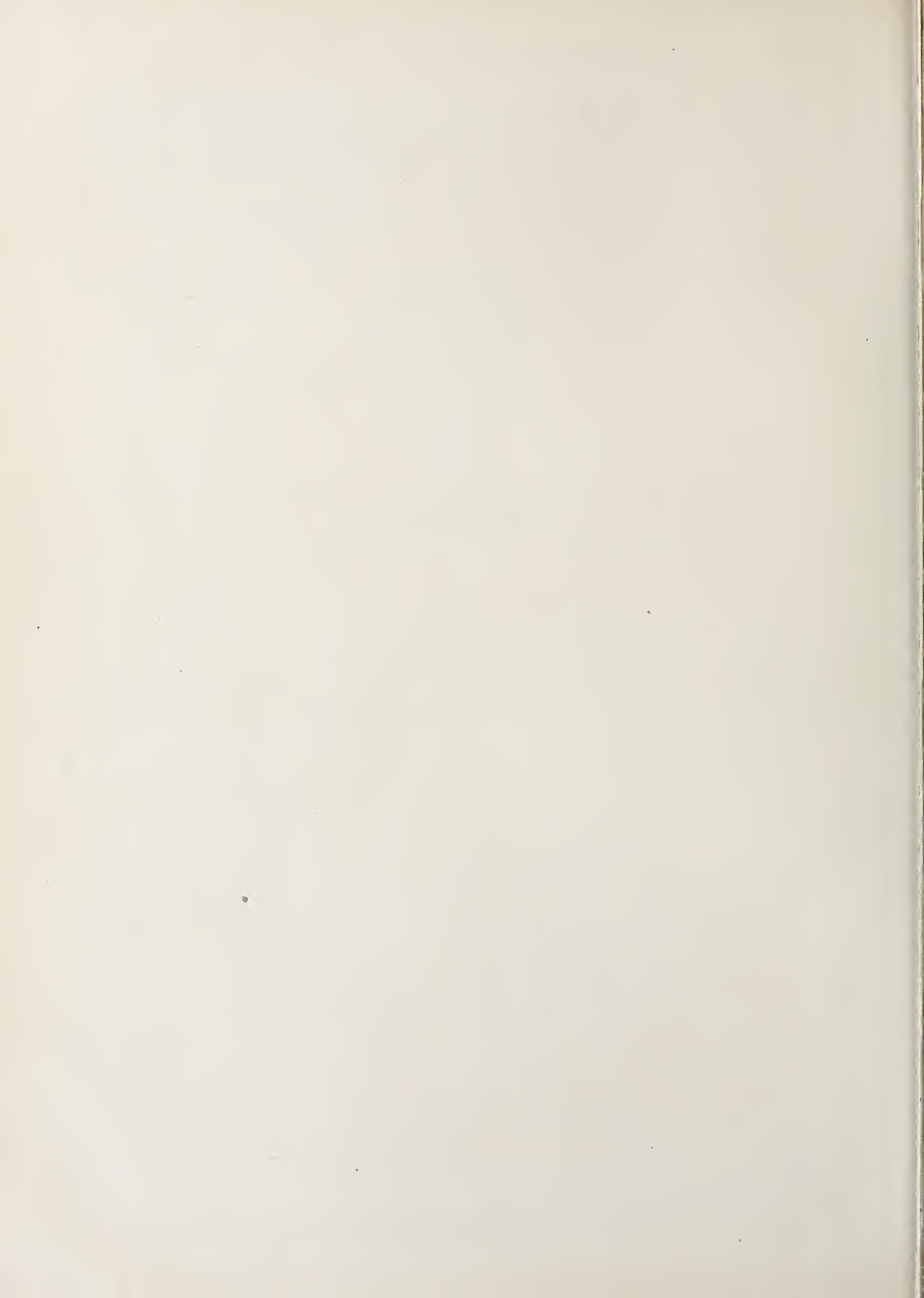
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.





MUSIC AND PSYCHOLOGY

Edison Mood Change Charts Show Reactions of Listeners to Various Kinds of Music—Award Offered for Best Research Work

Just as when Gutenberg devised movable type it meant the beginning of printing and the dissemination of literature among the people in general, so, when Thomas A. Edison invented the phonograph, it meant the universal distribution of music. The effects of literature upon us are familiar enough and the remarkable influence of music has been felt by everybody. But, while the effects of literature are easily traced to definite words and ideas, it is far less easy to say why certain tones, chords and musical progressions affect us as they do.

Mr. Edison is intensely interested in music's pervasive and mysterious influence on the mind and spirit. For more than a year the great inventor has been trying, in various ways, to stimulate general interest in this complex and fascinating problem. Through Professor W. V. Bingham, professor of psychology and director of the division of applied psychology at the Carnegie Institute of Technology, Pittsburgh, Mr. Edison has, among his other activities in this direction, offered a prize of \$500 for the most meritorious research on the effects of music submitted by psychologists before October 1, 1921, to the American Psychological Association. Dr. Bingham and a corps of associates have also been busy conducting innumerable experiments to ascertain causes of the power exerted by various types of music on the human being. Among the most significant experiments in the psychology of music undertaken by the Edison Laboratories is the Mood Change Chart, which is being distributed to the public at large. The charts, properly filled in, annotating the reactions to music, are coming in to the Edison Laboratories from all points of the compass. Mood Change parties are springing up everywhere, and it looks as if they would prove to be one of the most popular forms of "parlor entertainment" suggested in many years.

The Edison Mood Change Chart offers a most fascinating means of studying emotional reaction. It also possesses the virtue of extreme simplicity, as even a child can readily understand its operation. An unusual development of the Mood Change Chart and Party Plan is the attention and curiosity aroused in the minds of newspaper men. They look upon it as possessing news value of high importance.

In a recent interview with Mr. Edison, his interlocutor recalled to him the statement of certain psychologists that colors had so definite a reaction on the nervous system as to afford cures in the case of certain phobias, and the inventor was asked whether, in his belief, music might some day be similarly used, whether its psychological reaction might be as definitely ascertained.

"The reactions of tone should be far more certain than those of color," said Mr. Edison, "because so many people are color-blind, whereas far more persons respond to tone."

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

HARPONOLA

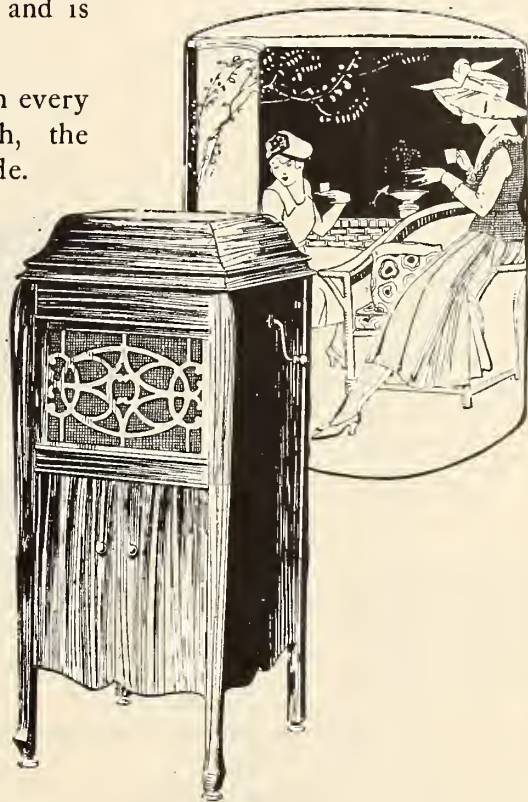
Talking Machines

The Harponola looks fine and is fine.

In every mechanical unit, in every line and detail of finish, the Harponola is highest grade.

On this substantial basis dealers are building a profitable and *distinctive* trade.

The Harponola dealer has a line with talking points and exclusive features,—and since we do not *flood* any section with dealers overlapping each other's territory,—this Harponola dealer can afford to work his own territory. He is building a trade for *himself*,—and not for someone else—



with the "GOLDEN VOICE"

The Harponola golden spruce horn, or resonant tone chamber, is scientifically correct for true musical reproduction.

The rich golden tint and fine modeling of this horn are so truly beautiful that they *hasten* sales. Of course the Harponola plays all records.

And we co-operate with practical advertising material and dealer helps.

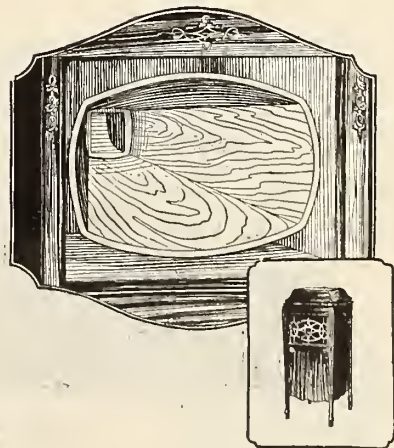
IMPORTANT—The new Harponola cabinets are now ready,—four of the new models being elegant console period designs. Full information on request.

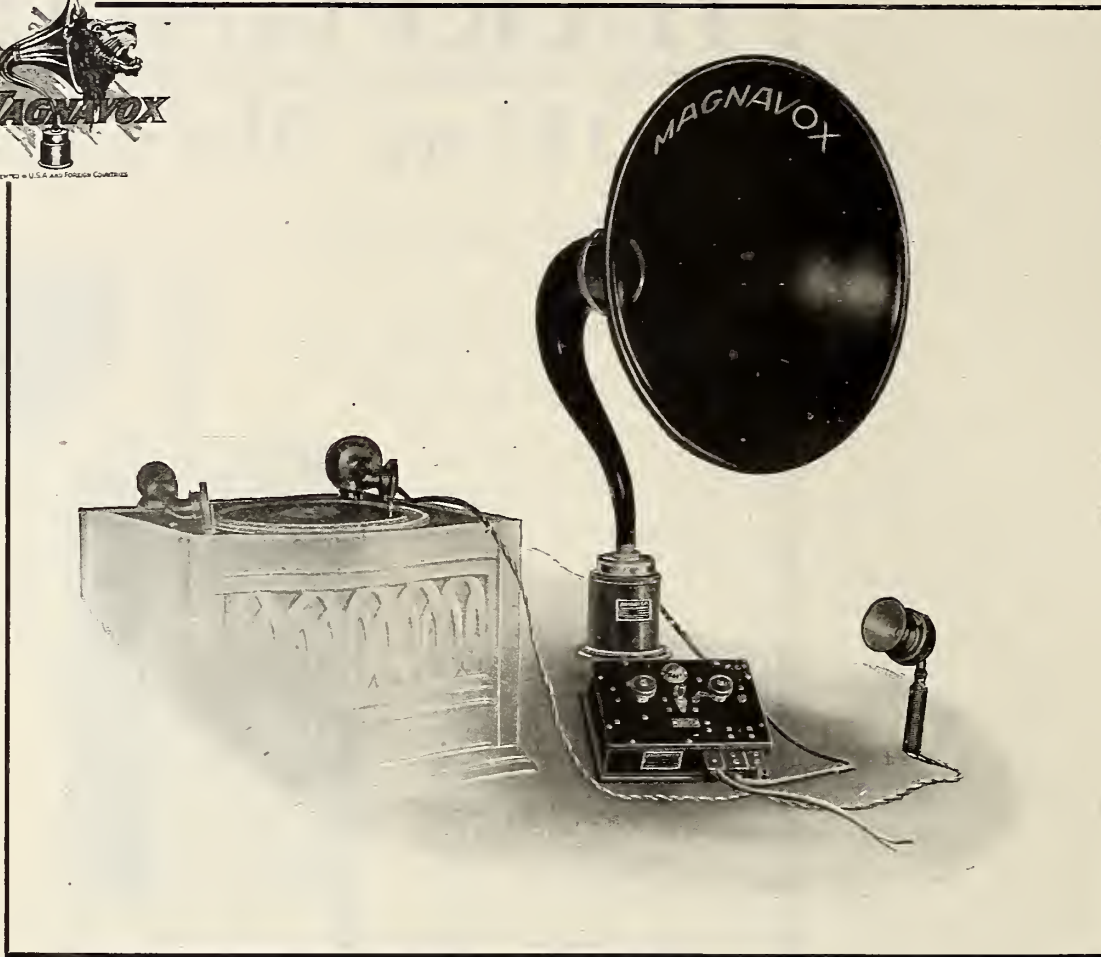
Get our Okeh Record Proposition, also.

THE HARPONOLA COMPANY
101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up-to-date factory





MAGNAVOX

MUSIC and VOICE
TELEMEGAFONES

TYPE MV-1



EX-PRESIDENT TAFT

is only one of the prominent men who have relied upon Magnavox Telemegafones to put their messages across to many thousands of people assembled to hear them.

Magnavox equipment allows you to put either music or voice before the maximum number of people.

Are a wonderful sales help for moving records or phonographs. They sell them to large numbers of people at one time. They increase the volume of the voice or phonograph many times and can be attached to any phonograph to play all records.

Manufactured by

The Magnavox Co., Oakland, Cal.

New York City Office, 1270 Broadway

Distributed By

CHICAGO, ILL. Telephone Maintenance Co.
BOSTON, MASS., Musical Supply and Equipment Co.
DALLAS, TEXAS, Sonora Distributing Co.
DAYTON, OHIO, J. W. Sands Co.
INDIANAPOLIS, IND., Kiefer Stewart Co.
MINNEAPOLIS, MINN., Minneapolis Drug Co.
NEW YORK CITY, J. O. Morris Co., Inc., 1270 Broadway
TORONTO, CANADA, I. Montagnes & Co.
WICHITA, KANSAS, Southwestern Drug Co.

Write for Bulletin MV-14

MUSICAL INSTRUMENTS WELL ADVERTISED IN NEW YORK RECORDS FOR COMMUNITY "SINGS"

Statistics Prepared by the New York Evening Post Show That Over Three Million Lines of Musical Advertising Appeared in Daily New papers in New York During the Past Year

Although manufacturers and retailers of musical instruments are frequently advised to increase their advertising appropriations, facts indicate that the total of such advertising in the course of a year is very heavy.

Musical instrument advertising in the New York newspapers during 1920, for instance, totaled 3,009,064 lines, of which 1,144,702 lines were carried in the morning papers and 1,864,362 were used in the evening papers. These figures were furnished by the statistical department of the New York Evening Post. In compiling these figures for the morning papers the five leading journals were considered: the American, Times, World, Tribune and Herald. The scope of the evening papers embraced the Evening Journal, Evening Post, The Sun, Evening Telegram, Evening World, The Globe, Brooklyn Eagle, Standard Union and the Brooklyn Times.

In computing the musical instrument advertising only strictly musical houses were considered. That is to say, department store advertising of musical instruments was not included in the total, and only advertising of manufacturers, jobbers and dealers who carried musical instruments exclusively was considered. In New York the department stores have devoted large space to the advertising of both pianos and talking machines and if this advertising were added to the above figures the total would be considerably larger.

While at first glance it would seem that more

advertising was done by musical instrument interests in the evening papers it must be remembered that the total of 1,864,362 lines was distributed among ten newspapers, while the morning lineage, 1,144,702, was computed from five newspapers. The amount of musical instrument advertising in the evening papers is not quite twice the amount of that in half the number of morning papers. On the whole, the morning papers seem to carry the greater amount of advertising, especially since they get out Sunday editions in which the advertising runs very high, and in which the musical instrument advertising has always figured largely. The balance, however, seems to be rather close, indicating that the advertising done by dealers and manufacturers and members of the music industry as a whole is fairly consistent.

The total advertising lineage in the evening papers in 1920 was 81,467,688 and the musical instrument advertising was a little more than two per cent, or 1,864,362 as given above.

Were the musical instrument advertising of the several department stores included in the total it would represent a substantial addition, for Wanamaker's, especially, and Gimbel Bros. and Bloomingdale Bros., devote a very substantial portion of their advertising allotment to pianos, talking machines and other musical instruments. Unfortunately, figures regarding department store advertising in musical instruments are not available at the present time.

by the professors covering the language courses. This has been found very effective.

Popular Songs With Band Accompaniments Recorded by the Victor Co. for the Use of Stimulating Community Singing

To meet the increased interest in community singing, which has become so marked in this country during and since the war, the Victor Talking Machine Co. is issuing six records, with band accompaniments, of popular community songs which are very effective aids in stimulating interest in a community work. In this connection there is a preliminary chord to set the pitch, and the melody in unison with the voices is sustained by the cornets, while a full brass band gives a full and vigorous accompaniment that fits them admirably for community purposes. The records referred to are as follows: "America," "Red, White and Blue," "America, the Beautiful," "Stars of the Summer Night," "Speed the Republic," "Onward, Christian Soldiers," "Believe Me If All Those Endearing Young Charms," "Home, Sweet Home," "My Old Kentucky Home," "Battle Hymn of the Republic," "Drink to Me Only With Thine Eyes," "Flow Gently," "Annie Laurie," "Hail, Columbia," and "The Star-Spangled Banner." These records are made by the Victor Military Band. There are also two records specially made by Conway's Band for community singing, which include "Old Black Joe," "Massa's in de Cold, Cold Ground," "Old Folks at Home" and "Juanita."

In small towns where band music is scarce these records enable the community to meet in the town park and have its community "sing" the same as if it was conducted in a big city under the leadership of some famous song leader. This is a step toward making music popular which dealers could utilize to good purpose in their local publicity.

TEACHING FOREIGN LANGUAGES

Talking Machines Being Utilized in Training Schools of U. S. Marine Corps at Quantico, Va.—How the Plan Is Operated

Talking machines are being used in the training school of the U. S. Marine Corps at Quantico, Va., for the purpose of teaching foreign languages. Each student has a table model with ear tubes, and follows the record pronunciation instructions by using a foreign text book. This plan has been found to be better than using a large machine for an entire class of sixty or eighty, as was customary in the past. By providing a small machine for each pupil record instructions can be repeated as often as desired. In this way there is a greater certainty of the knowledge percolating the mentality of the students than by class instructions. In connection with this method of teaching there are lectures

AN UP-TO-DATE VICTOR STORE

Talking machine travelers who have visited Washington, Pa., are very enthusiastic in their praise of the attractive store conducted by the G. W. P. Jones Music Co., Victor dealer in that city. The establishment is quite metropolitan, and has sixteen booths with modern equipment in the way of record racks, etc., while the show windows lend themselves to a very attractive display of instruments.

P. R. Stebbins, who recently purchased the Olympia Music House, Olympia, Wash., from L. R. MacIntosh and J. T. Kanney, has moved the stock of phonographs and records to new and larger quarters on East Fifth street, that city.

A FRANK PLAGIARIST

A large manufacturing concern sent frequent and urgent demands to a certain delinquent dealer, and, being unable to get so much as a response, sent a representative to visit him.

"Why haven't you paid your account, or at least written us concerning the matter?" the representative asked.

"My dear sir," responded the delinquent, smilingly, "those collection letters from your firm are the best I have ever seen. I have had copies made and am sending them out to the trade, and it's wonderful the number of old accounts I have been able to collect. I haven't paid my bill, as I felt sure there was another letter in the series and I need that last letter."

No Screws

No Adjustments

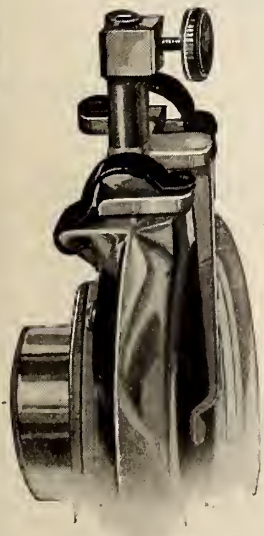
Therefore Nothing to Get Out of Adjustment

Just think what this new patented device will mean to you! **NO MORE SOUND BOX TROUBLES!** Absolutely guaranteed. A patented device of springs holds the needle arm on a steel-inserted, machine-cut knife edge.

The only way to be convinced of the wonderful tone this sound box produces is to obtain a sample. Remit \$2.20 for Sample. Your money refunded if found unsatisfactory.

Our Tone Arms are of the Highest Standard. No Continuous Taper.

The Mutual
PHONE TONE ARMS & SOUND BOXES



PATENT PENDING



PATENT PENDING

MUTUAL PHONO PARTS MFG. CORP., Herman Segal, Pres.
149-151 LAFAYETTE STREET NEW YORK CITY

Write for sample at once—NOW Don't Delay

OKeh Records



FACTS



The Record of Quality

OKeh Records have achieved a prominent and influential position in the Record Industry.

There is every reason why dealers should be proud to sell OKeh Records

A repertoire, consisting of superior recordings of famous artists and classical compositions, offers an assurance to a prestiged trade.

Our Rapid Service Is Continuous

OKeh Records are an attraction to customers. Large monthly releases of latest hits mean constant trade.

Consolidated Talking Machine Co.

OKeh Records *Distributors*

227 W. Washington St.

Chicago, Ill.

There's no "season" for such records as Stracciari's of the Barcarolle from *La Gioconda*. It will sell any time, and for years to come. A great Italian boat-song by a great Italian baritone. Columbia 79636.

Columbia Graphophone Co.
NEW YORK



ORGANIZE UNITED PHONOGRAPH DEALERS' ASSOCIATION

New Organization Composed of Talking Machine Dealers in the Metropolitan District of New York Meets and Elects Joseph Tylkoff, President—Addresses by Prominent Members of Trade

Over one hundred talking machine dealers of the metropolitan district of New York attended the initial organization meeting of a new association to be known as the United Phonograph Dealers' Association, held at the Hotel Pennsylvania on Friday, March 25, and it was plainly evident that those who attended were keen on ways and means for improving present conditions in the retail division of the industry.

The object of the new association as outlined by the president, Joseph Tylkoff, is primarily to eliminate a number of evils that have crept into the retail trade, chief among them the horde of "gyp" dealers who are operating in New York and causing substantial loss in sales to the legitimate established dealers. This organization will use every effort to eliminate this type of merchant from the field and will seek the co-operation of the manufacturer in withholding goods from such people.

The association will also work to put the retail talking machine business on a higher plane. The question of handling instalment paper has already been taken up with one of the leading banks in New York and it is very probable that in the near future a definite plan will be formulated whereby dealers can discount such paper on a businesslike basis and utilize the cash thus obtained for their business. There has also been discussed the question of establishing a transfer bureau through which retailers may exchange records and machines of which they have a surplus for other goods of which they are in need, thus reducing the chance of becoming overstocked.

At the organization meeting on Friday President Tylkoff outlined the object of the new movement and was followed by Adolph Meyers, a well-known local dealer, who told of some of the plans that were already being worked out by the executive committee. Several manu-

facturers and their representatives were present and were called upon to address the dealers and if possible outline what the future held for the trade and how dealers could best prepare for coming business.

The first of the speakers was Chester Abelowitz, representing the Brunswick, who promised co-operation. He was followed by George E. Brightson, president of the Sonora Phonograph Co., who told of the lines along which his company conducts its business. Lambert Friedl, of the General Phonograph Corp., spoke next and pointed out the advantages of dealers getting together to arrive at a better understanding regarding trade practices. Mr. Friedl also called attention to the Stephens-Kelly bill now before Congress, designed to prevent false pretense in merchandising. Under the new measure manufacturers will file a schedule with the Federal Trade Commission showing list prices to jobbers and to dealers. The bill has been drawn in a manner to provide considerable freedom of action under due regulation and has been endorsed by over 500 trade organizations.

H. E. Morrison, of the Emerson Phonograph Co., also addressed the dealers and was followed by George W. Hopkins, general sales manager of the Columbia Graphophone Co., who gave a strong talk on business methods. Mr. Hopkins stated that his company had always maintained the policy of dealing direct with dealers and had been active in discouraging the "gyp" dealer by refusing to sell to any but authorized representatives. In the course of his talk Mr. Hopkins also went into the matter of credits and declared that the banks of the country had never lost a nickel on talking machine paper. He blamed the action of the Federal Reserve Board in shutting down on commercial credit for much of the present busi-

ness unrest. Continuing on the question of discounting paper, he urged that dealers make use of their franchise rights as collateral when dealing with bankers, for the franchise meant a real asset.

In closing, Mr. Hopkins declared that the trouble with most of the dealers was that they were looking into the future and forgetting the present. As an instance in point he said, while still working in March, they were wondering what the April record lists would offer and kept turning to the new things instead of giving continued attention to the old.

Another speaker was M. M. Roemer, local distributor of the Granby Phonograph Corp., who, among other suggestions, advocated that dealers be in a position to offer a discount for cash sales.

The various talks were received with enthusiasm by those who attended the meeting, and that the interest was sincere was evidenced by the number of applications for membership turned in to the secretary. In addition to President Tylkoff the officers of the United Phonograph Dealers' Association are: Harold Bersin, vice-president; Joseph Friedman, secretary, and Saul Birns, treasurer. Information regarding the organization can be obtained from the president, whose address is 752 Melrose avenue, New York.

It was explained by the officers that the new organization is not intended in any sense to compete with existing associations, but was designed to accomplish definite things in the matter of eliminating evils and bettering conditions which, the officers asserted, present associations are not, apparently, attempting.

VIRTUE ALONE NOT ENOUGH

Virtue by itself is not enough, or anything like enough. Strength must be added to it, and the determination to use that strength. The good man who is ineffective is not able to make his goodness of much account to the people as a whole.—Theodore Roosevelt.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE

RADIO-TELEGRAPHIC PROGRESS

Latest Apparatus With Sound Amplifiers May Be Produced in Near Future Like Cameras and Sold in Like Manner, Says Authority

Writing of the future for amateur radio-teleg-raphy in the Radio News Pierre H. Boucheron gives the advice to "go easy on the purchase of spark equipment." The reason is that such great improvements are taking place in vacuum tubes and their arrangement that what you buy as new to-day may be obsolete to-morrow.

He shows a photograph of the latest vacuum tube, no thicker than a pencil, or cigarette, which "is destined to revolutionize radio and it will not take many years, either," he says. This is a practical instrument and not a mere toy.

Mr. Boucheron foresees the day when people will carry wireless outfits as they carry cameras to-day, and H. Gernsback, editor of the maga-zine, remarks:

"The chances are that during the next decade most of the radio apparatus will be sold by all up-to-date drug stores the same as photographic cameras and supplies are now. By that time a radio receiving outfit will have been compressed into a space as small as the present-day cameras, pocket cameras not excepted. These outfits will comprise a one or two-step amplifier, and there will be no phones with such an outfit, but very likely the sounds will come right from a horn similar to our phonograph to-day, only built along miniature lines. The aerial will probably be of the loop type, collapsible, and made to fit right into the box itself. Such a loop aerial could be extended into its full shape within a few seconds. The vacuum tubes used in the outfit will possibly be even smaller than the ones made now. These vacuum tubes are about the thickness of a fountain pen and are from one to one and one-half inches long. There is no doubt that in time vacuum tubes will be made even smaller.

"Amateurs want compact apparatus these days, particularly for receiving. When you can take a neat little box fashioned along the lines of a kodak, set it up in your parlor, and when dance music, originated some five hundred miles distant, begins to pour forth from it by radio, then we can truly say that the heyday of amateur radio has really arrived."

The sign of a healthy mind is the ability to laugh heartily.

Laughter is a letting go.

It releases the mind and relieves the tension of too much and too long thinking. How much better you feel after a boisterous laugh—yet how often do you enjoy one? Almost everyone can think back for months before being able to remember the last real laugh he had. Most of us need a hearty laugh at least once a week—as a pill to purge melancholy—but we consider ourselves lucky if we are able to laugh, completely and unrestrainedly, twice in a twelve-month.—Hewitt's Magazine.

Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

**RENE MADE SPRINGS AND PARTS LAST LONGER
COST LESS**

RENE MFG. CO.

Montvale, N. J.

BOOKLET ON COMING MUSIC WEEK

Attractive Volume Just Prepared Sets Forth the Various Plans for the Celebration

The committee on New York's Music Week in charge of the details of the second annual celebration, to be held April 17-24, has prepared and will shortly send broadcast an attractive and comprehensive booklet setting forth in detail various plans for the Music Week celebration, the channels through which the message of music will be carried to the public, the various institutions and organizations that will participate and their method of participation, together with other information of distinct value.

It is reported that although only preliminary letters have been sent out so far announcing the dates of Music Week and its general aim, so many promises of co-operation have already come in that the celebration promises to be even larger and more impressive than that of last year, when over 1,700 different organizations participated.

The booklet bears on its cover the reproduction of a special poster design to celebrate Music Week, which poster will be spread before the gaze of the public in various forms very shortly. Otto H. Kahn is honorary chairman of the committee on New York's Music Week, with Berthold Neuer, of William Knabe & Co., chairman, and C. M. Tremaine, of the National Bureau for the Advancement of Music, secretary. Prominent city officials, musicians and business men make up the committee proper, which is now rapidly completing plans for the various activities of Music Week in which talking machine men should be interested.

CHAS. H. MURRAY TO EUROPE

Charles H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., sailed for Europe early in March in the interest of the Pathé organization. Mr. Murray expects to be gone for about a month and will visit the London offices of the company, as well as the Paris house of Pathé Frères.

OPEN NEW MUSIC STORE

Nichols & Frost Open Well-equipped Retail Establishment in Fitchburg, Mass.

FITCHBURG, MASS., April 4.—Nichols & Frost have opened a complete music shop in this city, in the store formerly occupied by B. L. Rich & Co. A large soundproof room has been built in the rear of the new store for the demonstration of talking machines, the room being large enough to hold a dozen models. Three smaller sound-proof booths have also been installed for demonstration purposes, the talking machine department being in charge of Mrs. Edith Morrison. Victor and Brunswick machines and records will be carried. A department in the store will also be devoted to the handling of player rolls and sheet music, under the direction of Miss Belle Breckenridge.

HOW TO NEUTRALIZE THE GROUCH

When a customer flies off the handle, becomes unreasonable, sarcastic, peeved, and down-right mean—listen patiently to his tale of woe, says Harmony, the Sherman, Clay & Co. house organ. At this particular point, opposition is the worst thing in the world.

After he has had his say—and not until after—show sympathy by the tactful appreciation of his troubles.

Put yourself in his place. Try to see the matter as he sees it. Talk to him from his viewpoint.

You'll be surprised to see how quickly he ceases to look upon you as an enemy and sees in you—a friend.

You'll be surprised to see how quickly he regrets his grouch and apologizes to you for his hasty words.

Truly, "the soft answer turneth away wrath!"

Nothing will disarm an angry person quicker than a spirit of sympathetic understanding. Try it!

The Phoenix Phonograph Co., Chicago, Ill., recently filed a petition in bankruptcy with approximate assets of \$3,000 and liabilities of \$6,000.

The Needle that Speaks for Itself

Plays 100 to 200 Records without changing

NO SCRATCHING

NO HISSING

"THAT'S IT"

"SUPERB STYLUS" SEMI-PERMANENT

Send for Samples and Discounts

MELLOWTONE NEEDLE CO., Inc.

Sole Manufacturers

ANSONIA, CONN.

THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

Manufactured under the Patents of Louis K. Scotford

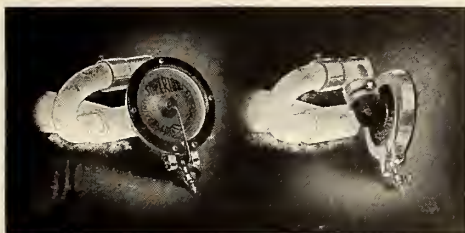
PROFITABLE SPECIALTIES FOR THE DEALER



On the EDISON

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—
Sample prepaid, Nickel \$7.50, Gold \$10.00



On the VICTOR

CA Mellow, More Musical Tone on All Makes of Records

Superior Reproducer with 21-VE Vitor Elbow—Sample
prepaid, Nickel \$6.50, Gold \$8.50



On the COLUMBIA

Makes the Owner of an Old Machine a "Live" Record Buyer

Superior Reproducer with 21-CC Columbia Connection—
Sample prepaid, Nickel \$7.00, Gold \$9.50



On the VICTOR

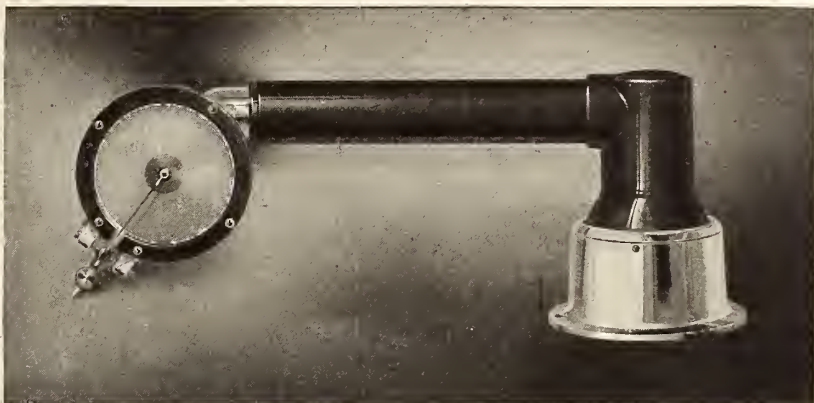
On the COLUMBIA

SCOTFORD MODEL I REPRODUCER

Plays Only Vertical (Hill and Dale) Cut Records, but Plays Them at Their Best

Scotford Model I Reproducer 1-V for Victor—Sample
prepaid, Nickel \$6.00, Gold \$7.50

Scotford Model I Reproducer with 1-C Columbia Connection—
Sample prepaid, Nickel \$6.75, Gold \$8.75



The fault of most tonearms is that they copy the tapering shape and curving turns of the original model used in the first successful phonograph. These imitations possess no individuality or distinctive merit of their own. But the Scotford Tonearm is different. The design is not a copy of any other, and none of the mechanical features are the same. It does not follow the common theory of developing the sound waves within a tapering tube of curving turns, but obtains superior results through a straight tube of unobstructed angle turns—the proven method of the "speaking tube."

The Superior Reproducer plays all makes of records as they should be played, the needle retaining the same center and same correct angle in both positions. Note the split, springlike frame, with perfect insulation between frame and backplate and between reproducer and tonearm connection. Note also the sensitive pivoting of the needle bar, imparting a hammerlike movement to the diaphragm. These patented features, obtainable only in the Scotford inventions, give a tone of mellow richness, genuinely musical in quality, positively not equalled by any other

Samples Will be Submitted on Approval

Style 1 (as illustrated) is a combination of Japanned and Plated parts—Tonearm long tube and main elbow, Reproducer face ring and back Japanned; other parts Plated

Style 2. Tonearm long tube and main elbow Japanned, base Plated; Reproducer back Japanned, face ring and frame Plated

Style 3. All parts of Tonearm and Reproducer are Plated

No. 1 Scotford Tonearm and Superior Reproducer	Nickel \$7.00, Gold \$ 9.00
No. 2 Scotford Tonearm and Superior Reproducer	Nickel 7.75, Gold 10.00
No. 3 Scotford Tonearm and Superior Reproducer	Nickel 8.50, Gold 11.00

Samples Prepaid at the Above Prices—Quantity
Prices on Application

THE SUPERIOR LID SUPPORT

The Spring Balance that Does Not Warp the Lid

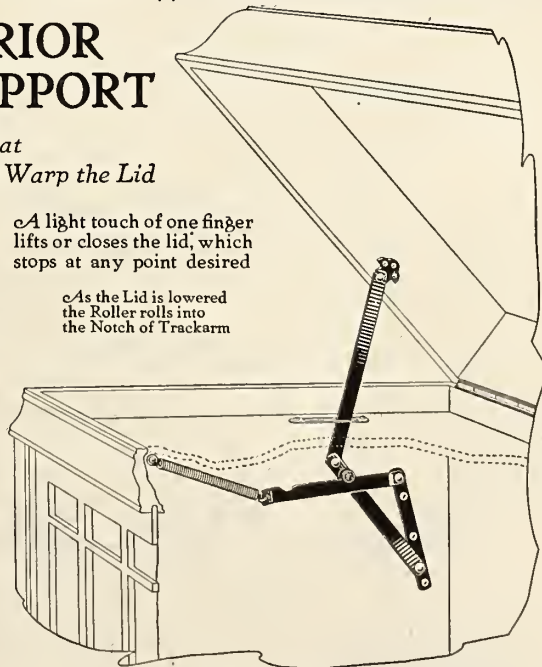
Noiseless in operation. The simplest balance support made. Easiest to install. It positively will not warp the cover. Lids warped by other supports can easily be brought back to correct shape by the Superior

Theoretically, any lid support will warp any lid if placed singly at either side, as the warping is not done when the lid is down. Leaving the cover open causes the warping, as the unsupported corner will sag

But actually, the Superior Support overcomes this common fault. When down, the support exerts a slight downward pull which corrects any warping that develops when the lid is up

A light touch of one finger lifts or closes the lid, which stops at any point desired

As the Lid is lowered the Roller rolls into the Notch of Trackarm



Price of Sample Prepaid

Superior Lid Support with Escutcheon Nickel \$0.75 Gold \$1.25

Sample of Any Superior Specialty on Approval

If not rated, deposit the price, which will be refunded on return of samples
Write for Quantity Price List of Superior Specialties



BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

CANTON, O., CONCERN TO MOVE

Canton Phonograph Co. Arranges to Occupy Larger Quarters in That City

CANTON, O., March 28.—The phonograph store of the Canton Phonograph Co., Cleveland avenue, South, will move to larger quarters within the next week, E. H. Woomer, the manager, has announced. The present quarters of the store have become inadequate owing to the growing business and it has become necessary to seek more commodious quarters. Two locations are under consideration, according to Mr. Woomer. One is at Third street and Piedmont avenue, Northeast, and the other is in Market avenue, South. Both are in the heart of the business district. With removal to larger quarters the store will expand and a much larger stock of talking machines, pianos, player-pianos, records and musical merchandise will be carried.

ADVERTISING BY AIRPLANE

Talking Machine Dealer of Edinburgh, Scotland, Adopts Clever Publicity Idea

All the bright ideas in advertising are not confined to the United States by any means, for occasionally Europeans offer an advertising stunt that displays considerable ingenuity. The



Scotsman's Clever Publicity Stunt

accompanying photograph shows the method adopted by Harry Macrae, talking machine dealer of Edinburgh, Scotland, for calling the attention of the public of that city to the fact that he handles Gramophones and records. The plane travels over Edinburgh at frequent intervals, and the accompanying photograph shows it directly over the famous Edinburgh Castle. Mr. Macrae believes that he is the first talking machine dealer in the world to make use of this particular form of advertising.

Some men get results if kindly encouraged—but give us the man who can do things in spite of hell.

Treat Them Right

The *very least* that any Victor Wholesaler can do for the Retailers he serves is treat them with courtesy and consideration. And instances are not infrequent in which he can do a great deal more—if he has a mind to.

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.

PROVIDE FOR WOMEN EMPLOYEES

Women's Rest Rooms Being Installed in New Columbia Headquarters in New York

The officials of the Columbia Graphophone Co. have arranged for special women's rest rooms in the new quarters which the company will occupy shortly in the Gotham National Bank Building, on Broadway at Columbus Circle. The personnel of the executive office staff of the Columbia Graphophone Co. includes a large number of women, many of whom occupy important positions, and referring to the provisions for their welfare in the new Columbia home one of the officers of the company stated:

"This is a business of infinite detail. Infinite accuracy is necessary in handling our thousands of records and doing business with several thousand dealers. Not only in our factories, but in our business office as well, we have found that women are willing to exercise greater patience and care than the average man worker."

HOLDS OPENING OF NEW MUSIC SHOP

MIDDLETOWN, CONN., April 6.—S. S. Rinaldo's new music shop, which was recently opened at its new location at 183 Main street, this city, is very attractively arranged, the color scheme being white. At the left of the entrance there are five demonstration booths attractively

equipped; at the right there is a very cozy rest room for visitors, and further along are the record stands which contain eight thousand selections. In the rear of the store there are two more demonstration booths. There is also a goodly space devoted to the piano display. During the opening week there were a number of concerts afternoon and evening, and Mr. Rinaldo was in receipt of many compliments on his enterprise. The Columbia line is handled.

AN IDEA WORTHY OF SIMULATION

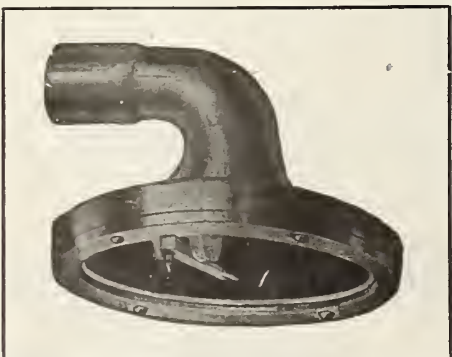
Quite a constructive idea which could be adopted with profit by dealers generally is that employed by W. S. Barringer, who opened a handsome new Victrola shop in Kokomo, Ind., a few months ago. He maintains a large bulletin in a prominent part of his salesroom, on which a calendar of musical events to occur in that city for the week is displayed. In this way Mr. Barringer not only makes his store a clearing house for information on musical events, but he also contributes to the propagation of music and musical knowledge generally.

Combs & Clouse Music Co., of Chariton, Ia., has been conducting a wonderfully successful campaign in placing Victrolas in the country schools in Lucas County. D. Earl Combs, of the firm, recently stated that every school in his county now boasts of a Victrola.

Quality

Distinction

The "VICSONIA" Reproducer



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

Sample will be sent on receipt of \$4.50. Retail price \$7.50.

VICSONIA MFG. CO., Inc.

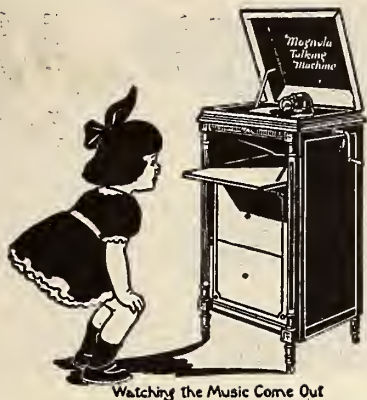
313 E. 134th STREET

NEW YORK, N. Y.

"Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of *Magnola* and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

EDISON CONCERT IN MASSILLON

Marie Morrisey Heads Interesting Program Given in Rhines Edison Shop

MASSILLON, O., March 28.—By special arrangement Marie Morrisey, Edison artist, presented her favorite program at Rhines Edison shop, 206 West Main street, Tuesday, March 22. A large crowd heard the concert. Appearing with Miss Morrisey were: Harold Lyman, flutist; Walter Chapman, pianist, and the New Edisons.

OFFER A NEW RECORD ENVELOPE

P. L. Andrews Corp. Introduce New Style of Envelope to the Trade

The P. L. Andrews Corp., Irving avenue and Troutman street, Brooklyn, N. Y., manufacturers of disc record envelopes, delivery bags and needle envelopes, has just announced a new record envelope, designed for shelf-style cabinets, which enables the operator to find, conveniently and rapidly, any record desired.

The company is at present delivering these envelopes in two styles, one of which has space to record the artist's name and the title of the number, etc., and one carrying an alphabetical index. These are made up in heavy green or brown kraft stock and are of very durable material.

TO MOVE TO NEW QUARTERS

Jesse R. Hand, who handles the Columbia Grafonola in Lake Geneva, Wis., has arranged to move to new quarters in the building he has purchased on Broad street, that city.

MULTIPLY YOUR POWER

You who employ mediocrity when ability could multiply the power of your business machine are like those who cultivate fields with ox-plows while competitors employ tractors.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

SOME TRADE HAPPENINGS IN NORTHWESTERN TERRITORY

Many Columbia Sales Owing to Special Price Announcements—Davis & Ruben Buy Foster & Waldo Columbia Stock—Whitney-McGregor Co. Now Exclusive Victor—Conditions Reviewed

ST. PAUL and MINNEAPOLIS, MINN., April 6.—The "big story" of the March month in the Northwest was the sensational cut in the prices of Columbia graphophones. Little or no attention either by the dealers or the buying public was given to the announcement of price reductions by the minor manufacturers, but the cut of the big Columbia concern at least was startling to many retailers. The effect has been to move a great many machines, without question. W. L. Sprague, general Northwestern manager, was touring South Dakota last week and was not available for an interview, but his assistant, Mr. Tanner, stated that more machines had been moved in the first fortnight succeeding the cut than in the previous ten weeks.

The entire Columbia stock of the Foster & Waldo Co. was sold last week to Davis & Ruben, the deal involving about \$10,000. It is also stated that the Whitney-McGregor Co., formerly the Minneapolis Dry Goods Co., will become an exclusive Victor store, discontinuing all other lines when the present stock is exhausted.

Generally speaking, there has been no remarkable improvement in talking machine circles. In Minneapolis Milton Lowy, of the Minnesota Phonograph Co., an exclusive Edison house, states that the total sales for each month of 1921 have greatly exceeded the totals for the corresponding months of 1920. This record, of course, is exceptional. Laurence H. Lucker, Northwestern distributor of Edison machines and records, allows that trade is satisfactory. All the road men are out and even though they are not bringing in as large orders as formerly business is going on as usual and no attention is being paid to pessimistic talking and predicting.

W. J. Dyer & Bro. and the Beckwith-O'Neill

Co., Victor distributors, concede that their retailers are not disposing of as many instruments as formerly. In a way this has its pleasing and satisfactory compensation in that the houses are in a position to render better service. They can now supply any certain model or any particular record with reasonable certainty and promptness. Also they are in position to assemble something like a fair stock and at least carry a full line of sample styles.

M. L. McGinnis & Co., exclusive Starr dealers, report they are getting by very nicely in view of the general business situation. They have had excellent success with the library table models, on which design they quote special prices that have proven very attractive.

Vocalion records are winning their way in the Twin Cities through the active efforts of the Stone Piano Co. "Do You Ever Think of Me?" was a big March seller. To get the big popular hits before the public first is the aim of the retailer and the Vocalion people seemingly are trying to serve this desire. The Vocalion instruments are also moving fairly well, according to reports.

Thibaud's records made in New York just before he set out on his present tour overtook him at Minneapolis last week and there was a happy reunion. M. Jacques Thibaud listened critically to his own music reproduced on a Pathé record played in Mr. Crotty's Pathé shop, Minneapolis. To Mr. Crotty he announced that he was entirely satisfied with these latest Pathé records of his playing.

Good will is more than an asset for a firm or an individual—it is a hostage to the public. It is a bond of increasing value that insures the continuance of the old praiseworthy methods. Only the nameless are unafraid of discredit.

THOS. A. EDISON, Inc.,

by

NATIONAL ADVERTISING

now appearing in periodicals and daily papers is emphasizing the ability of the New Edison to play the various talking machine records with highly improved tone quality.

Edison Jobbers and Dealers

you will be best prepared to make capital of that advertising by stocking only the highest quality Reproducer attachment.

The Newton Reproducer

WITH EDISON ATTACHMENT

leads all others in performance, quality and finish. It embodies a highly scientific diaphragm of double construction made expressly for and adapted to the throat and amplifier of the New Edison.

The NEWTON Reproducer is guaranteed indefinitely

List Price Complete—G. P. \$12.00, N. P. \$10.00

Liberal Discounts—All Shipments Prepaid

Sold by Leading Edison Distributors

Samples shipped, open account to authorized dealers—Write today

MANUFACTURED EXCLUSIVELY BY

W. L. NEWTON & CO., INC.

SCRIBNER BUILDING

597 FIFTH AVENUE, NEW YORK CITY

EUGENE and WILLIE HOWARD'S TERRIFIC HIT in THE PASSING SHOW of 1921

UNDERNEATH HAWAIIAN SKIES

The most beautiful Fox-Trot Melody in years

Published by LEO FEIST INC
FEIST BLDG.
NEW YORK

"You can't go wrong with any Feist Song."

MAKES EXTENSIVE STUDY OF EDISON SALES PORTFOLIO

Geo. H. Wicker Tells in a Most Interesting Way in Printers' Ink Monthly of the Results Accomplished by the Edison Sales Portfolio—Calls It Mine of Information

In the March issue of Printers' Ink Monthly George H. Wicker gives the results of his extensive study of the Sales Portfolio, which is the joint work of William Maxwell and his associates at the Edison Laboratories and which has taken rank as a masterpiece of its kind. Mr. Wicker analyzes each proposition in turn and demonstrates what a perfect mine of information and inspiration they may be to the dealer. Incidentally, Mr. Wicker has some interesting things to say about salesmen as "missionaries" and quotes William Maxwell on the subject. The following extracts from the Printers' Ink article are unusually illuminating:

"One of the commonest sins in modern merchandising is the so-called missionary work of the sales force. There is much popular misconception about it. The definition of the term is taken for granted too many times. With many sales managers it has become a sort of pet fetish which has lost its potency without their knowledge. Rites are still observed and indulgence granted to its blessed memory. Many a salesman has covered up many a delinquency by appending to a lean and hungry sales report a memo that 'he was doing missionary

work among the dealers' and, has been able to get away with it because he knows his boss believes in missionary work.

"What the manufacturer needs to do, therefore, is to merchandise his ideas about his product to the jobber just as he would merchandise his product.

"For many years," said Wm. Maxwell, vice-president of Thomas A. Edison, Inc., the other day, 'I had attempted unsuccessfully to make missionaries of salesmen. It occurred to me in this connection that the only way to get salesmen to promote sales ideas was to put the ideas into such shape that they could be sold, virtually, as merchandise.

"There are probably few manufacturers who have more trade gospel to spread among dealers than we have, or less adequate facilities for doing it, owing to the fact that we distribute our phonographs through jobbers and have to rely to a great extent upon the jobber's traveling salesmen.

"One of the first things I did, therefore, was to have every one of our sales promotion plans for dealers gone over and worked up into a definite "proposition." We found many of our

sales promotion plans were pretty indefinite. About all they amounted to was a set of instructions that required the dealer to do everything, while we sat on the fence and watched him work.

"We took each one of our plans, drew a perpendicular line, set down on one side of it the things the dealer could and should do, and on the other side the things that we could and should do to make the plan effective. The result was a "proposition" which could be sold to the dealer, provided it met his requirements. This caused me to incorporate the following principle into our sales policy:

"Each dealer's needs must be studied as an individual case and sales aids offered to him according to his actual needs. Each sales aid will be presented to the dealer in the form of a definite proposition, as if it were a piece of merchandise. Sales promotion plans will be put into self-serve packages."

"The work that Mr. Maxwell's idea entailed nearly threw his advertising and sales organization out of joint. The scheme was altogether the most stupendous thing of its kind ever undertaken by the company. The idea, at conception, seemed to be innocent enough, and everybody greeted it with much acclaim because it looked to be so delightfully simple and easy to do.

"It was like the simple proposition of saving money by depositing a dollar on the first day of the month and dollars for the sum of days on each day following, which apparently guileless proceeding runs up to an alarming total in the course of thirty days.

"But to-day, after the work has been done and the plan has been tested in actual operation, the company looks back to the preliminary work that had to be undertaken as one of the important factors in its present success, for the Edison merchandising plan embodies features that distinguish it from most plans and has made history in the phonograph world."

REYNOLDS

MOBILE ALABAMA

VICTOR DISTRIBUTOR

VICTOR VICTROLAS
VICTOR RECORDS

SERVING VICTOR DEALERS
IN
'ALABAMA'
'MISSISSIPPI'
'FLORIDA'

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City

COURT OF APPEALS SUSTAINS PATENT OFFICE DECISION

High Court in District of Columbia Upholds Ban on Use of Name "Steinola" for Talking Machines —Steinway & Sons Sought to Prevent Trading on Its Name

WASHINGTON, D. C., April 4.—A trade-mark decision of general interest to the industry has just been handed down by the District of Columbia Court of Appeals in favor of Steinway & Sons, the prominent piano manufacturers of New York, who sought to restrain the Steinola Co., of St. Louis, Mo., from using the name "Steinola" for talking machines. This matter has been in litigation for almost two years and the case was formally decided by the Patent Office in favor of Steinway & Sons, after which the Steinola Co. appealed the case to the Court of Appeals of the District of Columbia, which has sustained the Patent Office decision, which read as follows:

"The coined word 'Steinola,' made up of the common termination 'ola' and the surname 'Stein' of a man to whom one share of the stock of the company being organized was given for the use of his name, Held not entitled to registration as a mark for phonographs upon opposition by Steinway & Sons, who for many years have manufactured high-grade pianos, since any one seeing the mark on phonographs would likely be led to think that they were the product of Steinway & Sons.

"Appeal is taken by the Steinola Co. from the decision of the Examiner of Interferences sustaining the opposition and adjudging that the Steinola Co. is not entitled to the registration for which it has made application.

"The mark sought to be registered consists of the word 'Steinola' as a trade-mark for phonographs or talking machines. The opposition is based on the ground that Steinway & Sons have for many years manufactured high-grade pianos and any one seeing 'Steinola' on phonographs would be led to believe that it was the product of Steinway & Sons, to the damage of the latter.

"In the case of the Thomas Mfg. Co. v. the Aeolian Co. (249 O. G., 505; 47 App. D. C., 376) the Court of Appeals of the District of Columbia held that the word 'Orchestrola' as a trade-mark for phonographs was properly refused in view of the prior use of the term 'Orchestrelle' for automatically operated organs. In this case the court said:

"This court has frequently held that because the field of selection is so very wide, practically unlimited, there is no good reason why a person should be permitted to select a trade-mark similar to one already in use by another engaged in a business of the same general nature where the likely effect would be to lead to confusion concerning the goods themselves or their origin.

"While Steinway & Sons are neither making nor selling phonographs, to do so would be but

an ordinary expansion of their business, since it appears that many piano manufacturers also manufacture phonographs.

"The use of the termination 'ola' in names of phonographs is a common one, as 'Victrola, Grafonola, Carola,' and it is also used with other attachments for pianos, as 'Pianola.' This being true, it is believed to be obvious that any one seeing a phonograph marked 'Steinola' would be led to believe that it was the product of Steinway & Sons in view of the latter's reputation as a manufacturer of pianos. This is believed to be sufficient damage to justify the sustaining of the opposition."

In deciding the case in favor of Steinway & Sons the District Court of Appeals said: "This is a trade-mark opposition in which Steinway & Sons, manufacturers of pianos, object to the registration by appellant company of the word 'Steinola' as a trade-mark for phonographs. We concur in the opinion of the Commissioner of Patents sustaining the opposition. The decision is affirmed."

FORMAL OPENING IN ALLIANCE, O.

Elaborate Victrola Department One of the Features of the New Drake & Moninger Store

ALLIANCE, O., April 2.—The formal opening of the new Drake & Moninger store, at 242 East Main street, took place on Thursday afternoon and was attended by hundreds. Of special interest was the Victrola department on the main floor. Rivaling those of even larger department stores in cities the size of Cleveland the Victrola department consists of nine handsome demonstrating parlors, as well as record cabinets large enough to accommodate 6,000 records and special service counters. As a special feature the Drake & Moninger Co. offered Blaine Cochran, the well-known East Liverpool baritone, accompanied on the piano by Mrs. Danks Cochran, also of that city. Mr. Cochran entertained the throngs with the latest Victor rec-

ord hits. In addition to this the Blue Ridge Six, a novelty orchestra, provided entertainment. Victor dealers from several nearby cities attended the opening, and letters were received from others in Salem, Canton, Massillon, Youngstown, Ravenna, Elyria. R. E. Rosenberger is manager of the Victrola department. He has the assistance of the Misses Ethel and Florence Walthour. John Drake is president of the company; H. Z. Moninger, vice-president, and L. Van Horn, treasurer. This company also has similar stores in East Liverpool and Canton, O.

NEW CONCERN IN MEMPHIS

Fortune's Music Shop is a new concern at 108 Madison avenue, Memphis, Tenn., which will specialize in talking machines, records and music rolls. Saul Bluestein is the manager of the new store, which is under the direction of the Fortune-Ward Drug Co.



By the unanimous verdict of the trade

ODEON RECORDS

fill a long-felt want

1. They are not tied to a machine.
2. They offer an unlimited field of variety.
3. They are backed by one of the biggest Record concerns in the world.
4. They have a world-wide reputation of twenty years' standing.

Ours is a Big Proposition for High-class Distributors

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK



NOBLE SISSLE

Famous Colored Vaudeville Headliner

NOW AN EXCLUSIVE EMERSON STAR



Noble Sissle and His Sizzling Syncopators

One of the best known and liked singers of his race is Noble Sissle, who now records for Emerson exclusively. Not only with colored folk is Sissle supremely popular, but with white audiences also, for there is not a theatre where he appears that he does not prove a magnet.

As soloist with the celebrated Jim Europe Band of the 367th Infantry, Sissle was an especial favorite of the troops "over there."

Consequently it is not to be wondered at that his records are greatly in demand, because thousands of the Boys remember how Sissle lightened many a weary and lonesome moment for them.

Securing Sissle's exclusive recordings is but another example of Emerson initiative and progress. Remember also the policy behind the Emerson Slogan—

**"If you want a hit that's NEW,
Emerson has it FIRST for you".**

Dealers generally are cashing in on Emerson service. Are You?

Emerson Phonograph Company, Inc.

New York
206 Fifth Avenue

Chicago
315 South Wabash Ave.

Makers of Emerson Standard 10-inch Gold Seal Records



The Musi-Call is the newest and most pleasant way to wake up in the morning. Set for rising time a favorite early-morning record. The Grafonola does the rest. Sells on sight. Ask your Dealer Service man.

**Columbia Graphophone Co.
NEW YORK**



TECHNICAL EDUCATION FOR THE INDIVIDUAL

By W. L. NEWTON, of W. L. Newton & Co., Inc.

Each succeeding year bringing its new mechanical wonders has rapidly brought the public to a stage of near "ennui"—it refuses to be further surprised. Intricate mechanisms which in a few moments perform with speed and accuracy the work formerly requiring days of manual labor are today accepted as commonplace and, most interesting to note, with a fair comprehension of their respective constructions and principles, by the average layman.

A man is usually on familiar terms with the cams, valves and pistons of his motor car and



W. L. Newton

his wife likewise knows the proper method of handling mechanical conveniences in the home. Strangely, the odds are ten-to-one that neither of them fully understands the construction of the talking machine in their home, to say nothing of the basic principles of sound reproduction.

Conceding that there are now in countless homes inferior grades of talking machines unworthy of the name, many of the higher grade instruments are still accepted by the multitude more or less as music boxes and not as reproducing instruments. It has been the popular custom to regard the phonograph in rather an abstract way; a thing of mystery not within the realm of ordinary conception. There are some who claim that this air of mystery and lack of knowledge is a sales asset, yet what clear-thinking man can doubt that a general knowledge of fundamentals would stimulate and conserve the original interest of the individual owner? What would be the status of the automobile trade assuming that the public was comparatively as ignorant?

To the cultivated ear the best make of talking machine is discordant if carelessly or wrongly operated, as unwittingly it all too often is.

The remedy for this condition is most obvious—education. As a suggestion—why not provide the owner, whether old or new, with literature at regular intervals and enlighten him in detail regarding the care and operation of his machine. In passing snap judgment on this suggestion it might be said that such education would naturally result in tinkering. This the average owner is bound to do in any event, therefore, how much better that he should tinker intelligently and gain something of value.

The talking machine owner has been told repeatedly not to use a steel needle twice, but he doubts that it really injures the record unless he understands exactly why. If the dealer endeavored to make the owner exacting to the point where he would time the revolutions of the turntable to insure correct speed, keep the motor in smooth working order, handle the reproducer carefully—in short, give any possible suggestion for maintenance of maximum performance—it could not fail to react in the desire of the public for larger and better instruments, increased record sales, and, better still, more education which would mean more idealism and a higher plane for the entire industry.

More power to the manufacturers, distributors or dealers who perhaps have begun such a campaign; may their tribe increase!

APPOINTS NEW ODEON DISTRIBUTOR

International Record Co. Secures Metropolitan New York Territory for This Record Line

The International Record Co. of 30 East Twentieth street, New York City, has been appointed distributor for metropolitan New York by the American Odeon Corp., to wholesale Odeon and Fonotopia records. Through the efforts of this wholesale house these records will be given wider publicity. The men who form the International Record Co., Alfred Hallam, Fred F. Fecher, C. Fecher and George L. Mood, are all experienced in the talking machine business and are well known in the trade.

HAS CAPITAL STOCK OF \$100,000

The Alfred Hughes Phonograph Co., 802 North Broad street, Trenton, N. J., has been incorporated with a capital stock of \$100,000 for the purpose of manufacturing talking machines.

SECURES VOCALION LINE

The Boehm-McAdams Piano Co., Wilmington, Del., has recently taken on the Vocalion line of phonographs and Red records and is featuring the line very extensively.

F. A. North & Co. have moved their Atlantic City store into new quarters at 52 South New York avenue.

Your Problem Is Ours

**Good Profits (to you)
— Good Service (to your customers)**

Answer: RECORD LUBRICATING BRUSHES

(Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

Made in mahogany, oak or ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

Be sure your needles are BAG-
SHAW made. BAGSHAW
means perfection because
W. H. BAGSHAW CO. are
the oldest and largest
manufacturers of
Talking Machine
Needles in the World.

Fifty years of
Needle Making.

Established

1870

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 1003

Here's the Attractive Counter Display Carton That's Selling BRILLIANTONE NEEDLES The Country Over!

YES, SIR — these handsome counter display cartons will prove efficient "sales-joggers". Each carton contains a supply of BRILLIANTONE NEEDLES in ONE of the following tones: Extra Loud, Full Tone, Half Tone, Medium Tone, Light Tone, Combination Tone. Each tone is put up in a different colored display carton. This makes it easy to select quickly the desired tone from the carton containing the supply.



500 DANCE TONE NEEDLES in screw top metal containers. Also containers of 200 needles. Write now for sample and prices.

Territories open for live distributors.

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

347 FIFTH AVENUE,
NEW YORK

AT 34th STREET

SUITE 1003

Canadian Distributors: The Musical Mdse. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

STATEMENT **OKeh** Records have proven themselves!

QUESTION - Has your service been as good as the record?

SUGGESTION - Try **KENNEDY-GREEN** service in connection with

OKeh Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

AUG. H. SCHULZ SCORES SUCCESS

Has Done Much to Popularize Remington Products in the East

August H. Schulz, who has been a salesman of remarkable accomplishments for the past twenty-five years, has produced great results for the Remington Phonograph Corp., which he



August H. Schulz

now represents, and through his pleasant personality has become very popular with the Remington dealers in the East.

Mr. Schulz credits his success in the phonograph industry to the Remington product and says it fully backs all the enthusiastic statements that a salesman could make to a customer.

"We are proud of Mr. Schulz's record," stated Everett H. Holmes, sales manager of the Remington Phonograph Corp., "and we know every dealer will be glad to know him better."

THE VOCALION HONORED IN ENGLAND

That Instrument Now Being Used in Both the Royal Academy and Royal College of Music

The following telegram was received at Aeolian Hall last month from A. J. Mason, manager of the Aeolian Co., London, England: "Have great pleasure in advising you that the Aeolian-Vocalion is now being used in both the Royal Academy and the Royal College of Music for educational purposes."

The installation of the Vocalion in two of England's most famous educational institutions is regarded as a distinct tribute to that instrument and reflects the position held by the Vocalion in Great Britain. The selection of the Vocalion was made only after careful tests by teachers designed to bring to light any faults or imperfections in its musical performance.

Ye Music Shoppe, which opened at 6 West Flagler street, Miami, Fla., recently, carrying an exclusive line of Columbia Grafonolas and records, is doing a very excellent business. It has a main street location and is said to be the only exclusive talking machine shop in that city.

A petition in bankruptcy was filed on March 23 against the Flatbush Music Co., 922 Flatbush avenue, Brooklyn.

MAKING WAREROOMS ATTRACTIVE

Use of Artificial Flowers in Favor With Dealers Not Only in America But Abroad

Talking machine dealers who are facing new conditions in the matter of retail selling realize the importance of having their stores as attractive as possible. In this connection they are utilizing artificial flowers to good purpose. Frank Netschert, manufacturer of artificial flowers, is making a specialty of introducing them as a decorative feature of talking machine stores. He reports a greatly increased demand and looks for a very busy season.

It is interesting to note that the other day Mr. Netschert received an inquiry for a sample basket of artificial flowers from a progressive music dealer in Drevegen, Helgeland, Norway, who saw Mr. Netschert's advertisement in The Talking Machine World. This indicates how widely read is this leading trade paper of the industry.

ISSUED AN EASTER HANGER

The Standard Talking Machine Co., Pittsburgh, aided its dealers materially in the sale of Easter records by issuing an elaborate and timely hanger featuring a selected list of such records.



PHONOGRAPH CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

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



This
Company now has
Added Facilities
for the Production
of
Phonograph Records
of Finest Quality
in
Quantity

Prove the Quality of Our Materials and Workmanship

Send us a sample "STAMPER," together with your requirements
Sample Records and Quotations Furnished Without Charge to Responsible Parties
Prompt Deliveries in Any Quantities

UNITED STATES RECORD MANUFACTURING CORPORATION

Address, General P. O. Box 458, NEW YORK CITY, N. Y.
Factory: Eighth to Ninth Ave., Long Island City, N. Y.



PITTSBURGH TRADE ANTICIPATES TURN FOR THE BETTER

Steady Resumption of Leading Industries—Many Edison Tone-tests—J. A. Endres Married—Tax Question Interests Trade—Leading Jobbers and Dealers Look for Increasing Activity

PITTSBURGH, PA., April 5.—While trade conditions the past month in the talking machine circles of Pittsburgh were not up to the expectations of the various dealers and jobbers there is a marked feeling of optimism pervading the trade. The dealers, as a whole, are anticipating that with the passing of mid-April there will come a turn in the business lane that will be most beneficial. To a man, every dealer who handles talking machines and records is confident that there will be a revival of business within a short time.

The industrial section of Pittsburgh is in for a steady resumption of all of the industries that have made the Steel City famous. It is plainly apparent that what suspensions in operations have been made are only temporary, as is witnessed in the Standard Tin Plate Co., whose extensive plant at Canonsburg was closed down on March 5, affecting over 2,500 men. Notices have just been posted stating that the plant will resume operations in full on April 11. The Carnegie Steel Co., while operating on a curtailed basis at the present time, is expected gradually to increase its capacity until normal is reached, within the next month. With the resumption of navigation on the Great Lakes on April 15 the coal mines in the Pittsburgh district are bound to be operated to their full capacity. The result of this revival of industry will augment the payrolls of the district and this in turn will be reflected in the business prosperity that is bound to ensue with the disbursement of hundreds of thousands of dollars in wages every two weeks.

Series of Tone-tests Enjoyed

Under the auspices of the Buehn Phonograph Co., Edison distributor, a series of ten tone-tests were held, starting March 24 and closing April 1. The star who made the test was the well-known soloist, Glen Ellison, who was accompanied by Miss Alta Hill. The combination was a very fortunate one and they played to crowded houses each of the ten evenings. The places and dealers under whose auspices the tone-tests were held were as follows: March 22, J. R. Klingensmith Co., Greensburg, Pa.; March 23, L. C. Brehm, West Newton, Pa.; March 24, Keefer Pharmacy Co., McKeesport, Pa.; March 25, Furnee & Kennerdell, Kittanning, Pa.; March 28, G. A. Mytinger, Ambridge, Pa.; March 29, W. S. Fawcett & Co., Salem, O.; March 30, Findt Music Co., Steubenville, O.; March 31, Marietta Furniture Co., Marietta, O.; April 1, Palace Furniture Co., Clarksburg, W. Va.

M. M. Mitchell, manager of the retail department of the Buehn Phonograph Co., reports sales for March as quite satisfactory, especially in the record department. Mr. Mitchell is distributing the "Mood Charts" of the Edison Co. to callers at the Edison Shop and some very unique replies are being sent in answer to the questions. The mail order department of the retail shop is receiving orders for records from all sections of the country, a few days ago L. A. O'Neill, in charge of the mail order department, sending Edison records to points in Texas.

Believes in Value of Show Windows

Fred J. Drake, manager of the retail Victrola department of the C. C. Mellor Co., is utilizing the Mellor show window to a very satisfactory extent in calling the attention of the public to the Victor line and Victor records. He is assisted in this work by O. B. Dean, who does the actual window decorating and arranging work, and some very attractive designs are shown every few days. Mr. Drake is a great believer in the use of printers' ink for drawing trade and some interesting and informing literature bearing on the Victrola and Victor records is sent out in the mail to patrons, both regular and prospective.

Organize Classes in Music Appreciation

Miss Lillian A. Wood, of the educational department of the Mellor Co., the past few days

spent her mornings at McKeesport organizing and instructing classes in "Music Appreciation." The services of Miss Wood are much in demand, as she is a very pleasing and interesting speaker and of much practical benefit to the talking machine dealers under whose direction she speaks at intervals.

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., was a visitor to the Victor plant at Camden, N. J., a few days ago. He reports considerable activity in the Victor line in his territory.

Congratulations for J. A. Endres

J. A. Endres, sales manager of the Modernola Co., of Johnstown, Pa., surprised his friends a few days ago by taking a bride. Mr. Endres, while attending the talking machine exhibit at the Grand Rapids Furniture Exposition, met Miss Margaret Maurits, whom he married a few weeks later, after a rapid courtship. Mr. and Mrs. Endres are receiving the warm congratulations of their many friends. Mr. Endres is most optimistic concerning the Modernola line and stated that following a trip through the Middle West he had opened some very desirable accounts. He is authority for the statement that the Modernola Co. will soon have at least fifty salesmen on the hunt for orders.

Move to New Location

Roteman & Levine, exclusive Brunswick dealers, who have been located at 1514 Fifth avenue for several years, have moved to a new location at 819 Federal street, Northside. They are having a special department arranged for the demonstration of phonographs and records.

Why J. A. Scanlan, Jr., Is Optimistic

"Our volume of business thus far is most satisfactory and there is every indication that our Spring trade will exceed that of last year," was the statement made by J. A. Scanlan, Jr., sales

manager of the local offices of the Brunswick Co. to The World representative. Mr. Scanlan stated that reports from his roadmen showed a marked increase in business the past month and added: "We are securing splendid co-operation from the Brunswick factory and we are shipping out Brunswick phonographs and records in a very satisfactory manner. I am very optimistic concerning our business this Spring and feel convinced that we will have some very large sales to report a month hence." One of the new Brunswick dealers is the firm of Stranberg & Sou Co., in Meadville, Pa.

Rosenbaum Co.'s New Department

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., is elated over the opening of his new department, which has been considerably enlarged by the addition of a great deal of floor space. The record department has been moved much nearer to the booths and the clerks will be in a better position to give prompt service to patrons. Mr. Parsons during Easter week sent out a special circular giving a list of nine Victor records for an Easter concert at home. The cost of the records was \$11.75. He reported very satisfactory sales.

To Feature the Granby Line

The Federal Phonograph Co. has opened offices at 3008 Jenkins Arcade, where a full line of Granby phonographs is on exhibition. In a few weeks the company will move to larger quarters on the same floor.

Believes in Publicity

Mrs. C. H. Walrath, manager of the Victor department of Kaufmann's, utilized a half-page of the daily newspapers on March 29, directing the attention of the public to the especial qualities of the Victrola. The firm has forty sound-proof demonstration rooms, in addition to a quick-service desk on the main floor, close to the Fifth avenue entrance. The foreign department is in the basement and is well patronized by foreign-speaking patrons.

Jules Tarlow, manager of the talking machine

(Continued on page 54)

LYON & HEALY PIANO POLISH

Is especially adapted to preserving the original lustre on Talking Machines and all other fine Furniture and Woodwork



Requires No Shaking

Free from Any Acids

Easily Applied

Full Instructions on Every Bottle

- 6 Ounce Bottles Per Dozen, \$3.25
- 1/2 Gallon Bottle Per Bottle 1.50
- 1 Gallon Bottle Per Bottle 2.50
- 5 Gallon Can Per Can 7.50
- 5 Gallon Cans specially put up for shop work and automobile owners.

PRICES NET WHOLESALE

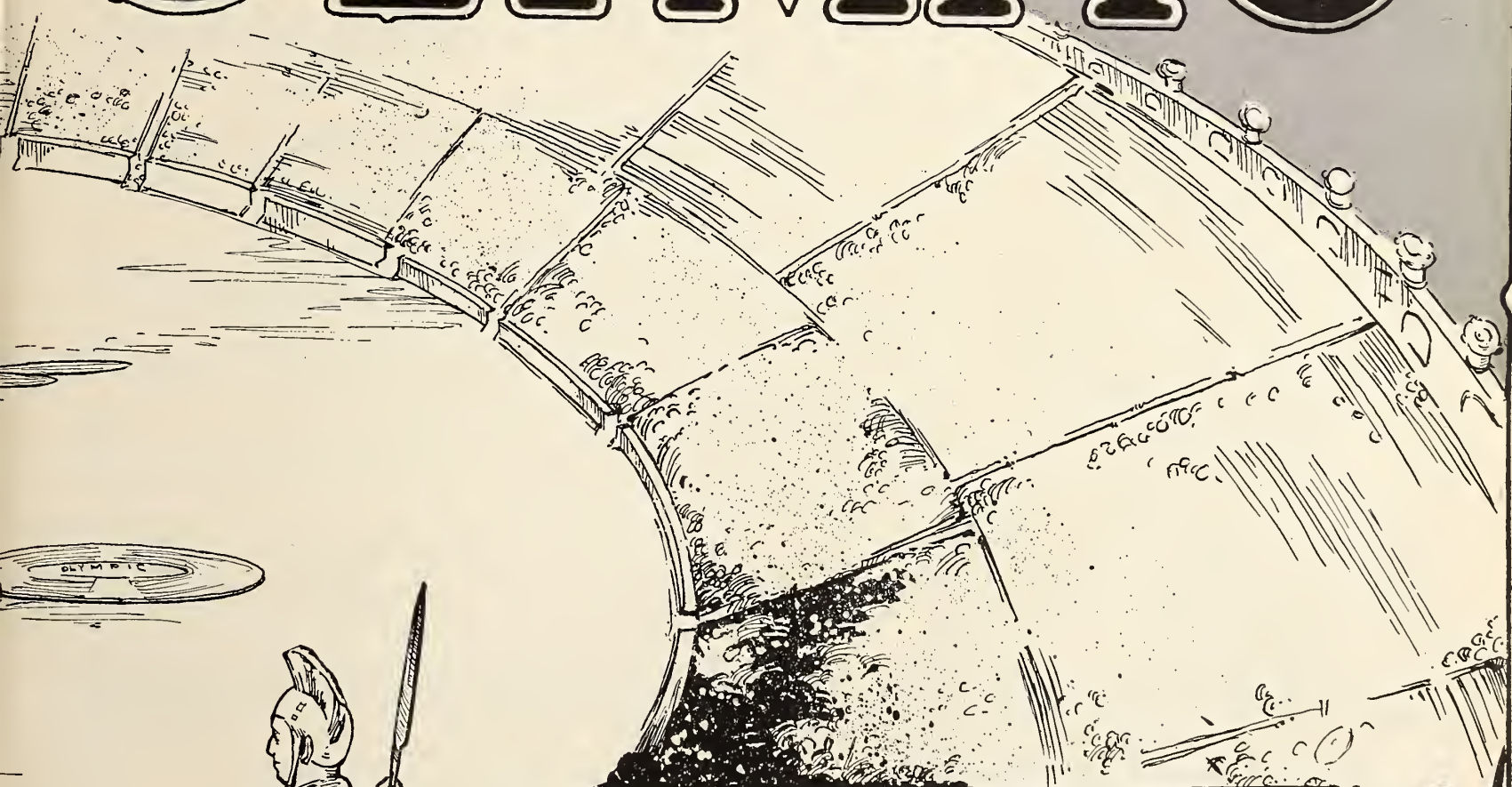
LYON & HEALY - Chicago, Ill.

Ow! Record



is in the Ring

OLYMPIC



**OLYMPIC DISC
RECORD CORPORATION**
1666 BROADWAY NEW YORK

Remington Phonograph Corporation controls the Capital Stock of Olympic Disc Record Corporation.



BETTERMENT IN PITTSBURGH TRADE

(Continued from page 51)

department of the Kaufmann & Baer Co., spent several days in New York on business. Mr. Tarlow controls one of the most elaborate and inviting talking machine departments in the Steel City.

Talking Machine Men Attend Tax Hearing

At the annual meeting of the Piano Merchants' Association of Pittsburgh on March 21, at the Fort Pitt Hotel, there was a large attendance of the members of the Talking Machine Dealers' Association of Pittsburgh, who came to hear the discussion on the tax problem as it affects the music dealers. One of the speakers was French Nestor, of the Standard Talking Machine Co., who endorsed the "Dean Walker" plan for taxation. Among the out-of-town talking machine dealers who attended the meeting were P. P. Brooks, Altoona, Pa.; Joseph E. Hardwick, Uniontown, Pa.; W. J. Benjamin, Vandergrift, Va.; W. C. Vaughan, Grove City Music Co., Grove City, Pa.; W. F. McLay, Carnegie, Pa.; Harry Cukerbaum, of the Cukerbaum Piano Co., New Castle, Pa.; E. E. Schellhase, Waynesburg, Pa.; S. R. Pollock, Indiana, Pa.; T. M. Anderson, of Ament & Anderson, Blairsville, Pa., and A. H. Todd, of Todd & Stevens, Monongahela, Pa.

Looks for Satisfactory Spring Trade

S. H. Nichols, manager of the local offices of the Columbia Graphophone Co., is most optimistic concerning Spring business in the Columbia line. He said: "With the readjustment in industrial circles that is bound to come there is, I am sure, coming in its train a revival of business that will be most stimulating. We are preparing for what I believe will be a big Spring trade in both Columbia machines and records." During the past few days O. F. Benz, of the New York offices, was a visitor.

Broadening Demand for Sonora Line

S. H. Miller, manager of the Sonora Co. of Pittsburgh, distributor of the Sonora phonograph, emphasized the fact that there was more of a demand for the Sonora line than he could distribute satisfactorily. Mr. Miller said: "The Sonora dealers are strong boosters for this line and we are elated over the success that has been ours the past few months. I believe that when the Spring month sales are computed it will be found that our business for that period will have exceeded very substantially sales for the same period a year ago."

Player-Tone Activities

Sales of the Player-Tone talking machine is stated to be brisk by Mr. Goldsmith, president and general manager of the company. He said that all indications pointed to a brisk sale during April, especially in out-of-town points, according to reports from his roadmen. Mr. Goldsmith said: "Player-Tone dealers have no trouble in selling this line and that is why they are so loyal to our products."

Some Newsy Brieflets

The April meeting of the Talking Machine

Dealers' Association of Pittsburgh will be held at the Hotel Chatham on Tuesday evening, April 12.

W. G. Maxwell is the new manager of the Grafonola department of May-Stern & Co.

George W. Robinson, the Victor dealer of Steubenville, O., and H. W. Porter, the Victor dealer at Jewett, O., were callers at the C. C. Mellor Co. offices.

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., and W. C. Dierks, treasurer, spent several days at Columbus, O., the past week attending the opening of the new jobbing house of Perry B. Whitsit.

M. H. Frank, the well-known manager of the talking machine department of Frank & Seder, in addition to the Columbia line, is featuring the Perfectone phonograph.

F. C. Lohmeyer, a well-known druggist of Dormont, a suburb of Pittsburgh, who handles the Columbia Grafonola, was held up by bandits late at night on March 26 and was robbed of \$548 in cash. The thieves made their escape.

Horace Hays, of E. G. Hays & Co., Brunswick dealers, returned with his family from a three months' stay in California. His brother, E. G. Hays, left for Florida last week to join his family.

Edward Hoffman, of the J. M. Hoffman Co., Brunswick dealer, was laid up for ten days with a severe attack of the grip.

Clark Wright, of the Valley Furniture, East Pittsburgh, Pa., is spending several weeks at Mt. Clemens, Mich., taking a well-earned rest.

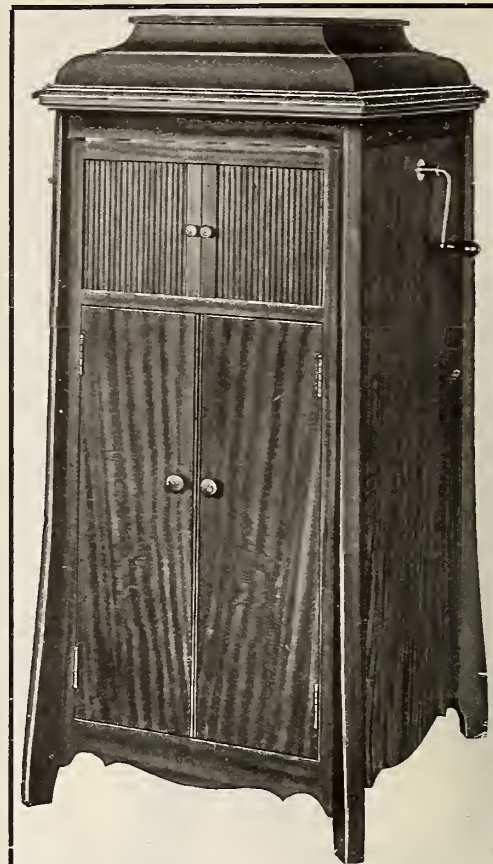
An amusing tale is going the rounds of the talking machine trade here of a supervisor of several departments in one of the Pittsburgh department stores who questioned the wisdom of ordering April records until "we get rid of the big bunch of March records we have on hand." He made this statement to the manager of the talking machine department who reported to him and who had filled out an order blank for April records.

A. R. Meyer, member of the talking machine department of the Joseph Horne Co.; Herman Lechner, manager of the talking machine department of Lechner & Schoenberger, and Henry Wood, manager of the talking machine department of Boggs & Buhl, were visitors to the Victor Co. plant at Camden, N. J., during the past month.

MOVES TO LARGER QUARTERS

TRENTON, N. J., April 1.—The Elmer H. Fouratt Music Co., dealer in phonographs and musical supplies, has removed from 234 East State street to 40 East State street. The latter store contains twice the amount of room and has been thoroughly renovated and comfortable phonograph booths installed. The Fouratt business has doubled itself during the past year.

Employ men who think more of the winning than they do of the recompense.



Jobbers Wanted

FOR THE

Deterling Line

We have a few States open for "live," progressive jobbers.

The proposition is an excellent one, with possibilities for substantial profits.

Write today for open territory

The prices and the goods are right.

DETERLING

MFG. CO.

TIPTON

INDIANA

Victor Dealers,

Allow us to co-operate with you in the development of your business.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

RAISA AND RIMINI IN PITTSBURGH

Noted Opera Stars and Vocalion Artists Visit the Vocalion Shop in That City

Rosa Raisa and Giacomo Rimini, the noted opera stars and Vocalion record artists who created a sensation in musical circles upon their appearance in Pittsburgh, Pa., recently, took



Rosa Raisa and G. Rimini Snapped occasion while in that city to visit the Vocalion Shop in the Jenkins Arcade, distributing headquarters in that district for the Vocalion and Vocalion records, in order to listen to some of their latest record releases. The picture shows Mme. Raisa and Rimini listening to the Vocalion in the Vocalion Shop with Mme. Raisa operating the Graduola.

NEW BRUNSWICK HOUSE ORGAN

The Brunswick Dispatch, Just Issued, Proves a Live Business Publication

The latest addition to the interesting list of house organs in the talking machine trade is the Brunswick Dispatch, published by the Brunswick-Balke-Collender Co., of Chicago, in the interests of Brunswick phonograph dealers. Volume 1, No. 1, of the new publication, dated April, is most interesting in every particular, full of live news matter and helpful editorials, together with some fine sales suggestions to Brunswick dealers. The new publication is of newspaper size and well printed on coated paper.

W. F. WHITE JOINS WALTER FULGHUM

Popular Victor Man Is Now Associated With Successful Victor Retailer—Popular in Trade

CLEVELAND, O., April 8.—W. F. White, of the sales staff of the Cleveland Talking Machine Co. and one of the most popular members of the Victor trade, has resigned from the company's staff in order to become associated with Walter Fulghum, Victor retailer at Richmond, Ind. Mr. White, who has acquired an interest in Mr. Fulghum's establishment, will undoubtedly attain a merited measure of success with this well-known Victor dealer.

Mr. White has been identified with the Victor industry for many years and has a detailed knowledge of every phase of the trade, which has proven invaluable in his association with the Cleveland Talking Machine Co. Howard J. Shurtle, president of the Cleveland Talking Machine Co., has not yet announced Mr. White's successor, but an announcement will probably be made in the course of the next week or so.

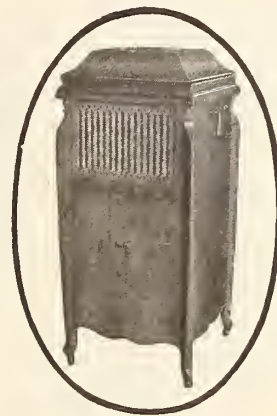
ISSUES ATTRACTIVE CATALOG

Celina Specialty Co. Shows Complete Line of Cabinets—Factory Working to Capacity

CELINA, O., April 5.—The Celina Specialty Co., of this city, manufacturer of talking machine cabinets, has just issued an attractive catalog showing the various models in its line. This catalog has been distributed among manufacturers and dealers and is being used to advantage by the company's trade. There are featured in the pages of this catalog six upright models and four console models and the various models are noteworthy for the attractiveness of the cabinet design. The console models in particular have met with an enthusiastic reception from the trade and orders have been received for these cabinets from all parts of the country.

The Celina Specialty Co. is associated with the Mersman Bros. Brandts Co., of this city, one of the largest table manufacturers in the country, and the factory also produces high-grade dining-room suits in large quantities.

About five years ago the Celina Specialty Co. equipped its plant for the purpose of making phonograph cabinets exclusively and through the use of energetic sales methods and because of the quality of its merchandise a substantial trade in the talking machine industry has been developed. As a matter of fact, notwithstanding



BLANDIN

BLANDIN owners are ever increasing. When you compare Blandin reproduction, you will understand why no other Phonograph will entirely satisfy.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



ing the lull in business, the company's plant was closed only for ten days during inventory taking and at the present time the factory is working ten hours a day and six days a week—a showing to be proud of.

MCCORMACK TO VICTOR CO.

Attention Being Called to Letter Sent the Victor Talking Machine Co. by John McCormack

The Victor Talking Machine Co. has called the attention of its dealers to the following excerpt from a letter to that company from John McCormack, the famous tenor, dated March 4, 1915: "I have made records exclusively for the Victor Talking Machine Co. since February, 1910, and my present contract does not expire until February, 1938."

Discernment

You want phonograph accessories that add distinction and value to the assembled machine. And this desire has led many discerning manufacturers to investigate Grand Rapids Brass Production—a production that visualizes the assembled phonograph.

Needle Cups, Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets

New Hardware Designs

Grand Rapids Brass Designers are completing new Furniture designs in the following Periods: Louis XV and XVI, Renaissance, Hepplewhite and English Chippendale, with knobs to match.

Samples and complete information on request.

WRITE TODAY

Grand Rapids Brass Company

Grand Rapids, Michigan

New York; 7 E. 42nd Street



The Columbia Novelty Record this month is Le Maire's French String Orchestra playing two Parisian waltzes. Offer this record to all your customers who ask for something new to dance to. E-7027.

Columbia Graphophone Co.
NEW YORK

AIDING IN MUSIC APPRECIATION

Talking Machine Plays Prominent Part in the Musical Education of Children in Massillon, O., Schools—Hold Music Memory Contest

MASSILLON, O., April 7.—“What is music appreciation in the schools?”

This question was put to Mrs. Kathleen Hipp, school supervisor of music, who has organized and is directing a musical memory contest which is to culminate with a public exhibition in April.

“It is giving the children opportunity to hear the greatest music in the world,” said Mrs. Hipp. “Through this method they learn to know the great artists, the difference in voices, instruments of the orchestra by sound, name and sight, and by surrounding them with beautiful music it becomes a vital part of education, development and life.

“Millions of dollars are spent each year in going to concerts or opera in a vain effort to make up for the deprivations of silent early childhood. Thousands of people try to ‘hear’

a symphony, but succeed only in being bored. Having ears, they are yet unable to hear, because those ears missed definite training in childhood.

“In the upper grades in our schools the children are asked to bring lists of their talking machine records to the teacher and from them she selects those she wishes to use. All makes of phonographs and records are used. The boys and girls are asking dealers for their favorite records and saving their pennies to buy them.

“Music appreciation is not a fad. Dallas, Tex., began this work seven years ago and the Dallas Board of Education appropriated two thousand dollars for equipment the first year.

“I hope Massillon citizens will boost this work in the schools by buying or loaning records to the children. Player-pianos could also be used to immense advantage in presenting the classics of musical literature in the school rooms.”

The Victor Shop and Music Store has been opened by W. C. Larrew on Lake street, near Main, in Knox, Ind.

A CLEVER PUBLICITY STUNT

Brunswick Dealers in Port Leyden, N. Y., Carry Out Clever Idea

Niece & Drake, Brunswick dealers of Port Leyden, N. Y., attracted much attention to the Brunswick phonograph recently when they arranged to place an instrument on the stage at the local theatre. The phonograph was set in front of a special drop and while the stage remained dark there was reproduced Dorothy Jardon's Brunswick record of “Little Gray Home in the West.” When the record was half finished the spotlight was thrown on the stage, revealing the Brunswick, and standing by it the Brunswick girl. In the half light the figure of the girl appeared to be real, and the effect aroused much enthusiasm. Moreover, the demonstration is said to have sold several machines.

W. F. HITCHCOCK ON WESTERN TRIP

ROCHESTER, N. Y., April 5.—W. F. Hitchcock, head of the Phonomotor Co., of this city, manufacturer of Phonomotors and Phonostops, left recently for an extended Western trip, which will include a visit to Cleveland, Toledo, Detroit, Grand Rapids, Chicago and Milwaukee. If business conditions warrant it Mr. Hitchcock may extend his trip further West, so that it is possible he will not return to Rochester for several weeks.

Prior to leaving for the West Mr. Hitchcock commented upon the fact that important inquiries had been received during the past few weeks for Phonomotors and Phonostops, and judging from these inquiries the talking machine manufacturers are preparing for an active trade and are ready to place substantial orders for needed supplies.

LIBROLA PERIOD MODELS
Louis XVI Model—also Queen Anne Period
 A High Grade Phonograph and Library Table Combined
 Now Ready for Delivery



No. 175. Pat. applied for. 42" long, 26" wide, 31" high.
 Finished on all sides—golden oak, mahogany or walnut

To
 Retail
 at
\$150.00

Write
 for
 Dealers'
 Discounts

Complete Your Line with These High Class Library Table Models

This high class instrument will enable you to meet any competition, because of its beauty, clarity of tone and utility.

You are missing Dollar profits if you do not write for information—Today.

SEABURG MANUFACTURING COMPANY
 JAMESTOWN, NEW YORK

Stewart
 Talking Machine Company

JOBBERS
 for the
 Victor
 Talking
 Machine
 Company

Indianapolis

NEW HOME OF P. B. WHITSIT CO.

Modern Three-story Building of Special Construction Now Houses Victor Wholesale Business—Elaborate Formal Opening

COLUMBUS, O., April 4.—The Perry B. Whitsit Co., Victor wholesaler, on Wednesday last held the formal opening of its new home at 211 North Fifth street, this city—a modern three-story-and-basement structure of reinforced concrete, built in its entirety for the special purpose of housing a wholesale Victor business.

In order to properly celebrate the occupation of the new building the Whitsit Co. entertained a large number of its customers and friends during the course of the day, a special



The Perry B. Whitsit Building

program being arranged for the occasion. In the morning the visitors made a tour of inspection of the building, followed by a luncheon at the Hotel Deshler, during the course of which there were addresses made by Mayor Thomas and Prof. T. S. Lowden, of Columbus; John H. Macdonald and John G. Paine, of the Victor Talking Machine Co., and others.

James F. Bowers, of Chicago, acted as toastmaster. In the evening the visitors were entertained at dinner at the Athletic Club, followed by a theatre party at the Hartman Theatre to see the "Ziegfeld Follies."

The new building is 62½ feet wide by 120 feet deep and is arranged throughout with the idea of providing accurate and quick service. The main floor contains the offices and shipping department; second floor, record and accessories stockroom; third floor, Victrola stockroom; basement, the general storage and heating plant.

The office section comprises three private offices, two large exhibition rooms and a general office, the entire installation having been made by the Unit Construction Co. The shipping department has three loading platforms.

BIG CASE PLANT FOR CHENEY CO.

Leases Berkey & Gay Co. Plant and Equipment for Five Years for the Manufacture of Phonograph Cabinets—Consideration, \$1,000,000

GRAND RAPIDS, MICH., April 4.—Negotiations have just been completed whereby the Cheney Talking Machine Co. leases for five years from the Berkey & Gay Co. the large plant on Mill avenue, near Michigan street, with a capacity of 1,800 cabinets weekly.

The newly acquired plant will complete facilities of the Cheney Co. for making all parts of its product. The consideration is estimated as approaching \$1,000,000.

The Berkey & Gay Co. formerly manufactured cabinets for the Cheney interests and all cases in the course of construction, as well as material on hand, were included in the transaction.

The Cheney Co. is now in charge of the plant, which consists of a building six stories in height, with 40,000 square feet of floor space. Its capacity is 300 cabinets daily. The equipment includes between 3,000 and 4,000 machines. The Cheney Co. has also established a factory on Monroe avenue, where metal parts are manufactured.

The Berkey & Gay Co. is now occupying a new plant in this city, which covers two entire square blocks, and which will be devoted exclusively to the manufacture of furniture.

WELCOME FOR J. H. PATTERSON

President of National Cash Register Co. Returns to Dayton After Four Months' Visit to Europe—Prominent Citizens Greet Him

John H. Patterson, president of the National Cash Register Co., received a tremendous welcome from the employes of the company on his return to Dayton, O., on March 20, after spending nearly four months in Europe studying business conditions. During these four months Mr. Patterson met, talked and worked with many of the leading business men, statesmen and welfare workers of the world. He made a thorough study of conditions in the European countries, and is now applying the many things he learned to help increase business. An official welcome was given to Mr. Patterson at the Station in Dayton by a committee composed of the leaders of all the commercial organizations of the city—a tribute which his services to Dayton fully merited.

New Columbia dealers in Washington, D. C., are David Rifkind, 1537 Seventh street, N. W., and the Harmony Musical Shop, 1830 Fourteenth street, N. W.

BLACKMAN CO. TO MOVE UPTOWN

Well-known Victor Talking Machine Jobber Leases Large Floor at 28-30 West Twenty-third Street, Running Through to 9-19 West Twenty-second Street—To Move May 1

The Blackman Talking Machine Co., Victor jobber, has leased the entire second floor of the modern building at 28-30 West Twenty-third street, running through to 9-19 West Twenty-second street, where it extends into an "L," and will move to the new uptown quarters on May 1, after elaborate remodeling operations have been completed. The floor has an abundance of daylight and comprises about 20,000 square feet of space. The building is equipped with three passenger elevators in the front and five freight elevators in the rear and affords an ideal location for the handling of a wholesale Victor business. Freight elevators are arranged in two sets, one on each side of the building, so that goods may be received at one side of the floor and shipped out from the other.

Plans are being made for the equipment of the new quarters. In addition to the offices, which will be located on the Twenty-third street side, there will be special display rooms for regular and period styles and reception rooms for the use of the trade.

The Blackman Talking Machine Co. started in business in 1902, and for the past twenty years has been an active figure in the Victor wholesale field. J. Newcomb Blackman, president of the company, is one of the best-known Victor wholesalers in the country, and is also identified with many important civic and industrial activities affecting the talking machine trade and the country's industries as a whole.

TRAVELER SUCCEEDS AS DEALER

Edward Bristol Building Up Good Brunswick Business in Rockford, Ill.

ROCKFORD, ILL., April 2.—Edward Bristol, who, after three years of selling experience with the Brunswick-Balke-Collender Co., opened a retail Brunswick shop of his own in this city, is meeting with much success and his handsome shop has become one of the show places and music centers of the city. Mr. Bristol was forced to buy a complete shoe stock and sell it out in order to secure a suitable location for his shop, but his success in that particular location has justified his trouble.

No matter how carefully you have devised a system you want your employes to follow, listen to every suggestion they can give for its improvement.



FOLLOW



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



VOCALION

"More than a Phonograph"

There is one thing you get with the Vocalion line that you can get with no other Phonograph—and that is AEOLIAN QUALITY.

Look for the RED RECORD!

THE AEOLIAN COMPANY

AEOLIAN HALL, N. Y.

Distributing Centers, Vocalion Products:

The Aeolian Company, Chicago, Ill.
 The Aeolian Company, San Francisco, Cal.
 The Aeolian Company, Cincinnati, O.
 The Aeolian Company, St. Louis, Mo.
 The Vocalion Company, Boston, Mass.
 Philadelphia Show Case Co., Philadelphia, Pa.
 Philadelphia Show Case Co., Pittsburgh, Pa.
 O. J. DeMoll & Co., Washington, D. C.

Stone Piano Co., Minneapolis, Minn.
 Stone Piano Co., Fargo, N. D.
 J. W. Crowds Drug Co., Dallas, Texas.
 Lind & Marks Co., Detroit, Mich.
 Louisville Music Co., Louisville, Ky.
 Guest Piano Company, Burlington, Ia.
 Consolidated Music Co., Salt Lake City, Utah.
 D. H. Holmes Company, Ltd., New Orleans, La.

NOTEWORTHY ENTERTAINMENT OF TALKING MACHINE MEN

Annual Get-together Party of Local Retailers' Association the Most Successful of All the Series —Famous Record Artists and Musical Organizations Participate in Program

The annual banquet and entertainment of The Talking Machine Men, Inc., the organization of talking machine retailers of New York and neighboring States of Connecticut and New Jersey, was held at the Hotel Pennsylvania, New York, on Tuesday evening, March 29, and was, without question, the most elaborate and generally successful affair of its kind in the history of the organization.

The entertainment was, of course, the noteworthy feature of the evening, although the menu itself was excellent, and the announcement of the appearance of the dozen or more noted record artists and recording organizations served to attract a crowd that filled every available table in the ballroom proper and even spread to the bal-

cony. First came Jean Gordon, Metropolitan Opera soprano, who scored a triumph all her own. She was followed by Marion Harris, who aroused enthusiasm by her characteristic singing of the latest "blues." Stracciari, noted operatic tenor, was accorded a most cordial reception and responded with a generous number of selections. The Eight Famous Victor Artists, including Burr, Murray, Silver, Van Eps, Banta, Croxton, Campbell and Meyer, were hailed as old friends by the talking machine men and responded with an entertaining series of monologues, solo, trio and quartet selections.

During the evening the Van Eps Quintet and the All-Star Trio, both organizations being familiar to dancers throughout the country through

& Sheridan, whose records have become so popular, also added to the quality of the program.

The record crowd of talking machine men and their friends made a brilliant assemblage and the plans for the evening went through without a hitch. There were no speeches, even though some leading members of the industry were present, and the entire evening was given over to one round of pleasure.

Particular credit is due to the committee for the manner in which the elaborate details of the affair were conceived and carried out to the satisfaction of everyone—in itself no small problem. The committee in charge of the affair included Messrs. Gibbons, Riddle, Kurtz, Lazarus, Brown, Davin, Galuchi, Perkins, Abelowitz and Yeager, and they had a busy time both before and during the entertainment.

The program in itself reflected considerable ingenuity, being a triangular affair with a cover representing the insignia of the organization and



Dancers at Annual Entertainment of Talking Machine Men, Inc.

From 7.30 o'clock to long after midnight there was a continuous round of music and entertainment—vocal selections that delighted the ear and dance music of the sort that kept the disciples of Terpsichore on their feet almost continuously, and sent them home dead tired, but happy.

The guests filed into the banquet hall to the accompaniment of the music of Van Eps Quintet, and hardly had they been seated when the Columbia Saxophone Sextet marched in and offered an extended and first-hand demonstration of the sort of music that can be produced by saxophones in the hands of experts. At intervals, during and after the dinner, there appeared a number of prominent and popular record artists who volunteered their services through the courtesy of the various record manufacturers.

the medium of their many popular records, alternated in providing a practically continuous flow of dance music of the sort that kept the majority of the diners on their feet and made them forget that hot meats were getting cold or that courses were being carried in and taken away untouched because dancing was more important than eating at the moment.

One of the big sensations of the evening came shortly after ten o'clock when Paul Whiteman and his famous orchestra from the Palais Royale marched in amid unbounded enthusiasm and for over a half hour furnished a continuous round of dance music, played in the manner for which the Whiteman Orchestra is noted. When Whiteman left those who tried to keep up with his music knew that they had been dancing.

Richard Bonelli, famous baritone, and Lynch

with the menu and a list of musical events presented in an original manner. This year's committee produced results that offer committees in the future a high mark to shoot at.

During the course of the evening there were a number of souvenirs distributed by various concerns, including a convenient leather bill fold from the Reflexo Products Co., an attractive powder box and mirror for the ladies from the Reincke-Ellis Co., and a handy, boxed tape measure from the Cirola Phonograph Corp., and balloons and hats from the Cabinet & Accessories Co. J. J. Davin also attracted attention with his original endorsement of Lydia Pinkham's Compound.

From every angle it was a great evening—one that will long be remembered by the local talking machine trade.

The Needle of The Century
A Near Permanent Needle

A CACTUS NEEDLE
THAT
SELLS ITSELF

Produces clear, soft, natural tones; eliminates surface noise; brings out all subtle details of the music, and preserves the records.

Needles can be repointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars Write to

THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA

GRANBY CAMPAIGN IN NEW YORK

Some Striking Advertising Featuring Granby Phonograph Published in New York Times—Forty New Metropolitan Dealers Appointed

The Granby phonograph is now firmly established in New York City and vicinity. An intensive campaign, under the direction of M. Milton Roemer, metropolitan distributor, with the co-operation of H. H. Schumaker, E. C. Howard and Harry Coplan, of the Granby Phonograph Corp., of Norfolk, Va., has culminated in over forty dealers taking on the Granby representation in this district. As was announced previously, it was found necessary to establish a local warehouse in New York City to provide the maximum of service for the constantly increasing number of Granby retailers.

The Granby phonograph is also receiving much publicity in conjunction with this big sales campaign. One Brooklyn dealer bought a whole page in a local paper to announce that he had taken on the Granby line. Other dealers are also featuring the Granby phonograph strongly in their newspaper advertising. A particularly impressive announcement of the Granby phonograph and its many merits appeared in the Sunday edition of the New York Times March 27, wherein the announcement of the Granby phonograph appeared, together with a score or more of smaller advertisements bearing the signatures of various dealers. The key advertisement, occupying a half-page, told in an attractive manner of the Granby phonograph and was illustrated by cuts showing the entire Granby line. There was also included a partial list of Granby dealers, as well as the name and address of the distributor of the district, Mr. Roemer. This publicity has already had a favorable effect upon Granby sales in the metropolitan district and was but a forerunner of the intensive sales campaign to be conducted by the Granby Phonograph Corp., its distributors and dealers.

GOOD REPORT FROM UDELL WORKS

Steady Increase in Volume of Shipments Thus Far This Year

INDIANAPOLIS, IND., March 29.—Tom Griffith, sales manager of the Udell Works, prominent manufacturers of talking machine records and music roll cabinets, makes an encouraging report regarding the return of that company's business to a normal basis. February shipments, he states, showed an increase of over 50 per cent over those of January, and shipments thus far in March indicate that the same proportion of increase will hold good this month over February.

"The truth of the matter is that things look much better to us right now than they have for the past six months," said Mr. Griffith, "and it is just going to be a question of everyone keeping his feet on the ground and we will come out of the experience of the last few months on a much saner and healthier basis."

HE IS "A CHIP OF THE OLD BLOCK"

Dick Harris Enjoys Victor Records With the Help of "Music Appreciation"

"Music Appreciation" is the title of the book which is engrossing the attention of Richard Harris and it is also particularly descriptive of the photograph itself.

"Dick," as he is better known to his many friends, is the son of Jerome Harris, secretary of C. Bruno & Son, Inc., Victor distributors, New York. Like his father, Dick is a lover of good music and an ardent Victor enthusiast.



Dick Harris and His Music Teacher

One evening recently young Dick obtained a copy of the Victor educational book, "Music Appreciation," and became greatly interested in it. Mr. Harris, Sr., is also of a legal turn of mind and it took many of his best arguments to make Dick put the book aside and go to bed. He is now greatly interested in enjoying Victor records with the help of "Music Appreciation" and spends much of his time in this pleasurable study.

Mrs. Frances E. Clark, head of the educational department of the Victor Talking Machine Co., was much interested in his wholehearted enjoyment of this book and prevailed upon his parents to have his picture taken while at his "work."

NEW COLLINGS & CO. TRAVELER

Collings & Co., Victor wholesalers of Newark, N. J., announce that R. S. McAdams has recently become a member of the traveling department of that company.

PLANNING FOR FILM OPERAS

French Producers to Attempt That Feat in Effort to Meet American Competition

According to a dispatch from Paris French motion picture producers, in order to meet American competition, have launched an effort to produce film operas, the general idea being for the parts to be sung by singers of the highest class, while the picture, acted by the best motion picture talent, unfolds on the screen. The singers themselves will appear in the Paris productions of these opera-movies, while for the provinces phonograph records made by the singers will be used.

The leading feminine singer selected for this experiment is Miss Luella Meluis, a young American coloratura soprano, who has captivated French critics in Monte Carlo and Nice recently. Jean de Reszke, it is said, has hailed her as the American Patti.

BUILDING NEW DISPLAY ROOMS

L. A. Kichler Co. Will Display Line of Valances in New Display Rooms in Executive Offices

CLEVELAND, O., April 8.—The L. A. Kichler Co., of this city, manufacturer of valances for talking machine dealers, is now renovating its factory and executive offices at 717 Lakeside avenue, N. W., and, according to present plans, attractive showrooms for the display of its products will be completed in the course of the next few days. The rearrangement of the factory calls for the installation of new machinery and nothing will be left undone to co-operate with the talking machine dealers.

As soon as the new showrooms are finished, invitations will be issued to the dealers to call at the Kichler warerooms, where they will be given an opportunity to visualize the artistic value of these valances as applied to talking machine establishments. The company has attained signal success in the introduction of Kichler valances, and orders are being received from dealers in all parts of the country. There is an individual valance for each standard line of talking machines, and the trade-marks are displayed to excellent advantage on these valances.

RAYBURN CLARK SMITH TO EUROPE

PHILADELPHIA, PA., April 8.—Rayburn Clark Smith, president of the Unit Construction Co., of this city, sailed yesterday on the "Mauretania" for England. Mr. Smith plans to make a thorough study of the conditions of talking machine retailing and manufacturing on the Continent and to look after the foreign interests of his company. While in London he will visit the retail warerooms of the Gramophone Co., Ltd., in that city, where a large and handsome installation of "Unico" equipment is nearing completion. Mr. Smith also plans to visit Paris, Brussels and other European capitals while abroad.

Okeh Records

Guarantee
Increased Business



INDEPENDENT JOBBING CO., Okeh Distributors, Goldsboro, North Carolina



Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

DEALERS tell us that the Widdicomb appeals to all and everyone alike. Primarily, this is due to two main facts:

First: In the Widdicomb Phonograph the Amplifying Tone Chamber does full justice to the lower as well as to the higher musical tones. When playing an orchestral record on the Widdicomb, the deeper, richer tones are given equal prominence. And because the Amplifying Tone Chamber is vibrationless there is no suggestion of metallic harshness.

Second: The simple grace of all Widdicomb cabinet work depicts the fine art of true period interpretation. In this character of workmanship, where genuine knowledge of art and decoration is essential, the fame of Widdicomb cabinetmakers is known broadcast. Yet so subtle is the adaptation that the Widdicomb is at home in any furniture setting.

Write for latest catalog showing the many styles of Widdicomb Art Phonographs.

The Widdicomb Furniture Co.

Grand Rapids

Michigan

Fine Furniture Designers Since 1865

GREETINGS, MAYOR MIDDLETON

Heads Community Where Every Resident Has Political Job—Principal Object to Play Golf

CAMDEN, N. J., March 30.—New Jersey at last has the ideal political entity—every resident a voter and every voter an officeholder, and, for the time being at least, everybody happy. The Camden County Board of Elections to-day received returns from Tavistock village, near Haddonfield, announcing that nineteen votes had been cast by the millionaire members of the Haddon Country Club, who decided to incorporate a village so they could play Sunday golf. There are exactly nineteen offices to be filled, elective and appointive.

Frank B. Middleton, secretary of the Victor Talking Machine Co., was elected Mayor. Other officers elected were Ludwig Kind, tax collector and treasurer; J. Edward Fagen, assessor; James Walker, Harry C. Taylor, John Murphy, John Dyer, Martin Murphy and Paul Kind, members of the Council. Other offices to be filled are Chief of Police, Borough Clerk, Solicitor, Fire Chief and Board of Health, which must have three members.

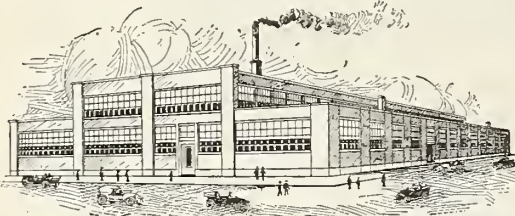
The plans for the village, in addition to a \$75,000 clubhouse, include homes for many of the members.

APPOINT'S NEW JOBBERS

Deterling Mfg. Co. Making Plans for Active Trade—Factory Recently Enlarged

TIPTON, IND., April 5.—The Deterling Mfg. Co., of this city, manufacturer of Deterling talking machines, has recently established jobbers in Pittsburgh, Pa., and Cleveland, O., and plans have been instituted whereby these wholesalers will be in a position to give the dealers in their respective territories maximum service and co-operation. The company is paying particular attention to the equipment of its factory, and only recently new machinery was installed so that every department could be working with the most up-to-date equipment.

The Deterling Mfg. Co. occupies a modern plant with an area of 16,000 square feet on the



View of the Deterling Plant

lower floor and 8,000 square feet on the upper floor. Ph. A. Deterling, manager of the company, is optimistic regarding the general business outlook and feels certain that the company will more than double its output during the coming year.

SUFFERS HEAVY WATER DAMAGE

The music store of Frank C. Storck in Long Branch, N. J., was flooded with water recently as the result of a fire in the upper stories of the building in which the store is located. A dozen talking machines, several hundred records, and a score of pianos were damaged by water.



KICHLER VALANCES

especially designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

THE L. A. KICHLER CO.

717 Lakeside Ave. N. W.

(Dept. W)

CLEVELAND

Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City

HAVE YOU ACCEPTED CHALLENGE?

Timely and Encouraging Editorial Published in the New Brunswick Dispatch

The business era which terminated in the Fall of 1920, commonly known as the great sellers' market, was not typically American. The conditions which prevailed during its ascendancy were not like those under which American industry and commerce in the past were spurred to unprecedented development. But we believe the time now opening up before us is in every way like those times which have seen the greatest, soundest growth of American business. We have entered a period in which only the worth-while can survive. In the competition which is now begun, in the adjustments which are taking place in all forms of enterprise, he who does not understand the time and who is unwilling to meet it fully, fairly and frankly cannot expect success. But we believe that he who sees the challenge of opportunity in a condition of keen competition and welcomes rather than fears such a condition will reap permanent rewards such as were granted to its predecessors in foresight and courage in former eras of reconstruction. We believe it evident that every detail of the condition now obtaining and which may well continue for twenty years shapes a time of opportunity for the pathfinders of business.

PSYCHOLOGY OF MUSICAL TALENT

A new slant will be given to the value of the usefulness of the talking machine as an educational agent when it becomes known that successful phonograph tests have been conducted by Professor C. E. Seashore, of Iowa University, having for their object the determination of whether or not a child is wasting time taking music lessons. The facts which he has collected are published in book form, entitled "The Psychology of Musical Talent."

Professor W. T. Allison, of the University of Manitoba, who was present at a recent gathering of Winnipeg music teachers, at which a whole morning was devoted to hearing Professor Seashore's tests explained by Leonard D. Heaton, one of Winnipeg's leading musicians, has set down in an interesting way his interpretation of these phonograph tests.

LIFE IS ALL A COMPROMISE

The expert errs when he contests a point which matters little. Life is all a compromise. No one is always right. And contests, won or lost, leave scars.

G. C. McKinnon, Bonifay, Fla., has arranged to open a new branch store for the sale of the Edison in Pensacola, Fla.

SPECIAL Record Delivery Envelopes made of Swede Kraft are offered at \$6.75 per thousand.—The Lewis C. Frank Corporation, 1201 Dime Bank Bldg., Detroit.

ATTRACTIVE WINDOW DISPLAY HOOKED UP WITH OPERA

C. C. Mellor Co. Takes Advantage of the Appearance of Chicago Grand Opera Co. in Pittsburgh to Call Attention to the Victor Operatic Records Through Special Display

PITTSBURGH, PA., April 8.—That novel and unique window displays are most useful in attracting the public was recently demonstrated in a most satisfactory manner by Fred J. Drake, manager of the retail Victrola department of the C. C. Mellor Co. During the week prior to the advent of the Chicago Grand Opera Co. Mr. Drake

productive of good business results and he believes that all Victor dealers should take advantage of similar events to promote business.

A photograph of the window was shown to Mary Garden during her visit to Pittsburgh with the opera company and she complimented Mr. Drake on his enterprise. It is needless to say



The "Rigoletto" Window of the C. C. Mellor Co. in Pittsburgh

conceived the idea of having an elaborate window display, basing it on one of the operas. He chose "Rigoletto" and in the large Mellor show window he had arranged and placed, by O. B. Dean, one of the Mellor staff, a replica of a theatre stage on which two of the characters in "Rigoletto" were performing. It was a novel undertaking and proved most satisfactory as a crowd-bringer as well as attracting customers. At the side of the stage an automatic electric sign told the story of "Rigoletto" up to a critical scene, and then the invitation was placarded for the reader to call inside and secure the full story of the opera.

Mr. Drake had prepared a small circular in which an abridged story of "Rigoletto" was printed. This also contained a list of various Victor records based on the opera. Mr. Drake stated that while the outlay took time it was

that a Victrola and a number of Victor records graced the window at the same time the stage scene was shown.

PLAN "MOTHERS' DAY" CAMPAIGN

The Brunswick dealers throughout the country have arranged to co-operate in a special "Mothers' Day" campaign to start early in May and come to a clinax on May 8, which will be celebrated as "Mothers' Day" generally. The Brunswick advertising department has prepared an impressive series of advertisements for dealers' use in connection with the campaign.

Keystone Hall of Music Co., Riverside, Cal., has opened a branch store at 620 South Main street, Corona, Cal. S. W. Seger is manager. Edison and Brunswick phonographs are handled.

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



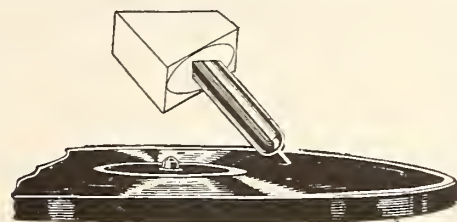
Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory Representative: LOUIS A. SCHWARZ, Inc., 1265 Broadway, New York City



Everyone wants

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent

NEEDLES

SUGGEST Sonora Semi-Permanent Needles to all your record customers. You'll find that your sales of these needles will greatly increase.

Sonora Needles play many times. Having parallel sides these needles do not increase in diameter and consequently they do not wear the sides of the record grooves. They thus keep the records in the best of condition and increase their life.

Each sale of Sonora S. P. Needles amounts to at least 25c. These are the needles that give complete satisfaction and that bring you a good profit.

Keep your stock of Sonora Semi-Permanent Needles complete. Place these needles in a conspicuous, convenient-to-get-at location. Make it easy for your customers to buy.

Loud — Medium — Soft

25c. per card of 5
(40c. in Canada)

Sonora Phonograph
Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway NEW YORK

Canadian Distributors
I. Montagnes & Co.
Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

Manufacturers of
Arietta Phonographs

ROUNTREE CORPORATION, Richmond, Va.

Distributors of
Emerson Records

Prices Reduced—

ARIETTA PHONOGRAPHS

Also EMERSON RECORDS

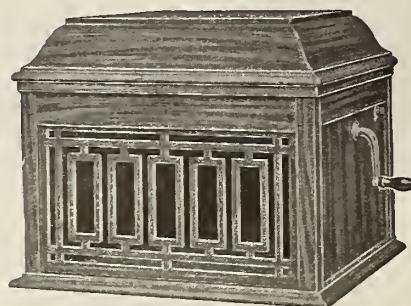
Effective at once the following REDUCED PRICES apply on ARIETTA PHONOGRAPHS:

MODEL	NET PRICE	FORMER LIST PRICE	PRESENT LIST PRICE
No. 1	\$32.40	\$70.00	\$60.00
No. 2	\$54.00	\$115.00	\$100.00
No. 3	\$70.20	\$150.00	\$130.00
No. 4	\$81.00	\$175.00	\$150.00

These reductions definitely answer the buying public's demand for lower prices and bring the ARIETTA down to the lowest scale of any strictly high-grade machine.

Reductions in wholesale prices are in proportion to the reductions

indicated in List Prices, allowing the dealer the same liberal percentage of profit as formerly. Now, more than ever before, you need the ARIETTA. The lowered prices mean more sales, MORE PROFITS. Write today for our exclusive agency proposition.



Arietta—Model I



Arietta
Model IV



Arietta
Model III



Arietta
Model II

EMERSON MAY RECORDS—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c.

All 12-inch Records Now \$1.25

(List prices subject to usual trade discount).

Releases for May now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.



PHONOGRAPH

All Phonograph Accessories Reduced!

ROUNTREE CORPORATION

Manufacturers of
ARIETTA PHONOGRAPHS

Distributors of
EMERSON RECORDS

Richmond, Virginia



Have You The Right To The Actuelle?

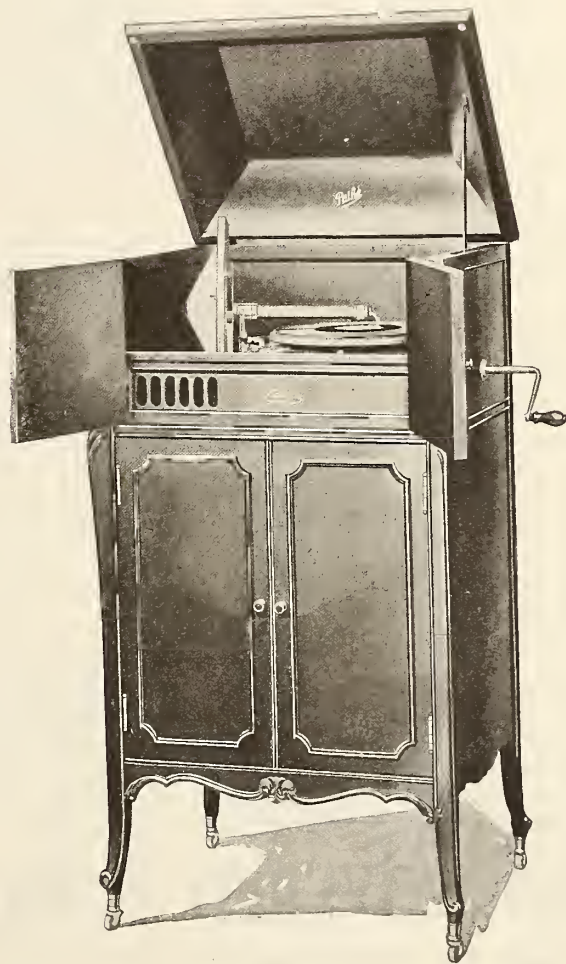
THE only man who can offer the ACTUELLE to his customers is the Pathé dealer.

The significance of this is the fact that there is no substitute for the ACTUELLE. You cannot palm off anything else on a man who wants an ACTUELLE. There is nothing else that either looks or listens like it. The customer knows this.

To the merchant with real business sense there is no need to argue the enormous strength and prestige of such a proposition. It's plain for all to see.

Have you the right to the ACTUELLE?

If you have not, the question for you to decide is not "Is it worth while?"—but



Can You Afford To Do Without It?



Pathé Frères Phonograph Company

10-56 GRAND AVE.

BROOKLYN, N. Y.



Nestle In Your Daddy's Arms



A LULLABY FOX-TROT

Published by LEO. FEIST Inc.
FEIST Bldg N.Y.C.

MEETINGS OF EDISON JOBBERS

Important Sales Conferences Held in Chicago and New Orleans — Financial Situation Improving, Says William Maxwell

Edison jobbers and jobbers' travelers held two important sales meetings in March, at the Hotel Blackstone, Chicago, Ill., and at the Hotel Grunewald, New Orleans, La. William Maxwell, vice-president, and J. B. Gregg, advertising manager, of the Edison Laboratories, attended both of these meetings.

The conference in Chicago was given over to an animated discussion of the business campaign for 1921. It was decided that one of the most important things to do at the present time was to stimulate fuller development in dealers' sales organizations, to encourage the training of new, competent salesmen, and to urge the redoubling of effort all along the line to overcome those too easily discouraged by rumors and ghosts of rumors of tight money, and a "buyers' strike." All agreed that a great effort should be made to impress every Edison dealer with the idea that a man cannot grow big without surrounding himself with competent aides and delegating authority to them. As Mr. Maxwell put it:

Why are there so many small businesses, and so few large ones? I think the answer is because so many business men will not let their business get bigger than they are. If an Edison dealer surrounds himself with four good

men, he ought to be four times as big a man as he would be if he did not have any men."

The Mood Change Chart and Mood Change Parties were thoroughly discussed, and, judging from reports received, all indications point to a most remarkable success for that campaign. In conjunction with this discussion a Mood Change test was made immediately after luncheon on the afternoon of the second day's session. Four selections were played, and of all those present undergoing the musical experiment only three failed to have any definite reaction.

Jobbers and jobbers' travelers present at the Chicago sessions were:

M. M. Blackman, H. A. Bailey, C. A. Reynolds, O. M. Fisk, C. L. Smith, W. L. Hightower, E. L. Youse, Kansas City; M. Silverstone, J. A. Schlichter, Paul Gold, O. A. Reynolds, St. Louis; R. B. Alling, S. H. Buck, A. C. Colwell, M. E. Mikesell, Detroit; L. N. Bloom, E. S. Herschberger, R. C. Goss, M. P. Kreusch, Cleveland; F. K. Babson, E. C. Hill, L. A. Sutfin, W. C. Eckhardt, Chicago; W. E. Kipp, W. O. Hopkins, H. G. Anderson, L. P. Brock, H. C. Anderson, W. A. McDowell, Indianapolis; W. A. Schmidt, G. A. Sholes, Milwaukee; L. H. Lucker, A. L. Toepel, L. R. Sours, H. F. Freese, W. A. Lucker, M. H. Lowy, G. H. Compton, G. Hocum, H. E. Stinchfield, Minneapolis; D. W. Shultz, K. R. Moses, H. R. Holmes, Omaha; H. Blish, F. R. Williamson, E. C. Horne, Des Moines; A. E. Abrahamson, W. E. Morgan, Sioux City; P. H. Oelman,

R. T. Carroll, P. P. Bassett, W. A. Lynch, Cincinnati; H. M. Sartz, E. J. Condon, H. C. Trader, J. K. Nichol, Pittsburgh.

The New Orleans Conference

The meeting at the Hotel Grunewald, in New Orleans, was also a two-day affair. Most of the ground covered at the Chicago session was also gone over at New Orleans. Emphasis was again laid on the need for developing new salesmen, and for exploiting the Mood Change Chart to the fullest extent.

Financial conditions in the South were cited as militating against the employment of additional salesmen, but Mr. Maxwell was of the opinion that the banking situation will continue to improve, and he felt that, by the time demonstrators could be developed into salesmen, credit would likely be considerably easier; and he pointed out, also, that in every locality there are some people who have actual cash to spend, and that if dealers and their salesmen would concentrate on this class for the next few months the consequences of the present banking situation would be considerably minimized.

Those present at the New Orleans session were: A. H. Curry, B. A. Ward, J. K. Patterson, O. P. Curry, A. C. Dennis, Dallas; L. T. Donnelly, J. W. Stromberg, A. Schreiber, N. Schreiber, B. B. Wiggins, Jr., F. S. Hemenway, A. W. Berdon, New Orleans; E. F. Parr, F. O. Brown, A. C. Witherington, Atlanta; J. J. Callahan, Edison Laboratories.

Both the conferences at Chicago and New Orleans were unanimously voted as being the liveliest and most fruitful that had been witnessed in a long time by those who attended them.

NEW JERSEY VICTOR MEN MEET

Monthly Luncheon and Meeting Held This Week at Robert Treat Hotel, Newark

The Victor retailers of New Jersey held their monthly luncheon and meeting at the Robert Treat Hotel, Newark, N. J., on Tuesday, March 15. During the luncheon those who were present were entertained by talent furnished by the two large department stores of the city.

James Sheridan, a well-known tenor and a member of the staff of Hahne & Co.'s talking machine department, sang "The Barefoot Trail" and several other selections.

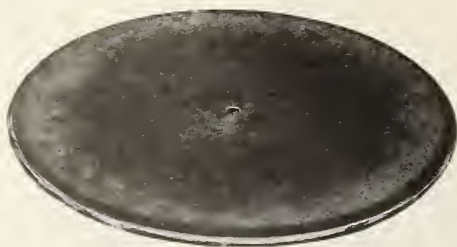
From the Bamberger store Miss Beatrice Picot, soprano, sang a selection from "Apple Blossoms" and, upon encore, several other numbers. Miss Anna Schatz was her accompanist. Paul Meinart, also of Bamberger's, who is almost totally blind, sang and played several humorous numbers.

Following the luncheon the business session of the organization was then called to order and several questions of importance were taken up for discussion.

Mrs. C. J. Bird and Mrs. Louis Meyer have opened a record exchange shop at 10 East Sixth street, Chattanooga, Tenn.

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

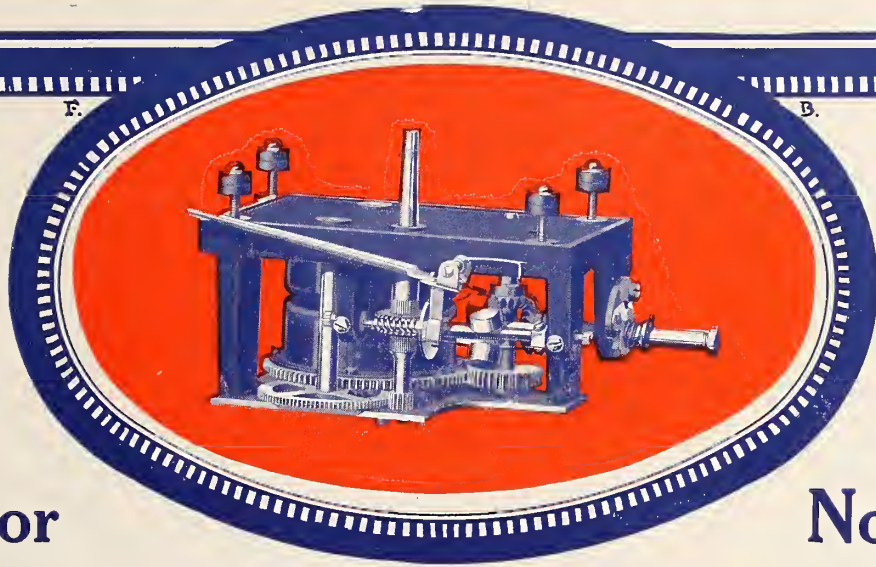
GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

QUALITY



Motor

No. 77

Noiseless, powerful, steady and continuous—the “backbone” of all

HEINEMAN QUALITY MOTORS

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street - - - New York

HEINEMAN



MEISSELBACH



PERTINENT INDUSTRIAL FACTS

Otto Heineman, President of General Phonograph Corp., Gives Interesting Résumé of Recent Trip—Canadian Business Outlook Very Satisfactory—Elyria Plant at Maximum Working Efficiency—Okeh Records Gain in Favor

Otto Heineman, president of the General Phonograph Corp., returned recently from a two weeks' trip, which included a visit to the company's Canadian branch and factory, the factories at Elyria, O., and a visit to Cleveland. While in Canada Mr. Heineman conferred with C. T. Pott, general manager of the company's



Otto Heineman

Canadian interests, and also spent some time at the factory in Kitchener, Ont.

In a chat with *The World* Mr. Heineman stated that Canadian business conditions are showing a steady improvement, and as the industrial fluctuations are not as marked as in this country they do not exercise such a noticeable influence on the country as a whole. Very few Canadian manufacturers of talking machines are overstocked, and at the present time the talking machine industry in Canada, comparatively speaking, is in a much better position than the trade in this country. The manufacturers are optimistic regarding the outlook, and are making plans to take care of an active and healthy 1921 trade.

At the Elyria factory Mr. Heineman was gratified to learn that all of the machinery which had been shipped from the Newark plant had

reached there safely and had been installed. A tremendous amount of machinery was sent to Elyria from the East, comprising fifty-one solid carloads, and it took considerable time to set it up properly and place it in efficient working condition.

The Elyria plant of the General Phonograph Corp. is generally recognized as the largest and most complete plant in the world devoted to motor production and the manufacture of incidental products. Every department is working on a basis of maximum efficiency, and A. G. Bean, vice-president of the General Phonograph Corp., who is in charge of Elyria manufacturing, has been congratulated upon the ideal working conditions which characterize every detail of the Elyria plant. Mr. Heineman found the Elyria factory showing a marked increase in activities and all of the production executives keyed up for the handling of a healthy and substantial business.

There is also being manufactured at the Elyria factory a complete line of Meisselbach fishing reels. This branch of the business is growing by leaps and bounds, reflecting the prestige and position of these products in this particular field, and emphasizing the fact that, notwithstanding the unsettled industrial situation, the buying public is getting ready to enjoy outdoor life during the Spring and Summer months.

At Cleveland Mr. Heineman conferred with the Okeh jobber in that city, the Kennedy-Green Co., and was gratified to learn that this jobber is very enthusiastic regarding the sale of Okeh records, and is making plans for an aggressive sales campaign.

A. D. GEISSLER ON PACIFIC COAST

Arthur D. Geissler, president of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor wholesalers, left recently on a trip to the Pacific Coast. Mr. Geissler is accompanied on this trip by Mrs. Geissler, and, according to present plans, will spend some time at San Francisco visiting the latter's parents. It is also probable that Mr. Geissler will visit some of his many business friends on the Pacific Coast prior to his return to the New York headquarters.

BUYS STORE IN HEMPSTEAD, N. Y.

J. D. Braunstein, of Mineola, recently purchased from Mrs. Gusta Springmann the building and stock of musical goods, particularly phonographs, at 35 Main street, Hempstead, L. I., N. Y. The new owner plans to remodel the store.

BRUNO

The trade-mark of the Victor is "His Master's Voice," while the tone of the Victor is "The Master's Voice."

BRUNO

REORGANIZATION IN COLUMBUS, GA.

Music Shop, Inc., Has Capital Stock Increased to \$25,000—New Officers Elected

The Music Shop, Inc., Columbus, Ga., has been reorganized and the capital increased from \$5,000 to \$25,000. H. C. Smith has been elected president of the company; Meyer A. Goldstein, vice-president, and C. M. Bass, secretary-treasurer. These three, with Columbus Roberts, E. M. Levison, V. J. Pekor, J. A. Brooks and J. T. Montchief, constitute the board of directors. T. R. Chestnutt has been appointed sales manager. The company is now looking for a new location. All kinds of musical instruments are handled, including pianos, players, talking machines, records and sheet music.

LOCAL INTERESTS BUY BUSINESS

The Morgantown Music Co. has been organized in Morgantown, W. Va., with capital stock of \$10,000, to take over the business of the Morgantown Music Center, at 450 High street, formerly operated by C. E. Watson and R. W. Harkness. The incorporators are: L. M. and R. W. Cox, Paul and N. J. Bayles and E. B. Corey. Paul Bayles will be general manager.

*Find the record that you need
With all convenience, joy
and speed*

Record Index Envelope

Here is the new

Record Index Envelope

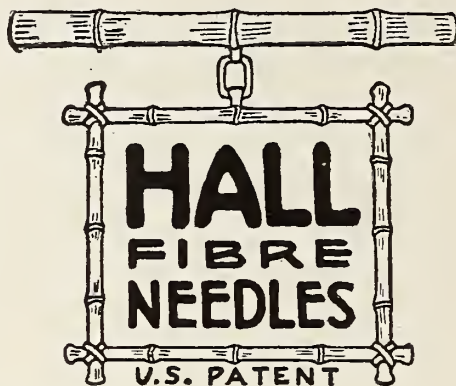
This envelope fills an urgent need. It is designed for shelf-style cabinets, enabling the operator to find quickly and conveniently any record desired. Supplied in either heavy green or brown kraft—tough and durable. Packed in boxes containing 100 envelopes.

Sets of 100 neatly designed alphabets, gummed and perforated for indexing, also supplied at attractive prices.

For further information address

P. L. ANDREWS CORPORATION
Irving Avenue & Troutman Street Brooklyn, N. Y.

Manufacturers
Disc Record Envelopes Delivery Bags Needle Envelopes



Years Afterward—

When the talking machine has become a fixture in the home and the shelves are filled with records, the merits of the fibre needle become most strikingly evident.

They mean an instrument still with a voice, with all the original charm of its music retained.

Think what this means in the greater popularization of the talking machine!

—And the continued sale of records, year in, year out!

HALL MANUFACTURING CO.

(Successors to B & H Mfg. Co.)

33-35 W. Kinzie St., Chicago, Ill.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the sixth of a new 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.]

LESSONS FROM THE CONFERENCE

A good deal of interest will be stirred up among the readers of this magazine by the stories which appear on other pages describing the Educational Conference between members of the Victor Co.'s educational department and a group of mid-Western Victor distributors and allied interests, which was held in Chicago during the last days of March. The subject matter of the conference has received a great deal of attention, and it might be supposed that further reference to it is superfluous, but this is not so. For the facts which emerge from the conference are far more than commercial, far more than merely interesting to the Victor Co., and to those who are allied with that institution. They are definitely and immediately valuable to every person who is occupied with any phase of the talking machine business. Moreover, they touch its musical aspects at all points.

The True Interest

But we shall not say the obvious things. That in which we are interested is not at all the matter of the personalities of the gathering, the advertising value of the educational work, or even the manner in which the schools are being assisted to bring music to the ears and hearts of millions of children. We have another row to hoe, another ax to grind.

Here is the point we would develop: To every person who attended this Educational Conference, to the representatives of this magazine especially who were privileged to be present, the overpowering impression from first to last must have been that of wonder. It was wonderful to see that the talking machine is being used for such a bewildering variety of musical uses. It was wonderful to reflect that this work is introducing music to the children of the land through the medium of a machine which has as good a place in the humblest home as it has in the palace, and which is much the same machine in either case. It was wonderful to realize that up to the present time, in spite of all this, the trade at large has sold talking machines in so shamefully narrow a way.

What We Don't Appreciate

This Victor meeting showed a great many things. To the present writer and to many others it plainly showed that we have not half appreciated what are the possibilities for bringing music to the masses of the people. Let us

for a moment eliminate the Victor Co. from all consideration in this matter. Let us simply think of what is actually now being done by means of the talking machine to bring music to the children of the country. Though it be the Victor organization which has pictured the facts for us more vividly than others, let us leave that point alone. We shall concentrate our thought on the point that the talking machine is at the present moment the first among agencies for bringing systematic good music to the ears and hearts of the children who form more than half of the fifty millions of dwellers in rural and small-town communities.

What a Hold We Have

This is a fact of really enormous importance. It is of such importance to us of the trade because it shows us what a tremendous hold we can have upon the hearts of all the people if only we care to set about gaining that hold in a sensible sort of way. The matter is, after all, very simple. It comes to this, that the educational work which is being done in the schools is bringing to millions (literally so) of children an otherwise unattainable knowledge of, familiarity with, and desire for, the best in music. Now, these children will soon be grown up, and meanwhile they are bound to influence their parents to a greater or less degree. In consequence, there is seen to be brought into existence, whether we do anything about it or not, a mass of influence in favor of the talking machine. It is up to us to take advantage of it.

But how? Obviously this interest in the machine is only secondary. The machine is a medium, and a medium only. The real primary interest is in the music. And that is the point.

Music First, Machine Second

These millions of children are learning to be interested in the music they are coming to hear, to sing, to know by heart, to love. In so far as they think of a machine at all, they think of it as merely the intervening medium. It is perfectly obvious therefore that any work done in the community by the merchant, based on the consciousness that the talking machine plays a part in community education, must be done primarily from the musical point of view. It will be absolutely necessary, if due advantage is to be taken of the educational work now being done, for the merchant to take the musical point of view. He will represent in his community the same opportunity for music which the school, through its use of the talking machine, represents to the school children. He will have to make his place of business a place of music. He will have to stress the music, to the comparative submergence of all other sides of the business.

There are practical ways for doing this. These may be summarized as grouping into (1) judicious advertising; (2) high-grade record and demonstration service in the store, and (3) musical merchandising ideas of a high order.

In the first place, the matter of advertising means that the merchant must stress the idea of music, not of machines, prices or terms. He must impress on his community day in and day out that his place of business is the place where music is to be heard, selected, demonstrated and bought from morning to night. Record bulletins must be featured, and whenever a recital comes to town, or is given by local talent, the corresponding records, if they exist in any cases, should be featured.

Personal Service

In the second place, it is necessary to build up personal record service in the store. Talking machine salesmanship is really the process of interesting persons in records, in music, in what the machine gives, and not in the machine itself. Price and style are secondary matters, and are not likely even to be thought of seriously in comparison with musical values. The big job is to build up personal service through a staff of musically educated and musically interested sales men and women. It is not impossible for a merchant to do this, but he must be willing to admit at the beginning that the task will call for patience and forbearance.

The Ideal Service

The ideal sales service is the service which takes the customer into pleasant surroundings, ascertains that customer's ideas as to music, and tactfully places before him or her that which he or she will like, leading skilfully the unformed taste to better and better ideas. Such a service is 75 per cent of the art of salesmanship. Establish the selling of records scientifically and there will be very little need for worrying about selling machines. Anybody can do the second when the first is done.

Lastly, musical merchandising ideas must be the constant thought of the merchant himself. On the ingenuity he displays during the year to come in building up and putting into play new and skilled ideas in merchandising will his success depend. They must be musical ideas, too, in their essence.

A Final Admonition

Let this final thought, then, close our discussion:

There is an enormous influence in process of building up for the benefit of all who deal in the talking machine. That process, however, is musical, and only by musical work can it be made efficient or in the least valuable. Music is what we sell. Let us never forget it.



**KIEFER-
STEWART
CO.**

INDIANAPOLIS, IND.
Capitol Ave. and Georgia St.

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**OKeh
Records**

The Record of Quality

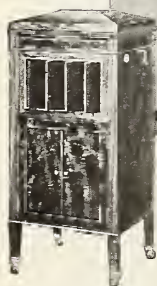


COLUMBIA PAINTING WINS FIRST

"Carmen" Design Used Extensively in Columbia Advertising Wins First Prize at Exhibition —Keen Competition for Coveted Honor

At the first annual exhibition by the Art Directors' Club of New York, held recently in the galleries of the National Arts Club, the first prize for the best work of art in color pro-

Columbia Records



The Painting That Won First Prize duced for advertising purposes during the last two years was awarded to Wilmot E. Heitland's painting of "Carmen" for the Columbia Graphophone Co., placed on exhibition by the Geo.

Batten Co., the advertising agency handling the Columbia account.

The pictures shown in this exhibition were the committee's choice of approximately 300 from many thousands submitted by all the best-known artists in this country who lend their genius to advertising. To show the sort of competition which Mr. Heitland's painting was obliged to meet, honorable mention for works of art in color was awarded to Maxfield Parrish's "Primitive Man," made for the Edison Lamp Works; to C. C. Beall's American Piano Co.'s advertisement, placed by the Bricka-Ford Co.; to J. C. Leyendecker's Arrow Collar advertisement for Cluett, Peabody & Co., and to Dean Cornwall's Andrew Jergens Co.'s advertisement, placed by the J. Walter Thompson Co.—all of which possessed great merits.

The Jury of Awards consisted of Richard J. Walsh, chairman, former president of the Art Directors' Club and in charge of copy and art for

Barrows and Richardson; Edwin H. Blashfield, who is without doubt the most famous mural painter in the world to-day; Charles Dana Gibson, the famous artist, owner of Life, whose line drawings and attractive girls are known and



Medal Awarded the Winner

admired all over the world; Professor Arthur W. Dow, the well-known teacher of pictorial composition and design; Robert Henri, noted portrait painter and teacher of art, and Joseph Pennell, foremost master of pen and ink in America. The first prize for color was a bronze medal designed by Paul Manship, the famous sculptor.

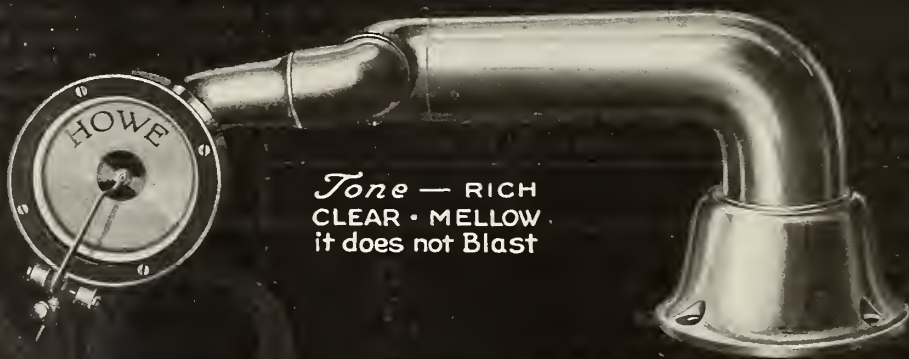
NEW STORE IN SALT LAKE CITY

Consolidated Music Co. Opens New Headquarters on Main Street—Steinway and Duo-Art Lines Featured, as Well as Small Goods

SALT LAKE CITY, UTAH, April 3.—The Consolidated Music Co. recently opened a new retail store in this city at 48-50 Main street, occupying a remodeled, modern building of two stories and basement, having more than 35,000 square feet of floor space. The main floor is occupied by the band and orchestra instrument department, as well as the sheet music department, each department being well equipped and containing complete lines. Demonstration rooms for talking machines have also been in-

stalled on the first floor, with some additional display space on the second floor. The piano department occupies the largest portion of the second floor, the decorations and furnishings harmonizing with the high-class lines carried by the concern, among them being Steinway, Kurtzmann and Duo-Art instruments. A full line of automatic instruments for motion picture houses, theatres and dance halls is also carried by the concern, a feature of the store being a repair department where instruments of all kinds can be remodeled and put into excellent condition. The Consolidated Music Co. was established in 1862, the officers being Alonzo B. Irvine, president; L. W. Snow, vice-president; W. S. McCormick, treasurer, and Royal W. Daynes, secretary and general manager.

The HOWE



Tone — RICH CLEAR · MELLOW it does not Blast



BALL BEARING No obstruction in the base

C.W. Howe & Company 21 East Van Buren St. Chicago, Ill.

STEGER

*the finest reproducing
Phonograph in the World*

The Steger Phonograph is Your Big Opportunity

ITS distinction in the phonograph world is supported and emphasized by its marvelous ability to play all records *correctly* — no parts to change.

The wonderful Steger tone chamber of even-grained spruce and the patented adjustable tone arm make perfect rendition of every disc record certain.

The tones that issue from the Steger are true echoes of the human voice or instrumental skill of the master.

The ornamental side of the Steger pleases the critical eye. The different style cabinets show rare skill in design and workmanship.

We prepare the way for each Steger sale by our extensive advertising campaign. It makes each sale easier for you. The Steger is half sold when a customer comes into your store.

Explain how different, how superior it is. Play it and you will find how the wonderful music helps the sale to a successful consummation. Build up your phonograph business with the beautiful Steger.

Desirable territory open.

Write for Steger proposition and Steger Phonograph Style Brochure Today.

Phonograph Division

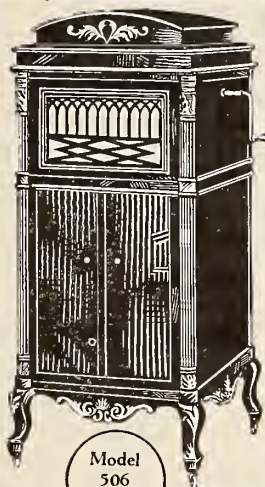
STEGER & SONS

Piano Manufacturing Company

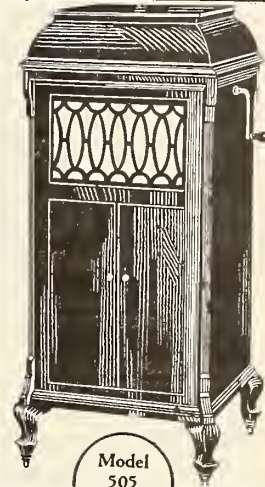
Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

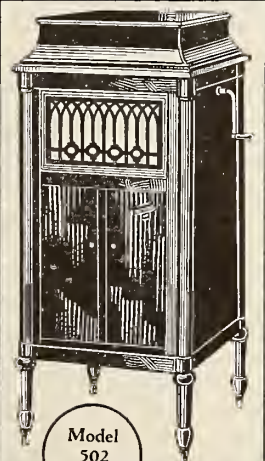
"If it's a Steger—it's the most valuable Piano in the world."



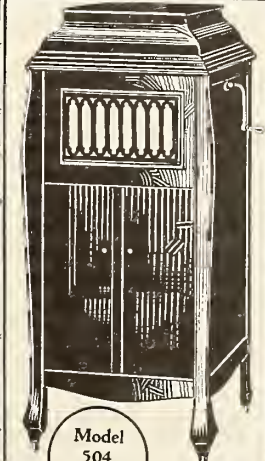
Model 506
\$295.00



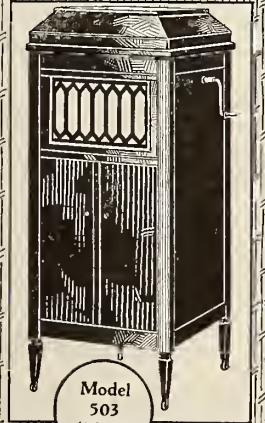
Model 505
\$220.00



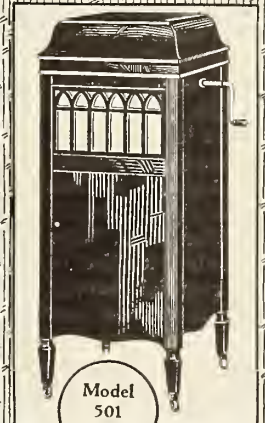
Model 502
\$145.00



Model 504
\$200.00



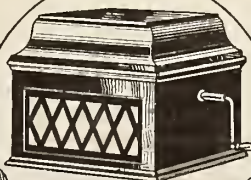
Model 503
\$165.00



Model 501
\$115.00



Model 509
\$235.00



Model 500
\$95.00



Model 510
\$290.00

CABLE ADDRESS REG'D
"FILASSE-PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535ANY {Size
Quantity
QualitySERVICE AND
Phonographically Speaking

SATISFACTION

Quotation
Delivery
Product } RIGHT

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

WALTER S. GRAY
SAN FRANCISCO, CAL.FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.STEINOLA COMPANY
Kansas City, Mo.RAYSOLO SALES CO.
LANCASTER, PA.INTERNATIONAL MICA CO.
101 a-BLUFF
YOKOHAMA, JAPANLAKESIDE SUPPLY CO.
416 SOUTH DEARBORN ST.
CHICAGO, ILLINOIS

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business

"IMICO" and "SERVICE" are SYNONYMOUS

GOOD REASONS FOR OPTIMISM IN CINCINNATI TRADE

Great Business Month Closed—Shipping Goods by All-Water Freight—W. T. Haddon Tells of Progress—Columbia Activities—Edison Co. Analyzes Business—Baldwin Force Increased—Other News

CINCINNATI, O., April 8.—Reports received from dealers throughout this territory indicate an encouraging increase in the sale of talking machines and records. Several of the Cincinnati branch houses say the past month has been exceptionally good and the business has shown quite an increase. A recent event of special interest to shippers was the all-water freight shipment from this city to the Pacific Coast, which included 150 talking machines shipped by the Starr Piano Co. of Richmond. The company sent the machines down from Richmond in its own trucks and loaded them on the "Queen City" at the Cincinnati wharf. They were taken to New Orleans by the river boat and from there transferred to an ocean-going vessel for the trip through the Panama Canal. This method of shipping by water will greatly reduce the cost of shipments to Pacific Coast points and will be taken advantage of by many of the musical instrument dealers in the future.

How Time and Money Are Saved

The Ohio Talking Machine Co. has long used the river for shipping Victors to points both up and down, and Vice-president A. H. Bates states that the rates are not only one-third less, but that they practically get overnight service, making it equally as good as express service at nothing like the cost. Mr. Bates reports a very good month's business and declares the outlook is getting very much brighter for future business. Things are still a long way from normal, he states, but getting better rapidly. C. H. North, secretary of the Ohio Talking Machine Co., stopped over for a short visit en route home from a trip through the South, having visited points in Kentucky, northern Tennessee and West Virginia. He found business satisfactory in most of these sections, and in some places very good. A new agency for

the Victor was established at St. Marys, W. Va. 40 Per Cent Increase in March

In a chat with The World W. T. Haddon, president of the Ohio Talking Machine Co., of this city, Victor wholesaler, stated that the company's sales figures for March showed a 40 per cent increase over the sales totals for February. Mr. Haddon is naturally gratified at these figures, particularly as they indicate that Victrola dealers in this territory are closing a healthy, substantial business and have good reason to be optimistic in their predictions for the future. Mr. Haddon states that those dealers who are going out after business are getting it, but that the dealers who are content to remain in their establishments and wait for business to be handed to them are complaining as to the general business situation.

Columbia Co.'s Active Campaign

E. M. Shute, assistant manager of the Columbia Graphophone Co., says that the dealers have been quick to take advantage of the reductions very recently made to pre-war prices and the warehouses are being cleaned out rapidly. A large room they had rented and fully expected to keep filled up for several months is being cleared out in record time owing to the demand since these reductions went into effect, he added. The house-to-house drive for machines and records, which is being carried on through its agents, is proving most satisfactory and getting excellent results. One novel feature of this campaign is the use of the rural mail carriers who give only a part of their time to the Government work. These men are usually well fitted for work of this kind, Mr. Shute points out, because they have become very familiar with every home along their routes and learn where the best prospects may be found and also their ability to buy talking machines.

Some of the carriers who have taken up the work are meeting with remarkable success, he says. Among the new agencies established during the month by the Columbia Co. were: Willie Conds & Bro., Sassafras, Ky.; Hillsboro (O.) Music Co.; Richard Herzer, Mason, O.; Smith Piano Co., Cincinnati; Tribble & Picket Furniture Co., Danville, Ky.; The White Store, Cumberland, O.; Alfred Wiley Piano Co., Huntington, W. Va., and W. H. Wilson & Son, Milan, Ind.

The completion of the company's model shop in its building on East Eighth street has caused much interest to be shown by dealers who are anxious to improve their own stores in a way that will attract trade. The model shop was put up through the co-operation of the Van Veen Co., of Philadelphia, and already several dealers are making inquiries as to prices, etc., with a view to installing the same type in their own places of business. Manager R. H. Woodford, of the Columbia Co., spent a week in New York on business the last of the month.

Getting a Line on Business

The Edison Co. has been taking a unique method of getting a line on the business situation in the State. R. T. Carrol and several other representatives have been making a trip over the northern part of the State, submitting questionnaires to bankers in the various towns, and the answers given by these men, who are

Imported Swiss Sapphires

Pathé Balls

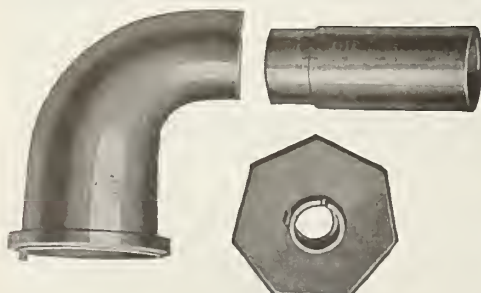
\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

Edison Points

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand
10% discount on 5,000

(LOUD OR SOFT TONE)

WALTER S. GRAY CO.
942 Market Street, San Francisco



Exclusive and better methods are
making phono-parts with better finish

HAVE THEM SUPERCAS

Dependable  Economical

The Superior Die Casting Co.
Cleveland, O.

thoroughly familiar with conditions in their localities, are decidedly encouraging. They show the farmers are planning to go ahead raising close to hundred per cent crops, but they are buying less farm machinery of all kinds and fewer automobiles. Savings accounts show on an average about 15 per cent increase and the checking accounts a somewhat smaller increase. Notwithstanding the farmers' troubles, however, the sale of talking machines have kept up very well in these sections.

Manager P. H. Oelman, of the Edison Co., says his house is getting excellent results from the "tone test" tours which are being conducted by Hardy Williamson and the Fleming Sisters Trio. The tours started at Charleston, W. Va., and included towns in West Virginia, Kentucky and Ohio. Mr. Oelman says the month of March was closed with the unusual record of being the best month since December. Usually, he says, January leads, with February and March falling behind. This year things have reversed and March shows up very much better than either of the other two months. He cites their experience as an indication of the business trend and believes there is every reason to take a cheerful outlook. Mr. Oelman attributes part of the Edison success to keeping up public interest in the line of news values of the company's advertisements.

F. F. Dawson Tells of Progress

F. F. Dawson, president of the Sterling Roll & Record Co., 137 West Fourth street, returned recently from a visit to Pittsburgh, where he completed arrangements whereby the Pittsburgh branch of the company will occupy quarters at 436 Fourth avenue. Mr. Dawson made arrangements for subleasing the present quarters at 434 Fourth avenue and, according to present plans, the company will be located in its new home in Pittsburgh by May 1.

Mamie Smith, popular Okeh artist, accompanied by her jazz band, will appear on April 16 in this city at the Music Hall, and, judging by the demand for tickets for this concert, the house will be sold out well in advance of the date of the performance. On April 15 Mamie Smith and her band will appear at Memorial Hall in Dayton and it is expected that she will go from Cincinnati to Columbus, appearing in that city on April 18. The Sterling Roll & Record Co. is co-operating with Okeh dealers in every possible way in exploiting the concerts given by this well-known Okeh artist.

R. C. Swing, of the Crystola Co., does not look for any great improvement in the talking machine trade until there is a general resumption of business and money becomes easier.

Manager F. F. Dawson, of the Sterling Roll & Record Co., reports the best month in its history and says reports from dealers are very encouraging. Mr. Dawson is another Cincinnati shipper who has been using the river for shipments to points in Kentucky, West Virginia and Indiana and finds that he not only saves on cost, but dealers get their goods within a day or two, whereas if the goods had been shipped by rail it would have taken anywhere from one to two weeks.

Baldwin Co. Increases Sales Force

Manager McLaughlin, of the talking machine department of the Baldwin Co., has added Walter Potune, formerly of Boston; Frank J. Grievenkamp; Harry Kennedy, formerly of Biloxi, Miss., and George Sheets to his sales force and is preparing to make a big drive for business this month. Sales have kept up during the month, but he believes there is an unlimited amount of business that can be had by going after it, and he is determined to go after it. Robert Morris, who has been with the company as salesman for about a year and who recently turned down an offer from another talking machine company, is credited with turning in the most new business for the month. A sale during the last week in the month, when miniature Victor dogs were given to customers, brought 1,100 people into the store and resulted in many new sales. Miss Florence McMahon has been attending the Victor educational

conference at Chicago and will probably be put in charge of the new educational department which the Baldwin Co. is planning to open in connection with its talking machine business. Miss McMahon already has done some excellent educational work in the local schools.

Sam Mesh, manufacturing a talking machine, now at 239 Walnut street, has just leased the southeast corner of Pearl and Vine streets for his business.

DINNER GIVEN TO GRANBY FORCE

NEWPORT NEWS, VA., April 2.—A very delightful dinner was given by the factory management of the Granby Phonograph Corp. to its foremen on Saturday, March 26, at the Hotel Warwick. This dinner is a monthly affair inaugurated some time ago to serve as a stimulus to production and to afford an opportunity to discuss conditions throughout the plant.

This last meeting proved very successful, as there were many suggestions made which will result in improving the already high quality of

the Granby phonograph. All present expressed themselves as having enjoyed and been greatly benefited by attending this pleasing affair.

EDDY BROWN MARRIES

Famous Violinist and Columbia Star Weds Miss Helena Bruzezna in Greenwich, Conn.

Announcement was recently made of the marriage in Greenwich, Conn., of Eddy Brown, the famous violinist, and Miss Helena Bruzezna. The bride is a descendant of the Polish family of Modjeska and came to this country only a year ago. Mr. and Mrs. Brown are now touring the South on an extended honeymoon.

Eddy Brown, who is one of the foremost violinists of the younger generation, makes records exclusively for the Columbia Graphophone Co. and these records have been enthusiastically received by music lovers everywhere. His concert tours have attained signal success and he is regarded as one of the most talented violinists now appearing on the concert stage.

Faith Builds Success



ONLY when one possesses faith in the line of merchandise which he handles, will success result from his efforts.

Every Victor dealer has absolute faith in the merchandise which he is selling, because it represents the very highest quality obtainable. Victor supremacy is indisputable.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK



Three Distinctive Unico Record Departments

EFFICIENT RECORD EQUIPMENT WILL PROMOTE YOUR RECORD SALES

The Sun Never Sets On Unico Equipment

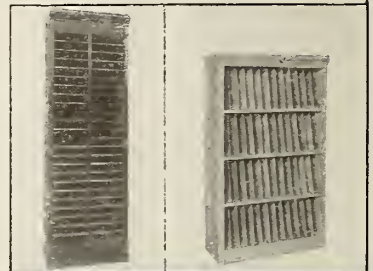
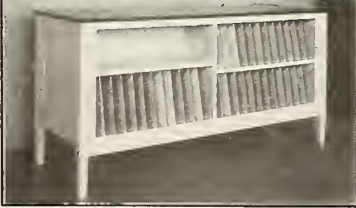
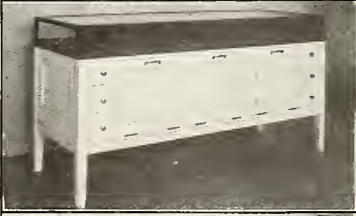
1,800 Installations in 46 States and 10 Foreign Countries Attest the Universal Endorsement of the Unico System.

The World's Standard System of Musical Merchandising

UNICO

- Demonstrating Rooms
- Record Racks
- Record Counters
- Window Treatments
- Wainscot and Decorations
- Musical Instrument Cases
- Sheet Music Racks
- Player Roll Racks
- Office Equipment
- Repair Benches, Etc., Etc.

Wire, write or phone today to our nearest office. Your problem will receive immediate expert attention.



Unico Construction is patented.



Unico Designs are patented.

Twelve Standard Styles
Unico Demonstrating Rooms
Available for immediate shipment
Any desired size or quantity
Literature upon request

Unico Wainscots, Lobby Screens
Arch Column and Pediment
Treatments
Window Screens and Decorations
Available for immediate shipment
Literature upon request

Eight Standard Styles
Unico Record Racks and Counters
Available for immediate shipment
in any desired quantity
Literature upon request

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

MISS H. MARJORIE BROWN WITH C. BRUNO & SON, INC.

Takes Charge of New Sales Promotion Department and Will Personally Visit Dealers and Help Them Work Out Their Many Problems, Particularly Salesmanship and Advertising

Miss H. Marjorie Brown, who for the past eight years has been a member of the Victor organization in Camden, is the latest important acquisition to the Victor wholesaling forces of C. Bruno & Son, Inc., New York City. Miss Brown will be in charge of the sales promotion department, which has just been opened, and the services of which will undoubtedly be much appreciated by Victor retailers.

In telling The World of this important move, William J. Haussler, general manager of the Bruno organization, said in part:

"The good old days when a retail merchant could open his store in the morning at a certain time and close it at a certain time at night without doing more throughout the day than wrap

stores, so that she can back up her sales ideas as few people engaged in giving such information and advice are able to. She knows whereof she speaks.

Miss Brown's duties will be to personally visit the dealers, endeavoring to help them work out their individual problems by training the sales force, selling to the customer if necessary, planning an advertising campaign—or, in short, making herself useful to the dealer in the most practical and most helpful manner.

The opening of this new sales promotion department under Miss Brown's direction is in direct keeping with the progressive spirit of the Bruno organization and is another link in its service to the retailer.

ANNOUNCES NEW FINANCE PLAN

Walters & Barry Corp., Buffalo, N. Y., Gives Its Dealers Important Finance Plan—Using Unique Letterhead to Advantage

BUFFALO, N. Y., April 6.—The Walters & Barry Corp., of this city, distributor of Brooks and Starr phonographs, recently advised its dealers that it had completed arrangements with a prominent Buffalo bank whereby it could handle their time sales and co-operate with them in a practical way. The plan was outlined in a communication sent to the dealers and quite a number of Brooks and Starr retailers have accepted the proposition and are well pleased with its possibilities.

This progressive jobber is using a four-page letterhead that has many distinctive features, as the two center pages illustrate to excellent advantage the sales merits of the Brooks automatic repeating phonograph. There are shown on these two pages five of the popular models in the Brooks line, and the letterhead becomes a catalog in effect and furnishes excellent publicity. On the last page of the letterhead there are featured the mechanical qualities of the Brooks automatic phonograph, such as the "human wise" tone arm, automatic repeater switch and the all-wood sound chamber.

MUSIC CROSSES THE CONTINENT

Man in Massachusetts Hears Music of Talking Machine Played in California

HAVERHILL, MASS., April 2.—Sitting in the parlor of his home on Fernwood avenue, Bradford, Daniel G. Fry listened to the strains of the musical number, "Way Down in Old Virginia," played on a phonograph in Avalon, on the Catalina Islands, off the coast of Los Angeles. The words and music of the number, relayed across the continent by radiophone, or wireless telephony, were heard as plainly as if the instrument were in an adjoining room.



Miss H. Marjorie Brown

up parcels of merchandise in exchange for so many dollars and cents has passed. To-day a little thought has to be applied to retail selling. It is not enough for the Victor dealer to assume that every prospective purchaser of a talking machine knows the merits of the Victrola and will eventually come in to buy one. He must do something himself to create this thought in the minds of the public—something that will make all people realize, as he realizes, that the Victrola is supreme.

"The Victor Talking Machine Co. was the first to realize this change had come, and started a salesmanship course that has done more to enthuse Victor dealers and their salesmen in Victor products than even its wonderful product itself or the splendid Victor advertising has been able to do. The men and women who have attended these classes return home to their respective stores absolutely sold on the Victor records and the Victrola, and have moreover a powerful battery of sound sales arguments to advance in support of their claims for Victor supremacy. C. Bruno & Son, Inc., have followed the lead of the parent organization by engaging Miss H. Marjorie Brown to head their sales promotion department."

While connected with the Victor Co. Miss Brown not only became enthusiastic about the Victor Co. and its products, but also picked up an abundance of information concerning the manufacture of Victor records and Victrolas and the merchandising of these products. For the past two years Miss Brown has been manager of the Victor Idea Shop in Camden. In that capacity she has met and talked to hundreds of Victor dealers, salesmen and wholesalers from all parts of the country, and in this manner has collected more practical sales ideas than probably anyone in the business. Miss Brown is also a graduate of the Victor salesmanship course, and has been very closely identified with the work done in this course since its origin. In addition to this valuable inside connection with the Victor Co. Miss Brown has had considerable practical experience in various Victor retail

TALKING MACHINE BLOWN 50 MILES

Still in Playing Condition After Long Trip Made on Wings of Tornado

LEXINGTON, KY., April 2.—A talking machine and several records, apparently blown many miles in the tornado which swept central Kentucky last Thursday night, were found yesterday in an isolated field belonging to Jonah Cox, in Madison county. Cox's children found the instrument while looking at damage done by the storm. One of the youngsters put the records on the machine, and it played perfectly. No trace of the owner can be found in Madison or neighboring counties, and it is apparent that the instrument was carried possibly from Scott or Franklin county, fifty miles away, where several houses were razed and their contents blown away. [Advertising men, get busy!]

Eccentricity is considered abnormal. And only normal things can appeal to normal minds.

Now
\$14.85

PRICE slashed by us again. This time 33 1/3% off. This means you can sell Victrola IX in combination with UDELL Cabinet No. 1403 for less than \$100. This is a real merchandising proposition. Write or wire your order today. Other styles for Victrolas IV, VI, VIII and IX, and Grafonolas A-2, C-2, and D-2.



The UDELL WORKS

Indianapolis—1253 West 28th St.

Edison Amberola Message No. 16

The Edison Diamond Amberola, in public comparisons of tone quality, was voted the superior of "talking machines" costing four times as much. It has sustained these tests many times and can still do it, easily. In the public's opinion, its music is superior to any and all "talking machines." It is THE phonograph of high quality and low price.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

BRUNO

Your show window, Mr. Victor Dealer, is your introduction to the passing public. Then, by all means, show a good "front," as it makes a lasting impression. Placing your Victor "gems" where they will display their true value will help your game along.

BRUNO

SPECIALIZES ON RECORD LABELS

Keystone Printed-Specialties Co. Making Labels for Many Record Manufacturers—Meeting With Considerable Degree of Success

SCRANTON, PA., April 8.—The Keystone Printed-Specialties Co., of this city, manufacturer of labels of all kinds, has been specializing the past year on the production of labels for talking machine records. The company has installed special machinery, particularly adapted to this work, and its product has met with an enthusiastic reception from the trade.

At the present time the company is manufacturing record labels for many of the largest record companies in the country and new accounts are being added steadily. The production of record labels is in itself a distinctive art, but the Keystone Printed-Specialties Co. has overcome practically all of the difficulties incidental to the manufacture of its labels and at the present time is giving record manufacturers prompt and efficient service.

P. J. Fischer, president and general manager of the company, is devoting a considerable part of his time to the development of the record label field. Under his personal direction the record label output is steadily increasing and a feeling of confidence has been established between the company and record manufacturers.

LOCATION HELPS BUSINESS

Steller Bros. Close Excellent Sonora Business—Use Extensive Advertising

OTTUMWA, IA., April 7.—The one thing which helps Steller Bros., of this city, sell a large number of Sonora phonographs is their advantageous location, as their establishment is in the main business part of the city with five thriving moving picture houses on the same block. Thousands of people pass the store daily and in the evening the sidewalks are crowded. The windows are dressed twice daily and are so attractive that they invariably stop the window shoppers and persuade them to come in and hear the instruments on display. The main display floor is twenty-six feet wide by 152 feet long.

The Steller Bros. establishment is known for miles around as the Sonora store, due to their extensive advertising of this well-known line of instruments. During the Fall a rearrangement of the store will probably be made, the entire ground floor being devoted to Sonoras, records and player-piano rolls, with players and pianos placed on the upper floor.

HOLD ANNUAL MEETING

General Phonograph Corp.'s Stockholders Re-elect Board of Directors—Pliny Catucci Added to Board—Present Officers Re-elected

The annual meeting of the stockholders of the General Phonograph Corp. was held recently at the offices of the company, 25 West Forty-fifth street, New York. The stockholders re-elected the present Board of Directors with the addition of Pliny Catucci, who was elected a director in recognition of his many years of loyal and efficient service to the company.

The business and financial report for 1920 that was submitted to the stockholders indicated that the company has faced abnormal conditions the past year, but, considering the general business situation, had shown gratifying strength. The regular quarterly dividend of 2 per cent on the preferred stock was declared.

The stockholders re-elected all of last year's Board of Directors, who in turn re-elected the present officers, and at the present time the

executive personnel of the company is as follows: President and general manager, Otto Heineman; vice-president and chairman of the Board of Directors, W. A. Neracher; vice-presidents, Adolf Heineman, A. F. Meisselbach, A. G. Bean and B. Benson; secretary, Jacob Schechter, and treasurer, W. G. Pilgrim. These officers, with the addition of the following, constitute the Board of Directors: Alfred Fritzsche, Jos. W. Harriman, C. H. Merrill, Don M. Kelley, Geo. P. Rowell and Pliny Catucci.

FAMOUS "ACE" BUYS SONORA

Capt. Nungesser, French Ace of Aces, who received thirty-nine decorations and seventeen wounds in the war, purchased a Sonora portable phonograph on his recent visit to New York. Capt. Nungesser happened to pass the warerooms of Krakauer Bros. in New York when he noticed the portable on display and after an examination of the musical possibilities of the instrument he instructed his secretary to purchase it for him.

GET IN ON THE PROFITS



Model No. 8
Retail at \$100.00

Height, 45 inches; depth, 23 inches; width, 19 inches. Equipped with a large double-spring motor. Velvet turntable.

Here is a sales creator that will bring profits into your store.

This quality machine, designed to sell, attracts immediate attention.

Now is the time to place the fast-selling Charmaphone line on your floors.

Price List and dealers' arrangement sent on request.

Let us send you illustrated catalog featuring our new \$75.00 Model (43 inches high)

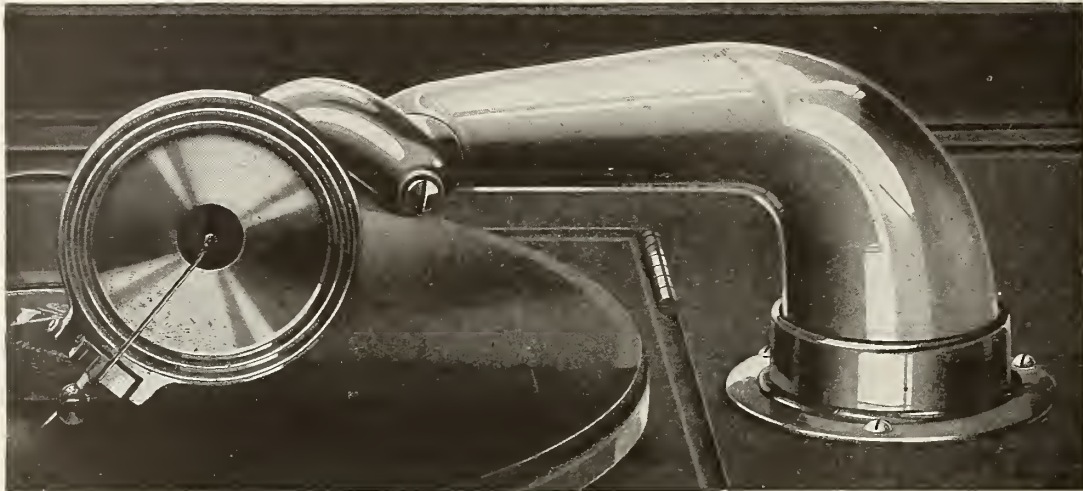
CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

Jewel

— TONE ARM & REPRODUCER —



All patented products formerly manufactured and sold by this Company under the trade name of "BLOOD" are owned and exclusively manufactured by the JEWEL PHONOPARTS COMPANY, and hereafter will be known under the trade name of "JEWEL".

WE HAVE CHANGED THE NAME and IMPROVED THE PRODUCTS.

Phonograph manufacturers have long realized that the average so-called tone modifier is a joke, as it merely muffles or chokes the sound at entrance to tone chamber. Tonal vibrations are retained within limits of arm, causing excessive vibrations, with their resultant distortion of sound waves, harsh and indistinct tones.

THE JEWEL MUTE ELIMINATES all the objectionable features of the "choker" device, makes possible perfect sound reproduction, which can be modified to a softness and clearness really remarkable, and retains the high tonal quality of the JEWEL reproducer.

WHAT THE "JEWEL" ACCOMPLISHES:

Perfect regulation of volume while the record is being played, without in any way changing character of tone or clear articulation.

Enables you to build throat of tone chamber flush with motor board and makes possible air-tight tone chamber construction.

Eliminates "choker" device and reduces manufacturing costs.

Gives you a phonograph of unexcelled tonal quality.

NO OTHER REPRODUCER HAS IT



SHOWING JEWEL MUTE

Our Engineering Department will be pleased at any time to assist manufacturers to balance up the throat and tone chamber with the tone arm and reproducer of their phonographs so as to get maximum results.

JEWEL PHONOPARTS CO.

154 W. WHITING ST.

CHICAGO, ILL.

(NOTE CHANGE OF ADDRESS)

HAPPENINGS IN THE DOMINION OF CANADA

BROADENS SALES PLANS FOR OKEH RECORDS IN CANADA

F. V. Wells Now Manager of General Phonograph Corp. Record Department in Toronto—Sonora Trade Expands—Magnavox Popularity—G. L. Bell a Visitor—News of the Month

TORONTO, CAN., April 4.—Plans to greatly augment the sale of Okeh records throughout Canada are now practically completed by the General Phonograph Corp. F. V. Wells has been appointed manager of the firm's record department and has already taken up his new duties. Mr. Wells is thoroughly posted on the ins and outs of the record business, having spent some nineteen years in the industry. His previous experience began with the Frederick Loeser Co., of Brooklyn, and, following that, included service with the Columbia Co. in New York City, with John Wanamaker, and more recently three years with the Canadian Brunswick distributors.

Mr. Wells is most enthusiastic over the Okeh records proposition, especially since the large additions from European catalogs have been made to the Okeh catalog.

C. J. Pott, the General Phonograph Corp. Canadian manager, is determined to add to the merits of Okeh records a 100 per cent dealer service. To accomplish this Mr. Wells' appointment is being followed by a rearrangement of the record stockrooms to carry large stocks and facilitate deliveries. It is also the plan of this company to feature the Okeh needle stronger than ever through its "Counter Needle Display."

Bruce A. Carey, supervisor of music in the Hamilton public schools, in speaking before the Wentworth County Teachers' Convention recently, urged that talking machines be introduced into the schools of the county as being valuable both as educative and recreative forces.

Max Rosen, the gifted young violinist and exclusive Brunswick artist, recently made his second appearance at Massey Hall, this city.

E. Van Gelder, of I. Montagnes & Co., exclusive Canadian distributors of Sonora phonographs and the Magnavox, is on a visit to the trade in western Canada and sending back to headquarters in Toronto most encouraging reports. The Sonora is well known from coast to coast, and the Magnavox, while not a phonograph, but a line closely allied to the phonograph business, has already become well known.

Some retailers have been very quick to see the advantages of the Magnavox in running up the sale of records. The installation of a Magnavox and attaching it to the phonograph make it possible for the playing of the records to be heard some distance. One dealer in a small town credits the Magnavox with making it possible to order up-to-date recordings by fifties instead of by tens and twelves. Also it has given him quite a revenue in renting for dances and for skating.

G. L. Bell, of the Kent Piano Co., Ltd., Edison jobbers in British Columbia, was among the month's trade visitors to Toronto. Mr. Bell is an experienced man in the phonograph industry, who has great faith in the recuperative powers of Canada. He believes that out of the industrial turmoil following the world upheaval Canada will quickly emerge to take an important place in world trade, and that the resources of the great Western provinces will contribute very materially to bringing this about. That Canada's musical development should be further stimulated by a great annual Music Festival is the contention of Albert Downing, the well-known tenor. He has put his ideas before the public with the object of starting the ball rolling in an interesting letter addressed to the editor of the Toronto Star Weekly.

The Zionists of Canada, at the closing session of their convention held in Montreal, unanimously endorsed the selection of A. J. Freiman, the well-known phonograph dealer of Ottawa,

as president of the organization for the ensuing year.

The Electric Phonograph Co. of Canada, Ltd., has been incorporated with a capital of \$250,000 to do business in Toronto.

The Empire Phonograph Co., of Toronto, recently advertised in a local paper that phonographs could be rented from them at \$2.50 per week, a batch of records being included with delivery.

C. W. Lindsay, Ltd., Ottawa, recently provided a phonograph with Magnavox attachment for a public skating carnival. This firm also loaned a large assortment of dance records for the occasion. The music could be heard clearly from one end of the rink to the other and a band was unnecessary.

A. E. Many has been reappointed manager of the Ottawa branch store of the R. S. Williams

& Sons Co., Ltd., after an absence of about one year in Hamilton. W. H. Hanley, manager of the Williams store in Ottawa, has been transferred to Montreal.

Some of the trade and personal friends of James P. Bradt in Toronto and Montreal were favored with a short visit from that gentleman the other day. Although having retired from active connection with the phonograph business, Mr. Bradt has a warm spot in his heart for Canada and the Canadian trade.

Otto Heineman, president of General Phonograph Corp. and of General Phonograph Corp. of Canada, Ltd., spent a day in Toronto recently visiting the firm's Canadian headquarters here and conferring with C. J. Pott, Canadian manager. Mr. Heineman expressed himself as being well pleased with the progress of the phonograph industry in this country in general and his own firm in particular. He appreciated the reputation made by Heineman and Meisselbach motors and Okeh records in Canada, and as a result of his visit these lines will be more aggressively featured than ever.

GOING AFTER TRADE MORE AGGRESSIVELY IN MONTREAL

Atmosphere of Optimism Prevails Regarding Future—Increasing Interest in Window Displays—Recent Changes in Retail Field—N. H. Phinney, Ltd., of Halifax, Gets Brunswick Line

MONTREAL, CAN., April 7.—The adoption of daylight saving in Montreal again this year will mean added hours for the phonograph dealer, who will not be slow to take advantage of the same. Summer or country business will be gone after this season more aggressively than ever. There is no doubt that the dealers are feeling the effect of high and increased rentals imposed upon the public by profiteering landlords. Some of the trade report inquiries and a few sales of machines as wedding gifts for April brides, but taking things on the whole an atmosphere of optimism prevails for the immediate future.

The Taylor Music Co., with two stores in Halifax, N. S., handling "His Master's Voice" products exclusively, has solved the question of novel window displays. It has instituted what is known as a "Staff Window Display Contest." Members of both the inside and outside selling staffs, besides the clerical staff, may compete. The ideas are submitted to A. M. Taylor, general manager, who, with his partner, C. E. Taylor, decides which is the display to be used that week. However, the prize is not awarded until after the window is actually dressed by the winner. The windows are changed weekly. Some very novel and attractive windows have been noticed. The principal condition which must be observed by contestants is that but one thing only can be featured at a time, as this firm has realized through long experience that better results can be obtained through concentrating on one record or article than on several. A recent window featured record albums only. A window which nearly caused a riot had nothing in it but a silver salver in the center, on

which was a bottle of Scotch whiskey, half full (of cold tea), and a bottle of soda, together with a glass apparently containing a refreshing draught of that delectable if forbidden Scotch and soda. At one side was displayed His Master's Voice record of "Scotch and Soda," by the Harry Thomas Trio.

P. T. Legare, Ltd., dealers in musical instruments, Quebec, became P. T. Legare Co., Ltd., according to a recent issue of the official Gazette. The business, established in 1877, has over twenty-five branches and twenty-five district warehouses. The capitalization of the company has been increased to \$5,000,000.

Recently defeating Northern Electric Co.'s team, 3 to 2, His Master's Voice hockey team won the championship of the Manufacturers' Hockey League.

The stock and good will of the Phonograph Shop of Montreal, Reg., has been purchased by the Champion Music Co., which is already operating eight stores throughout the city. This firm will continue to handle His Master's Voice records.

Bernard Phonograph Sales Co., Reg., will shortly open up at 189 Bernard avenue with His Master's Voice records as leader.

The social club in connection with the Gillette Safety Razor Co. of Canada, Ltd., has purchased a Columbia phonograph from W. W. O'Hara for use at its weekly dances.

Le Foyer Musicale de St. Henri, Reg., is a new firm located at 2593 Notre Dame street, East, carrying Starr phonographs and records.

N. H. Phinney, Ltd., of Halifax, N. S., has added the Brunswick to its line of talking machines, which includes the Edison and Columbia.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

TRADE NEWS IN BROOKLYN AND LONG ISLAND TERRITORY

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and an Evident Will to Win Out

Brooklyn and Long Island talking machine dealers have been very active the past month in devising means and plans for stimulating retail business. This is the time of the year when the demand for records reflects the Spring season and the progressive dealers have been endeavoring to bring this demand up to a high-water mark. The results of their efforts have been gratifying and indicate that intensive sales campaigns are needed just now to develop and win business.

Dealer Helps of Practical Value

The American Talking Machine Co., 356 Livingston street, Victor wholesaler, reports that the new Model 90 Victrola is meeting with much success. Dealers are very enthusiastic about the sales possibilities of this new style Victrola and it is the general belief that it will win wide popularity. R. H. Morris, of this company, is offering to the dealers an exceptional Victor service in the way of dealer helps, which are being used to advantage. It is the purpose of this company to send out, from time to time, special letters to its trade announcing some new phase in Dealer Service, and Mr. Morris states that dealers are using this service to promote sales with very gratifying results.

Believes in Local Advertising

The Michnoff Talking Machine Co., exclusive Victor retailer at 1239 Broadway, believes in advertising to procure Victor business. This enterprising concern carries attractive advertising in the local newspapers and in addition is now making use of more than twelve billboard signs in and around its immediate vicinity. H. S. Dryer, secretary of this concern, states that through this advertising sales are steadily increasing.

New Columbia Shop Opens for Business

A. S. Gould, 37 Main street, Flushing, recently opened a new exclusive Columbia shop, complete in every detail, which is patterned after the popular Columbia "Model Shop." An attractive and extensive Grafonola display room is one of the features of this new store.

Window Features "Madame Butterfly"

Bain Bros. & Friedberg, Victor dealers, at 430 St. Johns place, presented in their show windows recently a novel display which attracted considerable attention. The show window represented

a scene from Act II of "Madame Butterfly," and display figures were used, with a background of artificial flowers, and special lighting effects that showed up to distinct advantage. Hand-painted period Victrolas and the artistic Japanese lacquer model were used in this window, which was especially attractive in the evening when the lights of the window were turned on.

Granby Dealers Meeting With Success

A. I. Namm & Son, one of Brooklyn's leading department stores, have just taken on the Granby phonograph. The company has obtained signal success with this popular line of phonographs.

Outside Sales Campaign Produces Results

To take care of their increasing Victor business Romley Bros., Richmond Hill, have recently moved into new and larger quarters. This increase in business is largely due to an intensive campaign carried on by the company, to sell Victrolas through the medium of many outside salesmen. They state that the public will buy Victrolas if proper means are adopted to emphasize the musical possibilities of the Victrola in the home. Consequently these outside salesmen are visiting residents in and around Richmond Hill and have procured some desirable business.

Attractive Window Displays Produce Results

E. P. Nelson, 7423 Fifth avenue, is attracting attention by novel and neat window displays, featuring the Pathé phonograph and Pathé records. The famous Pathé red rooster statuette is used extensively in decorating these windows and the bright red of the rooster adds a striking contrast to the Pathé machine.

Columbia Dealers Featuring "Ton Sales"

Columbia dealers in Brooklyn and Long Island are active in presenting the Columbia line to residents of their particular communities. A novel way to stimulate retail business introduced by the Columbia Co. is known as the "Ton Sale." This method is attracting the attention of passers-by and attaining results for the dealer.

The dealers carrying on these sales fill up their windows with Columbia records and attractive posters advise the public that they have received tons of these records. The posters also announce a new record each day which is being featured in this sale. The public is informed of

this novel method of selling through the medium of a phonograph, specially equipped with a tone intensifier, which plays continually and which can be heard by passers-by for several blocks around.

Among the dealers who are carrying on ton sales with success are: Settani Bros., 1358 Fulton street; M. L. Gould, 843 Fresh Pond road; F. Geist, 202 Smith street, and Nat Buxbaum, 80-81 Jamaica avenue, Woodhaven, L. I.

Believes in Publicity

Abraham Lesser, who conducts an up-to-date piano and talking machine store at 631 Sutter avenue, Brooklyn, N. Y., and who recently secured the Victor agency, is featuring this line to very good purpose in bill-boards and local papers. Mr. Lesser plans to remodel his store at an early date and to arrange his establishment so that he will have a Victor department that will be absolutely up-to-date, and suitable display rooms for the pianos and players which he handles. Mr. Lesser started business in a modest way about six years ago.

ENTER THE TALKING MACHINE FIELD

Joseph and William Herchenroder Take Over Victor Business of N. W. Gibbons Co., Brooklyn, N. Y., and Plan Aggressive Campaign

Joseph and William Herchenroder, two well-known piano salesmen in the metropolitan district and who up to a month ago were con-



Herchenroder Brothers and Staff

nected with Kranich & Bach, New York, have taken over the talking machine business of the N. W. Gibbons Co., of 1314 Fulton street, Brooklyn, N. Y.

With their entering into the Victor field the music lovers of the community in which they are to be established are to be congratulated



Their New Delivery Equipment

on having so capable and well-informed music men as they are to serve them with their Victor requirements.

Extensive alterations are being made, additional booths installed and a big advertising plan is being arranged. One of the big innovations will be their new delivery equipment and it is planned to make a big feature of a "two-hour record delivery service." In other words, phone calls and postal card orders for records will be delivered two hours from the time they are received.



AMERICAN TALKING MACHINE CO.

VICTOR
WHOLESALE

BROOKLYN
NY

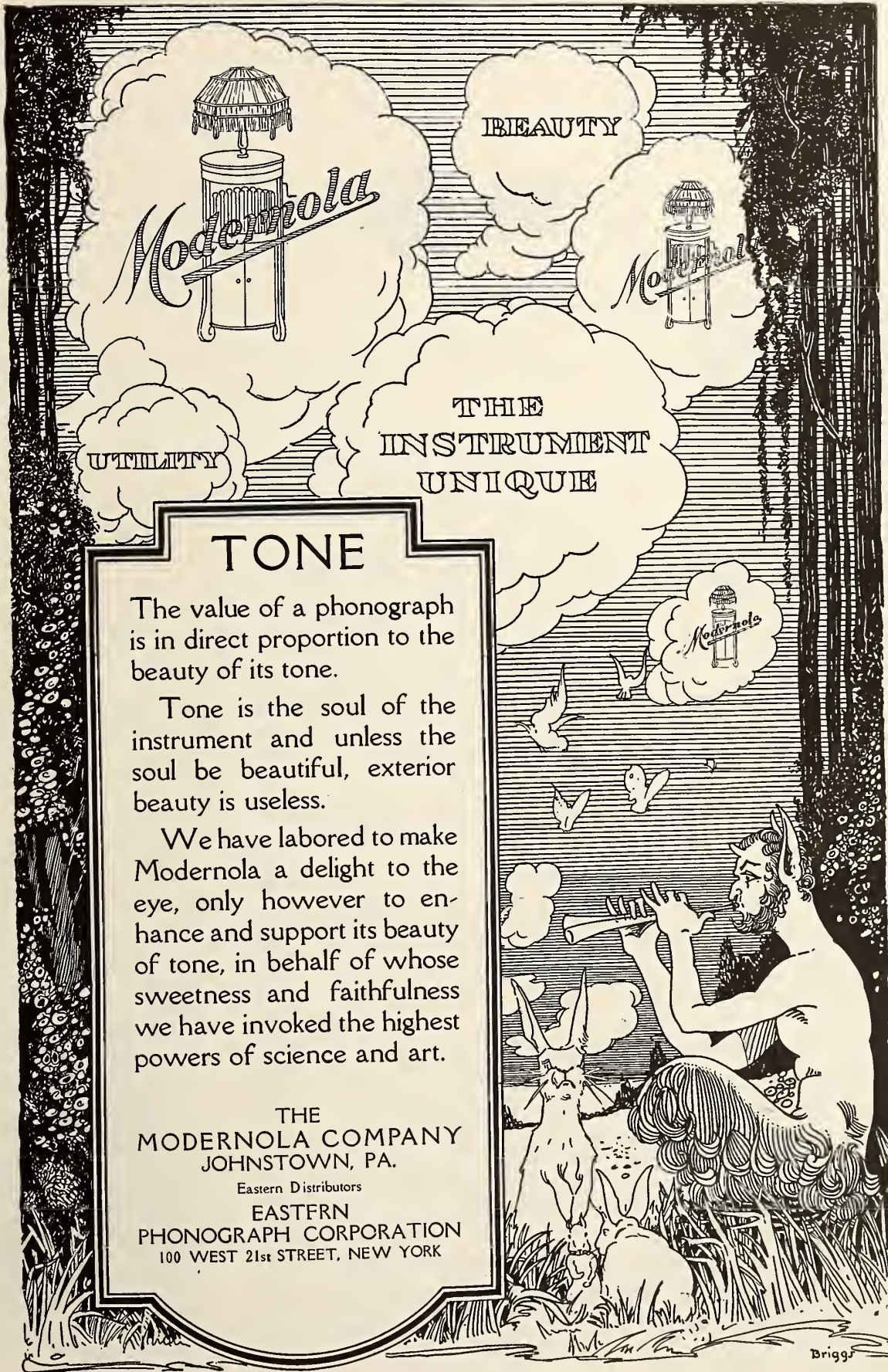
WE BELIEVE THAT EVERY
VICTOR DEALER SHOULD PAY
SPECIAL ATTENTION TO HIS
ADVERTISING AT THIS TIME.

BILLBOARD ADVERTISING HAS
PROVEN VERY SUCCESSFUL WITH A
NUMBER OF OUR DEALERS AND WE
RECOMMEND IT AS A FIRST-CLASS
MEDIUM.

GOOD CIRCULARS OF A SPECIAL
NATURE, ADVERTISING SPECIAL
LISTS OF RECORDS THAT YOU
HAVE IN STOCK, OR FEATURING
OTHER VICTOR MERCHANDISE,
SENT TO SELECTED LISTS OTHER
THAN YOUR REGULAR MAILING
LIST HAVE PROVEN VERY
BENEFICIAL IN A NUMBER OF
CASES. ADVERTISING IN THIS
WAY IS BOUND TO BRING RESULTS.

THINK IT OVER

R. J. Morris



BEAUTY

Modernola

Modernola

UTILITY

THE
INSTRUMENT
UNIQUE

TONE

The value of a phonograph is in direct proportion to the beauty of its tone.

Tone is the soul of the instrument and unless the soul be beautiful, exterior beauty is useless.

We have labored to make Modernola a delight to the eye, only however to enhance and support its beauty of tone, in behalf of whose sweetness and faithfulness we have invoked the highest powers of science and art.

THE
MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors

EASTERN
PHONOGRAPH CORPORATION
100 WEST 21st STREET, NEW YORK

Brigg

CONDEMN BORROWING OF RECORDS

Trenton, N. J., Dealers Call Attention to Evils of the Practice

TRENTON, N. J., April 4.—One of the meanest habits possessed by the owner of a talking machine, dealers declare, is the borrowing of talking machine records. This scheme gives persons an opportunity to hear new music without going to the expense of buying new records. The plan is to visit a friend and ask the loan of a few records, saying that they will be returned in a few days. When they are returned another neighbor or friend is visited. This is not only a bad practice for the owner of the records, but also for the record dealer. There is no need of borrowing records when they can be purchased so cheaply at any talking machine store.

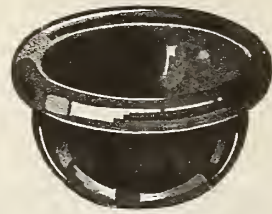
NEW SONORA MOVIE SLIDE

The advertising department of the Sonora Phonograph Co. has just prepared an attrac-



Attractive Slide for Use of Dealers

tive moving picture slide for the use of Sonora dealers that is meeting with considerable favor. The slide has a timely outdoor appeal that



No. 1265 Cup



Needle Cups
Lid Supports
Tone Rods
Lid Hinges
Automatic Stops

Door Catches
Door Knobs
Crank Extensions
Needle Rests
Sliding Casters
—etc.—

WEBER-KNAPP CO.

JAMESTOWN, N. Y.

makes it appropriate for use during the Spring and Summer months, and the Sonora phonograph is presented to excellent advantage.

TALKING MACHINE IN DEATH HOUSE

Instrument Installed to Quiet Nerves of Convicted Murderers in Trenton Prison

TRENTON, N. J., April 2.—A talking machine has been placed in the death house at the New Jer-

sey State prison to relieve the monotony of the gruesome place. There are six men awaiting sentence of death in the murderers' row, some of whom are awaiting the outcome of their appeals. One of the slayers became a nervous wreck and informed Head Keeper James H. Mulheron that he thought a talking machine would "brace him up." The principal keeper complied with his request and the condemned man, now that he is supplied with music, appears to be more cheerful.

USES MOTORCYCLE TO ADVANTAGE

The Bartlett Music Co., Los Angeles, Cal., one of the leading Columbia dealers on the Pacific Coast, has found a method which helps speed up deliveries by using a motor cycle in a unique



How Bartlett Delivers the Goods

way. Instead of a private car arrangement new sections have been added, one for Grafonolas and the other for records and small merchandise. The efficiency of the delivery service satisfies the company's clients and also furnishes effective publicity for the house.

It isn't necessary to worry about the market of to-morrow—to-day's possibilities are big enough for any man. When to-morrow comes it will bring its own possibilities with it.

WALL KANE NEEDLES

One Thousand Dollars Reward

Reports have reached us that a former representative of ours is making false statements to our distributors, saying that we are using Japanese needles and selling them for WALL KANES, and generally misrepresenting our product.

Any such statements made by our competitors, or by our former representative, are absolutely false and we will pay one thousand dollars (\$1,000) to any one who can prove that there is any truth to them.

All our claims for WALL KANE needles are endorsed by the General Phonograph Corp., of New York City, and the John M. Dean needle factory, Putnam, Conn.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 WEST 45th STREET

NEW YORK CITY

OKeh Records

Place Orders Now for May Release

- 4290 { JESUS, LOVER OF MY SOUL—(Sacred)—
10-in. { Tenor-Baritone Duet with Orchestra,
85c. { Charles Hart-Elliott Shaw
- 4291 { OPEN THE GATES OF THE TEMPLE—
10-in. { (Sacred)—Baritone with Orchestra . . . Jas. Jordon
85c. {
- 4291 { THE BAREFOOT TRAIL—Tenor with Orches-
10-in. { tra Lewis James
85c. {
- 4283 { WHEN—Tenor with Orchestra Lewis James
10-in. {
- 4283 { ANGELS (We Call Them Mothers Down Here)
10-in. { Baritone with Orchestra Elliott Shaw
85c. {
- 4295 { I WANT YOU MORNING, NOON AND
10-in. { NIGHT—Tenor with Orchestra Sam Ash
85c. {
- 4295 { JAZZBO BALL—Popular Blues,
10-in. { Mamie Smith and Her Jazz Hounds
\$1.00 {
- 4275 { "U" NEED SOME LOVING BLUES—Popular
10-in. { Blues Mamie Smith and Her Jazz Hounds
85c. {
- 4275 { MY MAMMY—Contralto with Rega Orchestra,
10-in. { Aileen Stanley
85c. {
- 4292 { GONE ARE THE DAYS—Contralto with Rega
10-in. { Orchestra Aileen Stanley
85c. {
- 4292 { LOOK FOR THE SILVER LINING (From Musi-
10-in. { cal Play "Sally")—Soprano-Tenor Duet with
85c. { Orchestra Elizabeth Spencer-Lewis James
- 4293 { I'M A LITTLE NOBODY THAT NOBODY
10-in. { LOVES—Contralto with Orchestra,
85c. { Vaughn De Leath
- 4293 { TO FOLLOW YOU, I'LL NOT CONSENT
10-in. { (Until I Know Which Way You Went)—
85c. { Baritone with Orchestra Ernest Hare
- 3005 { SHE'S ALWAYS SINGIN' THE BLUES—Bari-
12-in. { tone with Orchestra Al Bernard
\$1.35 {
- 6008 { RAYMOND OVERTURE, Part I,
10-in. { European Symphony Orchestra
\$1.25 {
- 6008 { RAYMOND OVERTURE, Part II,
10-in. { European Symphony Orchestra
\$1.25 {
- 4284 { MIGNON OVERTURE, Part I,
10-in. { Henry Hadley's Symphony Orchestra
85c. {
- 4285 { MIGNON OVERTURE, Part II,
10-in. { Henry Hadley's Symphony Orchestra
85c. {
- 4284 { STRADELLA OVERTURE,
10-in. { European Concert Band
85c. {
- 4285 { ZAMPA OVERTURE . . . European Concert Band
10-in. {
- 4285 { AVE MARIA—Instrumental Trio,
10-in. { Violin, Cello and Piano
85c. {
- 4286 { TRAUMEREI—Instrumental Trio,
10-in. { Violin, Cello and Piano
85c. {
- 4286 { SOUVENIR Violin Solo with Piano Accomp.
10-in. {
- 4287 { MONTE CRISTO—Waltz,
10-in. { Violin Solo with Orchestra Accomp.
85c. {
- 4287 { THE SONG OF THE SOUL—Cello Solo with
10-in. { Piano Accomp. Arthur Hadley
85c. {
- 4287 { THE SWAN (Le Cygne)—Cello Solo with
10-in. { Piano Accomp. Arthur Hadley
85c. {

- 4288 { THE STARS AND STRIPES FOREVER,
10-in. { Conway's Band
85c. {
- 4289 { THE INVINCIBLE EAGLE—March,
10-in. { Conway's Band
85c. {
- 4289 { ALOHA OE—Hawaiian Guitar Duet, Singing
10-in. { Chorus by Crescent Trio Ferera-Franchini
85c. {
- 4274 { UA LIKE NO A LIKE—Hawaiian Guitar Duet,
10-in. { Ferera-Franchini
85c. {
- 4274 { MAKE BELIEVE—Fox-trot,
10-in. { Ray Miller, Melody King, and His Black and
85c. { White Melody Boys
- 4274 { BEALE STREET BLUES—Fox-trot,
10-in. { Ray Miller, Melody King, and His Black and
85c. { White Melody Boys
- 4276 { SOME LITTLE BIRD—Fox-trot,
10-in. { Rega Dance Orchestra
85c. {
- 4277 { IN THE DEVIL'S GARDEN (I Found a Rose)—
10-in. { Fox-trot Harry Raderman's Jazz Orchestra
85c. {
- 4277 { SWEET LAVENDER—Fox-trot,
10-in. { Ray Miller, Melody King, and His Black and
85c. { White Melody Boys
- 4278 { CONGO NIGHTS (From "Hitchy-Koo 1920")
10-in. { Fox-trot,
85c. { Ray Miller, Melody King, and His Black and
White Melody Boys
- 4278 { BIDDY—Fox-trot (Accordion with Hager's
10-in. { Novelty Orchestra) Mario Perry
85c. {
- 4279 { HI-YO—Fox-trot Orlando's Orchestra
10-in. {
- 4279 { DO YOU EVER THINK OF ME?—Fox-trot,
10-in. { Hager's Novelty Orchestra
85c. {
- 4280 { LEARNING—Fox-trot . Banjo Wallace's Orchestra
10-in. {
- 4280 { MAZIE—Fox-trot Banjo Wallace's Orchestra
10-in. {
- 4281 { BECKY FROM BABYLON—Fox-trot,
10-in. { Hager's Novelty Orchestra
85c. {
- 4281 { WYOMING—Waltz . Green Brothers' Novelty Band
10-in. {
- 4281 { APRIL SHOWERS BRING MAY FLOWERS—
10-in. { Fox-trot Harry Raderman's Jazz Orchestra
85c. {
- 4282 { JABBERWOCKY—Fox-trot,
10-in. { Joseph Samuels' Jazz Band
85c. {
- 4282 { TROPICAL BLUES—Fox-trot,
10-in. { Joseph Samuels' Jazz Band
85c. {
- 4294 { BROKEN MOON—Fox-trot,
10-in. { Joseph Knecht's Waldorf-Astoria Dance Orchestra
85c. {
- 4294 { NA-JO—Fox-trot (Saxophone Solo by Rudy
10-in. { Wiedoest) Rega Dance Orchestra
85c. {
- 4296 { OLD TIME BLUES—Fox-trot,
10-in. { Mamie Smith's Jazz Hounds
85c. {
- 4296 { THAT THING CALLED LOVE—One-step,
10-in. { Mamie Smith's Jazz Hounds
85c. {

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can.





A Great Victor Educational Conference

Four Hundred Dealers Attended Gathering in Chicago the Closing Days of March at Which the Value of the Talking Machine as an Educational Medium Was Thoroughly Demonstrated—Mrs. Frances E. Clark in Charge—Noted Educational Experts Deliver Addresses on Important Topics

CHICAGO, ILL., April 5.—The Victor Dealers' Educational Conference held in the Florentine Room of the Congress Hotel on Monday, Tuesday and Wednesday, March 28, 29, 30, was a tremendous success. About four hundred attended this notable gathering, held under the auspices of the educational department of the Victor Talking Machine Co. and the following Victor wholesalers: Badger Talking Machine Co., Milwaukee, Wis.; Beckwith-O'Neill Co., Minneapolis, Minn.; Chicago Talking Machine Co., Chicago, Ill.; W. J. Dyer & Bro., St. Paul, Minn.; Grinnell Bros., Detroit, Mich.; Lyon & Healy, Chicago, Ill.; Putnam-Page Co., Peoria, Ill.; Stewart Talking Machine Co., Indianapolis, Ind.; Toledo Talking Machine Co., Toledo, O.; The Rudolph Wurlitzer Co., Chicago, Ill.

There was a large contingent of Victor dealers from the wholesale centers of Toledo, Detroit, Chicago, St. Paul, Peoria, Indianapolis and Minneapolis. The sessions were featured by a number of notable addresses and an extremely practical and illuminating series of lectures. The latter started with music suitable for a child at the earliest age at which it is possible to appreciate music, and as each program progressed the subjects in hand grew up, so to speak, into a discussion of musical appreciation for adults. Over four hundred records were brought from Camden to be used in the practical demonstrations which formed the major part of the program.

The conference was in charge of Mrs. Frances E. Clark, director of the educational department of the Victor Talking Machine Co. She was accompanied by the following representatives of

and of the innumerable uses to which each type can be put, provided the salesman himself realizes fully the possibilities in each selection. Mr. Wiswell touched on the value of "Everlasting team work from every 'bloomin' soul,'" and of retail merchants interchanging ideas on merchandising Victor products. He enlarged interestingly upon the old saying: "He profits most who serves best," and referred to service as the cause and profit as the effect. At the close of his talk Mr. Wiswell called to the rostrum for personal introduction the heads of the Victor wholesale organizations.

John G. Paine Tells of "Victor Ideals"

John G. Paine, of the legal department of the Victor Co., then delivered a most impressive ora-

tory, but offers a very definite insurance for the future business of the retail Victor dealer. He closed by introducing Mrs. Frances E. Clark, and added that the convention practically marked her tenth anniversary with the Victor Co.

The Victor in the Schools

Mrs. Clark was given an enthusiastic ovation and started in by thanking the Victor wholesalers who had been responsible for bringing together so large a representation of Victor dealers. Her subject was "Our Educational Work—Retrospect—Prospect." She pointed out that this convention was making history because it was the first gathering ever held for any such purpose. She said that it was doubtful if such a convention could have been held five years ago, because the



View of Great Victor Educational Conference in Session

tion on "Victor Ideals," during which he explained the ideals which actuate the Victor Co., despite any and all opportunity for immediate gain. He showed how and why Victor policies are established from a long-time viewpoint and how the policies have already demonstrated themselves as successful over the short-time period. Among the Victor ideals to which Mr. Paine referred was that the Victor Co. considers itself successful only when every single Victor dealer is thoroughly successful. He described the Victor production practice of not building to a competitive market, but to a quality ideal, and the lengths to which the Victor Co. goes in order to insure highest quality. He then described interestingly the laboratory of research which is maintained by the Victor Co. at Camden and its modus operandi, incidentally touching upon the Victor method of photographing sound reproduction and thereby reducing its standards to mathematical accuracy. Mr. Paine touched inspiringly on the importance of the Victrola from the standpoint of development and in elevating human emotions. In this connection he showed how the Victor educational department is doing constructive work along this line. He made it clear to all that this educational effort constitutes not only a wonderful service to the American people by way of increasing appreciation of good music from early childhood to ma-

great strides in educational work have all been made within the last half decade. She traced illuminatingly the growth of the Victor educational idea, and explained how the first ideal is to serve the children of America. The second great ideal is to build business for the Victor dealer through educational work in the public schools, by teaching millions of children to think in terms of the Victor. She stated that Victrolas are now used in the public schools of more than 9,000 cities in the United States. She said that no movement ever taken up by the Victor educational department, whether development of folk songs, melodies by old masters, Shakespeare selections, folk dancing or rural school pieces, has been abandoned. On the contrary, the growth in every field has continued and new fields are constantly being developed. At the present time great headway is being made in demonstrating the value of the Victrola throughout the entire school day; i. e., of its playing a definite part not only in musical classes, but in English and penmanship classes, etc., without end. Mrs. Clark explained the initial importance of seeing that people listen to the right selections and of how the entire educational conference aimed to show Victor dealers in a practical way just how to insure that each customer is offered the right type of music, regardless of age, etc. At the close of her talk Mrs. Clark introduced the other members of the educational department who were attending the convention and led in singing two stanzas of "America."

Margaret M. Streeter, of the educational department, next vividly discussed "Rhythm—Free and Suggested Expression," under which subject she touched upon "Individual Interpretation," "Suggested Expression Through Title," "Suggested Expression Through Mother and Teacher" and "Mimetic Play." Throughout her talk Miss Streeter illustrated each point with record demonstrations.

Edith M. Rhett, of the Victor educational department, closed the morning session with a very interesting talk on "Cultural Hearing."

(Continued on page 88)



Prominent Speakers at Conference

Standing, left to right—John G. Paine, Miss Caroline Hobson, Franklin G. Dunham. Sitting—Miss Margaret Streeter, Mrs. Frances E. Clark, Miss Edith M. Rhett, Miss Mabel Rich.

the Victor educational department, who also took an active part in the program: Franklin G. Dunham, Miss Edith M. Rhett, Miss Mabel H. Rich and Miss Margaret M. Streeter.

L. C. Wiswell Makes Address of Welcome

The first session opened Monday morning with an address of welcome by Leslie C. Wiswell, president of the National Association of Talking Machine Jobbers. He explained, by pictorial metaphors, the purpose of this unique gathering and sounded the keynote of the meeting, which was the better understanding of the innumerable types of music available through Victor records

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Tel. 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 87)

Under this subject she covered "Learning to Listen for the Little People," "Just to Hear Beautiful Music," "Training the Ear," "Instrumental Music for Adult Beginners," and "Cultivating Discrimination." Throughout she illustrated these points by record demonstration. There was a luncheon at 12:30.

Monday Afternoon Session

The Monday afternoon session opened with an address on "Songs for Home, Kindergarten and Primary School Use," by Mrs. Frances E. Clark. "Song remains the most convenient vehicle for the expression of musical thought," said she. "If you can begin cultural hearing two years before the child starts in kindergarten you will avoid the problem of monotones. You will have no trouble with a non-singing child. The requirement for a song for a little child," continued Mrs. Clark,



Well-Known Jobbers Attending Conference

Standing, left to right—E. M. Coleman, W. J. Dyer & Bro.; Lester Noble, R. Wurlitzer Co.; R. C. Cron, Traveling Department Victor Co.; F. H. Putnam, Putnam Page Co. Sitting—Chas. Womeldorf, Toledo Talking Machine Co.; L. C. Wiswell, Lyon & Healy; G. P. Ellis, Chicago Talking Machine Co.; C. H. Grinnell, Grinnell Bros.

"is that it should be short, preferably of one verse or even a couplet, such as

"Jack in the pulpit preaches to-day,
Under the green leaf just over the way."

It is quite necessary, Mrs. Clark insisted, that the first songs of children should be those of which the words are already familiar, such as the Mother Goose Rhymes. The music should be good, and the lyrics too, but the thought of the song should be within the realm of the child's experience. For instance, it would be a grave mistake to teach a song about a threshing machine to little children who had never seen a threshing machine, or a song about geometry or the wars of Julius Cæsar to infants of six or under. The song should be rhythmically strong and should not be pessimistic like the child songs of yore. Children are not interested, as the par-

ents of a couple of generations ago thought they ought to be, in death and decay. They do not even want to hear about the death of flowers.

Some Interesting Demonstrations

A number of demonstrations were then given of how songs are taught in schools with the Victrola. The song is first played for the children. Then its nature is brought out by suggestion and questioning. Then the children are asked to hum the tune more softly than the music of the Victrola, so that the music can be followed. After that they sing it with the Victrola.

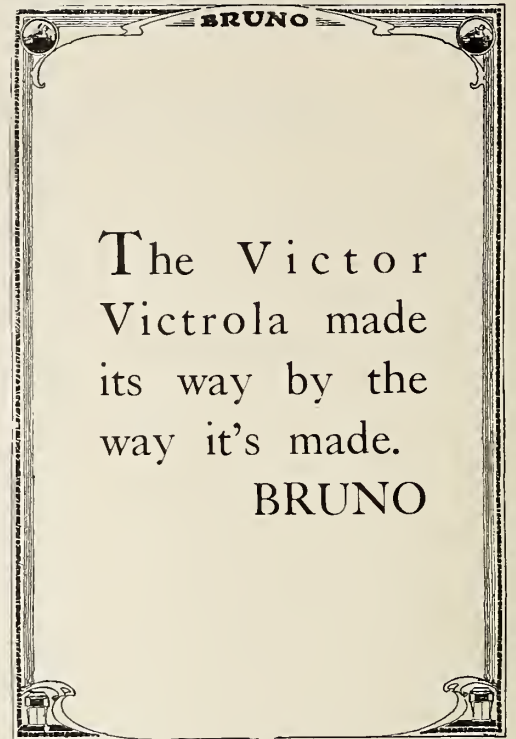
A thrill of sadness went through the audience when Mrs. Clark told her hearers that Jessie L. Gaynor, the famous writer of songs for children, many of which appear on the Victor educational records, died a few weeks ago. Probably many of the audience did not know that Mrs. Riley, to whose lyrics Mrs. Gaynor wrote such beautiful musical settings, lives in Evanston, Chicago's elite suburb. A number of the Gaynor-Riley numbers were played, together with selections from Mrs. Gaynor's delightful operetta, "The House That Jack Built."

Miss Edith M. Rhett's gave her talk, or rather demonstration, on "Cultural Hearing," which had been postponed from the morning session. She demonstrated methods of teaching the children how to hear beautiful music. She quoted the epigram about learning to listen, and listening to learn, and explained the difference. She emphasized the necessity of flooding the consciousness of the child at home with beautiful music, just as it is flooded almost from birth with words. "Ear training" was then demonstrated and the audience transformed itself into a "first-reader" class, telling Miss Rhett's whether the music she was playing was loud or soft and whether it marched or slept.

Miss Mabel H. Rich then finished her "Make Believe" talk and demonstration and pleased her hearers wonderfully with her explanation of the methods she uses. As an example she took Nevin's famous "Narcissus," analyzed it, showed how it got its name, and so on. She also showed how she made the "Midsummer Night's Dream" intelligible to children.

Teaching Orchestral Music

Miss Rhett's gave the attending dealers something to think about by showing how school pupils are taught to know the instruments of the orchestra by means of the Victor instrumental records. A record, featuring a particular instrument in solo, is first played, while at the same



time a chart with a picture of the instrument is shown to the children. Attention is then called to the character of its tone and its use in the orchestra. After the children have heard a number of records, featuring a number of instruments, and have learned to identify them they are asked to write stories, making the instruments impersonate various characters. This not only cultivates the child's imagination, but also tests its conception of the tone character of the instrument.

F. G. Dunham and Miss Hobson Speak

Franklin G. Dunham had for his topic "Readings for Intermediate and Grammar Grades." He told Eugene Field's life story and played a number of his records and told intimate facts regarding the artists who made some of the Victor educational records. For instance, Sally Hamlin, who gives such delightful renditions of the poems of Field and James Whitcomb Riley, is a young girl just out of high school. The audience was thrilled by a record of Riley's own voice in interpretation of his matchless "Out to Old Aunt Mary's." Perhaps Mr. Riley's interpretation was not so fine from an artistic viewpoint as that of some professional readers, but the record is a remarkable human document—the record of a voice long since silenced.

Miss Caroline Hobson, who has charge of the Victor educational department of the Stewart Talking Machine Co., brought the first day's session to a close with her talk on "What Educational Work Means to the Live Dealer." She described many methods of going after the schools on the Victor educational work, told how large sales could be made through the medium of the circulating record libraries and other means, but emphasized the fact that far beyond the commercial value of the work and the dollars to be gained is the satisfaction of doing real good in the world, helping the cause of musical and intellectual enlightenment.

TUESDAY'S SESSIONS

The Tuesday morning session opened with a few words by Mr. Wiswell, after which Mrs. Clark talked upon the subject of "Rhythmic Songs and Games" as bases of study. Mrs. Clark then introduced Miss Streeter, who, with the aid of Miss Rich and Mrs. Clark, demonstrated how the sense of rhythm can be stimulated in the child through nursery songs and little singing games. In these last the assembled Victor people were soon joining, with some embarrassment and with considerable laughter, but with much zest.

Miss Streeter then showed how music corre-

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- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

lates rhythm with drawing and proceeded to cover the subjects of meter sensing and other very interesting topics related thereto.

Miss Rich followed in a talk on "The Project Method," illustrating how a school program can be adjusted to a central idea. Taking Thanksgiving as a typical subject, she illustrated "The Coming of the Pilgrims" (1764), Indians (1844), and so on. She also illustrated the subject of Spring, using a few of the many Victor records which blend with that subject.

Miss Rhett then spoke on "Program and Pure Music," and told of the work she had seen accomplished in the New York Ghetto by the Victor. She showed how music suggests certain qualities, as, for instance, courage (35259), or sorrow (35547).

Mr. Paine was next, speaking on "English Literature for Junior and Senior High Schools," taking Scott's "The Lady of the Lake" as his first subject. He showed how the real atmosphere of the age could be conveyed in a very impressive fashion by the records. Mr. Paine also used the Victor to surround with added interest Milton's "Comus, a Masque," his "Il Penseroso," and some of Shakespeare's plays.

Tuesday Afternoon Session

The afternoon's session was opened by Miss Rich, whose topic was "Making the Most of a Record." Records were played and then Miss Rich, by demonstrations in which she frequently enlisted the assistance of the audience, showed how the records could be used to help in marching, penmanship, gymnastics, mimetics, rhythmic drill, concentration, drawing, nature study, American history, history of music in America, picture study, development of the imagination, etc., etc.

Miss Streeter, in her treatment of music in the rural school, used records illustrating how the Victor is used in group singing. She also demonstrated ideal songs for boys and for girls.

Mr. Paine talked on stabilizing the talking machine market to educational work. He showed how the work of the Victor Co., aided and abetted by the dealer who intelligently follows that work, is creating a demand for machines and records in the homes of children who have had their studies lightened and who have learned to love good music through the agency of the Victor in the school room. He also quoted instances to show that the educational work of the Victor was not merely a means of publicity, but quite an important factor in the dealer's annual profit, especially in the larger cities, resulting in direct sales to schools and to teachers who buy instruments for their homes.

At four o'clock there appeared a class from the Chicago Normal School of Physical Education, which consisted of twenty-five or thirty young women who are training for teaching in the schools. They gave a dozen numbers illustrative of the most typical folk dances of the different nationalities, and they were accompanied, of course, by the Victor with records especially prepared for this class of work.

WEDNESDAY'S SESSIONS

Wednesday morning Mr. Dunham described how music can be correlated to English literature. He gave a brief synopsis of the various periods of English literature, from the Anglo-Saxon to the Victorian, and showed how, by records of the songs written in the different periods or by instrumental numbers reflecting one way or another the atmosphere or customs of the period, the teaching of English can be made vitally interesting to the pupils, who thus actually live the literature of the period, instead of painfully studying it.

Miss Streeter, in "Characteristic Rhythms," had her audience rocking cradles, spinning, galloping, rowing (absolutely making rowing motions to the tune of a lilting Barcarolle). In the second section of her talk metric and dance forms were treated.

Mrs. Clark showed to peculiar advantage in her talk on nationality in music. Selections typical

of the various nations were played, their significance and relative character-forming influence were described, and the development of the folk songs from custom and vocation indicated.

Miss Rhett talked about form in music, touching on such topics as thematic or structural designs, primary song forms, use of variations.

Miss Rich closed the morning session by describing the use of music-memory contests and showing how the Victor was working in cooperation with the Bureau for the Advancement of Music of the Music Industries Chamber of Commerce. Those present were asked to take one of the memorandum pages of their programs and jot down in order the names of ten selections which were played on the Victrola. It was a fair test, as all of these numbers, or at least snatches of them, had been played during the previous sessions. The results were somewhat astounding. Only one person in the audience of several hundred people had been able to name as many as nine of the numbers correctly. She

was Miss Blanche S. Rosebrugh, in charge of the Victor educational department of Scruggs-Vandervoort & Barney. Two or three others had identified six. Mr. Parker, of Milwaukee, was among those who admitted to having called the turn correctly on six numbers, but he fessed up to a neighbor that he couldn't recall the title of one of the selections and had jotted down the record number instead.

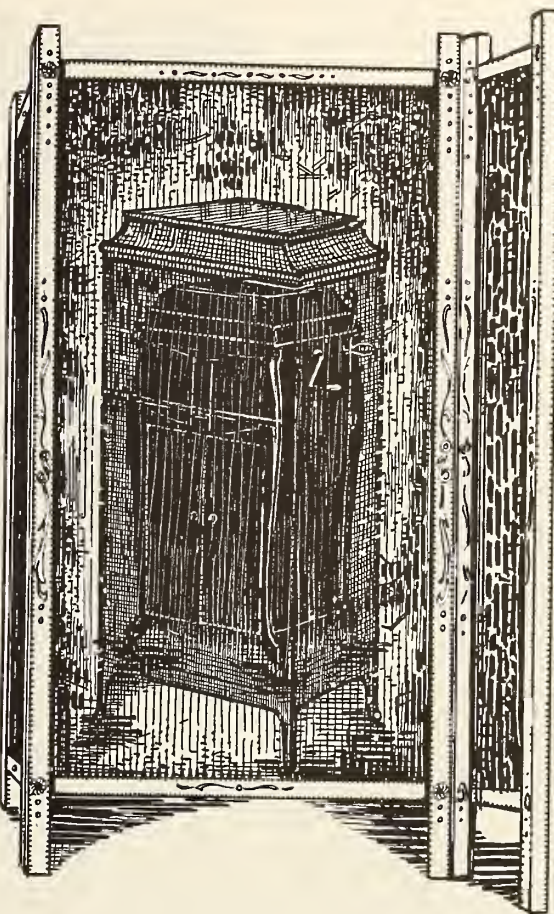
Wednesday Afternoon Session

Wednesday afternoon Miss Streeter talked on "County Institutes." Mr. Dunham had for his subject "American History and Americanization." Miss Rhett illustrated how music history could be taught in lectures, illustrated by records of the music of the different periods.

At this juncture L. C. Wiswell presented to Mrs. Clark a magnificent basket of flowers, a tribute from the ten Middle Western Victor distributors, who, with the Victor Co., were responsible for the conference.

(Continued on page 90)

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No good merchant would set up a screen in front of the goods he wants to sell.

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The VICTOR is the biggest thing in the music field

Investigate transportation from Buffalo to your city.—Try our Victor service

BUFFALO TALKING MACHINE CO.

Wholesale Victrola Distributors
BUFFALO, N. Y.

A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 89)

Mrs. Clark's Closing Talk

Mrs. Clark then made the concluding talk of the conference. She said, in part:

"A long time ago I began to try to secure the approval and consent of the folks down at Camden to put on this conference, because I thought it ought to be done. I felt that we had come to the point where 'if Mahomet could not come to the mountain the mountain must come to Mahomet' and that since Camden was so far from so many places and as everyone could not come such a great distance, the next best thing was for us to come to you. We began to think about it last Summer, and we felt that the beginning ought to be here. Being a good Westerner myself, having come from Indiana, I just knew what kind of folks there were here, and I knew that if I ever wanted to do anything in my life the Middle West was the place to do it.

"Several years ago I began to say that there should be an educational department in the store of every wholesaler. Well, the war came on and stopped everything. Otherwise, I think I should have realized that dream before this. But now it has come. Very many of the distributors are at present giving that service to their dealers, and others are coming just as fast as we can assure them that we can supply the material. I think that nothing could be so great a step forward for the future than just that very thing.

"There are a number of educational departments in the large retail stores. There ought to be four or five times as many. In a large city there should be in your retail store an educational department—someone on that floor who knows how to talk intelligently to a teacher or mother who asks. You cannot hope to reap much value from that department if you do not have someone on the floor equipped to do that work.

"Now, the smaller cities are different. Perhaps the dealer cannot afford to have that person, but, in that case, the distributor is certainly confronted with the responsibility of sending to his dealers that kind of service. Most of the distributors

are carrying out the policies of the Victor Co., but some of them have not yet begun to carry on this work and the message to their dealers. It is coming very, very fast, and we look forward in a very short time to seeing every distributor offering this service.

"The only reason we haven't a hundred per cent record is because of the inability of the



Mrs. Frances E. Clark

Victor Co. to supply the material with which to do this work. Now we are coming to it. It has been a frightful situation because of the demand for other records than educational. Now we shall be able to supply educational material in just the quantity you need. A short time ago, in a little conference we had, we were discussing the record situation. It seems the orders for the educational records were not coming in

fast enough. But the distributors, when they came here, were asked about educational records. We were told that they did not seem to feel a very great pressure on that point. Unless you order the records from the distributor in such number as will make him feel that you are behind in them he will, perhaps, just lay it aside for the time being, because he hasn't felt the belief from you other dealers. When they do they are going to register that belief with the Victor factory. Our dealers are asking for these records. I want them to ask for many. If you order just one of each record it doesn't sound so very loud at the factory, because it doesn't sound as loud as 'Dardanella' or others of that sort. Until you make them hear that you want this stuff all my hammering will be in vain. My hands are tied without your support. We can only secure this material in abundance when you help me make a noise about it. The only way to make an effective noise is to register orders. When we get enough orders down there we say, 'Why, look at this. The orders are piling up on this record and that. We will have to get after this.' They are only human down there, and when they see orders for hundreds of thousands of some foolish thing and find a little insignificant order for an educational record or so you can't blame them for having poor eyesight. It is just a matter of business sense. Fortunately, we have the active support of the directors. There is every co-operation there and they want very much to help, but you must help, too.

"I have come to you with this message because there were things to tell you, and we wanted to let you know how to do it. I cannot close without a word of the most heartfelt appreciation of your splendid attitude through these days. To see your faces has been a great pleasure. I must confess that a day or two before it began I looked forward to it with just a bit of stage fright, but you have stood by this thing and your spirit has been wonderful. The girls are just as happy as I am and have never talked to an audience

When a customer walks into your store and says "Gimme" 16950, 51630; etc.—
Do you "fumble and fool" until he's gone—or do you

File Your Records so you can find them for quick sale and service

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records
OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED

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350 10" or 10 1/2" RECORDS ON EACH SHELF FILED IN SALES SYSTEM COVERS AND WITH INDEX GUIDES.

350 10" or 10 1/2" RECORDS ON THIS SHELF, ALSO 3 SHELVES ABOVE.

SOFT FLAT SUPPORTING SPRINGS PREVENTS WARPING (PATENTED), HOLDS 350 10" OR 12" RECORDS.

10" AND 12" RECORDS FILED ON SAME SHELF, HELD FLUSH AT THE FRONT BY PATENTED ADJUSTERS.

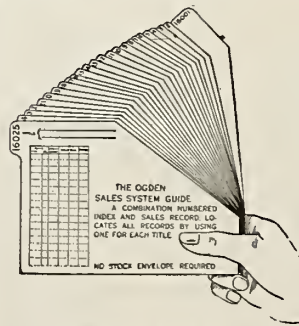
93 inches
49 inches
49 inches
15 inches

2150 THIN RECORDS IN EACH UNIT. STOCK FINISHES:
4300 RECORDS IN 2 UNITS. WHITE IVORY & PEARL GRAY
2150 EDISONS IN 2 UNITS. MAHOGANY & OAK

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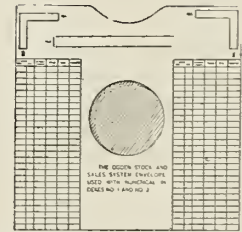
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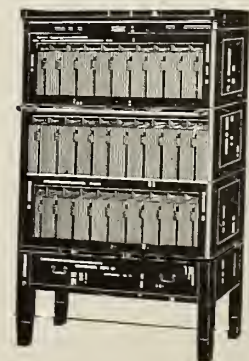
Visible Tab Paperoid Index

The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you. Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



SALES SYSTEM ENVELOPES keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 90)

so receptive. It has just been one great joy to me."

Mrs. Clark then called on each of "her girls" in turn. They were: Miss Golda Airy, of Koerber-Brenner, St. Louis; Miss B. Rosebrugh, of Scruggs-Vandervoort & Barney, St. Louis; Miss Caroline Hobson, Stewart Talking Machine Co., Indianapolis; Miss Stein, Lyon & Healy, Chicago; Miss Laura M. Donaldson, W. J. Dyer & Bro., St. Paul; Miss M. Jardine, Mickel Bros., Omaha; Miss M. A. Cloud, Putnam-Page Co., Peoria; Miss Irma Torgerson, Badger Talking Machine Co., Milwaukee; Mrs. Nora H. Meeker, teacher of music appreciation in city schools, Detroit, and Miss Florence McMahon, Baldwin Victrola Shop, Cincinnati.

Miss Jardine said: "Up until about three years ago in Omaha schools we took in \$15,000 for educational records and Victrolas. Since that time there has been quite a shortage, but things are clearing up wonderfully now."

Miss Meeker said: "I am finishing my third year as a teacher of music appreciation in the great city of Detroit. As a result of the work which I have done for Grinnell throughout the State of Michigan I was only able to devote part of my time to Detroit. Last year, after a campaign quietly carried on without any professional backing, I was able personally to get the great orchestra of Detroit with the biggest backer interested in this work. This person asked me how much money I needed to make the children's concerts possible. I told him I needed \$5,000, and he said, 'Here it is.'"

Miss Hobson said: "I happened to be in the office of Mr. Burr, supervisor of Indianapolis schools, after the La Scala concert. He said, 'Last night I said to Mrs. Burr that four years ago, when that girl used to dodge my footsteps, I used to think it a commercial proposition. Several years ago I couldn't fill a house. Two years ago conditions were better and this year I have attended no concert where people haven't been standing in the back—tickets being sold long before the concert. This is simply because the school children have carried back the story to their people. The house is just packed now and many children are there. Not only is the theatre packed, but I noticed that all those people seem to listen with some degree of intelligence that I never noticed before. The dealers play a large part in educating all these people in cities and rural districts.'"

Miss Cloud said: "I am sorry that I am not, at present, doing educational work, but it has

great possibilities. I hope that the work can be made of commercial value. It offers a great deal to the child and brings the dealer in touch with the home. It is a fine thing altogether, and it is a very splendid thing for us all to accomplish and realize."

Miss Donaldson, who is one of the team, said: "I have gone into this work with a great love. Once every two weeks I meet with the Association of Blind People of St. Paul. That is something I was afraid to do at first. I had the thrill of actually seeing them dance through the work I was able to do. I always felt so sorry for these people to think they had to be led and watched and pushed into place, so when they got up and danced I had the biggest thrill I think I ever had from my work."

Miss Airy said: "The work has always held a great fascination for me. A number of years

ago I was an eighth-grade teacher, and we bought a Victrola. We were very proud of it. I was put on the music committee to help get the records. We had a dealer in the town who had been there for years and ought to have known about educational work, although it was still in its infancy then. We couldn't find anything but a catalog and we pored over it and tried to find something. When I got into this thing I discovered how much teachers wanted these things, although my work is not strictly educational."

Miss Stein said: "I have had but two years' service, devoted entirely to the local service. We have not been able to do much, owing to various conditions, political and otherwise, here in Chicago. We have one of the largest and one of the hardest territories to cultivate."

All the others expressed their enthusiasm for the work and the results to be attained.

BANQUET IN HONOR OF THE EDUCATIONAL DEPARTMENT

Wednesday evening, in the Gold Room of the Congress Hotel, a banquet was given in honor of the educational department of the Victor Talking Machine Co. and the Victor dealers. The

Wiswell announced that this banquet would be unique in that there would be no speaking. This was greeted with applause, which grew in volume as the Victor artists were introduced. Lambert



Left to right (head table)—C. J. Schmelzer, Lester Noble, R. S. Cron, Miss Caroline Hobson, L. M. Willis, Miss Margaret Streeter, H. S. Goldsmith, Chas. Womeldorff, Lambert Murphy, Mrs. Frances E. Clark, L. C. Wiswell, Miss Mabel Rich, E. M. Coleman, Miss Edith M. Rhett, C. H. Grinnell, F. H. Putnam, George Stewart, G. P. Ellis.

guests numbered about 500. They were seated in small groups at round tables. At the speakers' table were the representatives of the distributors and members of the faculty.

At the close of the very excellent dinner Mr.

Murphy, the famous tenor, who was in the city to sing with the Chicago Symphony Orchestra at its Friday and Saturday concerts, was heard in a group of songs. Mr. Murphy's appearance was especially welcome because of the excellent work he has done in making Victor educational records. He sang "Kathleen Mavourneen," "I Hear a Thrush at Eve," "Christ in Flanders" and "When the Roses Bloom." Sophie Braslau, the famous grand opera contralto, who was brought to Chicago through the courtesy of the Victor Co., sang "The Robin Woman Song" from Charles Wakefield Cadman's "Shanewis," "The Habanera" from "Carmen" and "The Greatest Miracle of All."

The Imperial Quartet of Chicago, whose Victor records have become decidedly popular, sang McDermid's "Land of Mine," "Way Down Yonder in the Cornfield," a novel interpretation of a church organ and Carrie Jacob Bond's "Perfect Day."

Mr. Murphy sang "Macushla" and "There Is No Death." Sophie Braslau closed with a wonderful rendition of the "Eli-Eli," and as an encore sang "The Sweetest Story Ever Told." The music during the banquet, and for the dancing which followed, was furnished by Benson's Orchestra, the Chicago organization which has made a number of Victor records.

Those present at the business sessions and banquet were:

- R. E. Agnew, Lyon & Healy, Chicago; J. A. Arnold, Kay-Graham Music Co., Portsmouth, O.; J. M. Alden, Alden Music Store, Hibbing, Minn.; Golda Airy, Koerber-Brenner, St. Louis; Orpha Anderson, West Music Co., Joliet, Ill.
- Mrs. J. F. Boyer, J. F. Boyer Music House, Elkhart, Ind.; Miss Beecher, Lyon & Healy, Chicago; W. F. Barringer, Barringer's, Kokomo, Ind.; O. G. Brown, Brown Music Co., Viroqua, Wis.; Miss Benson, Music Dept. Public Schools, Chicago; Abel Burman, A. Burman, Chicago; Loreta Brown, Macauley & Nevers, Chicago; Raymond Bill, Talking Machine World, New York; Charles M. Bent,

(Continued on page 92)

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A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 91)

Music Shop, Chicago; Lenore Blazier, Cahle Company, Elgin, Ill.; Mrs. W. E. Branyon, Schaaf Bros., Huntington, Ind.; Otis Bigelow, Otis Bigelow, Dowagiac, Mich.; Louise Brule, Oherlin's Furniture Co., Kankakee, Ill.; Miss Benedict, Benedict Music Co., Galesburg, Ill.; J. E. Burke, Jr., J. Burke Music House, Winona, Minn.; Isahel Boyde, West Music Co., Joliet, Ill.; Sarah Berlin, The Music Shop, Chicago; H. K. Bewley, G. S. Hockett, Bellefontaine, O.; Anna Burnbaum, Cahle Company, Chicago.

Helen Caster, Fuller-Ryde Music Co., Indianapolis, Ind.; Hattie Clapp, J. W. Green Co., Toledo; J. Corngold, Rose-land Music Shop, Chicago; Mr. and Mrs. R. S. Cron, Victor Talking Machine Co., Chicago; Mrs. E. F. Carroll, Carroll Music Shop, Appleton, Wis.; E. F. Carroll, Carroll Music Shop, Appleton, Wis.; F. W. Clement, Chas. B. Roat Co., Battle Creek, Mich.; R. J. Cook, Cahle Company, Chicago; Mrs. E. A. Cleveland, Cleveland Music House, Beloit, Wis.; Grace Coash, I. W. Lowenstein, Valparaiso, Ind.; Harry Craig, Harry Craig, Altoona, Ill.; Claude R. Cheney, Friedrich Music House, Grand Rapids, Mich.; Bourke R. Corcoran, Music Shop, Chicago; William F. Cotton, Cotton's Music House, Oak Park, Ill.; Marion Craig, Grinnell Bros., Bay City, Mich.; Mrs. F. E. Clark, Victor T. M. Co., Camden, N. J.; Ruhly Copping, Cahle Company, Kankakee, Ill.; Esther Chastain, Cahle Company, Bloomington, Ill.; R. E. Chappell, R. E. Chappell, Niles, Mich.; P. F. Cutner, Cutner Music House, Lincoln, Ill.; M. A. Cloud, Putnam-Page, Peoria, Ill.; Mary Collins, West Music Co., Joliet, Ill.; Mrs. Lois A. Cohen, 3214 Hirsch St., Chicago; Glendy Carradine, Music Shop, Chicago; R. C. Coleman, W. J. Dyer & Bro., St. Paul, Minn.

Mabel Donahue, Lyon & Healy, Chicago; Gertrude H. Donovan, Farragut School of Joliet, Joliet, Ill.; Lucy Doering, A. R. Meyer, Havana, Ill.; Laura M. Donaldson, W. J. Dyer & Bro., St. Paul, Minn.; Rosamond Drake, Griggs' Music House, Kewanee, Ill.; L. W. Dow, Crowley, Milner & Co., Detroit; Edw. B. Duhlin, West Side Talk-

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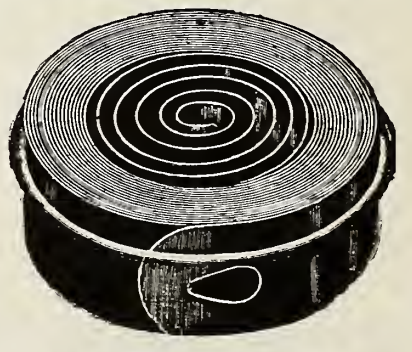
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and also a Victor dealer at Gary, bobbed up as an inventor during the convention, demonstrating a new reproducing device to his friends.

Gus Mayer, of the Unit Construction Co., of Philadelphia, attended the conference and took great pride in explaining to those in attendance the method of Unico booth construction as demonstrated by the handsome two booths in the Florentine Room, where the convention was held. The booths were on either side of the entrance and were used to display the various apparatus, equipment, charts, literature, etc., used in connection with the Victor propaganda in schools.

J. B. Ryde, formerly of the talking machine department of Lyon & Healy and now with the Fuller-Ryde Music Co., of Indianapolis, was not only an interested listener during the sessions, but spent much time socializing among the 400 dealer delegates, knowing at least 399 of them personally.

R. K. Hellyer, assistant manager of the talking machine department of the Linn & Scruggs Co., the big department store of Decatur, was not looking particularly blue.

Bert Moran, of Devils Lake, N. D., was one of the interested listeners, attending all the sessions of the conference. When it was discovered that he had sold Victrolas and records and started the Victor educational propaganda in every school in his own county and all but one in an adjoining county, and was also starting a campaign in several other counties, he became one of the heroes of the convention.

POWER OF MUSIC ILLUSTRATED

Talking Machine Exerts Restraining Influence on Incurrigible Ohio Boys

COLUMBUS, O., April 4.—The power of music over the human soul is illustrated in a wayward young colored boy, now being cared for by the State Bureau of Juvenile Research. This child, only nine years old and already having a record of three arrests for truancy from school and running away from home, sits for hours beside the talking machine, quiet and well behaved, a condition which prevails at no other time during his waking course.

This boy spent three months in the juvenile detention home and finally he was sent to the Bureau of Juvenile Research for scientific study of his case. The most distressing thing about him was that he took no interest in wholesome things. Stories failed to arouse enthusiasm and he took no part in games, unless especially enjoined to do so.

One day it was noticed that the child liked music and he was given unrestrained access to the talking machine. At times he would sit for hours, playing one piece after another. Although unable to read he can pick out his favorites. The prime one is the Barcarolle from "Tales of Hoffmann."

NEW ENGLAND BUSINESS IMPROVING

M S & E, Sonora distributor in Boston, Mass., recently wrote to the Sonora sales offices in New York, in which it stated that business in its territory is now on the up-grade, a noticeable improvement having taken place recently. The new model Etude has met with immediate favor, and the portable at \$50 is being ordered in large quantities by Sonora dealers throughout New England.

This concern further states that it has received many applications for Sonora agencies during the past few months, and, judging from all indications, this well-known line of phonographs is rapidly enhancing its prestige in this important territory.

Otto Look has opened a new talking machine shop in Appleton, Wis. He will hold a formal opening of establishment early this month.

TURN TO THE NEXT PAGE AND THEN

CONVENTION NOTES

Mrs. Frances E. Clark celebrated the tenth anniversary of her assumption of the directorship of the Victor educational department on Friday, April 1. Naturally, she would have preferred to have spent the day at her desk at the Victor plant at Camden, but still she was quite satisfied that it found her engaged in one of the many musical activities of which she is so fond.

On Thursday, after the close of the convention, she stayed in Chicago, resting a bit, chatting with some of her friends and conferring with her faculty associates regarding plans for the future. In the evening she left for Cincinnati, where she talked before the Ohio division of the National Federation of Music Clubs, the educational department of which she heads.

Saturday she left Cincinnati for St. Joseph, Mo., where she will address the National Association of Music Supervisors, of which she was the founder and the first president.

Some idea of the extent of the Victor educational work in the schools can be gained from the fact that it is now being prosecuted in no less than nine thousand cities, towns and villages in the United States.

H. C. Petersen, who is a registered pharmacist

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 Lock the Sound Boxes on the Victrolas in your store with the M & C Invisible Sound Box Lock (Protected by Patent) so that they cannot be stolen.
 Takes but a minute to put on. Will not interfere with the tone. Can be used on both No. 2 and Exhibition Sound Boxes.
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I have been in business successfully for several years, but to my recollection I do not remember having had the pleasure of meeting you.

The work I do is to show you how to build up your business. I am furnishing many talking machine dealers, and I can furnish you, with the kind of advertisements that produce results. I can let you in on some real good, live ideas for trimming your windows (the kind that make people stop); supply you with good, tested merchandising ideas (which always make the one-time caller a repeater), and write for you a few letters every month that will keep your old cash register tinkling.

And I do all this for a few cents a day, on a yearly basis, and only work for one dealer in each city, regardless of the population.

Now, why can't I work for you? Clip the attached coupon and send it to me.

I thank you.

S E R V I C E

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I sell the following machines:

The population of my city is

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ADDRESS

ACTIVITIES OF LOCAL DEALERS

Victor Retailers Opening New Stores in Greater New York—Planning Important Expansions

There has been considerable activity in the local Victor trade during the past few weeks in connection with the opening of new stores, the enlargement of present establishments and the installation of new accounts. All of the Victor dealers in the metropolitan district who have visited the Victor wholesalers have spoken enthusiastically of the business outlook in their respective territories, emphasizing the fact that there is plenty of business available provided they adopt aggressive means for going after it.

The New York Band Instrument Co., which recently opened a very attractive store at Fourteenth street, near Union Square, has become a Victor dealer and is planning an energetic campaign in behalf of Victrolas and Victor records.

F. F. Herman, who has been conducting a very successful Victor establishment at Stapleton, S. I., will open about June 1 a new Victor store at Port Richmond, S. I., which promises to be one of the most attractive retail establishments in that noted residential section.

The Tusting Piano Co., of Asbury Park, and Red Bank, N. J., will open about June 1 a new establishment at Long Branch, N. J., which will feature the Victor line exclusively. This company is one of the best-known retailers in the East and has been exceptionally successful in developing a profitable Victor clientele.

M. Rappaport, 9309 Jamaica avenue, Woodhaven, L. I., has added two new booths to his store, and it has been rumored that Mr. Rappaport's recent graduation from the Victor Red Seal School has resulted in sufficiently increased sales to warrant this extra equipment.

Jedlicka Bros., Bay Shore, L. I., fully realize the value of an attractive establishment, and at the present time plans are under way whereby these progressive Victor dealers will secure a new store more centrally located in the business section of the town. Particular attention will be given to the equipment of this establishment in order that it may attract the favorable attention of the store's clientele.

James B. Russo, of 87 Havemeyer street, Erocklyn, has just completed the erection of a new building adjoining his present location and is moving into it at this time. In his new home Mr. Russo will have ample facilities to take care of his fast-growing Victor business.

Adam B. Tisch, well-known Victor dealer of Elmhurst, L. I., spent the Easter holidays in Bermuda recuperating from the activities of the past few months and getting into shape for the Spring and Summer business.

ARTISTIC EXHIBIT WINS FAVOR

U-Sav-Your Mfg. Co. Makes Cleverly Arranged Display at Automobile Show in Boston

Boston, Mass., April 1.—The U-Sav-Your Mfg. Co., of Warren, Mass., manufacturer of the U-Sav-Your cleanser and dressing, was among the exhibitors at the annual Automobile Show in this city.

A distinguishing feature of this exhibit was an electric fountain with a lighted revolving globe which bore the inscription "U-Sav-Your, the Finest Cleanser and Dressing in the World." In addition to the products a piano board was shown which was almost 100 years old and which looked entirely new due to its treatment with U-Sav-Your dressing.

A bulletin board entitled "The Silent Policeman," which carried a number of testimonial letters to the efficiency of the U-Sav-Your polish also attracted much attention. Five attendants were on hand at all times and the exhibit was the center of much attraction.

The A. B. Clinton Co., of Hartford and New Haven, Conn., will open in the course of the next few weeks a new establishment at Waterbury, Conn., featuring the Victor line.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., April 6.—Warm, bright, sunny days should play their part in stimulating business, which has been not much better than fair for a number of weeks, though this situation applies more to the demand for machines than to the records, which have sold pretty well. New styles of machines which some of the companies have been putting out have excited more or less curiosity, but actual buyers have not been forthcoming. However, a better situation is looked for within the next few weeks.

Clever Little Periodical

The talking machine business here is interested in perusing the second issue of *The Wandering Minstrel*, which has just been put out. This little periodical aims to keep the trade informed on matters touching the talking machine and the piano business. This second issue is an improvement upon the initial number and is of a far more dignified appearance. On one page readers are urged to arrange for the use in their respective territories of the motion pictures taken at Nantasket last Summer on the occasion of the sessions of the New England Music Trade Association and one of the members is quoted as saying:

"Brother members should get in touch with their local moving picture houses and urge them to put on the interesting films taken at Nantasket. They picture the dealers and their wives plainly in that day's event and showing these films is a big boost to the local dealer in every town. 'Say! We all saw you in the moving pictures! My! They were good!' is what they say at home, and it's the best kind of advertising and costs nothing."

Displaying Upright Period Models

In the Vocalion headquarters in Boylston street here there is an exhibition of the new Vocalion line of upright period models and they have been attracting a great deal of attention, Mr. Wheatley reports. He also says that the "Red" records are meeting with an excellent response from the buying public.

Pathé Line With Bates Piano Co.

Stephen A. Colahan, now with the wholesale department of the Pathé, signed up within a few days the Bates Piano Co., of Worcester, a large

Steinert Service Serves

Have you made use of our Educational and Personal Service Bureau? Let us help you with Practical Store Ideas. Promotion of Educational Work in the Schools a Specialty. At your command—anywhere in New England.



An unsurpassed Record Stock enables us to give the New England Victor Dealer—most complete and quickest Record Shipments. Build up your Record Stock now—through our Back Order Record Service. Back Order Record Forms—sent on Request.

M. STEINERT & SONS

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

house, which placed a large initial order of Pathés. Another who has signed up some good contracts is A. D. Ogden, the Hallet & Davis New York State man. Mr. Ogden states that he sees an improvement in talking machine business in his territory.

Vocalion Music by Radio

A Vocalion was used to excellent advantage a few nights ago in Lowell on the occasion of the second annual dance of the Lowell Radio Club, which was held at Associates Hall in that city. The Vocalion was set up in the club rooms and by a radio connection the music was for-

warded over to the dance hall. This is the second time this club has utilized this device, and when it was first tried out about a year ago it was unique in that it was the first time it ever had been tried in the country. Since then, however, it has been used in other places. Manager Wheatley received a copy of the Lowell Sun to-day, in which this is said: "So clear and true were the musical notes that it was difficult to realize that the music was not actually being produced by an orchestra in the hall."

Readjustment of Prices Working Well

Manager Fred E. Mann, of the New England department of the Columbia Co., says that the readjustment of prices has worked well in this territory and that sales have been stimulated to a surprising degree; also that the retired record plan has proved a good move for the company and that it will be only a few weeks before practically all of the records affected by this plan will have been disposed of.

Talks on Merchandising

Mr. Mann lately spent two days at Dartmouth College, where he gave a couple of talks on merchandising before the senior class in marketing of the Amos Tuck School of Business Administration, in which he showed the necessity of changing one's system to meet the constant change in methods of doing business. Shortly before Mr. Mann went up there to speak George W. Hopkins, general sales manager of the Columbia Co., gave a talk on the sales and advertising program in vogue with the Columbia Co.

Hammond's Tribute to the Puritan

"Truly a Musical Instrument" is the heading on a circular which is being put out by the Puritan and which has a special appeal locally because the writer of the testimonial is well known around Boston, where his family has a large estate at Gloucester. Reference was made in an earlier issue of *The World* to the tribute that John Hays Hammond, Jr., had paid to the Puritan, but here is the exact phraseology of the communication sent by this brainy and successful young man, who already enjoys a big reputation in the scientific world:

"I wish to tell you how pleased I am with
(Continued on page 96)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

CONCENTRATION to-day is proving most profitable.

The Victrola and the wonderful repertoire of Victor records will enable you to please all your customers. You need nothing else!

Eastern Talking Machine Co.

85 Essex Street
Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 95)

the purchase which I made of your Puritan phonograph. I myself was proceeding with the development of a self-contained phonograph having a larger type of horn than I found in the present commercial types. In your phonograph I found my problem solved. The tonal beauty of the instrument is a source of great pleasure to us. The elimination of practically all of the frictional sounds and the amplifying of the musical tones are such that it is truly a musical instrument and not the noisy travesty which I have found the average phonograph to be."

An Enterprising Rutland Dealer

J. G. Pollard, manager of the United Talking Machine Co., of Rutland, Vt., was in town a few days ago. He is an exclusive Columbia dealer and one of the big ones who use the sell-by-truck plan of doing business. He reports business as especially good in his territory and beginning early in April he plans to operate three trucks instead of one as formerly. Mr. Pollard, who was accompanied to Boston by his son, is one of the most hustling Columbia dealers in the New England field.

A Valuable Acquisition

George P. Donnelly, who is in charge of the internal organization of the Boston Columbia wholesale headquarters, has from every point of view proved a great acquisition to the Columbia forces. He has been associated with the Columbia interests for a great many years and before coming back to Boston was in charge of the Portland branch, which subsequently became consolidated with Boston. Mr. Donnelly is one of the best-versed men in the talking machine industry herabouts and he is thoroughly familiar with symphonic and operatic music, which makes him a strong factor in the local organization. Moreover, he is popular with all the attachés of the company, which counts for much in meeting with success.

The Tone-A-Phone Greatly Interests

Frank R. Humphrey, acting in the interests of Vitalis Himmer, Jr., of New York, gave two demonstrations of the Tone-A-Phone in this city a few days ago. One was at the Tremont Theatre, where a Victrola is used in one of the scenes of "Call the Doctor." The demonstration was given between performances and there was general approval of the merits of the attachment. The other demonstration was in a dance hall in the Back Bay and by the use of this Tone-A-Phone the music was greatly intensified. It is planned to open offices here in Boston.

Attends Teachers' Convention

Miss Grace Barr, of the educational department of M. Steinert & Sons, spent several days

HORTON-GALLO-CREAMER CO

NEW HAVEN



CONNECTICUT

VICTOR SERVICE SPECIALISTS

We do not think *for* the dealer, but we are ready to think *with* him in the planning of his sales campaign.

the latter part of March in Augusta, Me., whither she went to attend the Teachers' Convention in that city. Miss Barr made a deep impression by the informing talks which she gave touching the educational advantages of the Victrola.

G. L. Richardson a Visitor

A recent Boston visitor was G. L. Richardson, the Victor representative in Maine, New Hampshire and Vermont, who spent several days here renewing acquaintances and making new friends.

Seen on the Famous Boardwalk

A. M. Hume, head of the Victor Shop of A. M. Hume Music Co., Victor distributor, spent a few days, with his wife, at Atlantic City the middle of March. Both the rest and change were very beneficial to Mr. Hume.

Opens Many Brunswick Accounts

Harry Spencer, head of the wholesale department of the Brunswick, sees a busy season ahead with his proposition, which is rapidly making friends all along the line. Recently he has

opened some very good new accounts in the New England territory.

Wallace Brown a Visitor

Wallace Brown, wholesale manager of the Vocalion at the New York office, spent a day here lately, the guest of Manager Wheatley, of the Boston Vocalion headquarters.

Some Columbia Brieflets

J. A. Marshall, assistant manager of the Dealer Service department of the Columbia Graphophone Co., was in town for several days the end of March and was entertained while here by Manager Mann. He came here from Winchendon, where he had been in connection with a deal for the increased production of Si Am So, the shimmying doll, which has caused such a sensation and which is made at the Converse toy shops in that town.

One of the valued attachés of Manager Mann's staff at the Columbia Co. is John J. Moore, Jr., who, thanks partly to a course in business administration at Dartmouth, is proving himself



DITSON SERVICE

Has back of it years of successful experience and an understanding of dealer problems that will make the road smoother during the coming months.

VICTOR EXCLUSIVELY

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

highly efficient. He has specially sound opinions as to the value of system and co-operation and he is proving himself the right man for the right place.

Reports Business Coming Along Satisfactorily

Hovey Dodge, of the Eastern Talking Machine Co., returned from a visit to the Victor plant at Camden, N. J., a few days ago and he reports business there as coming along well, with an appreciable increase of orders, a good portion of which is being sent over by the Eastern Co. Herbert Shoemaker took advantage of a couple of warm days the middle of March to survey the Charles River and when Spring is actually upon us one may always be sure just where to find him if he is not at his desk, for a scull on the river will look mighty inviting on warm days.

Hearty Welcome for Visiting Jobbers

The executive meeting of the National Association of Talking Machine Jobbers, which is scheduled to be held this week at the Copley-Plaza, has aroused considerable interest from the talking machine jobbers of this city and vicinity. Following the business sessions, which will be presided over by President Leslie Wiswell, the visitors will be entertained at a party at the Colonial Theatre, the hosts being the three Victor jobbers here, M. Steinert & Sons Co., Eastern Talking Machine Co., and the Oliver Ditson Co. The story of the gathering will appear in another part of this issue of The World.

A. W. Chamberlain Opens "Supply" Depot


It will come as a genuine piece of news to the New England trade to learn that A. W. Chamberlain, familiarly known to the trade as "A. W.," has severed his connection with the Iver Johnson Sporting Goods Co., where he was manager of the talking machine department for nearly five years, and will hereafter represent certain manufacturers of accessories here in New England. Mr. Chamberlain has taken quar-

Building More Sales for the Victor Dealer

We consider it vital that each Victor dealer client of ours scour every nook and cranny of the territory in which he operates for new business.

Cressey & Allen service to Victor dealers of New England makes a special point of providing the retailer with practical ideas and plans for *working outside of the store* for new Victrola buyers. Try us.

CRESSEY & ALLEN
PORTLAND, MAINE



ters at 26 Broad street, where he will be factory representative for Schloss Bros., of New York, manufacturers of record cabinets and also player roll and music cabinets; the New York Album & Card Co., manufacturer of record albums; the Record Envelope Co., of Rumford,

Me., which makes delivery record envelopes; William I. Schwab, of Providence, R. I., maker of "Dustoff" record cleaners, and Wade & Wade, Chicago, manufacturers of needle cutters. All of these are concerns widely known in the
(Continued on page 98)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Not Everyman Can Become a Brunswick Dealer

THE increasing demand for The Brunswick is due primarily, of course, to its exclusive advantages over other phonographs—its all-record Reproducer, and its all-wood tone chamber, for examples—its finer tone and beautiful cabinet work.

But there are other reasons for Brunswick success. One of them is the fact that from the first The Brunswick has been treated as a high-class musical instrument, which it is, in every sense of the word. So the new Brunswick dealer is not compelled to enter into any cut-price or easy payment schemes to force sales which reduce his profits. A dollar in the bank is worth two on the books.

And Brunswick dealers are selected with the same care that is used in selecting materials and methods in Brunswick factories. They must measure up to certain requirements and one of them is that they fully understand and appreciate this basic Brunswick policy.

KRAFT-BATES & SPENCER, Inc., 1265 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

Steel Needles
Albums
Record Brushes
Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

WHY

did A. W. select the Schloss Cabinet and New York Alum lines to represent in New England?

BECAUSE

his 22 years' experience in the business tells him they are absolutely the best. Write for catalogue and prices. Remember, factory representative means

FACTORY PRICES

A. W. CHAMBERLAIN

26 Broad St., Boston Tel. Fort Hill 4811
Factory representative for New England

trade and Mr. Chamberlain assures everybody they will get 100 per cent service.

Mr. Chamberlain has an enviable record in the talking machine business and his twenty-two years' experience has brought him into the closest touch with the leading talking machine dealers in this territory. He entered the business in 1898, going with the Iver Johnson Co., and after four years with this house traveled for a year in the interests of the Zonophone. He then associated himself with the late Elton Taft at the Eastern Talking Machine Co., Victor wholesaler, during his fourteen years with that house. Mr. Chamberlain was assistant manager and later wholesale manager. About five years ago he returned to the Iver Johnson Co. Mr. Chamberlain has the best wishes of a host of friends.

PROOFS OF BUSINESS BETTERMENT

BOSTON, MASS., April 2.—An increasing demand for Perfection reproducers has been experienced by the New England Talking Machine Co., manufacturers of this line, at their headquarters in this city. These demands have been received from widely separated parts of the country and are evidence that the betterment in general business conditions is not confined to one locality, but is country-wide in scope.

NEW QUARTERS FOR GREY GULL

Enlarged Record-making Plant Now Occupied on Macallen Street, Boston

BOSTON, MASS., April 6.—The factory of Grey Gull Records, Inc., has been moved from its former location on Wareham street to Macallen street, this city. This move will provide greatly increased facilities for the manufacture of Grey Gull records and was made necessary by the steadily increasing demand for this product. The new quarters will also allow the entire process of manufacture to be conducted under one roof. The executive offices will remain at 295 Huntington avenue.

INTERESTING ACCESSORY CATALOG

Volume Issued by Lansing Sales Co., of Boston, Contains Large Line of Specialties

One of the largest and most attractive catalogs of talking machine and piano accessories has just been issued by the Lansing Sales Co., of Boston, Mass. As the binding is of a loose-leaf style it will be possible for the Lansing Sales Co. to add to this catalog, from time to time, as new accessories are added to its already large list.

A photographic reproduction of the Lansing Building, at Elliot and Warrenton streets, appears on the cover. On the first page following the introduction is the personnel of the Lansing organization, showing photographs of A. J. Cullen, president; Henry Smith, New England representative, and R. G. Lipp, secretary and manager.

Among the accessories listed are: "Nyacco" record albums, "Lansing" khaki moving covers, the "Fitzall" adjustable strap, "Lansing" piano covers and wareroom covers for talking machines, the "Electora," Universal Display Fixtures, piano and player benches, record cabinets,

**Your Guarantee
Mr. Dealer
LANSING KHAKI
COVERS**

*For All
Phonographs*

Unqualified Endorsement
of Biggest Manufacturers
and Dealers



Slip
and Rubber
Covers
for
Phonographs

Slip
and Rubber
Covers
for
Pianos

Factory Representatives:

L. A. SCHWARZ, 1265 Broadway, New York City.
BRUNSWICK-BALKE-COLLENDER CO., 623-633 So. Wabash Ave., Chicago, Ill.
ALL-IN-ONE PHONOGRAPH CORP., 21 East Van Buren St., Chicago, Ill.
WALTER S. GRAY CO., 942 Market St., San Francisco, Cal.

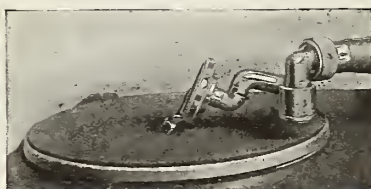


**Eliot and Warrenton Sts.
BOSTON, 11, MASS.**

**The "Perfection" Universal Ball-Bearing Tone Arm
No. 6 With New Pur-i-tone Reproducer (attached)**



Set in position for playing "lateral" cut records



Set in position for playing "hill and dale" records with diaphragm facing front of machine

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer attached plays Victor, Columbia and all other makes of disc records on all types of Edison Disc Machines, producing with clarity and volume of tone excelled by no other attachment. This attachment is manufactured in Gold, Nickel and Oxidized finish (William & Mary) with the best of India Mica Discs.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

**New England Talking Machine Co.
16-18 BEACH STREET BOSTON, 11, MASS.**

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.
COLORADO
Denver—Denver Dry Goods Co.
GEORGIA
Atlanta—Phonographs, Inc.
IOWA
Des Moines—Harger & Blish
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MISSOURI
St. Louis—Silverstone Music Co.
NEBRASKA
Omaha—Shultz Bros.
NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan

OHIO
Cleveland—The Phonograph Co.
PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.
UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes Co., Inc.

**Factory Representative—Louis A. Schwarz
1265 BROADWAY, NEW YORK, N. Y.**

Reflexo and Victrolene polishes, All-In-One products, Jones-Motrolas, Hall fibre needles, Brilliantone and Reflexo steel needles, Pathé sapphire needles, Edison points and Liberty semi-permanent needles, Tonofone needles, Lesley's repair outfits and Q R S player rolls.

An innovation in filing cabinets for the dealer is found in a sectional rack put out by the Lansing Co. for both music rolls and talking machine records. The partitions are so placed that rolls or records may be filed in the same cabinet.

GETTING MAXIMUM RESULTS

Efficiency is the ability to get the maximum results at a minimum cost in money, time and effort.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.
*When You'll Think of Nameplates
You'll Think of Yeuell.*

No Red Tape About Getting Grey Gull Records

Order *what* you want, *when* you want, and *no more than* you want.

Sell the records *fast*, and order more as you need them. Don't carry a large stock, and turn over your investment *quickly and often*. Get in early with the hits. Retail at 85 cents for the *entire* list without exception. Handle any phonograph you want.

These are the policies that are bringing big profits to Grey Gull dealers. They are based on sound merchandising principles. You can get all the records you want for immediate delivery from the distributors listed below. Send in an order today.

Grey Gull Records are one of the few makes which are recorded and manufactured *complete in one plant*. That insures Quality, Service and PERMANENCE. Pick out a few of the good numbers in the following list and send in a trial order at once.

Distributors

Associated Furniture Manufacturers
1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.
218 Fourth Ave., East,
Cedar Rapids, Iowa

Capital Paper Company
South St.,
Indianapolis, Ind.

Chapman Drug Co.
Knoxville, Tenn.

Cole & Dunas Music Co.
54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.
Cape Girardeau, Mo.

Fuller Phonograph Co.
101 N. Water Street,
Wichita, Kansas

Grey Gull Records, Inc.
295 Huntington Ave.,
Boston, Mass.

National Phonograph Co.
518 Penn Avenue,
Pittsburg, Pa.

Richardson Drug Co.
Omaha, Neb.

Scott Weighing Machine Co.
Topeka, Kan.

T. & H. Specialty Mfg. Co.
Charleston, W. Va.

United Music Stores
619 Cherry Street,
Philadelphia, Pa.

Dance Hits

- DO YOU EVER THINK OF ME?—Medley Fox-trot, Al Starita and His Society Orchestra } L-1058
UNOERNEATH THE DIXIE MOON—Fox-trot, Ray Miller and His Black and White Melody Boys } 10-in. 85c.
- MY MAMMY—Fox-trot.....Joe Onovan's Trio } L-1054
MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE } 10-in. 85c.
—One-step.....Krueger's Melody Syncopators }
- WANG WANG BLUES—Fox-trot, Al Starita and His Society Orchestra } L-1055
SAXOPATION—One-step...Krueger's Melody Syncopators } 10-in. 85c.
- BRIGHT EYES—Fox-trot...Bennie Krueger's Orchestra } L-1045
TOODLES—Dne-step...Jos. Samuels Music Masters } 10-in. 85c.
- ROSE—Fox-trot (With Vocal Chorus by Ernest Hare), Banjopators } L-1041
LOOK WHAT YOU'VE OONE WITH YOUR OOG- } 10-in. 85c.
GDNE DANGERDUS EYES—Fox-trot (With Vocal Chorus by Ernest Hare).....Banjopators }
- LOOK FOR THE SILVER LINING—Fox-trot, Ray Miller and His Black and White Melody Boys } L-1050
NIGHTINGALE—Fox-trot, Ray Miller and His Black and White Melody Boys } 10-in. 85c.
- SPREAD YO' STUFF—Fox-trot, Bennie Krueger's Orchestra } L-1046
HDME AGAIN BLUES—Fox-trot, Bennie Krueger's Drechestra } 10-in. 85c.
- MAKE BELIEVE—Fox-trot, Ray Miller and His Black and White Melody Boys } L-1049
OARLING—Fox-trot, Ray Miller and His Black and White Melody Boys } 10-in. 85c.
- PALESTEENA—Fox-trot (With Vocal Chorus by Ernest Hare).....Banjopators } L-1040
MY HOME TOWN IS A ONE HORSE TOWN—Fox-trot (With Vocal Chorus by Ernest Hare), Banjopators }
- I NEVER KNEW—Fox-trot (With Vocal Chorus by Ernest Hare).....Banjopators } L-1053
SWEET MAMMA (Papa's Getting Mad), Krueger's Melody Syncopators } 10-in. 85c.
- MARGIE—Fox-trot.....Selvin's Novelty Orchestra } L-1036
BIDDY—Fox-trot.....All Star Trio } 10-in. 85c.
- I'VE GOT THE BLUES FOR MY OLD KENTUCKY } L-1034
HDME—Fox-trot.....Banjopators } 10-in. 85c.
CARESSES—Fox-trot.....Banjopators }

Song Hits

- I USED TO LOVE YOU, BUT IT'S ALL OVER NOW, } L-2049
NOW I LAY ME DOWN TO SLEEP, } 10-in. 85c.
Sung by Charles Harrison
- MY MAMMY.....Sung by Ernest Hare } L-2046
HAPPY HOTTENTOT.....Sung by Patricia } 10-in. 85c.
- DRIFTING APART.....Sung by Charles Harrison } L-2050
ANGELS (We Call Them Mothers Down Here) } 10-in. 85c.
Sung by Charles Harrison
- SOLDIERS OF ERIN.....Sung by Hugh Donovan } L-2051
WRAP THE GREEN FLAG AROUND ME, BDYS, } 10-in. 85c.
Sung by Hugh Donovan
- BRDADWAY ROSE.....Sung by Charles Harrison } L-2043
BLUE DIAMONOS.....Sung by Henry Burr } 10-in. 85c.
- FEATHER YOUR NEST.....Sung by Charles Harrison } L-2044
WHEN HE GAVE ME YOU (Mother of Mine), } 10-in. 85c.
Sung by Henry Burr
- OLD PAL (WHY DON'T YOU ANSWER ME), } L-2035
Sung by Charles Hart } 10-in. 85c.
PRETTY KITTY KELLY.....Sung by Charles Hart }
- HIAWATHA'S MELODY OF LDVE, } L-2034
Sung by Charles Hart and Louise Terrell } 10-in. 85c.
TRIPOLI.....Sung by Charles Hart and Louise Terrell }

Standard Songs

- OLD BLACK JOE.....Sung by Ernest Hare } L-2045
ANNIE LAURIE.....Sung by Louise Terrell } 10-in. 85c.
- WHEN YOU AND I WERE YOUNG, MAGGIE, } L-2021
Sung by Charles Hart } 10-in. 85c.
A PERFECT DAY.....Sung by Henry Burr }
- MY WILD IRISH ROSE.....Sung by Charles Hart } L-2039
HDME TO DUR MOUNTAINS (From Il Trovatore), } 10-in. 85c.
Sung by Hart and Terrell }



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.



You'll find thirteen a lucky number if you stock up big with Al Jolson's latest song hit "Ding-a-Ring a Ring," in which he lays claim to thirteen brides. A real Jolson song—which means big sales. A-3375.

**Columbia Graphophone Co.
NEW YORK**

EDISON MOOD TEST AT HARVARD

Psychology Classes of Both Harvard and Radcliffe Listen to Series of Re-Creations

BOSTON, MASS., April 6.—An interesting experiment to determine just what effect talking machine records may have upon changing moods was conducted a few days ago at Harvard University under the direction of the F. H. Thomas Co., Edison distributor in this city, acting for the Edison Laboratories. The advanced classes in psychology of both Harvard and Radcliffe Colleges (women), under the leadership of Professor Langfeld, met in the laboratory in Emerson Hall to listen to a series of Re-creations as played on an Edison instrument. Those present were expected to make a note of the changes of mood that might be caused by the records. This experiment was similar to those conducted in various colleges to determine what sort of music may be used in the treatment of neurotic patients and what reactions may be expected from them. Each person in the room was provided with "Mood Change Charts," on which they were asked to indicate their moods before the experiment began, serious or gay, worried or carefree, depressed or exhilarated, nervous or composed, fatigued or unfatigued, sad or joyful. They were also asked to note the kind of music they wanted to hear, joyous, weird, dreamy, soothing, exciting, etc. Such questions as time of day, condition of weather, place of experiment were to be answered.

Following was the program played: "The Black Man," by Sousa, played by a brass band; Bruch's "Kol'nidrei," played on the 'cello by Lauri Kennedy, with piano accompaniment; Smalle's "Sweet Love," played by Lenzbergs' Riverside Orchestra; Lieurance's "By the Waters of Minnetonka" and "Lullaby," sung by Frieda Hempel, and Bigelow's "Our Director March," played by Conway's Band.

Following each Re-creation the class was asked to note any change of mood experienced by

each one as the piece was being played. The point also was made that different programs or individual pieces may affect different people in different ways and this was especially marked in the case of "Our Director," which would have a distinct effect at Harvard as it was written by a Harvard man. Another thing brought out was that different music must be played to educated and uneducated people to obtain the same effect. It is aimed to try these experiments on various groups all over the country and the results are to be sent to the Edison Laboratories for tabulation, and an attempt will be made to develop some standard laws of psychology out of this experimentation.

IMPORTANT POST FOR MOREY

The general sales department of the Columbia Graphophone Co. announced last week that H. L. Morey had been appointed assistant manager of the company's branch in New Haven, Conn. Mr. Morey was recently a member of the firm of the White-Morey Music Shop at New Rochelle, N. Y., but he sold his interests in this company to Mr. White and rejoined the Columbia organization. He is one of the veterans of the Columbia staff, having been associated with the company for many years.

NEW FILE AND ALBUM ARRANGEMENT

The Peerless Album Co., which recently moved into its new home at 636 Broadway, New York City, announces a new file and album arrangement particularly manufactured for Victrolas. This product has been designed with great care to fit into the portion of the cabinet reserved for records and the file and albums are readily inserted without marring it, becoming practically a permanent addition to the instrument.

Following the preliminary announcement of the completion of this product the orders received demonstrate that the trade is receiving this new offering very favorably.

CO-OPERATING IN TAX FIGHT

Talking Machine Interests, Particularly the Wholesalers, Active in the Support of the Music Industries Chamber of Commerce

According to the officials of the Music Industries Chamber of Commerce, the members of the talking machine trade, and particularly the jobbers and distributors, are co-operating most heartily in the fight against the continuance or possible increase of excise taxes on musical instruments in the forthcoming amended War Revenue bill. One of the chief arguments offered by the Chamber against the continuance of excise taxes and the substitution of a general commodity sales tax in their stead is that musical instruments are sold, in most cases, on instalments and that frequently the first payment received from the customer is less than the tax collected by the Government, leaving the merchant to hold the bag, as it were. In gathering data to support that argument to the fullest extent the talking machine wholesalers have proven most energetic and have obtained through their dealers facts and figures of a character that cannot be overlooked by those charged with the framing of the new law.

In the present fight against possible discrimination against the music trade interests in the forthcoming new Federal tax bill the various divisions of the music industry, talking machine, piano, band instrument and other interests are working together as one solid unit and it is believed that the presenting of a solid front, together with the endorsement of the commodity sales tax plan to replace excise taxes, will go far to insure success for the industry in protecting all its members.

DOEHLER CAPITAL INCREASED

The Doehler Die Casting Co., of Brooklyn, N. Y., has increased its capital stock from \$1,000,000 to \$1,500,000.



SERVICE WINS



EVERHART & BROWN

Large Southern Distributors for

Okéh Records

1705 EAST BROAD STREET

RICHMOND, VA.



The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., April 6.—The talking machine business in Philadelphia during March was rather disappointing; but it generally is, coming as it does a sort of between seasons and affected by the Lenten period. It was generally no worse than last year, so consequently there is little of which to complain. The dealers generally are in good humor and are looking philosophically at the situation and believe it is going to break for the better in a very short time.

Wurlitzer-Philadelphia Talking Machine Co. Deal

The most interesting piece of news that has developed at this writing is the announcement that the Rudolph Wurlitzer Co., which for some years has been established at 1017 Chestnut street, where it handled Wurlitzer pianos and players, as well as harps, etc., has purchased the talking machine business of the Philadelphia Talking Machine Co., at present at 809-811 Chestnut street, to which location it moved about a year ago from Fourth street. The announcement came as a complete surprise to the trade. It was effected on Monday evening of this week. The firm will conduct the two stores for the present. The middle of June the Wurlitzer lease expires at 1017, but the firm is likely to renew it.

At 809-11 Chestnut street S. W. Toth, manager of both establishments, said the Wurlitzers will handle pianos, harps, musical merchandise of every description but sheet music, and talking machines. At the 809-11 store Mr. Friedberger handled an extensive line of machines, including Columbia, Brunswick, Sonora and a number of other makes, as well as pianos. All this stock that went with the purchase will be disposed of as soon as possible, when there will be nothing but Wurlitzer products sold there and the place will be conducted as a Victor estab-

lishment in its talking machine end. Howard Wurlitzer was here and assisted in the purchasing. This is one of the finest store rooms devoted to the musical business in Philadelphia, and with the fine line at the command of the Wurlitzer Co. it will no doubt have one of the most attractive musical stores in this city.

Many New Vocalion Dealers

The Philadelphia Show Case Co. had a fairly satisfactory business in March. During the month a number of new accounts have been added to its already long list of dealers in the Vocalion machines and records and the Melodee rolls. Included in the list are the Keystone Talking Machine Co., Seventh and Morris streets, Philadelphia; Steele & Harrison, Johnstown, Pa.; Hunter Music Co., Dayton, O.; R. H. Brunner, Lancaster, Pa., and C. & J. Campbell, of 3330 Germantown avenue. C. H. Tracey, of the wholesale department of the Vocalion Co., was a recent visitor. T. P. Radcliffe, of the Aeolian Co., accompanied by Manager Burkart, was also here and went from store to store where the Vocalion is handled, and gave the sales force a complete insight into the mechanism of the machine and its workings. He is the head of the Aeolian Co.'s record department. Other visitors were Wallace Brown and Oscar Ray, from the office of the Melodee Music Roll Co.

Will Handle Talking Machines

There has been some moving about recently and several stores have added considerably to their business space. Hafner & Sutphin, at present located at 149 North Ninth street and extensive importers of musical merchandise, have leased and are renovating the large store at 925 Arch street, which they will occupy on April 15, or thereabouts. They expect, also, to handle

talking machines, for which they have built a number of attractive booths.

Rihl Brothers, of 424 East Girard avenue, have just been established as exclusive Victor dealers by the Penn Phonograph Co. and H. A. Weymann & Son.

A Visitor From Texas

W. G. Walz, one of the most progressive of Texas talking machine men, located at El Paso, was in Philadelphia several days recently, calling on the jobbers here. He is an extensive Victor dog distributor and also handles the Victor operatic figures.

Victor Dogs Grow in Popularity

T. W. Barnhill, the head of the Penn Phonograph Co., reports that the Victor dog business of the firm has been very good, and they have placed several additional girls on the force of decorators. The Koerber-Brenner Co., of St. Louis, Mo., has been doing a splendid business with the Penn operatic figures and during the past week it has sent in three orders for complete sets. Both Mr. Barnhill and Mr. Miller attended the distributors' meetings held in Boston on April 7 and 8.

During the month Mr. Barnhill was absent from business for about ten days, during which time he was in a hospital following an operation, the removal of his tonsils.

Penn Co. Opens Many New Accounts

During last month the Penn Phonograph Co. supplied the stock for a new Victor firm at Chester, Pa., to be located at Fourth and Edgemont street by the E. V. Martin Co., who has a chain of stores in this city. The firm has also opened new accounts as follows: Zerfoss & Berg, of Red Lion, Pa.; Maxwell's Furniture

(Continued on page 102)

Now Is Your Opportunity

to put your house in order and your buying on a business basis.

VICTROLAS and VICTOR RECORDS are coming more freely from the factory, making it possible for the Jobber, who is willing, to carry stock and give his Dealer real service.

Embrace the Opportunity to tie up right. We are ready to aid you in making this your biggest Victor Year.

The Louis Buehn Company

OF PHILADELPHIA



(Half Size)

Questionnaire

VICTROLA DEPARTMENT

R. L. FOORD FURNITURE CO., Wilmington, Delaware

Do you own a Talking Machine (yes or no).....
 What Make

Is it in good playing condition (yes or no).....
 Is your Talking Machine in active use (yes or no).....
 Have you ever thought of exchanging it for a newer or larger model (yes or no).....

Do you receive the Victor Record Supplement each month (yes or no).....

Have you ever thought of buying a Victor Victrola (yes or no).....

Name

Address

City

The questionnaire shows you who has a Victrola; who has not a Victrola; who has the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list for the monthly supplement, but wants it there.

OPPORTUNITY

The Victor dealer enjoys an opportunity at this time such as no other talking machine dealer has. He has back of him a factory and organization whose finished product is recognized everywhere as the best. During the last three years many new machines and several makes of records have been placed on the market. Some have survived, others have fallen by the way-side. The opportunity which is now afforded you is to bring the owners of all these other machines under the Victor banner and to make good Victor customers of them.

How to do this in the most effective way would be a problem if the Penn-Victor dog had not solved the question for you. Before telling you about it, it was tried out in a number of instances and the results have been surprising.

What you want is to get as many talking machine users acquainted with you as possible. Very good. The thing to do is to get them in your store, and you to get acquainted with them. How? That's easy! Here is the plan,—

FIRST—Order 500 or more Penn-Victor dogs with your name cast in the pedestal at no extra cost.

SECOND—Have printed questionnaires as per illustration.

THIRD—Advertise in your home paper, or by any other plan which seems best, announcing that you will give away absolutely free to every person calling at your store on certain dates a plaster paris reproduction of the dog in the Victor trade-mark.

You may be sure the public will respond. When a person enters your store hand him or her a questionnaire, saying: "Please fill out the card and present it at (specify the place) and receive your dog." Have plenty of small sharpened lead pencils handy so there will be little delay in filling out the questionnaire.

The questionnaire gives you just the information you desire and provides many prospects for Victrolas.

One dealer gave 5,000 dogs away and did as much business in the first three days of the month as during all the corresponding months in the previous year. Another dealer of whom we know did \$3,000 in three days. He gave 3,500 dogs away and did nearly \$1 worth of business for each dog.

The dog is a binder between the prospect and you, making it easy for your canvasser when he calls at the home to secure a hearing. The Penn-Victor dog is a little missionary, and has been doing good work in the home all the while spreading Victor propaganda. Shall he work for you? It's for you to say. Place the order at once and prove our assertions.

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Elyea Talking Machine Co.
- Baltimore, Md. Cohen & Hughes.
- Birmingham, Ala. E. F. Droop & Sons Co., Inc.
- Boston, Mass. Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
- Brooklyn, N. Y. Eastern Talking Machine Co.
- Brooklyn, N. Y. The M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. G. T. Williams Co.
- Burlington, Vt. Buffalo Talking Machine Co.
- Butte, Mont. American Phonograph Co.
- Chicago, Ill. Orton Bros.
- Chicago, Ill. Chicago Talking Machine Co.
- Cincinnati, O. Ohio Talking Machine Co.
- Cleveland, Ohio. Cleveland Talking Machine Co.
- Denver, Colo. The Elipse Music Co.
- Denver, Colo. The Knight-Campbell Music Co.
- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. O. Walz Co.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Stewart Talking Machine Co.
- Jacksonville, Fla. Florida Talking Machine Co.
- Memphis, Tenn. Houck Piano Co.
- Kansas City, Mo. J. W. Jenkins Music Co.
- Milwaukee, Wis. Badger Talking Machine Co.
- Minneapolis, Minn. Beckwith-O'Neill Co.
- Mobile, Ala. Wm. H. Reynolds.

- New Haven, Conn. The Horton-Gallo-Creamer Co.-Collings & Co.
- Newark, N. J. Collings & Co.
- New Orleans, La. Phillip Werlein, Ltd.
- New York City. Emanuel Blout.
- New York City. C. Bruno & Son.
- New York City. Charles H. Ditson Co.
- New York City. Knickerbocker Talking Machine Co.
- New York City. New York Talking Machine Co.
- New York City. Ormes, Inc.
- New York City. Silas E. Pearsall Co.
- New York City. Louis A. Schwarz, Inc.
- Omaha, Neb. Mirosl Bros.
- Philadelphia, Pa. H. A. Weymann & Son.
- Pittsburgh, Pa. W. F. Frederick Piano Co.
- Portland, Me. Cressey & Allen, Inc.
- Richmond, Va. The Corley Co.
- Rochester, N. Y. E. J. Chapman.
- St. Louis, Mo. Koerber-Brenner Co.
- St. Paul, Minn. W. J. Dyer & Bro.
- Toledo, Ohio. The Toledo Talking Machine Co.
- Washington, D. C. Cohen & Hughes.
- Washington, D. C. E. F. Droop & Sons Co.
- Washington, D. C. Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH COMPANY, Inc.

Victor Distributors—Wholesale Only

913 ARCH ST.

PHILADELPHIA, PA.

TRADE NEWS FROM PHILADELPHIA

(Continued from page 101)

Store, of Renova, Pa., and Barclay Aspell, who has a music store at Ardmore.

Now Vice-president Beach

H. A. Beach, head of the traveling department of the Victor Co., has resigned this week and has assumed the vice-presidency of the Unit Construction Co., Fifty-second street and Gray's Ferry road.

Price Bros. Open Victor Department

Price Brothers, music dealers, of Minersville, Pa., have opened up a Victor department. Herman Cole, 6018 Market street, has considerably enlarged his store, adding ten new booths, making sixteen in all. He has been enjoying a very good business.

Adds the Brunswick Line

The last week in March Gimbel Brothers' talking machine department took on the Brunswick machine and is advertising it heavily.

Louis Buehn Co. News

Louis Buehn, of the Louis Buehn Co., spent last week on a motor trip, visiting dealers in the central part of the State as far west as Altoona. The Buehn Co. reports that it found business rather quiet during the Lenten period, but its stock of Victor records is now starting to come through in good shape, and it reports that it has been able to accumulate a small quantity of Victrolas of certain styles.

The Buehn Co. reports the development of an account which was formerly operated in connection with the Princeton University store, at Princeton, N. J., but which has now been moved to Nassau street, and is to be known as the Princeton Music Shop, individually and distinctively. There are many artistic touches about the new place, which is conducted by B. F. Bunn, which were given to it by a corps of professors in the Princeton College art department. Hartman & Lanshe is another firm that the Buehn Co. has been supplying with stock to be placed in their new building at Tenth and Hamilton street, Allentown, where the Victor line will be handled under the careful and capable supervision of General Manager Fred Lanshe.

Mr. Buehn is arranging for a trip which will extend as far as the Pacific Coast this Summer and will start in time to attend the national jobbers' convention.

Blake & Burkart have somewhat changed the makes of machines that they have been handling. They have given up some lines and have taken the handling of the Aeolian-Vocalion. They will continue the Sonora. Mr. Scott, of the Amberola department of the Edison Co., was a recent visitor, also Mr. Langford, of the Vocalion Co. Blake & Burkart report that they had the biggest March business in their history, and if the next three months will be as good as the three months just passed they will be well satisfied. L. A. Colison has joined the outside force of the firm. He was recently connected with the Blackmore firm, on North Broad street.

C. N. Eastman in Charge

Clifford N. Eastman, formerly of the John Elliot-Clark Co., of Salt Lake City, Utah, has been made the manager of the newly established Victor store which was recently opened at 866 Main street, Darby, by Charles G. Martin, who has a chain of stores in this city. Mr. Eastman was one time connected with N. Snellenburg's talking machine department previous to going West, Philadelphia being his home.

**WE Will Buy for Cash
 Job Lots of Machines,
 Records, Motors, Tone
 Arms, Parts, and Every-
 thing in the Talking Ma-
 chine Line.**

Keen Talking Machine Supply Co.
 49 N. 10th ST., PHILADELPHIA, PA.

TRADE NEWS FROM PHILADELPHIA
(Continued from page 102)

J. E. Widener, whose home is in Boston, was a Philadelphia visitor at the end of the month, going over a Spring campaign with Manager Ferrot, who is the local Widener representative.

Close Many Important Cheney Deals

G. Dunbar Shcwell reports that his Cheney business is considerably better than it was and has just closed several important deals. A recent visitor was Richard McCoy, of the Cheney Talking Machine Co.

Fox Pleased With the Outlook

Harry Fox, the head of the Philadelphia-Emerson Co., is well pleased with the business he has been able to do in this territory and feels that he has reason to be proud of the way the dealers have supported and stood by him under rather trying circumstances recently, showing that they had absolute faith in him, as well as in the Emerson. Mr. Fox says: "The dealers handling our line are giving us wholehearted support and are rooting just as strong for Emerson now as they ever have done, because of the splendid wearing qualities of the records that the Emersons have put out recently. They more than come up to the best records on the market by actual test."

Irving Labc, the Emerson traveling representative in eastern Pennsylvania, has put in some very good work, although a comparatively new man in the phonograph industry, and in a very short time, Mr. Fox says, he feels confident that he will be ranking among the best, because of his sales tactics and diplomacy with the dealers. Joseph Wexler, the firm's Philadelphia representative, who has been with the local Emerson company since its organization, is still putting in faithful, conscientious service and "his smile is still winning them," says Mr. Fox.

Rihl Bros. Open Victor Department

Rihl Bros., of 424 East Girard avenue, this city, on April 1 opened a completely equipped Victor department. This enterprising firm is well and favorably known and will devote particular attention to intensive selling. The opening was well attended and many compliments were received by the management on the attractive appearance of the department.

Granby Display at Adelphia Hotel

The Granby phonograph, made by the Granby Phonograph Corp., of Norfolk, Va., is growing more popular in this State. For several weeks past the entire Granby line has been on display at the Adelphia Hotel, of this city. H. H. Schu-

BUSINESS IS GOOD

For the Dealer Who Goes After It With

OKeh Records

Deliveries Are Good for the Dealer Who Orders From

SONORA COMPANY OF PHILADELPHIA

1214 Arch Street - - - Philadelphia

maker, E. C. Howard and Harry Coplan, of the Granby Phonograph Corp., are in town and are co-operating with A. J. Heath & Co., the local distributors in the promotion of Granby sales in this territory.

N. Stetson & Co. Handle the Clayola

N. Stetson & Co. have undertaken the handling here of the Clayola, an electric machine, which they are advertising and which is a most attractive-looking talking machine which they sell at \$125.

Will Conduct Both Stores

Mr. Wolpert, of the Variety Stores, 1935 South street, has purchased the store of Sigmund Hacsh, of 2017 South street. He will conduct both stores and will feature music exclusively at the 2017 South street store.

Co-operating With Pathé Dealers

Walter E. Eckhardt has been working like a beaver in an effort to thoroughly develop all the Pathé dealers so that they will get the full benefit of this wonderful "talker." He has been

getting out a series of letters and trade articles which he has sent to all the Pathé dealers, and which they have no doubt found invaluable in their study of trade promotion. The local Pathé firm has opened several very attractive accounts recently. Mr. Eckhardt says: "These electric machines of ours, the Actuelle, are creating quite a furor in the trade, while the new Actuelle records are coming through perfectly wonderful. We are seeing a very marked and definite trend upward in business and we feel that the dry spell is about over. I believe business is to be had if the merchants will put forth the proper effort to secure it, but the slogan is "work."

Columbia Dealers Discuss Sales Plans

The Columbia Co. has been doing some effective work the past few weeks. On March 19 it held a meeting here of all its salesmen, which was largely attended and at which March and April sales plans were discussed. Robert Porter, sales manager of New York, came over to address the men. During March Manager Cummin visited practically all of the Columbia dealers in the nearby towns and in a very short time he expects to be able to say that he has gone to every one of the Columbia dealers in his territory.

J. W. Taylor, city salesman of the Columbia Co., resigned his position on April 1 and has assumed the management of the Walton Hotel in this city.

Opens Exclusive Columbia Shop

The Snyder Music Co., of Wilkes-Barre, opened an exclusive Columbia shop on March 25. The Van Veen Co., of this city, is responsible for the beautiful store which the company is presenting for public convenience.

Mr. Schwartz, the enterprising dealer of Roxborough, recently bought a new Packard touring car.

Everybody's Talking Machine Co. News

Everybody's Talking Machine Co., 38 North Eighth street, is packing its new mainsprings in individual cartons, which fact is being received with great favor by the dealers. It is at present engaged in making extensive alterations in the way of shelving facilities, etc., to
(Continued on page 104)



WEYMANN 1108 CHESTNUT ST PHILADELPHIA, PA ESTABLISHED 1864

Victor
Wholesale
Distributors

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Q.R.S.
PLAYER
ROLLS

WEYMANN
KEYSTONE STATE
STRING
INSTRUMENTS

Keystone Die-Casting Co.

Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE
Treas. and Gen. Mgr.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 103)

handle its largely increased stock and the new novelties it is adding. It has gotten out a new repair tool for the Columbia sound box, which will make it quite easy to repair the box. This device is about to be put on sale.

The long-promised catalog of the company will be ready to be mailed about the same time. This house has a large stock of "Honest Quaker" mainsprings for machines and is receiving orders from all sections. It is preparing for a big business in the Fall. William Phillips, of the Wm. Phillips Phono Parts Co., New York, was a visitor this week and another visitor was Paul Baerwald, general sales manager of the General Phonograph Corp. P. Grabuski has just gotten home from a very extensive trip through the South and has brought with him a number of orders. The coming week he will start on a trip through Pennsylvania, Ohio and Indiana.

The United Music Stores Co., 619 Cherry street, reports an excellent business. Recently it placed on the street a large truck for delivery purposes, on the side of which is painted in gold

letters, "Connorized and Pianostyle Music Rolls. 'It Pays to Advertise.'" The firm notes a considerable increase in its out-of-town business and especially in foreign records. The company reports a big increase in the sales of the Brilliantone needles and it has been getting very good results with the Grey Gull records, which line is handled exclusively, here. This company had a large booth at the Real Estate Building Exposition, which was held at the First Regiment Armory March 28 to April 2 inclusive.

Good Call for Cirola Phonographs

A. J. Heath & Co. report that their business has been very good both in Okeh records and Cirola machines. The Mamie Smith and other Okeh records have been going especially well.

Showing How Records Are Made

The Emerson Philadelphia Co. is making a very handsome window display, in which the process of making an Emerson record is featured. It is a most educational exhibit that never fails to attract large crowds.

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.

CABINET SALES SATISFACTORY

H. C. Naill, of Geo. A. Long Cabinet Co., Discusses Business Situation—Console Cabinets Become Popular Throughout the Country

H. C. Naill, of the Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long cabinets, was a visitor to New York recently, prior to his departure for a short Western trip. While here Mr. Naill made arrangements whereby the Geo. A. Long Cabinet Co. will display a complete line of Long cabinets at the New York Furniture Exchange, 469 Seventh avenue, which will open on April 18.

In a chat with The World Mr. Naill stated that the demand for the new console cabinets recently introduced by this company was steadily increasing, and that dealers in all parts of the country were evincing the keenest interest in these distinctive cabinets. The Long factory is now in a position to produce these cabinets in quantities, and judging from the enthusiastic reception accorded these new types they are meeting with a ready sale everywhere.

Referring to the general business situation Mr. Naill stated that there was a noticeable improvement in the leading trade centers, and that those manufacturers and merchants who were sufficiently progressive to go after business along practical lines were producing satisfactory sales totals. Here and there dealers complained that business was below normal, but many of them admitted that they had not yet adapted themselves to present conditions, but were waiting for business instead of utilizing all the means at their command to bring customers into their establishments.

USES ATTRACTIVE MOTOR TRUCK

Philadelphia Show Case Co. Combines Advertising With Delivery Service

The Philadelphia Show Case Co. of Pennsylvania, Philadelphia, Pa., distributor of Vocalions and Vocalion Red records throughout Pennsylvania,



Used for Vocalion Service in Quaker City reports an increasing demand for Vocalion Red records and has installed special delivery facilities to keep the dealers well supplied with these records. The company uses in Philadelphia a large automobile truck bearing on the sides, "Vocalion Red Records Are Best," with a replica of the record. The truck is most attractive in appearance and represents an excellent advertisement.

Some men object to calling business a game. We like that description of it. When our office ceases to seem a playground we shall think we belong elsewhere.



SERVICE



—A. J. HEATH & CO.

Distributors for

Okeh Records

The Record of Quality

Our superior service guarantees the quickest delivery possible of latest hits.

We are well equipped to take care of and satisfy new dealers. Write for our proposition, it offers big profits to the ambitious dealer.

A. J. HEATH & CO.

PHILADELPHIA, PA.
27 South Seventh Street

BALTIMORE, MD.
110 Calvert Street

JAMES A. CRABTREE TO EUROPE

President of International Mica Co. to Make Observations of Conditions Abroad for Benefit of the Industry—Sails on April 22

PHILADELPHIA, PA., April 4.—James A. Crabtree, president of the International Mica Co., of this city, and family, will sail on the "Haverford," April 22, to spend the Summer traveling in Europe. About this time last year, when the reconstruction period just started, Mr. Crabtree covered the Continent in the interests of the talking machine and electrical industries, for which industries the products of the International Mica Co. are mostly manufactured. At that time he placed his services at the disposal of the talking machine trade for any product investigations and quotation comparisons that might be of interest to the "Imico" clientele and



James A. Crabtree

the talking machine manufacturers in general, and received numerous requests for information relative to the market conditions and foreign products, which he was able to obtain by personal investigation. This was such a tremendous success and the information transmitted to the trade was found to be so valuable that the International Mica Co. has again placed Mr. Crabtree at the disposal of the talking machine industry to assist them in any way possible and to obtain any information desired which is procurable in any of the following countries: England, France, Belgium, Germany, Switzerland and Spain—which countries will be covered by him.

Mr. Crabtree and family will probably return about September 1, at which time he will make a general report on conditions. Specific requests for information, however, will be given immediate attention through the company's office in this city.

An easy manner indicates reserve power. To the casual onlooker the man who smiles always seems the winner. The psychological effect of this is obvious.



THE BIG ADVANTAGE

of the

"Pathé Dealer"

over the other fellow insures the lion's share of the business and coupled with Interstate co-operation and sales plans rapidly develops a leadership that commands the respect of your clientele and competitors. May we serve you for "Better Profits", "Better Product", "Better Business"?

Write today

INTERSTATE PHONOGRAPH Co. Inc

1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.

THE RAINBOW RECORD MAKES DEBUT

Rodeheaver Record Co. of Philadelphia Placing First Releases on the Market

PHILADELPHIA, PA., April 4.—The first releases of the Rainbow record of the Rodeheaver Record Co., this city, have met with much favor. As stated, this new record is not an effort to enter into competition with records already in existence. For the present, at least, the recordings will be confined entirely to sacred songs, largely the gospel songs which are used in the present-day evangelistic meetings, Sunday schools, young people's societies, religious conventions and Sunday evening services. Arrangements have been made to have evangelistic singers of the country make records of their

particular songs which they are using in their meetings. In addition to the gospel songs great oratorio numbers and sermons of leading preachers will be recorded. Thus little churches in out-of-the-way sections which do not have a preacher can take a half-dozen of the Rainbow records and conduct an entire service with the best music and best preaching possible to secure. For foreign mission work translations of the sacred songs will be made into other languages. It is planned to have any excess profits from the record business help support a training school for evangelists at Winona Lake, Ind.

The Rainbow laboratory has been established at Winona Lake, Ind., and the distribution of the records will also be made from the offices of the Rodeheaver Co., at 814 Walnut street, this city, and in Chicago.



Size: 12½ x 11½ x 6

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier; and we will give \$10,000.00 for any Cabinet Phonograph at \$100.00 that will produce a larger volume of tone. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the
CIROLA PHONOGRAPH

PROMPT
DELIVERIES



203-04 Colonial Trust Bldg.
Phone Spruce 6340
PHILADELPHIA, PA.
U. S. A.



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

LONG
QUALITY
HANOVER, PA., U.S.A.

Making a Console out of A Table Model

The Console type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five "CONSOLES" are intended to be used in connection with the popular Victrola VI, producing a combination outfit that *looks like* a complete unit costing \$250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for these Console Cabinets indicate that they have caught the popular fancy, and they are bound to be big sellers. Place your orders NOW.

Write for copy of catalogue.

These Cabinets will be shown in Space 804 at the New York Furniture Exposition, 469 Seventh Avenue, New York, from April 18th to May 2nd.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.

GREATER CONFIDENCE EXISTS IN SAN FRANCISCO TRADE

Agricultural Outlook Predicates Better Business—Music Trade Members Elect Officers—Hanson Branches Out—New Edison Dealers—Kantner Covers Trade by Airplane—News of Month

SAN FRANCISCO, CAL., April 5.—While there has been no material improvement in general business conditions in the last month, still there is evident in the trade a feeling of greater confidence. The agricultural outlook for the year, notwithstanding the uncertainty of export markets, is more encouraging than it has been on account of the recent big movement of prepared food products. With the large surplus stock reduced there will be a normal demand for fruits and other agricultural produce. General business conditions in California are practically determined by the conditions in the country districts. Talking machine and record sales have been lagging in the country districts of late, though business in the large cities has held up fairly well. It is thought that there has been too much advertising of reduced prices to benefit the dealers. A constant dwelling on price reductions has resulted, apparently, in unsettling the minds of prospective purchasers. What is needed is stable prices—uniform prices. The recent cut in Columbia records naturally stimulated business in Columbia merchandise. The company advertised liberally in the newspapers and several San Francisco concerns featured Columbia merchandise prominently for a while.

N. J. Wilcox, manager of the local office of the Columbia Co., is receiving the congratulations of the trade upon his marriage this month to the beautiful Miss Eleanor Lee, the daughter of a well-known pioneer family of California.

The Stradivara Phonograph Co., of Portland, Ore., has leased a fine store location on Powell street, between Post and Sutter streets, and will maintain here a retail branch for San Francisco. The store has been handsomely remodeled.

The Music Trades Association of Northern California was officially ushered into existence on March 15 at a dinner at the Commercial Club, San Francisco. About 200 representatives of the piano, talking machine, sheet music and small goods trades attended the meeting and the majority joined the new organization. The dues are from \$30 a month for the largest concerns down to one dollar a month for associate members. The following were elected officers of the Association: George R. Hughes, of the Wiley B. Allen Co., president; Byron Mauzy, first vice-president; Shirley Walker, of Sherman, Clay & Co., second vice-president, and the directors, in addition to the above: George Q. Chase, president of Kohler & Chase; R. A. Wise, of Clark Wise & Co.; F. A. Levy, of the Cali-

fornia Phonograph Co.; Irving C. Franklin, of the Brunswick-Balke-Collender Co.; H. C. Johnson, of Leo Feist, Inc., and B. Goldmark, of the Oakland Phonograph Co. The directors have been empowered to select a treasurer and a secretary.

P. S. Kantner, of the Columbia Co., covered the northern California territory by airplane this month, which is certainly an up-to-date method of conducting a sales campaign. He dropped circulars advertising Columbia merchandise from the clouds and some of these were in the form of orders for Columbia records. The lucky ones will thus be able to add to their record libraries without cost.

H. C. Hanson, who has long conducted a small goods department in the store of the Hauschildt Music Co., has decided to expand into the general music business on his own account. He has leased suitable quarters at 137 Powell street, and will probably have the store remodeled and ready for occupancy by May 1. Mr. Hanson is to carry pianos, talking machines, sheet music and his regular line of small goods and musical merchandise of all classes. There will be several sound-proof talking machine record demonstration rooms.

Byron Mauzy and Clark Wise & Co. have both joined the ranks of exclusive Victor dealers. When present stocks are sold out they will carry only Victor merchandise.

Rosa Raisa, the renowned dramatic soprano, and her husband, Giacomo Rimini, both exclusive Vocalion artists, will be in San Francisco the latter part of April with the Chicago Grand Opera Co. The new red records of the Vocalion are making a fine impression on the Coast trade and the new upright period styles of the Vocalion phonographs are certainly a delight to the eye. H. M. Hull, Pacific Coast manager of the Aeolian Co., is much pleased with the progress made in this territory, especially in the South. The City of Paris talking machine department features the Vocalion products with signal success in this city.

Herman Heller, leader of the symphony orchestra of the California Theatre, paid a fine compliment to Caruso this month, when he had his orchestra accompany the famous Caruso record, No. 88063, for a week to crowded houses. Over 60,000 people heard the record and went into ecstasies over the performance. The record was played on one of the beautiful William and Mary period Victrolas, the machine being loaned for the occasion by Sherman, Clay & Co.

Victor Dealers

You see an "ad" in a magazine or newspaper and it "sells" you.

But by the time you reach a store where the product is on sale you've forgotten all about the advertisement.

You see a show card in a dealer's window and it "sells" you.

You go right inside the store, while your interest is hot, and make a purchase.

The moral?

Don't let another month go by without subscribing for the USOSKIN VICTOR MONTHLY WINDOW DISPLAY SERVICE, manufactured by

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

(Send for sample set and further details)

W. G. Gaston, factory representative of the Victor Co. in Oregon and Washington, is visiting the Sherman, Clay & Co. home office in San Francisco this week. He reports a business improvement in the Northwest. It is not large in volume, but it is bound to expand to larger proportions.

O. L. May, the California and Nevada factory representative of the Victor Co., is about to leave on an extended sales-promoting tour over his entire territory.

Miss Donzella Cross, of the Victor educational department, has arrived in San Francisco. She is conducting music appreciation work in the schools and colleges from Los Angeles up the Coast at the present time.

Among the new Edison dealers availing themselves of the services of J. Addison Clark, of the local office of Thos. A. Edison, Inc., in preparing special plans to suit the individual requirements of the business, are the Spaulding Dry Goods Co., Susanville; the W. M. Hefton Drug Co., Hanford; the J. D. Mariner Music House, Reno, Nevada, and the Smith Music Co., Vallejo. The plans and specifications for a complete Edison phonograph department are furnished free to dealers if they so desire.

INCREASE DELIVERY FACILITIES

WESTBROOK, ME., April 6.—The firm of Geary & Johnson, Victor retailers in this city, report very favorably as to general business conditions, and these progressive dealers recently purchased a new auto truck to take care of their suburban trade. This truck is attractively decorated and is being used to advantage to develop new business.

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

INDIANAPOLIS A LIVE CENTER OF TRADE HAPPENINGS

Baldwin Co. Takes on Brunswick—Stores Make Artistic Window Displays—W. E. Kipp Arranges for Fifteen Dealers' Group Meetings—Original Efforts by Victor Dealers Bring Results

INDIANAPOLIS, IND., April 6.—Manager Scott, of the Columbia Co.'s branch in this city, says the Grafonola has been moving considerably faster since the reduction in prices. The retired record sale also, he says, has brought encouraging results throughout the territory. The talking machine business generally, he thinks, shows a firmer trend with dealers buying more freely. Jack Bryant, from the executive office of the Columbia Co. at New York, visited Mr. Scott and conducted a salesmen's meeting early in March.

Frank E. Felt, Brunswick dealer at New-castle, Ind., while visiting at the salesrooms of the Brunswick-Balke-Collender Co., reported a big business in records and machines. He said the Maxwell automobile plant, the Hoosier Kitchen Cabinet Co. and the Jesse French Piano Co. had opened on full time with the expectation that all the employes would be put back to work early this month.

Other Brunswick visitors were L. C. Pitts, of Harris & Pitts, Bedford, who reported he had enjoyed the biggest business in Brunswick machines and records the first week of March of any week in the history of his store. Kirby & Howe, of Greensburg, here to buy more stock, said they had experienced a better March trade than in the corresponding month last year. J. L. Hamilton, of Greencastle, also reported increasing business in Brunswick machines and records.

The Baldwin Piano Co., of this city, has been added to the list of Brunswick dealers. In addition to these machines and records the Baldwin Co. is handling Columbia machines and records and the Medallion records. The Brunswick contract became effective this date and gives Indianapolis two Brunswick dealers, the other being the Brunswick Shop, of which C. A. Grossart is manager.

Window displays that attracted much attention and praise the last week of March were arranged by the Indianapolis Talking Machine Co., Victor dealer, and the Edison Shop, as a tie-up with a showing at the Circle Theatre of Charles Ray's latest motion picture, "The Old Swimmer's Hole."

The Indianapolis Talking Machine Co. arranged a miniature stage with a naturalistic reproduction of a swimming hole with a lad sitting under a tree and fishing. By means of an electrical device the fish pole was made to jerk occasionally as if from the nibble of a fish.

The Edison Shop's display included a large portrait of the Hoosier Poet, James Whitcomb Riley, from whose poem the title of the motion picture was obtained, and on one side an idealistic painting of a swimming hole, while on the other side was a photograph of an Edison machine and beneath it a list of Harry Humphrey's

Edison Re-creations of J. W. Riley's writings.

A large demand in the past thirty days for the higher-priced Edison models is reported by H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor. He says the March business done by the company shows a very excellent increase over January and February.

"This, we believe," he said, "is due to the character of the selections released and to the factory supplying us with catalog numbers that have not been available for some time. The Mood Change Chart Party idea is going over very big with our dealers and these parties are bringing them some wonderful results. The parties have been given before professors from Purdue, Illinois and DePauw universities and they have expressed themselves as being much impressed with the results. They have asked that the tests be given before their classes in the universities."

W. E. Kipp, president of the company, is featuring the slogan of the Chicago Tribune, "1921 Will Reward Fighters," in his methods of going after business. Beginning Tuesday, April 12, he is going to hold fifteen dealers' group meetings, at the rate of three a week, in which he will, in person, carry his business message to the dealers.

"Instead of holding one large convention here in Indianapolis this year," says he, in his circular to dealers regarding the meetings, "I intend to practically pack up this office of mine and carry it to you. It is some job that I am undertaking, but my coat is off and my hat is in the ring and I am 'ready to go to it.' All I ask is that you co-operate with me and attend these sales conferences."

Mr. Kipp has issued an elaborate 12x18-inch four-page circular, printed in red and black. A photograph of himself in his office is shown on the first page with the display lines, "Feeling fine—thank you—in fact, I'm feeling great and hope you are also. W. E. Kipp, your Edison jobber."

He then sets forth in detail his estimate of the business conditions and of prospects. He heads the second page with "How Is Business?" and follows with an interesting explanation.

Mr. Kipp's plan is to hold the group meetings in Bloomington and Mattoon, Ill., Terre Haute, Lafayette, Logansport, Vincennes, Evansville, North Vernon, Richmond, Shelbyville, Fort Wayne, Marion, Muncie and Bloomington, Ind., and at Louisville, Ky. He will hold meetings from 10 a. m. until 6 p. m. and will arrange for the luncheons and dinners. He asks every dealer to bring his salespeople to the meetings.

Indianapolis Victor dealers were pretty generally represented at the Victor educational conference held at the Congress Hotel, Chicago, March 28, 29 and 30. The conference was ar-

Stewart
Talking Machine Company

JOBBER
For the
Victor
Talking
Machine
Company

Indianapolis

ranged by ten Victor distributors in the Chicago territory. Among the lecturers on the program was Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., who spoke on "What Educational Work Means to the Live Dealer."

As a result of a scheme successfully tried by the Bargain Store, Victor dealers of Tipton, Ind., the Stewart Talking Machine Co. is advancing the plan of stores advertising their Victrola departments through other departments of the store. The suggestion to dealers is that the clerks in other than the Victrola department be instructed to mention to each customer, on a certain day, some particularly attractive record which can be heard in the Victrola department.

The use of package inserts also is suggested. The plan carried out by the Bargain Store was that of providing its notion department with a package envelope on which an illustration of a school machine was reproduced and in which was a note that one of the county schools had just made a purchase of a complete Victrola equipment.

The Craycraft Dry Goods Co., Victor dealer, of Noblesville, reported excellent returns in March from the distribution of an inexpensively printed poster presenting a long list of records in stock. The poster, printed on a 14x22 sheet in one color, was distributed in packages over the counter, through the mail and by hand. One display line—"If you can not come in, order by mail. We pay the postage"—made a marked impression, the dealers said.

A rearrangement of booths and the installation of a new vertical record rack and counter have given the phonograph department of the Taylor Carpet Co., Victor dealer in this city,



"SERVICE" IS OUR SPECIALTY



The Artophone Corporation

Distributors of The Record of Quality

Okéh Records

1103 Olive Street

ST. LOUIS, MO.

largely improved facilities for handling its rapidly growing trade. The record rack has a capacity of 8,000 records and it is placed back of a 30-foot, U-shaped counter. The twelve booths of the department are arranged on two sides of the counter.

Miss Minnie Springer, manager, is preparing to use on the records a combination of the ready reference labels on the card system put out by the Chicago Talking Machine Co. As an added feature of the booth equipment she has obtained fifteen autographed photographs of Victor artists.

"In my opinion the merchant who handles talking machines as a side line will soon be an extinct factor, leaving the field open to live, wide-awake dealers," said E. H. Jarrard, manager of the phonograph department of the Capital Paper Co., Kimball distributor. "We are anticipating a steady, healthy demand for Kimballs from month to month, and we have no complaint to make of poor business. With factories reopening here and there over the State it will be only a short time before the phonograph industry will feel a decided impetus toward much better days."

Edgar Eskew, manager of the Pathé Shop, reports exceptional results from the intensive house-to-house selling campaign on the \$25 record offer that has been effective on the Pathé machines since the first of the year. He is being assisted by H. L. Tinker, of Cleveland, retail representative of the Pathé Frères factory.

Among the visitors to the Pathé Shop during March were: H. N. McMenimen, managing director of the Pathé Frères Co.; J. M. Wallace, Jr., of the Wallace Music Co., Pathé dealer at Marion, Ind., and G. D. Shigley, of the Shigley Piano Co., Pathé dealer at Bluffton. All of these dealers reported improved business conditions.

Some men attain the habit of success and all things come their way. Other men, expecting ill luck, rarely fail to meet it.

RESIGNS BERLINER MANAGEMENT

Herbert S. Berliner Resigns as Vice-President and General Manager of Berliner Gramophone, Ltd., Together With Other Officials of That Company—Will Stay in the Trade Field

MONTREAL, CAN., April 4.—An announcement of interest to the talking machine trade concerns the resignation of H. S. Berliner from the vice-presidency and general management of the Berliner Gramophone Co., Ltd., Montreal, and the directorate and vice-presidency of His Master's Voice, Ltd.

Simultaneous with Mr. Berliner's resignation were also announced the resignations of Thos. Nash, general manager of His Master's Voice, Ltd., Elmer Avery, recording expert, and Mr. St. Eve, factory superintendent of the Berliner Gramophone Co., Ltd., as well as Mr. Berliner's secretary, Miss I. Kelly. The news of the resignations of these outstanding figures in the talking machine business of Canada came like a bombshell.

Mr. Berliner's resignation, however, does not mean the severance of his activities in the record business of Canada. With the gentlemen above named associated with him, he will devote himself to the business of the Compo Co., at Lachine, P. Q., and the ramifications of that firm. This latter concern was established by Mr. Berliner in 1918 and is Canada's first independent record factory, where a number of the United States companies have their Canadian records made for them. The factory at Lachine, under the supervision of J. McWilliam, is modernly equipped with plating, pressing, testing, label printing, packing and shipping departments. A record material plant is now being added.

H. S. Berliner assumed active charge of the Berliner Gramophone Co., Ltd., in 1910, and those who have followed the fortunes of this concern have seen it grow under his guidance from a very small business to the great dominant talking machine business of Canada which it is to-day. Just a year ago he gave the contracts

for the present great factory of the Berliner Gramophone Co., which has just been completed, and is ready for occupancy. He will be succeeded in the vice-presidency of his late firm by E. M. Berliner.

Following his resignation Mr. Berliner was presented with a handsome testimonial of appreciation by the office and factory staff, with which he was so intimately associated for the past decade. This was in the shape of a magnificent suitcase, equipped with sterling silver fittings, monogrammed, and including a plate suitably engraved.

Mr. Nash joined the forces of His Master's Voice, Ltd., in 1911 in the capacity of road salesman. His executive capacity and organizing ability soon brought him to the front rank, and it was not long before he was placed in charge of sales and was eventually elected to the Board of Directors and made General Manager of His Master's Voice, Ltd., and a Director of Berliner Gramophone Co., Ltd. Incidentally, he, at the same time, became the highest-salaried talking machine man in Canada.

VOCALION IN NEW YORK DISTRICT

Retail Agents Department in Metropolitan District Reorganized and a Strong Campaign Has Been Started in This Territory

Announcement is made by Thos. H. Fletcher, sales manager for the metropolitan district of the Aeolian Co., that the retail agents' department of the metropolitan district has just been reorganized and a sales force has been assigned to the work of building up substantial, high-class representation for the Vocalion in and about New York City. This force will be under the immediate direction of M. Kempton, head of the Vocalion retail department, and is already in vigorous operation.

J. W. Klingkammer opened a music store in Houghton, Mich., the closing week of last month.

DECIDE FROM THESE FACTS

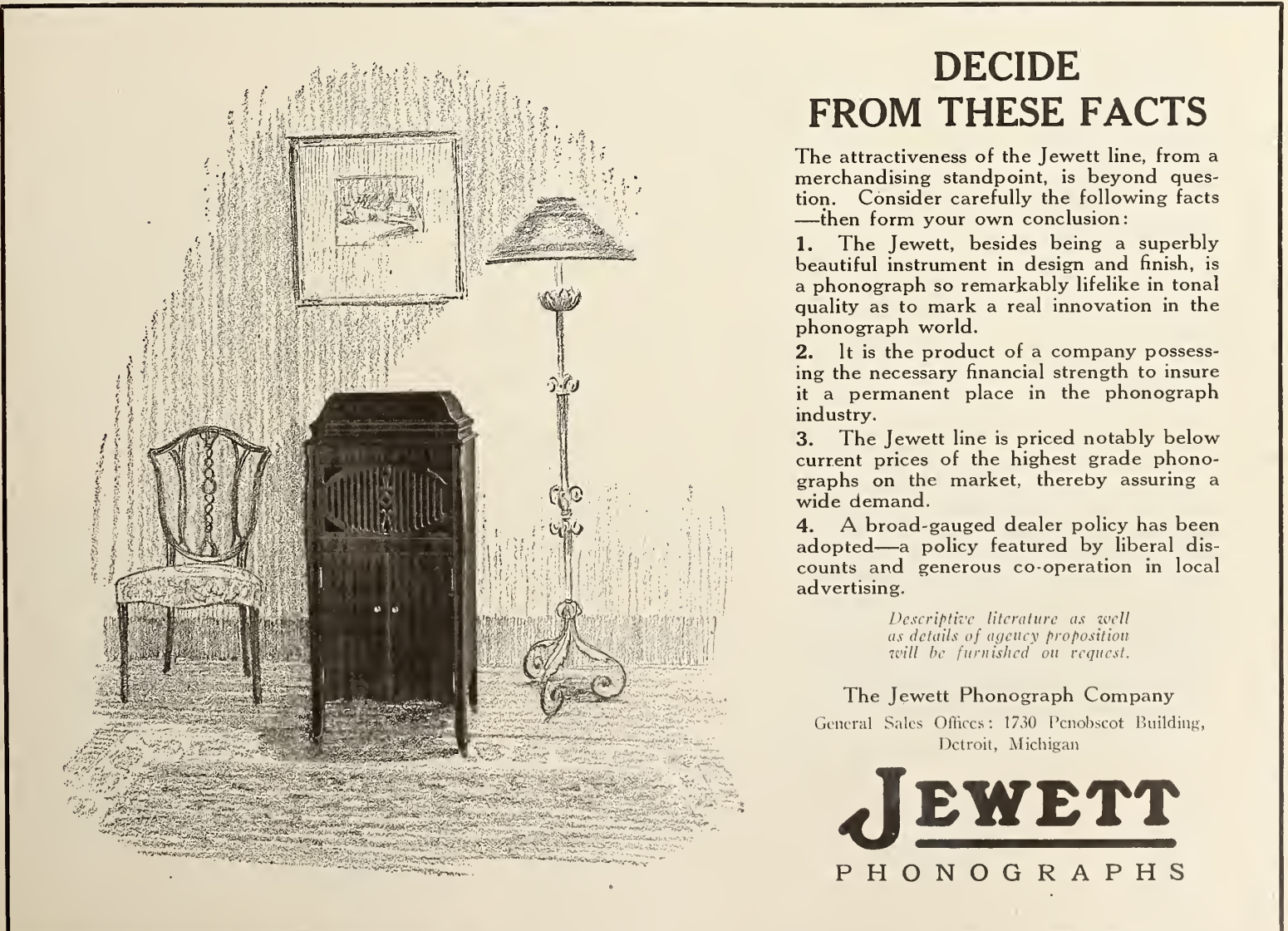
The attractiveness of the Jewett line, from a merchandising standpoint, is beyond question. Consider carefully the following facts—then form your own conclusion:

1. The Jewett, besides being a superbly beautiful instrument in design and finish, is a phonograph so remarkably lifelike in tonal quality as to mark a real innovation in the phonograph world.
2. It is the product of a company possessing the necessary financial strength to insure it a permanent place in the phonograph industry.
3. The Jewett line is priced notably below current prices of the highest grade phonographs on the market, thereby assuring a wide demand.
4. A broad-gauged dealer policy has been adopted—a policy featured by liberal discounts and generous co-operation in local advertising.

Descriptive literature as well as details of agency proposition will be furnished on request.

The Jewett Phonograph Company
General Sales Offices: 1730 Penobscot Building,
Detroit, Michigan

JEWETT
PHONOGRAPHS





Rosa Ponselle, the great soprano, is now on a nationwide concert tour. Whoever hears her sing will want to hear her again. Have you ordered a supply of her latest record, "Casta Diva" from "Norma"? Columbia 49720.

**Columbia Graphophone Co.
NEW YORK**

MILWAUKEE TRADE OPTIMISTIC OVER BUSINESS OUTLOOK

Dealers Going After Business With Renewed Vigor—Goldsmith's Analysis of the Situation—Brunswick Activities—Bradford Co. Receives Initial Vocalion Stock—Other News

MILWAUKEE, Wis., April 8.—One principal development of recent weeks which has enabled talking machine dealers generally to sustain business volume is the increasing supply of records. Stocks of instruments have been sufficient to take care of the demand ever since the holidays, but they have been worked down to a point where new requisitions are being given to jobbers and manufacturers with increasing frequency. The local trade is in a cheerful mood and, while it expects no spectacular increase in business during the remainder of Spring and the Summer, nevertheless it is felt that the sales curve on both instruments and records will be kept above the horizontal, depending upon the intensity of methods of cultivating business.

After an Easter holiday season which was far above expectations in sales of instruments as well as records and other supplies, Milwaukee dealers have taken new heart and are going out after ordinary business with renewed vigor. In April so far trade has been very satisfactory, although it remains spotted and has not settled down to a steady tone which would be more desirable. Business in other lines has not been making progress more rapidly, which was the case during the 1920 holiday season. On this basis the talking machine trade has been accomplishing better things, relatively speaking, than most other lines.

Those dealing in standard price goods naturally have been under much pressure, due to the keen competition which has been offered them by reason of price reductions by manufacturers in an open way, or by dealers who have been making concessions to prospective buyers in one way or another. However, it must be said to the credit of the former class of dealer that he has held his position firmly and if his business has not been so active as it could be made by concessions there is the knowledge that the firm course will be the best and most profitable in the long run. The prestige and dignity of the product he represents has been maintained, which has been a principal consideration.

The wholesale trade centered in Milwaukee for the Wisconsin and upper Michigan territory

is optimistic concerning the outcome of the present period of readjustment. No dissatisfaction is expressed that the "boom" which some business men predicted has not arrived, for the keen analysts of conditions in the talking machine business long ago deemed it unreasonable to expect that it would be a matter of only three or six months before the public would return to market. On the other hand, it has been proven by the quality and quantity of business since January 1 that things are on the mend.

"It took the greatest war in all history to produce business years like 1919 and 1920, and it might take another to reproduce that condition, but no one wants another great war, and substantial business men as a rule are not keen for artificial business such as the immediate post-war period developed," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "We are rapidly coming back to the time when business will be natural and substantial in its progress, to the satisfaction not only of men in business, but the people at large. History will record that in all of the turmoil of the past and present the attitude of the Victor Co. has stood out as being dignified, fair and reasonable, and it has made more friends through this attitude during the last six months than perhaps at any time in the past. Our dealer organization especially feels the influence of the high prestige and satisfaction imparted by the connection with the Victor line."

The Brunswick record has recently earned an unusual vogue in Milwaukee and Wisconsin, which has been a great help to the Brunswick instrument, and the two now form a strong team. Thomas I. Kidd, manager of the local Brunswick branch, is enthusiastic over the growth of the phonograph department and especially over the excellent increase in record sales in recent months. The popular numbers are now being sought in large quantities in homes where formerly there was much discrimination in favor of one or two makes, until the excellence of the Brunswick finally was understood by actual use. The introduction has been followed by the building up of fast friendships.

The new Edison instrument and Edison records show healthy sales increases in comparison with corresponding months of last year, due to the energetic prosecution of business by the Phonograph Co. of Milwaukee, Edison jobber.

The estate of Charles J. Orth is continuing the large wholesale Puritan business built up in the last four years along the same lines as before, the organization being kept intact. No change of policy is contemplated. William H. Heise, for many years "right-hand man" to Mr. Orth, is continuing to devote most of his attention to Puritan distribution.

The announcement of a new Sonora record is hailed with delight by dealers in the Sonora, which has gained a prestige in the Wisconsin and upper Michigan territory that has made the Yahr & Lange Drug Co., this city, one of the "big leaguers" in the American talking machine trade. Now that the instrument is to be supplemented by a full line of records it is believed that Sonora dealers are due for an even greater patronage than before.

H. M. Hahn, manager of the Paramount department of the E. R. Godfrey Co., is back from an extended swing around the circuit of the territory, which embraces Wisconsin, Illinois, Michigan, Indiana and Iowa. He reports a much better feeling all along the line.

Albert G. Kunde, who recently retired as a Columbia jobber and dealer, is now comfortably settled in his new offices and stockrooms at 297 Third street and ready to begin deliveries of the Homokord record. Mr. Kunde is importer and distributor of the Homokord record in the United States and the wide range of languages and numbers in the catalog has aroused interest in every section of the United States, judging from the large number of orders booked in advance of the arrival of quantity stocks.

The Standard Accessory Corp. reports a steadily increasing advance in sales of the Record Flasher, which is being pushed not only as an accessory for the talking machine, but for the player-piano as well.

The recent consolidation of the A. G. Kunde Co., 516 Grand avenue, with the Winter Piano Co., 375 Grove street, forms one of the most powerful music merchandising organizations in the city. Both stores will be continued, the downtown store having the exclusive Columbia franchise on Grand avenue. The original Winter store is one of the leading music shops on the South Side. Besides the Columbia the Winter Co. represents the Sonora, the Baldwin piano line, music rolls, sheet music, etc.

The J. B. Bradford Piano Co., 411 Broadway, with a South Side branch at 596 Mitchell street, has received the initial stocks of the Aeolian-Vocalion, which it will represent exclusively in this city after April 15. It recently took over the entire Aeolian line of products for this district. The Bradford Co. has long been a leading East Side Victor dealer and also handles the Sonora. The Aeolian Co. tendered a dinner to the entire Bradford organization on March 29 at the Wis-

Ask them "up the state" what they think of "Badger" Service

G. F. RUEZ
Pres. and Treas.
H. A. GOLDSMITH
Secretary
S. W. GOLDSMITH
Vice-Pres. and General Mgr.

Badger Talking Machine Company

Victor Distributor for Wisconsin and Michigan

135 Second St.

Milwaukee, Wis.

consin Club as a "get-together" on the new line. T. W. Hindley, of the Vocalion department, gave an instructive talk. Gordon Laughead, Chicago manager, and George ("Jack") Bliss, of the Melodee roll department, were hosts. S. F. Patchin, manager of the Victrola and Vocalion departments at Bradford's, attended the recent Victor convention at Chicago.

The Hoeffler Piano Mfg. Co., representing the Starr and Gennett records, is going out of the retail business to devote its entire attention to the wholesale business.

L. W. Smith & Co., Randolph, Wis., are among the newly appointed Victor dealers.

MOTIONS HEARD IN EMERSON CASE

Judge Mack in U. S. District Court Refuses Preliminary Injunction, but Grants Motion to Include the Receivers in the Suit

The action brought by the Emerson Piano Co., an Illinois corporation but with a factory in Boston, against the Emerson Phonograph Co., New York, to restrain the latter company from using the name Emerson in connection with talking machines, came into court on Friday, March 25, when a motion was made before Judge Mack in the United States District Court by the plaintiff for a preliminary injunction against the Emerson Phonograph Co., together with another motion to include the receivers of the latter company in the action. Judge Mack refused to issue a preliminary injunction, but granted the motion that the receivers be included in the action. The case now goes on the regular calendar for trial.

INSTALLING NEW DECORATIONS

BRUNSWICK, ME., April 6.—A. E. Thompson, Victor dealer in this city, is making elaborate changes in his present store, installing new windows and completely rearranging the record department, in an effort to give his customers more efficient service.

WELL EQUIPPED FOR NEW POST

John A. Hofheinz Will Give Victor Clientele of Philip Werlein, Ltd., Practical Service—Thoroughly Familiar With Industry

NEW ORLEANS, LA., April 5.—The recent announcement in The World that John A. Hofheinz



John A. Hofheinz

had been appointed manager of the Victor wholesale division of Philip Werlein, Ltd., Victor wholesalers, has brought many congratulatory letters and telegrams to Mr. Hofheinz. This is not surprising in view of the fact that "Jack" Hofheinz has been identified with the Victor trade for many years and has a host of friends throughout the South.

For three and a half years Mr. Hofheinz was manager of the Victor department of the Bry-Block Co., Memphis, Tenn., one of the leading mercantile institutions in that city. For several years prior to that association he occupied a similar position with the Maison Blanche Co., of New Orleans, one of the leading retail establishments in the city. He is, therefore, thoroughly acquainted with conditions in this territory and is ideally equipped to render efficient and practical service to Victor retailers.

As indicative of the high esteem in which he was held by his associates in the Bry-Block Victor department, it is interesting to know that Mr. Hofheinz was presented with a very handsome engraved leather wallet by the members of the Victrola department in that store, who keenly regretted his departure for New Orleans.

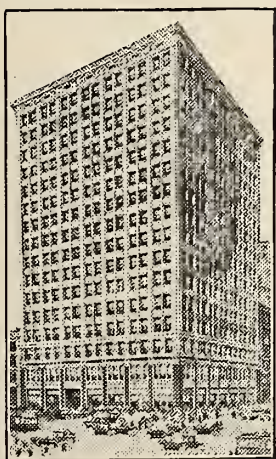
Mr. Hofheinz is enthusiastic regarding the possibilities in his new field, and is already making plans to give enhanced service and co-operation to Victor dealers in this territory. He is conversant with many of their problems and his previous experience will undoubtedly enable him to offer the dealers practical assistance in developing their Victor business.

PURCHASES VICTOR AGENCY

DOVER, N. H., April 7.—The business of W. C. Swan, Victor dealer in this town, has recently been taken over by Harry J. Kelley, who has had considerable experience in Victor retailing. Mr. Kelley has a host of friends in the trade, who wish him the best of success in his new venture.

CAPITAL IS \$2,500,000

Among the incorporations filed with the Secretary of the State at Wilmington, Del., late last month, was that of the Sonora Record Corp., with a capital stock of \$2,500,000. The purpose of the company is to manufacture records. The incorporators are T. L. Croteau, A. M. Hooven and S. E. Dill, of Wilmington.



KIMBALL HALL BLDG., Executive Offices, Chicago

KIMBALL PHONOGRAPHS

Kimball Value and Kimball Prices

The excellence of the Kimball Phonograph is recognized wherever known. The established prices now in force represent a value second to none in the industry.

The established prices of Kimball Phonographs are guaranteed to September 1st, 1921, provided excise taxes are not increased

The name value on Kimball Phonographs signifies *reliability* in manufacturing and merchandising. It stands for safe financing. It is a name in the music industry known for its integrity throughout the United States and many foreign countries.

"The Kimball Tone is so Natural" expresses an ideal in tone reproduction; the visible beauty of the Kimball, the thorough workmanship throughout, added to the exclusive features, have made this a peer among phonographs.

Write for prices and terms. Variety of models. Values that win. Prices, \$100 to \$425.



KIMBALL Style D Mahogany Oak



KIMBALL Style J Mahogany Walnut



KIMBALL Style L One of Several Beautiful Console Models



W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave. CHICAGO

Manufacturers of Pianos, Player-Pianos, Pipe Organs, Phonographs and Music Rolls. Distributors Okch Records.

DECIDED TREND TOWARD IMPROVEMENT IN BALTIMORE

While Business Is Uneven Many Dealers Are Doing Better Than Last Year—Eight Famous Victor Artists Score—Leading Members of the Trade Discuss Conditions—News of the Month

BALTIMORE, Md., April 6.—While the talking machine business in this territory could be better the local dealers are distinctly optimistic and the general opinion is that the business will steadily improve. In fact, there are many retailers now who are doing better business than they did last year.

One of the big recent events of interest to the talking machine dealers was the appearance in this city last night of the Eight Famous Victor Artists, who appeared at the Lyric Theatre. The affair was arranged through the Victor Dealers' Association of Baltimore, which carried out the details in excellent style. The dealers expect the appearance of the artists to greatly increase the demand for the records made by these artists. They are ready to take care of a big rush.

Another feature of the business is the attention which has been attracted by the two new Victor models which have been put out. The dealers are finding that they are taking well with the public and they believe they will be able to do a good business in them.

Right now the retail business for the most part is somewhat slack, particularly in machines, and many of the heads of the establishments are more inclined to place the blame upon the recent Easter holidays than anything else. But during that period there was a good demand for Easter records, which were featured by many of the houses both in their window displays and newspaper advertising.

E. J. Walz, manager of Cohen & Hughes, Victor wholesalers, is enthusiastic over the outlook. Mr. Walz says that while the business in the past few months has not been as good as it might have been he is far from being a pessimist and that the indications are that things will continue to improve. In fact, the improvement is now under way, Mr. Walz says, and he believes the business volume will increase.

Many signs of returning good business are to be found at the headquarters of the Columbia Graphophone Co., in this city, which serves a large territory in this part of the country, according to William S. Parks, the manager.

Recently F. K. Pennington, assistant general sales manager for the Columbia Co., came down from New York and, accompanied by Mr. Parks, visited most of the Columbia dealers in this city and in Washington, D. C. The tour was made for the purpose of keeping their fingers on the pulse of the retail trade and some valuable information was obtained, Mr. Parks said, in the way of suggestions which will be helpful to the company in carrying out its policy of close cooperation with the retail dealers.

Mr. Parks has spent considerable time recently going over his territory and declares that he has found conditions in general much improved over what they were two or three months ago. He says that even in eastern North Carolina, where the merchants were most discouraged and were probably hardest hit by conditions, he found that those who are going out with the Columbia products and taking them into the people's homes, were selling a fair percentage of the prospects called upon and finding that there is much more money to be had than they had expected.

"One indication of a return to normal," said Mr. Parks, "is the number of inquiries received from really reputable concerns that wish to take on the Columbia line or dispose of their present businesses and get into the music business."

Mr. Parks also said that there has been a great improvement in collections.

W. C. Roberts, manager for E. F. Droop & Sons Co., Victor wholesaler, is greatly pleased with business and his only complaint is that he is unable to get sufficient machines and records to fill his orders. "Our business is simply

Larceny! Robbery!
That's what we'd yell
if some one stole
\$500.00 from our
pocket, and yet, that
amount, Mr. Victor
Dealer, is small compared
with the total
you are losing each
year in additional
sales by not having
your sales force go
through the Victor
Salesmanship School.

BRUNO

titanic," he said. "It is way ahead of last year. If we can get all the goods we want we will do a remarkably big business, I believe. It will mean harder work, of course, but that is what we are here for."

In the retail business the dealers of this city are not in the least discouraged. They are sure that there will be a steady increase in the demand for machines and records. While the machine sales have not been very large during the last few weeks the record business has been of unusual volume.

H. M. Little, manager of the Victrola department of the Chickering Warerooms, is one of the local men who view the future with equanimity. He says that he notices things every day which plainly indicate that the conditions in this section are rapidly becoming more settled and that the people are returning to normal.

Another dealer who also reflects the opinion of the retailers in general and who believes that the business will continue to improve is J. A. Kunkel, head of the Kunkel Piano Co., Victor retail dealer.

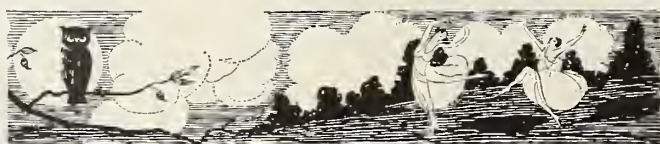
William S. Parks, manager of the Columbia Co. here, recently returned from a trip to Raleigh, N. C., where he met L. O. Parsons, who was manager of the retail branch of the Jesse French Piano Co., at Montgomery, Ala. He says that Mr. Parsons has now been made district manager of all the retail stores of the company located in Montgomery, Mobile, Raleigh and Springfield, Ill., each of which has other branches under it. Plans were made at the meeting for a great increase in business at Raleigh.

D. Des Foldes has left the Grafonola Shop, Norfolk, Va., to become manager of the Grafonola departments of the two Southern Furniture Co. stores and the Main Street Furniture Co., at Richmond, Va. Since taking up his new duties Mr. Des Foldes has shown a remarkable increase over the corresponding periods of last year. Mr. Des Foldes was formerly connected with the Baltimore wholesale establishment of the Columbia Co.

Except for the fact that the start of actual operations may be delayed, the present business depression will make no material change in the plans of the Columbia Graphophone Factories Corp., of Maryland, in the construction of its large plant in Baltimore, where it will manufacture complete machines.

This was learned from persons in a position to know that the plant will be finished as planned. All contracts so far let will be carried out. The company, however, may take advantage of lower-priced material in letting new contracts, which may mean the asking of new bids.

WATCH YOUR SPRING TRADE



SELL QUALITY

OKeh Records

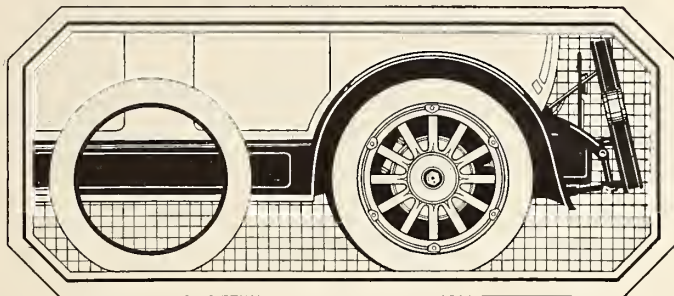
HARPOONOLA CO.

OKeh Distributors

CELINA

OHIO





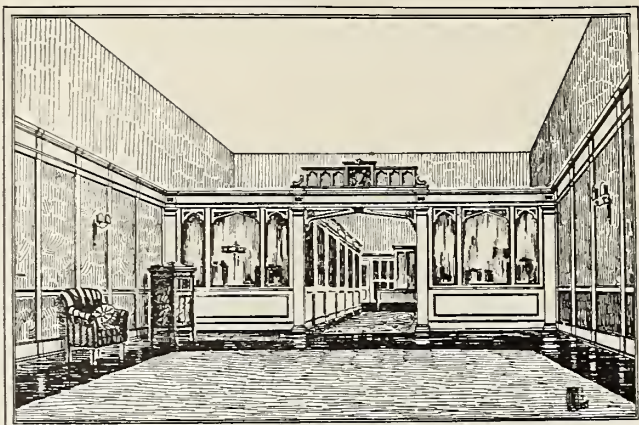
Interchangeability

THE spring drums in the Stephenson Precision-Made Motor are identical and interchangeable. A drum, assembled with its spring, is a complete unit. Stephenson construction eliminates the violent jumping of springs, which is the usual cause for spring breakage; but should a spring break from any cause whatsoever, it is not removed from the drum but rather a new drum unit is substituted. No adjustments are disturbed, nor need the motor be removed from the table board.

Spring Drum interchangeability is an exclusive feature with the Stephenson Precision-Made Motor.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey





—A·TUDOR·DESIGN—

Our strongest argument for new customers is our rapidly increasing list of those we have served repeatedly.

Phone, Wire, or Write for Estimate

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

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NEW YORK CITY

SALES OFFICE
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PHILADELPHIA

HIGH DUTIES AFFECT INDIAN MARKET

Records of American Manufacture Must Pay Double Royalty Charges—The Better Grades of Talking Machines Have the Call

Through a memorandum from the U. S. Consul-general's office at Calcutta on the market in India for talking machines and records it is learned that the greatest demand is at present confined to the better class of goods, the market being among the Europeans and wealthy natives. However, it is thought that there is a field for development in the bazaar trade, a field so far practically untouched. Only a very cheap machine and record could be sold in quantity.

Until recently imports of American records were made directly from the United States, paying royalties in America only. It is now necessary to pay a second royalty charge in England, even though the shipments are made direct from America to India. This has practically eliminated the shipments of American records, as only in a very limited field (special records not subject to competition) can prices carry the double payment of the royalty and compete with the other products in the market. The desirability of some arrangement eliminating the necessity of the double payment is obvious.

An American factory in England may be a

means of overcoming the difficulty. The establishment of a factory in India is also thought to be a solution of the problem and it is further thought that such a factory would make it possible to enter the bazaar trade. Operating in India, they would be able to study the situation and turn out a product made by native artists.

AN INSPIRING MESSAGE

Collings & Co. Publish Timely Comment on Present Conditions in Their House Organ

In a prominent position of the April issue of The Record, the house organ of Collings & Co., the well-known Victor distributors, of Newark, N. J., the following editorial appears under the caption of "Your Opportunity," which reads:

"The Chicago Tribune has adopted a slogan this year which just radiates determination—'1921 Will Reward Fighters.' This short but inspiring message is part of their business creed, and shared likewise by business organizations whose perseverance will carry them safely past the innumerable obstacles to commercial success.

"Scientific merchandising has resumed its control in the business field and cannot be defied. It will reward dealers who are merchants in the true sense of the word and obliterate the weaklings.

Arm-chair merchandising methods are history. Go out and sell is the new order of the day. Advertising and salesmanship have again become real factors in creating business. They cannot and will not be ignored by the 1921 business fighters.

"Analyze the recent change in marketing conditions and you will soon realize that this is the opportunity you have long anticipated to show the Victor Co. what you could do if only they would produce sufficient merchandise. Remember—'1921 Will Reward Fighters.'"

APRIL LIST WELL RECEIVED

PORTLAND, ME., April 5.—The monthly recital at the music rooms of Cressey & Allen, Victor wholesalers, at which the latest releases in the Victor record list are played, was held a few days ago, and the entire April list was presented, much to the delight of an enthusiastic audience of 150 persons.

The records included some by Arturo Toscanini and the La Scala Orchestra, together with several by the Philadelphia Symphony Orchestra. There were the usual numbers of popular vocal hits and entertaining dance numbers, and the patrons of Cressey & Allen were unanimous in their opinion that the April list is one of the best presented in recent months.

TO HOLD EDISON DEALERS' CONVENTION IN ST. LOUIS

Silverstone Music Co. Plans Gathering at Statler Hotel April 25—Brunswick Line With Stix, Baer & Fuller—Lyre-ola Co. in Financial Trouble—Koerber-Brenner Sales Classes

St. Louis, Mo., April 5.—Although business conditions in St. Louis and vicinity are probably little different from those existing in other sections of the country it cannot be said that the talking machine trade is suffering greatly, for in most lines the demand is keeping up sufficiently to keep dealers and their salesmen busy. Greater efforts are being put into the advertising and selling of talking machines and records, but the efforts are productive of results.

Artophone to Wholesale Exclusively

The Artophone Corp. has leased to the Shattinger Music Co., now at 910 Olive street, the first and second floors of its building at 1103 Olive street, of which the Shattinger Co. will take possession June 1. The Artophone Corp. will discontinue the retail branch of its business and confine itself to wholesaling and jobbing, occupying the upper floors of the building. It will distribute the Artophone and Kimball machines and Okeh records and will have a model shop and fixtures and other material for dealers' service. The Shattinger Co. will carry a complete line of Artophone and Kimball machines and Okeh records at retail, in addition to its sheet music and musical merchandise departments. The arrangements with the Kimball Co. were completed last week by H. S. Schiele, vice-president, and C. R. Salmon, sales manager of the Artophone Corp., who visited the Kimball factory and executive offices at Chicago.

Edison Dealers' Convention

An Edison dealers' convention is being arranged by the Silverstone Music Co., to be held Monday, April 25, at the Statler Hotel. About 200 dealers and assistants are expected from Missouri, Illinois, Tennessee, Kentucky and Arkansas. There will be an all-day program, a luncheon and a banquet and entertainment at night. The purpose is to get together and help the dealers to increase their Edison business. Representatives from the laboratories will be present and Vernon Dalhart, Edison artist, will give tone-tests.

Mark Silverstone, president of the Silverstone Music Co., was fifty years old March 26 and celebrated the event by giving a party at the store to the members of the Edison organization and their families. About 100 attended. There was entertainment by singers and violinists and professional dancers and dancing by the guests. The employes presented Mr. Silverstone with fifty long-stemmed American beauties.

Wrecked Into the Trade

E. F. Wolf, who has joined the sales organization of the Stix, Baer & Fuller talking machine department, may be said to have been wrecked into the business. He was a traveling man in another line when he was injured in an automobile wreck one day and in a railroad wreck the next day. He has almost recovered now and has taken a talking machine job where there is no danger of wrecks.

Anybody in St. Louis who expects a reduction in the prices of Edison phonographs is due for a disappointment. Mark Silverstone, president of the Silverstone Music Co., is telling everybody in an advertisement what they may expect.

J. E. Maunder, manager of the recently established St. Louis branch of the C. D. Smith Drug Co., St. Joseph, Mo., district distributor for the Sonora talking machines, has received a full line of machines and is showing them at his place in the Arcade Building. His offices are fitted up with lounging chairs, where dealers can listen to demonstrations at their ease. Miss Louise Miller is his office assistant. The Phillips Piano Co., 3400 South Grand avenue, has recently opened a Sonora account.

Tri-State Dealers Elect

The Tri-State Victor Dealers' Association held its annual meeting recently at the American Annex and elected the following officers: Theodore Maetten, Kieselhorst Piano Co., president; W. P. Daumiller, Lebanon, Ill., vice-president; F. J.

Ennis, Stix, Baer & Fuller, secretary; Fred Lehman, East St. Louis, treasurer; Charles Lippman, Field-Lippman Piano Co.; E. C. Rauth, Koerber-Brenner Music Co., and Val Reis, Smith-Reis Piano Co., directors. Miss Mabel Rich, of the Victor educational department, spoke upon educational work. Entertainment was provided by Henry Burr and Frank Banta.

Vernon Dalhart, Edison artist, is touring the jobbing territory of the Silverstone Music Co., giving tone-tests, with Adeline Hood, violinist.

R. W. Jackson, manager of the Brunswick-Balke-Collender Co., has returned from a two-week trip through the South.

Brunswick for Stix, Baer & Fuller Co.

Manager Fred Ennis, of the Stix, Baer & Fuller talking machine department, announces that, after a thorough investigation of the merits and desirable qualities of the Brunswick phonograph and records, he has decided to add these to the offerings of his department. A complete line of machines and records has been received. The department heretofore has sold the Victor and Sonora. These are to be retained. The Brunswick is now handled by the three big department stores. Scruggs, Vandervoort & Barney and the Famous & Barr Co. have been handling it for some time. It is also handled by the Field-Lippman Piano Co., the Baldwin Piano Co., the Kirkland Piano Co., Kleekamp Bros. and the Mengel Music Co. The Troplight-Duncker Carpet Co. handles it exclusively.

Talking machine men will join with piano men in making up a special car party to go to the national convention at Chicago.

The Brunswick organization is making preparations to co-operate in the Mother's Day features being arranged by the national Brunswick organization.

M. I. Mayer has purchased the Tri-Sales Co. and is conducting the business in his own name, selling the portables of the Thomas Manufacturing Co., Dayton, O.

New Member of Koerber-Brenner Staff

R. K. Brandenberger, formerly of Chicago, now of St. Louis, has joined the traveling force of Koerber-Brenner Co. and will have the territory formerly traveled by H. Spencer Grover. Mr. Grover will develop the business in Missouri, spending much of his time in St. Louis. Mr.

Brandenberger has had five years' traveling experience throughout the Middle West.

Bankruptcy Petition Against Lyre-ola Co.

An involuntary petition in bankruptcy has been filed in the Federal Court against the Lyre-ola Manufacturing Co., 1504 Pine street, by the United Phonograph Corp., of Wisconsin; the Jewel Phono Parts Co., of Illinois, and the Fletcher Wickes Co., of Wisconsin. The petition alleges that the company committed an act of bankruptcy March 15 in transferring to the Schoenlau-Steiner Trunk Co. veneers valued at \$3,000 and making cash payments of \$600 to Harry Weissman and \$612.50 to Gustave Buse-laki. Alfred S. Bruno was appointed receiver. The president of the Lyre-ola Co. is Arthur F. La Pierre. He was arrested by the United States marshal on a warrant directing him to produce La Pierre before the Referee in Bankruptcy in the bankruptcy proceedings. The warrant was issued at the request of Bruno, who informed Judge Faris that La Pierre had applied for passports the day after the alleged act of bankruptcy was performed and had engaged passage for Italy. La Pierre was questioned about sales of stock in the company, about the recent purchase of 200 phonograph motors which were not accounted for when the receiver took charge of the company's assets, and about the removal of a large quantity of finished and unfinished music boxes from the storeroom of the company. He was also asked for a detailed account of several items found in the books of the company in which company money was credited to various expenses.

Holding Salesmanship Classes

The Koerber-Brenner Co. has begun its salesmanship classes for the Spring and Summer, the first class meeting for five full days, March 14-18. The class, in addition to the unusual attention to salesmanship problems and Red Seal business, had several extra events.

Miss Mabel Rich, of the Victor educational department, addressed the class on Monday afternoon, bringing out new phases of work in the schools which was most helpful. T. S. Maetten, of the Kieselhorst Piano Co., talked to the class on Tuesday morning on problems from the standpoint of the manager. On Friday afternoon the class was the guest of the Koerber-Brenner Co. at the last program of the St. Louis Symphony Orchestra. The solo artist of the afternoon was Mabel Garrison, whom none of the class had heard in person.

Those enrolled were: Mrs. Goldie Jones, of the



Talking Machine Jobbers

Extensive advertising—Dealer Display Stands—Dealer advertising material such as transparent window signs—Hangers—attractive folders and many other Dealer Helps, MAKE MIRROLIKE THE LEADING SELLING POLISH IN THE FIELD.

We offer jobbers a VERY ATTRACTIVE sales proposition. Distributing territory will be allotted to progressive houses who cover the field thoroughly.

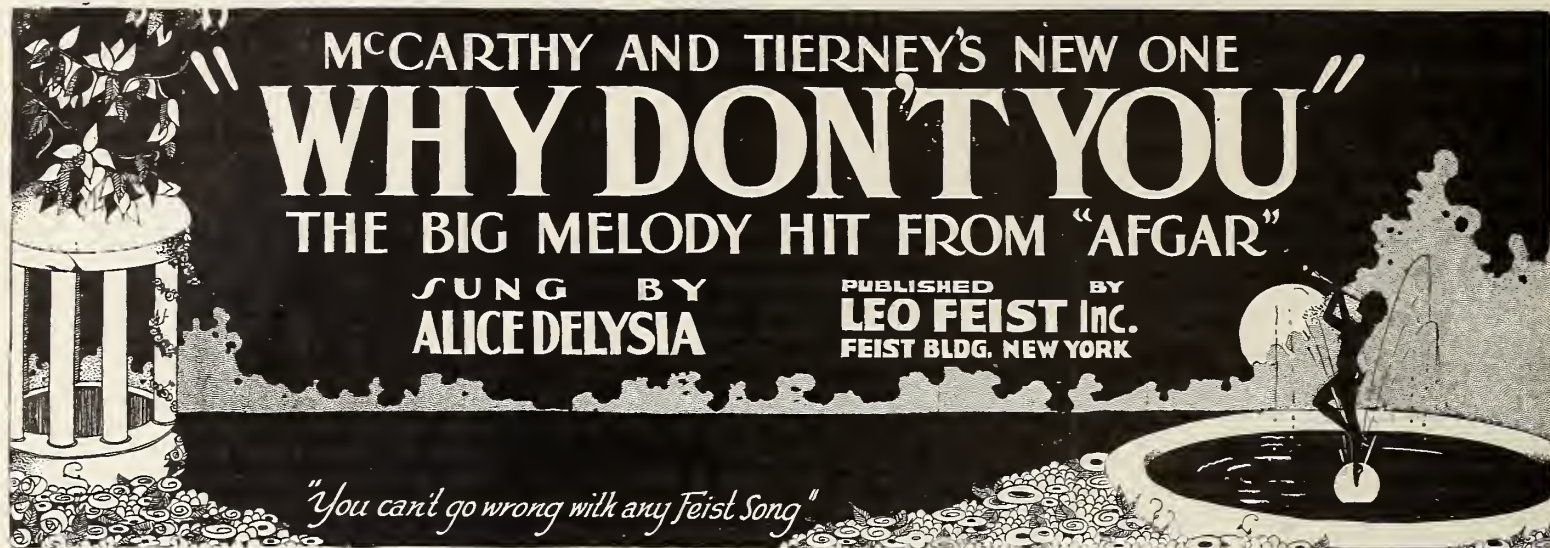
Write for free sample. One trial will convince you.

For shine—our only rival is the sun

MIRROLIKE MFG. CO.
LONG ISLAND CITY
8th St., Near Jackson Ave

"MCCARTHY AND TIERNEYS NEW ONE"
"WHY DON'T YOU"
 THE BIG MELODY HIT FROM "AFGAR"
 SUNG BY **ALICE DELYSIA**
 PUBLISHED BY **LEO FEIST Inc.**
 FEIST BLDG. NEW YORK

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



TRADE GLEANINGS FROM ST. LOUIS

(Continued from page 115)

Karr Drug Co., Christopher, Ill.; R. C. Barrett, of Johnston's Pharmacy, Doniphan, Mo.; Miss Etta Haynes, Kieselhorst's Victrola Shop, Alton, Ill.; Miss Lillian Knapp, Knapp's Jewelry Store, Belleville, Ill.; Miss Orpha Hopkins, Haussler Brothers, Centralia, Ill.; Roland Russell, C. F. Hackman's, Staunton, Ill.; Miss Nell Shipp, H. F. Co., West Frankfort, Ill.

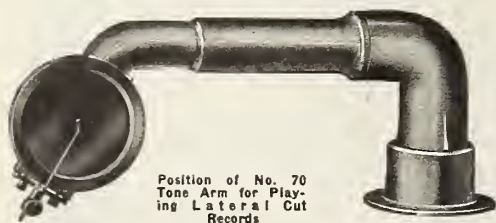
Holding Music-Memory Contests

Music-memory contests, conducted annually in many parts of the country, are new to St. Louis. The movement was started by the music committee of the public schools, which announced forty standard selections which the pupils of the sixth, seventh and eighth grades are to study until April, when the contest will take place. Unfortunately, many selections were chosen which have not been pressed by the Victor factory for some time, but Koerber-Brenner sent out a call over the territory for these Victor records and it was generously responded to.

The Victor dealers of the city have been besieged with calls for Victor literature and have co-operated in many ways to make the contest a success. Stix, Baer & Fuller have conducted concerts of these records in their auditorium on Tuesday and Friday evenings, from four to five, and on Saturdays. Miss Griesedeick, of Kieselhorst's, has been giving demonstrations on Saturday mornings and the Vandervoort Victrola Hall has been open to the children on Saturday mornings. Miss Rosebrugh, of this department, prepared a booklet of references, showing where to find explanatory material of the records being used. This was a very valuable aid.

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing Large Flat Cut
Records

Quality Construction
Unusually Good Tone **No Blasting**
 For use in Phonographs retailing up to \$100.
 Price for sample—\$2.00.
 Quantity price on application.

Associated Phonograph Supply Co.
 Dept. 71 Cincinnati, Ohio

ST. LOUIS DEALERS DISCUSS THE QUESTION OF TERMS

Practically Entire Meeting of Music Merchants' Association Given Over to the Consideration of Proper Terms on Which Talking Machines Should Be Offered to the Public

ST. LOUIS, Mo., April 9.—Nearly all the talk was talking machine talk at the last meeting of the Music Merchants' Association of St. Louis. Piano talk tried a time or two to make itself heard, but received little encouragement and quickly subsided. One reason was that most of the music merchants who ate and talked at the American Annex were talking machine merchants exclusively or partially. Another reason may have been the natural ubiquity of the talking machines and their increasing propensity for crowding the pianos out of the limelight. Terms were discussed, first by two invited speakers and then by everybody else. The intention was to have the terms relate to pianos as well as talking machines, but talking machine terms monopolized the meeting.

Two credit men, C. F. Jackson, of the Famous & Barr Co., and Sigmund Wolfert, of the Stix, Baer & Fuller Co., were the formal speakers. Mr. Jackson advocated adjustment of terms to meet changed business conditions and the changed views of purchasers, suggesting that sales are more important than terms and deprecating such rigidity of terms as prevents sales. On this point he said:

"I have had numerous occasions where people have come in when they were in position to make a smaller payment, but later on a larger payment. If we have an agreement not to accept that smaller payment we will lose that sale. One of us will make that sale. Very often it is a big inducement to cut the initial payment. Business has been coming to us. Now we have to get out and get it. The initial payment is the stepping-stone to a sale, and then you get your payments. Get your machine out. Get your monthly payments."

Mr. Jackson said he would have to figure three or four times to find a loss in the business year. There was little loss. He did not believe he had turned down five talking machine accounts during the last year. He passed them right along. But he always wanted information, something of personal reference "that possibly I won't use." He favored these personal references more as good for "tracing," if necessary. He said his store's collections were very good. He believed they had lost one talking machine last year. Mr. Jackson put the general business charge-off at about one-half of 1 per cent and collections on previous charge-offs would bring that down.

Mr. Wolfert's views were similar, except that he advocated a fairly substantial initial payment to make the account safe.

Mr. Jackson suggested these terms: On a \$75 machine, \$8 down and \$5 a month; \$100, \$10 and \$6.50; \$150, \$15 and \$10; \$200, \$25 and \$12.50; \$250, \$35 and \$15; \$300, \$40 and \$17.50; \$350, \$50 and \$20; \$400, \$50 and \$25.

Mr. Wolfert suggested these terms: On a \$35 machine, \$5 down and \$4 a month; \$75, \$10 and \$6; \$100, \$12 and \$7; \$125, \$15 and \$8; \$150, \$20 and \$9; \$175, \$25 and \$10; \$200, \$30 and \$12; \$225, \$35 and \$14; \$250, \$40 and \$14; \$300, \$50 and \$16; \$350, \$60 and \$18; \$400, \$75 and \$20.

Manager Fred Ennis, of the Grand-Leader talking machine department, favored \$5 down and \$5 a month on machines up to \$100. C. E. Storer, of the Baldwin Co., favored 10 per cent down. Mark Silverstone, president of the Silverstone Music Co., who as vice-president of the Association presided in the absence of President P. A. Lehman, said that he figured around 10 per cent down and 5 per cent a month. If the sale included records the percentage was raised. On \$300 machines, he said, he required \$30 cash and \$15 per month. If the sale included \$20 worth of records he required \$50 down.

Theodore Maetten, manager of the Kieselhorst department, said that on a \$200 machine and \$10 worth of records the requirement was \$30 down and \$14 a month. The Kieselhorst practice, he said, was to apply enough of the initial payment to clean up the records and the remainder on the machine, making out the contract to cover the unpaid balance on the machine alone and not on machine and records. He was opposed to lowering terms. Manager J. F. Ditzell, of the Famous & Barr Co., announced that he was in favor of promoting business by reducing the initial payment.

Mr. Storer wanted to know what was the average run of contract in the Tri-State. Mr. Maetten said that it would follow according to the record account. In the case of a good customer, probably twelve to eighteen months. Kieselhorst practice was to limit records to half of first payment. Mr. Storer favored limiting it to ten dollars.

Mr. Storer remarked that on instruments of \$450 and up he believed the first payment really should be at least \$50, but he had seen instances in which he would just as soon have the man's payment of \$25 down as \$50. This, however, depended upon the character of the man and his worth. He expressed it as his opinion that the initial payment did not always give quality to the sale. He favored getting as large cash payment as possible, both for the customer's sake and the sake of the business.

The matter of framing a new scale of terms was referred to a committee of jobbers, composed of Mark Silverstone, Silverstone Music Co., Edison; W. P. Chrisler, Aeolian Co., Vocalion; E. C. Rauth, Koerber-Brenner Co., Victor, and R. W. Jackson, Brunswick, with instructions to report at the next meeting.

The Association adopted a resolution in favor of daylight saving.

TEAM WORK BY DEALERS IN CLEVELAND BRINGS RESULTS

The Musical and Trade Worlds Brought Closer Together During Appearance of Chicago Opera Co.—Concerted Advertising Campaign—New Retailers in Evidence—Talking Machine Dealers Meet

CLEVELAND, O., April 4.—Members of the music world and the talking machine world of Cleveland were brought closer together than ever before during the appearance here of the Chicago Grand Opera Co., when special meetings for both members of the company and the talking machine trade were arranged. Conspicuous among these was the dinner arranged by the Cleveland Talking Machine Co. for winners and near-winners in the sales contest held during February, and at which Edward Johnson, member of the opera company, was the guest of honor. The event

move started some time back by the Cleveland Co. in joint advertising of records by dealers simultaneously with the announcement by the Victor Co. of its monthly record introduction is bearing fruit in individual advertising in daily newspapers here, the H. Fraiberg Co. and Joe Phillips being among the uptown dealers to adopt this policy. Initial joint advertising in connection with the operas and Victor records was arranged by Miss Grazella Puliver, publicity director of the Cleveland Talking Machine Co.

Winners of Music-Memory Contest

Winners in the music-memory contest conducted by the Musical Arts Association have received talking machines and a set of good records from the Buescher Co. The winners are Carl J. Buchman, Glenville High, and Miss Frances Loehr, Lourdes Academy. They led thirty teams of fifteen contestants each. These personal

prizes are in addition to insignia issued to winners by the association. The contest was aided by the Cleveland Symphony Orchestra, which played the contesting pieces. During the distribution of prizes six of next year's contesting numbers were played, and in this move was recognized the permanence of this musical event in this city and locality.

New Talking Machine Stores

New talking machine establishments in and near Cleveland continue to be among the conspicuous events of the season. Among the latest to open is that of H. Kellogg Day, of Elyria, an exclusive Victor establishment in its own building, where novel interior construction in a series of archways makes the place unique. Eight demonstration rooms and two machine rooms are included in the ensemble. Plans are under way for equipping the basement into another store similar to that on the main floor. At the formal opening were present C. K. Bennett, general manager of the Eclipse Musical Co., and F. C. Erdman, district representative of the Victor Co.

(Continued on page 118)



Miss Grace Liddicoat

marked the presentation to those present of the winners in the contest—Miss Grace Liddicoat, of the Buescher Co., who led in Cleveland, and J. B. Wooster, of the M. V. De Foreest store, Sharon, Pa., proxy for Miss Julia Russell, winner of the out-of-town contest. Mr. Johnson praised the young people for their part in promoting public interest in music and for the excellent showing they made in increasing record sales through this unique competition.

Leaders in the event, besides the winners, who were present included Miss Eva Butcher, the May Co.; Miss Edna Barrett, the Euclid Music Co.; Harold Beat, the J. W. Green Co., Toledo; Miss Sadie Wilkins, the A. F. Beekman Co., Ottawa; Miss Neva Lea, of the M. V. De Foreest store; Miss Helen Sanderson, the W. E. Shay Co., Elyria; W. F. Sayle, Arthur Buescher, and Miss Grazella Puliver, the Cleveland Co. The meeting was held at the Cleveland Athletic Club.

Figures in the contest are interesting. Miss Liddicoat's gain during February over the test in January was 110 per cent, and Miss Russell's was 63 per cent. The ten leading contestants made an average gain of 52 per cent, which is considered a remarkable showing in the face of uncertain business conditions.

In conducting their campaigns the work of Miss Liddicoat and Miss Russell was especially interesting, as they brought into play the telephone, sent out cards and developed interest among the schools.

While here Mr. Johnson visited the store of the Buescher Co. and autographed photographs of himself, which were distributed to the visitors during the afternoon of his stay there.

Concerted Advertising Campaign

What is expected to be the first of a series of concerted advertisements by Victor dealers was used during the opera company's appearance here by members of the trade in both downtown and outlying districts. The move was led by the Cleveland Talking Machine Co. and the publicity featured the exclusive Victor artists in the operas. Immediate increase of record sales, of pieces sung in the operas, was the result. Incidentally, the

<p>A NEW SERVICE TO PHONOGRAPH MANU- FACTURERS AND WHOLESALE RECORD DEALERS.</p>		<p>RECORDS UNDER YOUR OWN LABEL.</p>		
<p>HERE is the stimulant for your phonograph business that you have long waited for, and if it is possible that you have not as yet realized the importance of furnishing your dealers with a phonograph record under your own label, you had better put on your thinking cap and get in touch with us, and will the time ever be more expedient than—TO-DAY—NOW?</p> <p>We have a most happy combination in our ability to furnish direct from our own recording laboratory, galvanic process and pressing plant, a phonograph record containing 25 years of experience in which we have brought up to the "HIGHEST POSSIBLE STANDARD" of MUSICAL QUALITY, WORKMANSHIP and WEARING QUALITIES, and a truer TONE REPRODUCTION than is to be found in the records now available to meet the requirements of the phonograph manufacturer.</p> <p>A phonograph record under your own label will have a tremendous stabilizing effect upon your phonograph business, as it furnishes the dealer with the continued direct contact which offers new leads to increase machine sales, as well as a profitable department within itself. We will be delighted to submit our plans in detail, and to offer some very practical suggestions that will prove to be mutually beneficial.</p> <p>If you are within the vicinity, a phone call will bring our representative, or a line or two from the out-of-town dealer, some very interesting data.</p>				
<p align="center">Electric Recording Laboratories, Inc.</p> <table border="0"> <tr> <td align="center"> <p>LABORATORY 210 Fifth Avenue, New York City Mad. Square 6662</p> </td> <td align="center"> <p>PRESSING PLANT 225 Murray St., Newark, N. J.</p> </td> </tr> </table>			<p>LABORATORY 210 Fifth Avenue, New York City Mad. Square 6662</p>	<p>PRESSING PLANT 225 Murray St., Newark, N. J.</p>
<p>LABORATORY 210 Fifth Avenue, New York City Mad. Square 6662</p>	<p>PRESSING PLANT 225 Murray St., Newark, N. J.</p>			
<p>OUR PLANT IS WELL EQUIPPED TO TAKE ON ORDERS FOR PRESSING RECORDS.</p>		<p>OUR PLANT IS WELL EQUIPPED TO TAKE ON ORDERS FOR GALVANO WORK.</p>		



Hipolito Lazaro's rendering of the beautiful, traditional Jewish hymn, "Eli, Eli!" is one of his greatest triumphs of art. Every Jewish home in your community, beside all Christian music lovers, will want this record. Columbia 49914.

**Columbia Graphophone Co.
NEW YORK**

TEAM WORK BY CLEVELAND DEALERS

(Continued from page 117)

Special windows and interior decorations were made by George W. Savage, Eclipse service department manager, for the occasion.

H. A. Sisley, Kinsman, O., is planning the enlargement of his establishment, where Brunswick machines and records will be featured. Kinsman has but 600 population, yet, through the personal efforts of Mr. Sisley, it required a store with 8,000 square feet space.

At Kent, O., big business is being done by F. W. Trory, whose original business interests, that of conducting a pharmacy, appear to be second, now, to that of operating a high-class talking machine store. Mr. Trory has acquired the property adjoining his original establishment and has made his place so attractive with demonstrations with the Brunswick machine and records that travelers use the place as a waiting room instead of the regular interurban station.

W. M. Hale is enlarging his Cuyahoga Falls store by the purchase of the Howard M. Sears establishment, adjoining, and is planning the installation of one of the best Victor stores for a town of this size in this part of the State.

New accounts continue to be booked by P. H. McCulloch, phonograph sales manager in the Cleveland district of the Brunswick-Balke-Collender Co. Among those to enter the field are the Penner Furniture Co., Strathers; J. W. Helfrich Co., Carrollton; B. C. Emmons, Minerva; D. S. Cartnell, Wapakoneta; B. A. Muskof, Navarre.

Association Elects New Officers

Installation of officers, plenty to eat, plenty of dancing and a general good time were enjoyed by close to one hundred members of the Talking Machine Dealers' Association of Northern Ohio at the Hotel Winton, March 28. The new officers are: President, Grant Smith, Euclid Music Co.; vice-presidents, B. Ptak, Ptak's Music House; R. Svehla, Svehla's Music House; secretary, Ed. B. Lyons, Eclipse Musical Co.; treasurer, W. E. Shay, Elyria. Dan E. Baumgaugh, the May Co., talking machine department, retired as vice-president.

The only speech-making was by President Smith, who called upon the members for closer co-operation among themselves in matters they can adjust themselves, such as exchange of mer-

chandise among dealers and the like, instead of worrying jobbers with petty details.

Columbia Co.'s New Quarters

Cleveland also comes in for its share of new stores, in connection with the formal opening of the model store of the Columbia Graphophone Co.'s Cleveland headquarters. Here what appears to be the last word in store construction has been created. The store has two show windows, large reception room, modern record rack equipment and several instrument and record rooms. The store has been lavishly decorated in white and gold, with fine floor coverings and draperies. Upholstered furniture completes the equipment. Every detail has been included, even to a large electric sign in the front of the shop. The store covers a space thirty by fifty feet in the wholesale Columbia establishment. Columbia dealers in and near Cleveland and from distant points have come to see the store, and not a few already are negotiating for such establishments. The Columbia Co., explains H. C. Schultz, sales manager, is prepared to equip dealers completely or in part, using this sample store as an example of what dealers can have.

"Siam Soo" Is Introduced

The formal opening of this model shop marked also the first appearance here of Siam Soo, a mechanical figure that does Oriental dancing, dancing upon the record of the machine, which also supplies the motive power. Dealers are placing orders for these at Columbia headquarters here. The Alhambra Music Shoppe created a miniature stage in its windows, with electric footlights, the whole arranged by Stanley Lee, Columbia service department manager. The Hippodrome Gift Shoppe also had a demonstration of Soo.

Following the policy of the Columbia institution to bring the artist who makes records close to the people, a reception to Bert Williams, during his stay in town here, was arranged by H. C. Schultz, Columbia sales manager, at the Mayer-Marks Co., where Mr. Williams autographed records. This is only the second time that Mr. Williams has done anything of the sort, which probably accounted for the large attendance.

To Attend the Edison Convention

What is expected to be the largest delegation from any district attending the convention of Thomas A. Edison, Inc., will be that from the Cleveland territory, in the opinion of L. M.

Bloom, general manager of the Phonograph Co. of this city. Mr. Bloom already is arranging for this district's part in the Chicago convention, which is the likely one to be attended by this district. There are close to seventy-five dealers in this vicinity, and a 100 per cent attendance is promised by them.

Among the novel windows to make their appearance here is that of the Muehlhauser Brothers Piano Co., representing the Cheney and Sonora phonographs. In its new home this firm will make a feature of showing only one machine at one time in a window, this to be embellished with a suitable background representative of the story in records on display with the machine. The fact that but one machine is seen is a stronger attraction, according to O. C. Muehlhauser, secretary-manager, than if several instruments were seen.

Getting the Support of the Children

Turning the talking machine store into a Saturday playground for children is the plan inaugurated by Miss Jessie Simpson, of the Colonial Music Shoppe, owned by A. Finesilver. Miss Simpson has her clients call with their children in the morning, leave them in the store for the day and call for them in the evening. Games and entertainment especially interesting to children are provided and, of course, there is plenty of music with children's records on the Victrolas. The children prove to be veritable walking advertisements for the store, for added record business among their parents and their parents' friends has followed. The Colonial consequently is the Mecca for little ones in the extreme east end of town, as they talk about it to all their small friends during the week.

ATTEND IMPORTANT CONFERENCE

LEWISTON, ME., April 5.—Mr. Townsend, representative of the educational department of the Victor Talking Machine Co., together with Miss Grace Barr, educational director of M. Steiner & Sons Co., Boston, Mass., Victor wholesaler, attended the conference of high-school principals, which was held recently in this city under the auspices of the State department. Mr. Townsend's address, "The Correlation of Music and English Literature," was very favorably received, and the activities of the Victor educational department were highly praised by the high-school principals in attendance.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (5th Floor)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in Va. and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
— AUGUSTA, GA. —

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



We announce that a most enthusiastic reception has been accorded by the retail phonograph trade of this country to the famous Homokord records, for which we are importers and distributors in the United States.

The Homophon Co. is one of the largest record manufacturing concerns in Europe and produces records in thirty-one different languages and dialects.

The Homokord catalog embraces a wide variety of selections rendered by most accomplished artists. Their quality of manufacture and musical superiority is a matter of world-wide recognition.

Homokord records appeal as no others do to Americans of foreign extraction, because they are true to the nations whose musical life they feature. Especially is this true of the German selections, which are winners with the mighty host of Americans whose forbears were Teutonic. As a business proposition they bring *real* profits.

A large stock of the German records will be ready for distribution from Milwaukee headquarters about April 15.

*Address all requests for catalogs, bulletins
and complete information to:*

A. G. KUNDE

*U. S. Importer and Distributor
of Homokord Records*

**344 EAST WATER STREET
MILWAUKEE, WIS.**

TRADE IN BUFFALO HAS BEEN DULL, BUT IS IMPROVING

Demand for Records Grows—Talking Machine Men Dance—C. N. Andrews Visits Ohio—Columbia Specialty Popular—Columbia Sales Force Meet—Hermandorfer Tells of Brunswick Progress

BUFFALO, N. Y., April 9.—In keeping with most of the other lines of business the talking machine trade here has been experiencing rather a dull period of late. Dealers report, for the most part, that business during the last month or so has been decidedly quiet, but it is now steadily getting back on its feet after the slump of last Fall and Winter.

Record sales have been good. A large number of popular pieces, such as "Humming" and "My Mammy's Arms," created a big demand for the records and helped to keep the business in that line up very well.

Members of the Buffalo Talking Machine Dealers' Association will hold a dance April 13 at Weyand's, Main and Goodell streets. A large crowd is expected. A great deal of attention has been devoted to the arrangements for this dance and it is expected that it will prove a big success. The entertainment committee is making the arrangements. F. E. Russell, of J. N. Adam & Co., is chairman of this committee.

One of the talking machine men here who reports a good business in records is Lionel M. Cole, of the Iroquois Sales Corp. He says that Okeh records are going very well, the foreign records, particularly, have made an instantaneous hit in Buffalo.

Another man who reports a good record business is N. A. Tabor, in charge of the Pathé territory. He says his record business is exceptionally good for this time of the year.

C. N. Andrews attended the opening of the new wholesale establishment of the Perry B. Whitsit Co., at Columbus, O., March 30. He reports that he had a very fine time and that the company has a splendid place of business. Mr. Andrews was the only Buffalo man there. He is an old friend of Mr. Whitsit.

The "Siam Soo" attachment for talking ma-

chines, which the Columbia Co. is featuring, is making a great hit with the Buffalo public. Dealers who are handling the brown-skinned "shimmier" report a very good business in it. Among those featuring it is the Koenig Piano Co., which has one in operation in its window. It has attracted large crowds. Another novelty which the Columbia Co. is featuring, and which is making a great hit here, according to E. W. Peace, of the Buffalo Columbia branch, is an alarm clock attachment for a talking machine, which wakes a sleeper in the morning to the tune of his favorite air, instead of the raucous notes of the ordinary alarm clock.

The Columbia branch here finds that business is going right ahead. When salesmen gathered here recently for the annual monthly sales meeting reports given showed that business is gaining right along, and that the first two weeks in March were the best of any. Speakers at the sales meeting included J. A. Marshall, of the Dealer Service department, who was paying a visit to the Buffalo branch, and W. H. Lawton, manager of the Buffalo branch. There was also a general discussion, led by G. R. Kuhner, of the Buffalo city district; E. F. Germain, of the Western New York district; E. L. Wallace, of Rochester and R. J. Milholland, of Syracuse.

Edward Avis, who makes bird-call records for the Columbia Co., was a caller at the Buffalo branch. Another recent caller was Bert Williams, who was in Buffalo with the Broadway Brevities.

W. H. Daniels, of Denton, Cottier & Daniels, has just returned from a trip to California.

"Despite the so-called business depression, our trade has been brisk," said H. J. Hermandorfer, of the local Brunswick branch. "March proved a big month for phonographs and records. Our business during March, 1921, was far greater than that of March of last year. We

have made large shipments of instruments and records to dealers." The Brunswick branch is preparing to feature a special model on Mother's Day, as part of a national campaign. Style 112 will be featured. It is planned to give this plenty of publicity through advertising.

C. N. Andrews was among those who attended the Jobbers' executive meeting at Boston, April 7 and 8, at which a large number of Victor jobbers were present.

INCREASES SALES REPRESENTATIVES

CELINA, O., April 5.—The Harponola Co. of this city, maker of the Harponola talking machine, reports that business has shown decided improvement within the past thirty days. It is assuming proportions closely approaching those of boom times. This company has recently announced a new and improved line to its trade, which was favored by generous orders. The standard cabinets have received a number of new embellishments and several attractive console period models have been added. The mechanical equipment, which has proved so satisfactory, remains unchanged. The Harponola Co. has been consistently and conservatively adding to its manufacturing and distributing facilities and creating more dealers and distributors in various parts of the country.

VISIT NEW COLUMBIA OFFICES

Westervelt Terhune, manager of the Atlanta branch of the Columbia Graphophone Co., and Fred E. Mann, manager of the company's Boston branch, were recent visitors to the Columbia Co.'s executive offices, holding an informal conference with Geo. W. Hopkins, general sales manager of the company. These two branch managers were the first out-of-town executives to visit the new Columbia home at Columbus Circle and they were enthusiastic regarding the ideal environment which characterizes every detail in the new Columbia quarters.

MERCHANDISING VALUE



Style K4—Top 40⁵/₈"x22"; Height 35"



Style K5—Top 41"x22¹/₂"; Height 35"

\$150

Retail Price

\$160

LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.-

MICHIGAN PHONOGRAPH CO.

Phonograph Division, Lauzon Furniture Co.
Office, National City Bank Bldg. Factory, Monroe avenue and 6th street
GRAND RAPIDS, MICH.

SELL 14 MACHINES IN ONE DAY

Enterprising Columbia Dealer Closes Excellent Business—Salesmen Produce Unusual Results

The general sales department of the Columbia Graphophone Co. received recently an interesting communication from F. L. Scott, manager of the company's Indianapolis branch, relative to the remarkable sales achievement of C. F. Campbell and N. V. McCorkhill, members of the outside sales staff of the Louisville Music Co., Columbia dealers of Louisville, Ky.

When the Columbia Co. recently announced a reduction in the prices of Grafonolas, these enterprising salesmen decided that the time was opportune to start an aggressive campaign



The Two Men Who Made the Big Sales Record among Louisville music lovers. They selected Sunday morning as the right time for such a campaign, in view of the fact that all of the members of the family would be home on that day.

They worked energetically, and as a result of their efforts they sold fourteen Grafonolas in one day. This is undoubtedly a remarkable sales achievement, particularly in these days, and the fourteen machines that were sold comprised the following types of Grafonolas: Three K 2, five G 2, five E 2 and one B 2. The accompanying photograph presents Messrs. Campbell and McCorkhill together with eleven of the Grafonolas that were sold as a result of their campaign. At the time that the photograph was taken the three K 2 models were out of stock.

S. E. Sweetland, formerly with the Sonnenberg Music Co., Bridgeport, Conn., has become manager of the Vocalion department of George E. Nothnagle & Sons, Bridgeport, Conn. This department is one of the best equipped in the city and includes eight demonstrating booths.

OPTIMISM IN AKRON DISTRICT

Resumption of Activity in Tire Plants Promised for May 1—Talking Machine Dealers Preparing to Handle More Business—Reorganization of Local Association Planned—Several New Stores Now Being Opened

AKRON, O., April 4.—Optimism prevails everywhere this week with the announcement that 5,000 rubber workers will have returned to the various shops by May 1. The Firestone Rubber Co. announced Monday 2,000 men will have been re-employed during the period between March 1 and the last of April. Officials of the Goodyear Tire & Rubber Co. announce 1,200 men would be re-employed this week and that tire production would be increased to 16,000 tires a day. Reports show production of tires will reach nearly 60,000 daily in May. This is the most encouraging news received by music dealers here in more than a year and on the strength of this revival of business many dealers are placing orders for more pianos, talking machines and musical merchandise. In some stores only enough stock to "get by" was the policy.

To meet increased business the A. B. Smith Piano Co. has moved its talking machine department from the third to the main floor. All new soundproof booths have been constructed to the right of the main entrance to the store and a corps of salesmen are constantly on the floor to accommodate the trade. Since moving downstairs this department has shown 50 per cent increase in sales, an official of the company said. Approximately 20 per cent more business was done by this company in March than the previous month. The house averaged better than two sales a day throughout the entire month. Business in every department shows improvement.

The Music Shoppe, an exclusive Brunswick store, has been opened in South Main street and announces a complete line of Brunswick talking machines, records and small musical merchandise. The store has an attractive front and is in an excellent location.

The Kratz Piano Co., established in Akron for more than thirty years, has opened a branch store in South Main street. The main store of this company is located at 29 South Howard street and plans have already been drawn for the erection of a modern business block on a site purchased by the company in South Main street. Construction is to begin within a year, officials of the company said.

Music dealers of Akron will participate in a special trade excursion on the Northern Ohio Railroad, to be given some time this month by the Akron Chamber of Commerce. More than sixty active Akron business concerns will have representatives on the trip. The idea is to draw

BRUNO

Successful people are always on the "go". Too speedy oftentimes, Mr. Victor Dealer, to learn where you are located. Billboards! Billboards! so that "he who runs may read"—and "tumble".

BRUNO

the trade of the smaller towns to Akron. Special bargain days will be established and on this occasion special trains will be run from eight small towns near Akron. Merchants will make concessions in all departments of their stores.

Reorganization of the Akron Music Trades Association is planned by Akron music dealers. Since the resignation of A. S. Van Fossen, who for several months was its president, the organization has been inactive. Revival of the trade organization is considered essential by leading music dealers, who claim it not only creates interest in the trade but brings the music dealers of Akron together, so they can learn the newest ideas in musical merchandise selling and benefit from it socially.

NEW CONCERN IN NEW ROCHELLE

The Progressive Music Co. is planning to open up within the near future in New Rochelle, N. Y. According to the initial announcement made in the local newspapers this company will handle the Sonora and Grafonola lines of talking machines and a complete line of pianos and players. There will also be record, music and music roll departments, as well as a miscellaneous line of stationery and sporting goods. H. Janovsky is the proprietor of the new enterprise, and has adopted as his slogan "West New Rochelle's Own Music Store."

The Proof of the Pudding

On October 13, 1920, we received the following letter:

THE CELINA SPECIALTY CO.,
Celina, Ohio.

Gentlemen:—

Congratulations! The sample lot of cabinets reached us today, and we are indeed pleased with them.

They are the ones we have been looking for. We are enclosing check for \$277.50, to balance account. Will send you an order to-morrow for more cabinets, and trust you will make us prompt shipment, as we shall discontinue all of the other makes we have been using.

Yours very truly,
N. N.

Since we received this letter, we shipped over four carloads of cabinets to this party (name of which will be furnished upon request), and while everybody was complaining about "business being rotten" our friends sold over 500 Talking Machines, for which we furnished the cabinets.

If these facts prove to you that we "deliver the goods", why not get in touch with us immediately?

THE CELINA SPECIALTY CO.
Celina, Ohio



Louis XV

THE HIT OF THE YEAR

MUSIC BY

ALBERT VON TILZER

LYRIC BY

LEW BROWN

WAIT UNTIL YOU SEE MY

WADSWORTH

**FRANK CRUMIT'S
OVER NIGHT HIT IN THE
GREENWICH FOLLIES**

**THE OUTSTANDING HIT
OF THE
BROADWAY BREVITIES**

**NELSON & CHAIN'S
BIG SUCCESS IN THE
FANCHON MARCO PRODUCTION**

BROADWAY MUSIC CORPORATION

145 WEST 45TH STREET, NEW YORK CITY

Chicago, Ill., State Lake Theatre Bldg.

Philadelphia, Pa., 37 South 9th St.

WILL VON TILZER, PRESIDENT

Boston, Mass., 240 Tremont St.

San Francisco, Pantages Bldg.

THEATRICAL STAR BUYS SONORA

Miss Evelyn Gosnell Buys Colonial Model—Well Known in Musical Comedy Field

During the past year quite a number of prominent actresses and moving picture stars have visited the Sonora Fifth Avenue Salon in New York and purchased Sonora phonographs for their homes. The list of well-known members of the theatrical world who own Sonora phonographs



Miss Evelyn Gosnell

is increasing steadily, and this instrument is meeting with popular favor among the stars of the Thespian world.

One of the recent purchasers of a Sonora phonograph was Miss Evelyn Gosnell, who played one of the leading parts in "Ladies' Night," a popular farce comedy which scored a tremendous success last season. Miss Gosnell is well known in the theatrical world, and under the management of A. H. Woods has attained marked success. She is a lover of music and purchased a Colonial model at the Sonora Fifth Avenue Salon.

SOME SPEEDY PUBLICITY

How an Edison Ad Was Written and Published in Record-breaking Time

While en route from Chicago to New Orleans, to attend a business convention, William Maxwell, vice-president of Thomas A. Edison, Inc., and Joseph B. Gregg, advertising manager, were suddenly called upon to prepare an advertisement which was to be run in the New Orleans Item just as soon as possible. The story of the advertisement, as told by The Item, is as follows:

"William Maxwell, vice-president, and Joseph B. Gregg, advertising manager, of the Edison Laboratories, are now making a tour of investigation throughout the country. Monday morning, en route here from Chicago, they conceived an idea which they wished to put to an immediate test. New Orleans, they decided, was one of the best test cities in the country.

"Mr. Maxwell dashed off the copy on the train. Mr. Gregg made the layout. The train arrived here at 11:45 in the morning. Two representatives of the Diamond Music Co. were at the station to meet them. Maxwell announced his desire of having the cut made and run in the afternoon paper of that same day. He was informed that The Item had the facilities to handle the required engraving work quickly.

"At The Item office experts were called in and within four hours after the arrival of the Edison executives the advertisement was on the street. This probably constitutes a world record for quick and efficient presentation of an advertising idea."

Bristol & Barber, Pathé distributors in New York, report an increasing demand for the phonographs and records made by the Pathé Co.

A BUSY MILWAUKEE PLANT

Milwaukee Talking Machine Co. Leases Seven-story Building Adjoining Present Plant to Meet Growing Demand for Products

MILWAUKEE, Wis., April 8.—The big factory of the Milwaukee Talking Machine Co., on East Water street, is one of the Western plants which show signs of steady activity. The plant is working eight hours a day at about 80 per cent of normal output. Furthermore, the company has recently leased a seven-story building adjoining the present plant. This is 30 by 120 feet in size and will afford, therefore, about 25,000 extra feet of floor space. The two buildings will be drawn together and every department in the plant considerably enlarged to meet needed requirements.

LARGER QUARTERS IN MANCHESTER

Lionel Fontaine, Inc., Vocation dealer in Manchester, N. H., has just occupied a new

store at 39 Hanover street, in the heart of the business district of that city. The new store has two fine show windows and is modernly equipped throughout. A feature is a special Vocation department, in which it is planned to install three booths.

SUPPLIED THE NATIONAL ANTHEM

Record of Spanish National Air Furnished by Victor Dealer to Telephone Company

Incidental to the opening of the new telephone line from Havana to New York, the Silas E. Pearsall Co., New York, Victor wholesaler, received a request from one of the telephone company's executives to furnish the company with the name of a Victor retailer who could supply it with Victor record number 69417, featuring the Spanish national air. The executive mentioned that it was planned to play this record over the telephone to celebrate the opening of this new telephone connection between Havana and New York.

Fletcher Alltones Needle

Patent Pending

The only Semi-Permanent Needle made, each of which will play either LOUD, SOFT or MEDIUM, by simply turning it in the needle holder as shown in the above cut. This is why it is called "ALL-TONES" or All-tones-in-one.

To give long life to the record and to get the best possible results while playing, recommend FLETCHER ALLTONES NEEDLES to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c
Boxes of 100 cards, to dealers \$15
Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE CO., INC.
 205 Travis Street San Antonio, Texas

New York Distributor:
ANDREW H. DODIN, Inc., 28 Sixth Ave., New York, N. Y.

Chicago and Northern States Distributor:
W. R. PATTEN, 8th Floor, 20 E. Jackson Blvd., Chicago, Ills.

Edison Message No. 94

An increase in the Excise
Tax on phonographs would
make it necessary to advance
Edison Phonograph prices.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

"My Mammy" is a medley fox-trot by the Yerkes Jazimba Orchestra. "Do You Ever Think of Me?" is another by The (always) Happy Six. They'll whistle these dances, hum them, dance them everywhere for months to come. A-3372.

**Columbia Graphophone Co.
NEW YORK**



DEALERS BEAUTIFY THEIR STORES

Arthur L. Van Veen Tells of Many Installations Recently Made in New York and Elsewhere

Renewed activity on the part of talking machine dealers in the beautifying of their ware-rooms is reported by Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City.

Contracts have been made recently for the installation of Van Veen equipment in the talking machine warerooms of the Hoffman Drug Co. and Liptreu & Co., both of Cleveland. Installation work is also being made in the Waterbury warerooms of the A. B. Clinton Co. This equipment is complete in every respect and consists of eight demonstration rooms, a record department and a reception room. The finish will be old ivory and a very pleasing effect will be obtained. Van Veen & Co. recently installed equipment in the Hartford warerooms of the A. B. Clinton Co. and the order for the Waterbury branch may be considered visible approbation of the Hartford installation.

The new model shop in the warerooms of Chas. H. Ditson & Co., Victor wholesalers, New York City, was opened during the early part of the month. This equipment was also installed by Van Veen & Co. and consisted of a combination of booths, offices, model showroom and a period model display salon. The installation was finished in mahogany and ivory, with the carved treatment in the frieze done in Verté antique.

The remodeling of the Bloomingdale talking machine department has been completed, providing twenty-two booths and space for 50,000 records. The entrance to this department is now effected through a handsome arch colonnade and the general effect is imposing.

L. Tobias, of the Van Veen sales staff, completed several trips during the past month which were entirely successful from a business standpoint.

Van Veen & Co. have now in the course of preparation a new catalog which will rank among the handsomest pieces of literature in the industry. This new catalog will be ready for delivery during the latter part of the month.

VICTOR PARTY TAKES BOAT TRIP

A number of Victor wholesalers from Eastern territory left New York on Wednesday night, April 6, to attend the meeting of the Victor wholesalers at Boston, Mass. The party selected the boat trip as the most enjoyable means of reaching the "City of Culture" and among those Victor wholesalers who made the trip were the following: Lloyd L. Spencer, S. E. Pearsall Co., New York; L. W. Collings, Collings & Co., Newark, N. J.; C. L. Price, Ormes, Inc., New York; Emanuel Blout, New York; John Fischer, Rogers & Fischer, Washington, D. C., and T. T. Evans, C. C. Mellor Co., Pittsburgh, Pa. J. J. Davin, of the Reincke-Ellis Co., New York, also accompanied the Victor wholesalers on this trip.

FEATURES CABINETS IN WINDOW

Victor Dealer Features Long Cabinet in Window—Console Type Attracts Attention

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long cabinets, received recently an attractive photograph from Geo. W. Davy & Son, Coatesville, Pa., showing how this progressive Victor dealer is featuring the new



Long Cabinet Featured by Davy & Son

Long console cabinets. This photograph is reproduced herewith and it is interesting to note that this window produced quite a number of direct sales.

Long console cabinets adapt themselves particularly to artistic window displays, and H. C. Naill, of the Geo. A. Long Cabinet Co., states that Victor dealers throughout the East are featuring these cabinets to advantage in their windows. Mr. Naill will shortly institute a co-

operative campaign that will assist the dealers materially in presenting these console cabinets to advantage in their constituency.

MARCH SALES SHOW BIG INCREASE

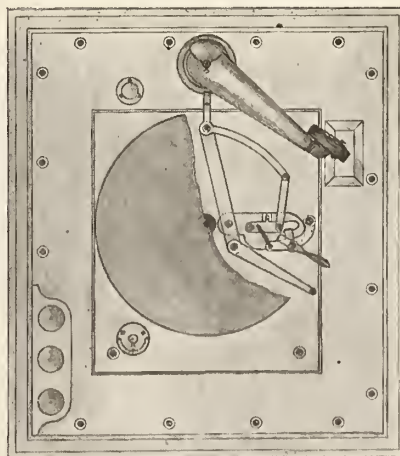
General Sales Manager Hopkins, of Columbia Co., Gives Interesting Data—Dealers Place Substantial Machine Orders

In a chat this week with The World Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., stated that the sales totals for the month of March indicated that the company had sold three times as many Grafonolas during that month as were sold in February. The reduction in the price of Grafonolas undoubtedly acted as a trade stimulant, and Mr. Hopkins was naturally gratified at the figures for March, as they indicated that the dealers are in the market for merchandise.

Commenting upon the significance of this increase over February business, Mr. Hopkins stated that the reports received from Columbia branch managers and Columbia salesmen emphasized that the dealers are not placing any larger orders than are necessary, and are not keeping any stock on hand. In other words, Columbia dealers apparently placed orders for Grafonolas during March in order to take care of the present business and not to provide for future stock.

F. T. Unger, of the Brilliantone Steel Needle Co., left last week on a long trip East.

Knick Super Automatic Brake and Stop Means Life Insurance To Your Motors



Turntable Stop—Patent Pending
GOVERNOR STOP

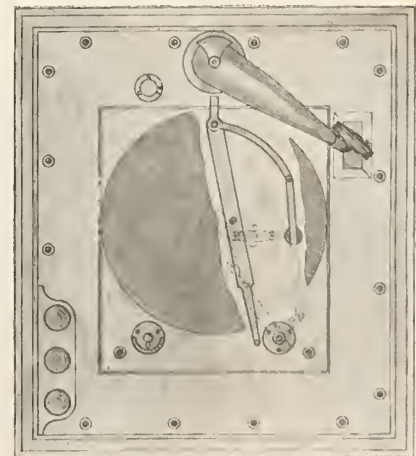
Operates the starting and stopping by push button.

Operates on motor's governor, being mechanically the correct principle of braking.

Will prolong life of motor as it eliminates jerking of governors.

Gives that high-class braking feature found only on the highest-priced motors.

If not satisfied with your present equipment—Write us



Governor Stop—Pat. Feb. 17, 1921
TURNTABLE STOP

Positively eliminates brake troubles, giving a silent and smooth stopping of motor.

Patent cam brake shoe allows adjustment for wear.

Positively accurate to the line. Will function on any record.

Can be accurately set in the dark.

Noiseless in operation.

All bearings in both stops bronze bushed.

UNIVERSAL DEVICES CO.

Cincinnati, Ohio

Manufacturers of TONE ARMS—REPEAT PLAYERS—AUTOMATIC STOPS

SOUTHERN CALIFORNIA DEALERS SEE IMPROVED TREND

Leading Members of Trade Tell of Conditions—Richardson to Open in Hotel Ambassador—E. N. Burns' Visit—Delegates to National Convention—Tetrazzini Autographs—Columbia Publicity

LOS ANGELES, CAL., April 6.—Talking machine sales for the month of March, according to reports from the various managers of departments, were very satisfactory. There were many who declared that the month's business was very good, while others, characteristically conservative, remarked that they had "held their own"; none was pessimistic or admitted a decrease.

Delegates for N. T. M. A.

At the general meeting of the Music Trades Association of Southern California Messrs. J. W. Boothe, general manager of the music department of Barker Bros., and B. Platt, president of the Platt Music Co., were unanimously elected to be delegates and representatives for Los Angeles to the new National Retail Phonograph and Talking Machine Men's Association which it is proposed shall be formed, under the auspices of the National Association of Music Merchants in Chicago at the convention to be

held there in May by the National Association of Music Merchants.

Music Store at Ambassador

W. H. Richardson, president of Richardson's, Inc., has announced that Richardson's, Inc., has secured a lease at the magnificent new Ambassador Hotel, where a music store will be opened. A Victrola agency has been obtained and other musical merchandise will be carried. The interior decorations are in the hands of a firm famous for unique and artistic designs and it is expected that the new store will even "out-Richardson" Richardson's on West Seventh street.

Columbia Vice-president Here

E. N. Burns, the popular vice-president of the Columbia Graphophone Co., spent several days at the Ambassador Hotel in Los Angeles. Mr. Burns arrived here from San Francisco, where he had been directing a special recording outfit which had been brought out to the Pacific

Coast specially to record dance selections by the famous Art Hickman Orchestra. Mr. Burns, who seems to have always had the faculty of spreading friendship and pleasure wherever he goes, appeared to be combining a great deal of pleasure with business during his brief sojourn in Los Angeles and in the Hollywood section, where movie stars of great and small magnitude scintillate on the streets and in exclusive cafés. Charlie Chaplin and Douglas Fairbanks made a record under Mr. Burns' supervision; it is for their own use only and the original matrix was destroyed. It is expected that another record will be made later by these two for public sale.

Local Composition Makes Hit

Among the ever-increasing number of song hits emanating from Los Angeles, written and composed by "Angels," "Do You Ever Think of Me?", music by Earl Burnnett and words by Harry D. Kerr and John Cooper, has proved to be one of the most popular. The Vocalion record of this number was hailed with great joy, as Vocalion dealers had many thousands of customers on the waiting list impatient to obtain Red records for their machines. H. M. Hull, Pacific Coast Vocalion manager, and E. R. Darvill, Los Angeles and Southern California representative, obtained a large number of the Vocalion record "Do You Ever Think of Me?" by express.

Secretary Farquharson in Sacramento

A. G. Farquharson, secretary of the Music Trades Association of Southern California, left early in the month for Sacramento in order that he might attend Senate and Assembly committee meetings at the Capitol in the interests of the trade. On March 15 he proceeded to San Francisco and was present and spoke at the organization meeting of the Music Trades Association of Northern California. Mr. Farquharson was again in Sacramento the last week of March.

Novel Act in Theatre

John Cooper, who has recently secured a Columbia agency for his "Melody Shop" on Broadway, featured a novel act at Grauman's Million Dollar Theatre. A Columbia period Grafonola played Columbia record "Do You Ever Think of Me?" and Mr. Cooper, who is one of the composers of the song, played on a piano in unison at the same time. Another of his compositions, "Be a Little Sweeter to Me," published by Jerome H. Remick, is becoming quite popular and will doubtless make its appearance soon on a record.

Diva Autographs Records

Luisa Tetrazzini, world-famous coloratura, appeared in concert in Los Angeles last week. Her favorite piano is the Hardman and she visited the Wiley B. Allen Co.'s store on Broadway. Harold Jackson, manager of the talking machine department, took advantage of her visit and obtained a number of autographed signatures on her Red Seal Victrola records, which will be prized by those who secure them.

Flies Over Los Angeles

Charles Mack, city salesman for the Columbia Co., started from the de Mille aviation field and flew in a biplane all over his territory, distributing certificates to people below which entitled the finders to Columbia fifty-nine-cent records, obtainable from the nearest Columbia dealer. Mr. Mack flew low, in many cases just above some of the tall buildings of Broadway.

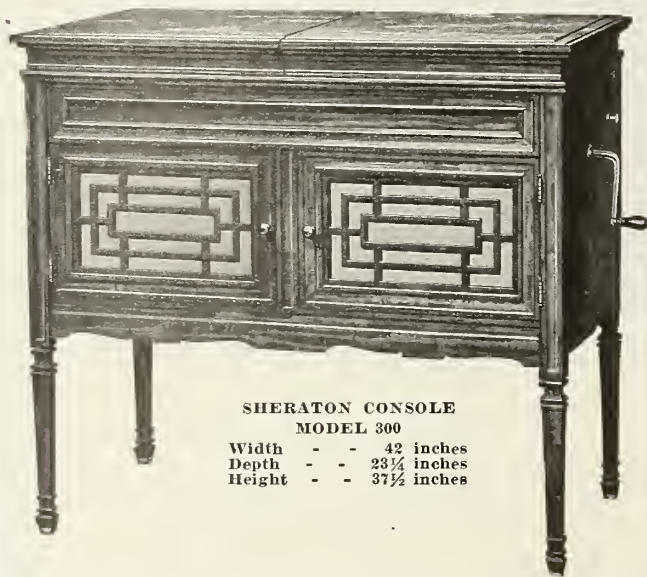
Wonderful Collection of Antiques

Perhaps one of the oldest collections of historic and prehistoric Indian wares is to be found at J. F. Collins Co.'s store in Santa Fe, the oldest of American cities. The store itself, however, is modern in every respect and a very complete talking machine department is maintained, as reported by E. R. Darvill, special representative of the Aeolian Vocalion Co.

Canadian Dealer in Los Angeles

It is a far cry from Windsor, Canada, to Los Angeles. Six hundred feet, more or less, separate Detroit from Windsor and some of Los Angeles' people feel a little envious of Detroit. No one could accuse a town so close to Windsor of being even semi-arid. R. H. Tamplin, of the Columbia stores, Windsor, spent a number of days here and expressed his intense admiration of everything which he had seen, heard and eaten—well, he couldn't rave about Coca-Cola.

Mr. Manufacturer—Mr. Jobber—Mr. Dealer
YOU KNOW that the TREND OF THE MARKET
is toward THE CONSOLE TYPE.



SHERATON CONSOLE
MODEL 300
 Width - - 42 inches
 Depth - - 23 3/4 inches
 Height - - 37 1/2 inches

We sensed this tendency long ago and concentrated our efforts on the building of CONSOLES.

Therefore: We are in a position to offer you Period Type Models in Consoles at prices that will enable you to cash in on the consumers' desire for a medium priced Console. Well constructed and well finished.



QUEEN ANNE CONSOLE
MODEL 200
 Width - - 40 inches
 Depth - - 23 3/4 inches
 Height - - 36 1/4 inches



QUEEN ANNE CONSOLE
MODEL 190
 Width - - 36 inches
 Depth - - 22 1/4 inches
 Height - - 36 inches

Write for full and complete information on Console Cabinets either alone or equipped; or you furnish the equipment and our experts will install.

SINGER TALKING MACHINE CO.

575-9 Market Street - - Milwaukee, Wis.

VICTOR DEALERS—



The "New Records Magazine"

is published for your use as a "mid-month" mailing and to aid you in covering your entire mailing list with information as to the new Victor Records for each month.

Each succeeding month's issue carries a complete list of the Victor Record releases for that month.

In addition the booklet is a delightfully interesting little magazine full of "human interest" articles and illustrations that create desire for music in the home and an appreciation of the quality in Victrolas and Victor Records.

We strongly recommend this useful service to every Victor Dealer.

Our Service Department or any of our salesmen will gladly furnish you with all details regarding it.

Write for sample copy and prices.

NEW YORK

Talking Machine Co.

119 West 40th St.

Victor Wholesalers Exclusively

CHICAGO

Talking Machine Co.

12 N. Michigan Av.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., APRIL 8, 1921. The Big Show has come and gone. It was a Big Show. In fact, it was pre-eminently THE Big Show of the year from the educational

The Big Show!

standpoint. We refer, need we say, to the Educational Conference conducted by representatives of the Victor Talking Machine Co. and ten of the most prominent Western Victor distributors.

Not introduced with any flourish of trumpets, yet big with significance, this three-day exhibit, discussion and lesson (for it was all of these and more) impressed most profoundly those who took part in it. To the representatives of the Talking Machine World it was, literally and seriously, a most inspiring event. Without any suggestion of commercial interest, without direct reference to sales or promotion, the Educational Director of the Victor Co., with her talented and enthusiastic associates, made an exposition, thrilling in its high points, profoundly interesting in even its most ordinary aspects, of the marvelous work which is being done by her great department in bringing to the schools of the United States the blessings of immediate contact with the best that has been thought and written, played and sung, in the art of music. As the wonderful story was unfolded, one question came uppermost and finally took first place in the mind of the writer of these lines. It was this: You Victor dealers, do you half realize what all this means to you? Are you establishing a liaison between your business and the magnificent influence for music and for the talking machine which the Victor educational work is steadily developing? That is the biggest question which the Conference has yet suggested to the writer. What is the dealer doing to bring this great power into working for him? The Victor Co. is ready to show its dealers how they can connect with this high-power circuit of sales-influence. Will they take advantage of the chance and cut in on the line? The answer should be in the affirmative.

THE Brunswick Co. has both good hard sense and imagination as well. Elsewhere in this paper the reader will find a description

"Say It With Music"

of the highly ingenious scheme whereby the Brunswick sales forces have captured "Mother's Day" and made it their own. They tell us, do the wise ones, that the florists of this country have multiplied their sales over and over again since some genius arose to create the slogan, "Say it with flowers." And now the Brunswick folks are telling us to "say it with music," and have linked up this pretty saying with the idea of Mother's Day, that day in every sweet Spring when men and women, boys and girls, have learned to wear in their buttonholes or their corsages a sprig of flowers in honor of that human bringer of all good things—mother. By means of a very clever advertising campaign of helps to the Brunswick dealer this Mother's Day is being linked up with the sale of Brunswick phonographs. We shall not spoil a very good thing by giving too many details. But those who want to know what the mystic number 112 really means, or how "mother's heart" may be "kept singing," are respectfully referred to that page of this magazine on which the story is told. Even then there is a great deal more to learn, and some of the most interesting points are not revealed at all. For them, let the reader go to the fountain-head and ask the Brunswick phonographers to tell their story to him in their own way. He will be a surprised and an admiring reader when he has learned it in all its ingenious and practical beauties. "Say it with music" is an inspiration. Good for Brunswick!

PRESIDENT MCNAMARA, of the Empire Phono Parts Co. of Cleveland, was in the city the other day and seemed to be in a very cheerful mood. Of course, we asked him "What about business?" Wherever, today, two or three are gathered together, in the words of John the golden-mouthed, business is the subject of discussion. Our Cleveland friend, answering the usual question, immediately pointed out that, in his judgment, the mid-West is just going

Cycle and Business

through the same period of reaction from hilarious prosperity which the East experienced a short time ago. As we understood him, he was pointing the moral of the fact, which all students of economics well know, that prosperity and its opposite may be compared with the crest and trough, respectively, of a wave, which comes and goes, moving through the entire sea of industrial society, and at every point having its motion in one direction exactly balanced by a reaction in the other direction. The great war-time prosperity, for instance, started in the East and worked its way gradually to the mid-West, and thence to the Pacific Slope. By the time that it had reached the Chicago territory and was in full swing there it had already begun to recede on the Atlantic Coast. Then, when the wave changed its direction, the depression was felt in the Eastern States long before the mid-West was affected. At the moment, that last direction of the wave is in full motion in the mid-West, while already there are signs that the turn has come in the East. Great waves move slowly and large tidal movements are very gradual. It will take quite some time for our Atlantic Coast friends to realize that the turn is actually passed, and, of course, we out here shall have to wait just a bit longer. But President McNamara is right. There are true signs, not to be disregarded, that the Eastern situation is changing for the better. Let us be patient. We have, after all, not very much cause for complaint. We might be much worse off.

THERE is a big department store downstate, in the thriving city of Decatur, a store known all over the contiguous region, the Linn &

What One Store Is Doing

Scruggs store. That institution boasts a music department which is worth while, and especially a talking machine department which is most distinctly worth while. The head of the talking machine department of this big store reports to The World that he and his assistants sold \$4,000 worth more goods during February this year than they sold during the same period last year. This is worth considering. There has been very much whining about the state of business in the farming and small-industrial-town regions throughout the middle West, and, to a certain extent, there has been reason for the complaints. But in point of fact there is no reason to be alleged for this remarkable experience of the Decatur department store, save the simple reason of good hard work. The ladies and gentlemen who run that talking machine department simply worked hard: and the results show in the figures. This time last year the orgy of spending was in full swing, and as yet no sign of a turn had appeared or, indeed, was to appear for three months more. Nor was there any terrible shortage of machines and records. There was some difficulty in getting enough stock, but that does not, for a moment, explain the facts we set forth here. The true explanation is that a year ago salesmanship was a dead art. Today salesmanship is alive again, alive and highly respected. In fact, everyone is calling for salesmanship. It is being paged all up and down the line, and hard work, salesmanship's father, is entertaining company day and night. Nuff sed.

WHEN the Music Industries Chamber of Commerce and the various national associations affiliated therewith selected the Drake Hotel in

Will Be Great Gathering

Chicago as convention headquarters for the big meetings to be held during the week of May 9 they chose wisely, for not only is Chicago the natural business center of the country, but the Drake Hotel is declared to be one of the finest in the world and environment has much to do with the making of a successful convention.

During the conventions there are going to be offered to members of the music industries generally, including the talking machine men, many opportunities for studying trade conditions at first hand, discussing the business situation and the prospects and studying the various exhibits to be made, in order that they may carry back home with them new ideas to help them meet, with greater success, the business problems in their own localities.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., April 6.—Conditions in Chicago and the Middle West have not materially changed in the past thirty days. Sales still come slowly, but there is a decided strengthening of faith in the general future of the talking machine business on its new and more conservative basis.

Dealers are realizing more keenly than ever that sales are found outside of the shop—not inside. They are realizing that bold merchandising plans, backed by aggressive action, represent, after all, the most reliable methods of conducting business. Yesterday a salesman was more than worthy of his hire—in his own estimation—to-day he is worthy only of his hire in direct relation to what he can produce.

There is to be no more feverish question of "How many machines can the factory ship me?" The problem is, "In how many homes should there be a talking machine where there is none to-day?"

And this question of "where" brings to mind that to-day location has much to do with business. In some towns where the industries have been hard hit dealers are reporting but two classes of machines as selling—the very large and elaborate ones, which are being sold to people of independent means, and the small table machines, which satisfy many workmen to-day. In the larger cities dealers are finding that in some neighborhoods it is well to pursue methods which are quite useless elsewhere, but the one thing that is agreed upon in all localities and under all conditions is that it is now up to the salesman—and to him alone.

Keller on Eastern Trip

Julius Keller, Sr., president of the Sterling Devices Co., manufacturer of tone arms and attachments, is at present away on an Eastern trip in connection with his many commercial and financial interests. While in the East Mr. Keller will visit several prominent talking machine manufacturers who have evinced keen interest in Sterling tone arms and are about ready to place orders for their 1921 requirements. According to his present plans Mr. Keller will be back in Chicago within the next few days.

Fern-O-Grand Progresses in Middle West

J. M. Dick, one of the sales directors of the Fern-O-Grand Co., of Cincinnati, reports rapid progress in the organization of distribution in the

Middle West. One of the most successful distributors is the Joseph Smith Furniture Co., of St. Louis, which is handling the Fern-O-Grand in Missouri, southern Illinois, northern Arkansas and northern Kentucky.

Mr. Dick announces that during the convention of the Music Industries in Chicago from May 9 to May 14 the Fern-O-Grand will be on display in Parlor C of the Stratford Hotel. "We are planning to display our Polychrome and Japanese art finishes, which are among our new models and of which we are very proud. A number of dealers have already promised to stop in and see us and all of them expressed a keen desire to see the new goods."

S. W. Blandin an Optimist

S. W. Blandin, secretary and treasurer of the Racine Phonograph Co., of Racine, Wis., was in Chicago this month, where he was in conference with both dealers and manufacturers of supplies. Mr. Blandin is an optimist of the saner sort and sees a big future for the phonograph industry so far as it touches those manufacturers who are committed to methods that are both progressive and conservative.

"We are building up our business upon the production of a quality machine and we are not overexpanding to the detriment of the dealers who have pinned their faith upon us. We have implicit faith in the future of the industry when the conditions in that industry are not abused and so we believe that our future lies in a steady growth; neither too conservative nor too impetuous. As the conditions stand to-day I think the general tone of the trade is improving."

Casey Hudson Co. Takes Over "Krasco" Motor

The Casey Hudson Co. the first of this year took over the manufacturing facilities of the Krasberg Engineering & Manufacturing Co. and the Duro Metal Products Co. The Krasberg Co. has long been active as talking machine motor manufacturer and the Casey Hudson Co. has supplied parts, stampings and hardware to them, as well as many other phonograph manufacturers. With these three factories the Casey Hudson Co. is equipped as one of the most complete organizations for the manufacture of phonograph motors in the country.

It is the purpose of the Casey Hudson Co. to continue the manufacture of the well-known "Krasco" two and three-spring motors of con-

ventional design, the production of which has already run into millions. They are made in two sizes, the parts being interchangeable, and the parts of these motors are also interchangeable with parts of the new four-cylinder motors. Cabinets of all sizes may be milled and bored alike, thus facilitating production.

The same insistent demands for greater power, smoother and more silent operation that caused the evolution of the modern four and six-cylinder automobile motors have led to the development of this improvement in phonograph motors, according to its manufacturer, the Casey Hudson Co., of this city.

The "four cylinder" Casey Hudson motor is, of course, a four-spring motor, and its manufacturer claims that it will fulfill the requirements of the most critical talking machine manufacturers. The two sizes play six and eight ten-inch records respectively without rewinding. Visitors to the factory have commented upon its silent running and smooth, balanced operation.

Barnhart Bros. & Spindler Expansion

Barnhart Bros. & Spindler have advertised an issue of \$600,000 worth of 8 per cent serial gold notes. In describing the resources of the company the following appears: "Business—One of the largest industries of its kind in the country; founded in 1868; manufactures practically all equipment essential in the printing trades. A die-casting department is a valuable adjunct to the business. In addition to a large, well-equipped, modern manufacturing plant at Monroe and Throop streets, Chicago, branches are maintained in seven other cities in the United States, and through dealers the product is widely distributed. Export business is of considerable volume.

"Assets—As certified by the accountants, total assets, exclusive of good will, trade-marks, etc., are \$4,208,840. Net quick assets are \$2,048,558. Plant and equipment are appraised at \$1,358,118. Total assets, therefore, are over \$7,000, and net quick assets \$3,400 for each \$1,000 bond. Net quick assets must be maintained at not less than one and a half times, and net tangible assets at not less than two and a half times the amount of notes outstanding.

"Earnings—The history of the company shows consistent earnings throughout the life of the

(Continued on page 130)

When in the market for Fibre Needle Cutters
Always get our prices
Do not be put off with any other cutter
Efficiency is our first object

& we want your valued orders

Will we hear from you soon?
Allow us to quote you on a quantity
Do not wait until the other fellow outsells you
Enter your order at once. (Today.)

WADE & WADE

3807 LAKE PARK AVE.

CHICAGO, ILL.

A SPECIAL THIS MONTH

The Fourth

Example of how Lyon & Healy co-operate with their Victor dealers with the strongest Sales Helps—

A Billboard Poster



It's Different!

You never saw a poster like it. Other posters explain or claim or attract, but this one *invites*. It invites the reader to come into your store to hear Victrolas and Victor Records. Its striking, flashing colors catch the eye of every passerby. The design is unique. There is a happy touch of humor in the illustration. The poster is regulation size, 24 sheet, about 25 feet long by 10 feet high.

Lyon & Healy Dealers' Helps Increase Your Sales

All of the Lyon & Healy services are well tested and tried. We use them for our own retail trade—one of the largest in the country.

They are sold exclusively to the most progressive Victor dealer in each city. If you are that man, write for a complete list of our services, full information and samples.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 129)

business and continuation of profit is assured by the essential character of the product.

"After payment of all Federal income and other taxes and deduction of all depreciation charges, earnings have been: Average nine years, \$227,136; average five years, \$261,784; year to August 31, 1920, \$389,906; maximum interest charge, \$48,000."

Cathedral Phonograph Co. Affairs

A. A. Akers, who is one of the receivers of the Cathedral Phonograph Co., informs The World that work is rapidly progressing in the accumulation of the liquid assets of the company. The plant at Marion is in operation and is working up into finished machines the stocks of lumber and parts that were on hand. Some fifteen machines a day are being turned out. Mr. Akers estimates that within three months all of the raw stock will have been worked.

One very pleasing development has been the surprising increase in the number of orders received and Mr. Akers believes that within ninety days practically all the creditors will be paid off, after which the business will be turned back to its original owners.

Starr XV in Big Demand

F. D. Wiggins, manager of the local store of the Starr Piano Co., is highly elated over the reception that Chicago is giving to the new console model XV. "It is a fact that in spite of the general quietness that has appeared in the talking machine trade we cannot keep nearly enough of this model XV on hand," said Mr. Wiggins. "It is easily explained in that this model is highly desirable from three angles. In the first place, as a musical instrument it is unique. Secondly, it is a piece of furniture that any person would be proud to have in his home. Thirdly, the machine can be operated without lifting the whole top; it is really a table. As a phonograph it has every one of the latest features, electric flasher and all. The spruce horn also impresses our purchasers."

The specifications for this Starr model are: Height, 32 1/8 inches; width, 59 1/4 inches; depth, 28 inches; adjustable tone arm for playing all disc records; high-grade, silent, Starr-made motor; 12-inch turn table; speed control; automatic motor stop; tone regulator; dull gold plated hardware; Starr improved filing system. Retail at \$350.

Ernest W. J. Hughes' New Line

Ernest W. J. Hughes has opened an office in 722 Monadnock Building and is displaying the Cobrola portable outing phonograph. He will handle this product in Chicago and the Middle West.

Fricke a "Bull" on Costs

W. A. Fricke, of the Lakeside Supply Co., is a "bull" on the price of all things that enter into the manufacture of talking machines. "Some people seem to think that prices of supplies are going back to where they were before the war. This, of course, is very erroneous. Those who wait are apt to wait so long that other people who have better judgment on prices will be walking away with the prizes. I am also a believer in the future of the electrically-driven machine. This may be because I recently got a big order in the East, but, allowing for my natural enthusiasm, I think the electric machine is due for a big boom."

Represents Paco File

C. W. Howe & Co., manufacturers of Howe tone arms and reproducers, are extending their activities to include representation of the Paco record file in Chicago and the Southwest. This new filing system was introduced by the Phonograph Accessories Co., of Milwaukee. Mr. Howe reports that despite the continued depression in general business he is beginning to observe a stronger feeling among manufacturers, as shown by the increasing number of inquiries on tone arms and reproducers.

Columbia Stars at Soldier Benefit

The Paul Biese Trio, exclusive Columbia artists, at the present time making music history in Chicago, and Eileen Schofield, dagger dancer, were the features on the program arranged by

Matt J. Kennedy, president of the Piano Club and chairman of the committee in charge of the entertainment and smoker for the wounded soldiers, at United States Public Health Service Hospital, Forty-seventh and Drexel boulevard, the closing week of March. The party proved to be a huge success.

Nupoint Co. Increases Distribution

The Nupoint Mfg. Co. has greatly increased its distributing facilities in the past sixty days. In Western territory, particularly, the Nupoint Co. is building up distribution.

A very attractive new pasted cardboard box is now used in making up Nupoint needles, as the company has found by making numerous tests that this method of boxing is the best way to prevent leakage. The company has also arranged a new carton which includes an ar-

angement and provides for an easel and advertising card. This includes an inner lining, which is an added element of strength.

To Handle Talking Machines

The Vandome Music Shop, 47 East Thirty-first street, this city, has been incorporated to deal in talking machines, records and other products, by E. Tate, P. Jackson and J. Tate.

Al Jolson Scores With Columbia Dealers

J. Kapp, of the Columbia Co., recently returned from a four days' trip—or should it be tour—with Al Jolson through Illinois. In this connection Mr. Kapp remarked: "Al Jolson was greeted with 'sold out' houses in the towns that I was in—Springfield, Decatur and Denver. The dealers of each of these towns played up to his appearance by window displays, newspaper

(Continued on page 132)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.



For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and melodic, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



For the Columbia

No. I-C ORO-TONE

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



SEND FOR

Copy of the "Oro-Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 131)

and program advertising. I took Jolson to the Columbia dealers of these towns myself. In Decatur he spent some time with J. B. Calhoun, manager of the Grafonola department, of the Weilepp & Stucky Furniture Co. Al Jolson put himself and his Columbia record across in fine shape. He was greatly appreciated in all of the towns that he visited and took the opportunity to speak personally about the Columbia records which he has made. As a result the dealers in each of the above towns reported that they have experienced the biggest sale of Jolson records ever. Particularly has 'O-hi-O' been selling with remarkable popularity."

Great Kimball Advertising Campaign

The W. W. Kimball Co. has recently launched an extensive newspaper campaign featuring the Kimball phonograph. A series of these advertisements, similar to the one reproduced herewith, is appearing in the leading newspapers in New Orleans, Memphis, Kansas City, Minne-

KIMBALL PHONOGRAPHS



PHONOGRAPH SUPREMACY

lies in the ability of the instrument to reproduce faithfully the voice of the singer, or instrumental numbers as interpreted by band or orchestra.

Faithful reproduction is precisely the result achieved in the KIMBALL Phonograph, and a demonstration will quickly establish our claim.

In visible beauty, as well as sweetness of tone, the KIMBALL Phonograph is a delight to the owner, and an instrument worthy of the KIMBALL name.

Call on your nearest dealer for demonstration.

Many Models - Variety of Cabinet Designs - Reasonable Prices

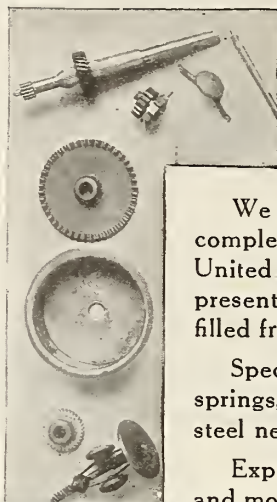
Dealers who sell KIMBALL PHONOGRAPHS enjoy the added prestige of the KIMBALL NAME. Write for literature and liberal terms.

W. W. KIMBALL CO.

(Established 1857)
Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs and Music Rolls.
Factory and Executive Offices, Chicago, U. S. A.

(Insert Distributor's Name Here)

A Kimball Ad Reduced in Size
apolis, Indianapolis, Chicago, Detroit, Milwaukee and Springfield, Ill. The number of people reached, as estimated by the newspapers' circulation, is two and a half millions.
This campaign of publicity is to be com-



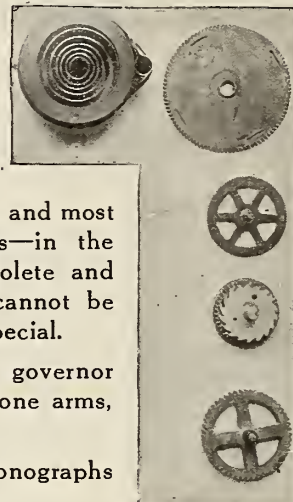
Repair Parts

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.
Arelino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

227-229 W. Washington St., Chicago, Ill.

mended not only because it brings the Kimball phonograph to the attention of an immense buying constituency, but it also indicates that this manufacturing institution is fully alive to the importance of helping the dealer to enlarge his trade. The result of this campaign cannot be otherwise than beneficial, for while publicity may not always bring immediate results it has a cumulative value that is not easily estimated but which works effectively to make prestige and sales.

Make "Templar" Stop

A. J. and R. A. Foute, located at 19 West Jackson boulevard, are manufacturing a new automatic stop which they have named the "Templar." This is a device invented by the latter gentleman and, according to reports, has been very well received by the trade. It embodies the principle of two concentric arcs used to trip the braking device and is very simple in construction.

"Siam Soo" Arrives

A lady from the East arrived in Chicago this past month and brought with her from the Orient some of the mystic charm that surrounds those far countries. The lady was known as "Soo"—"Siam Soo"—and she shivers and shimmies in a most seductive style. Copper-colored as to skin and scanty as to clothes, with a shoulder movement that would make "Bee" Palmer green with envy, she performs her dance in every Columbia show window in Chicago and her unflinching ef-

forts to charm are keeping the window fronts crowded.

Okeh Foreign Selections in Demand

The recent additions to the Okeh lists of operatic records and records by famous singers are finding a ready sale in Chicago. So says A. J. Foute, of the Chicago office of the General Phonograph Corp. and at the same time he states that the instrumental dance numbers are also increasing in popularity. Last month seems to have witnessed considerable of a jump in all parts of the Okeh business, due, doubtless, to numerous newspaper advertisements inserted in various dailies throughout the month.

Spring and Love n'Everything

Leslie Fell, manager of R. L. Berry & Co., of Springfield, O., is stepping off April 6 with Miss Katherine McGarry, formerly with Lyon & Healy and later with the Hyde Park Music Shop, on East Fifty-third street. It all started in a record room, or somewhere like that, and anyhow (pardon this) Leslie Fell.

Another one to feel the call is Miss Esther Raps, who has been with Lyon & Healy for a long time and who for the past year has been in charge of the retail record department. We don't know the man's name except that his first name is "Dick."

Tonofone Advertising Campaign

The R. C. Wade Co., manufacturer of the Tonofone needle, has sent out an interesting letter containing advance information on its Tono-

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

fone advertising campaign which indicates its progressiveness. Attention is directed to the fact that the April trade paper ads and direct-to-dealer letters are featuring Tonofone window displays—the best sales and profit producer yet presented. This window display is attracting much attention and is sent free to dealers who place an order for a certain amount of Tonofone needles.

This company plans to put out another new feature in May. It will also list in its trade paper ads in that month all its active jobbers. This page will be sent to every one of its dealers listed (20,000) with a snappy letter urging that orders be sent direct to the distributors named. In this connection distributors are urged to carry full stocks so that they can do justice to themselves and to the manufacturers. The letter closes with such cheering remarks as: "Business is improving—people are gaining confidence—Tonofone is gaining popularity and our campaign is in full swing, gathering force as it proceeds."

Brunswick Inventory System Popular

Officials of the Brunswick Co. report a growing tendency upon the part of Brunswick dealers to follow the company's suggestion of the installation of a stock-envelope inventory system. It is claimed that this system is particularly adapted to moderate-sized and smaller shops. The advantage lies in making it possible for the dealer to know exactly where he stands in reference to stocks and the proper time for replenishing.

Fletcher Needle Man on Long Trip

W. R. Patten, distributor for the northern States of the Fletcher All-Tones Needle Co., is planning a motor trip through his territory with the idea of getting in immediate contact with both dealers and machine owners in all parts of his section. Mr. Patten has worked out a remarkable itinerary which takes him through Ohio, Indiana, Illinois, Nebraska and Iowa. He will also probably at a later time take in Wis-

consin, Minnesota, Michigan and the Dakotas. Mr. Patten has located his Chicago office on the eighth floor at 20 East Jackson boulevard.

Consolidated T. M. Co.'s Okeh Activities

The Consolidated Talking Machine Co., 227 Washington street, Okeh jobber, has just added three new men to its sales staff in order to give enhanced service and co-operation to Okeh dealers in this territory. These men are: H. D.

Schoenwald, F. B. Dunford and W. P. Ainsworth. Mr. Schoenwald, who is well known in the local trade, was recently associated with the sales staff of the Melodee Music Co., and prior to that was connected with the Columbia Graphophone Co. He will cover northern Illinois territory and his past experience in the trade will give him an opportunity to offer practical service to Okeh
(Continued on page 134)

W. W. KIMBALL CO.

NOW WHOLESALE DISTRIBUTORS

of
Okeh Records

Dealers will appreciate the superior recordings of Okeh Records. These records are assured sellers.

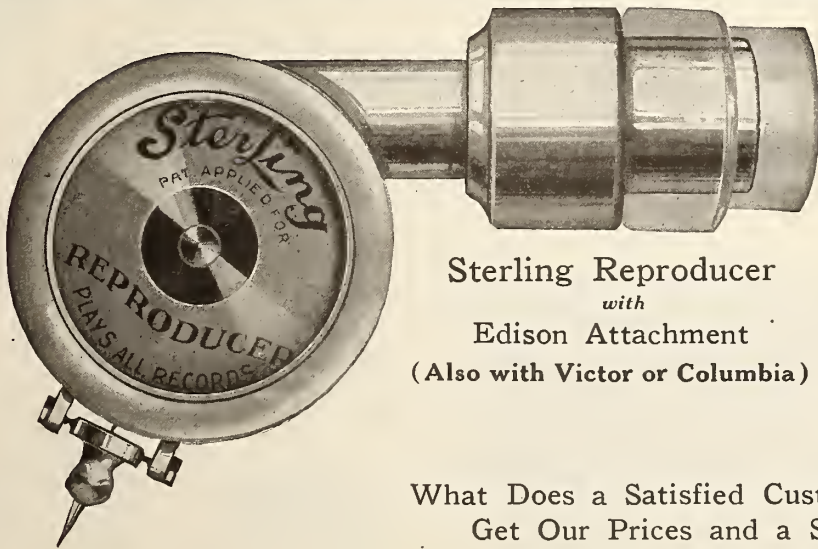
We are prepared to offer quick service. Write for our proposition.

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., Kimball Bldg. CHICAGO

Manufacturers of Pianos, Player-Pianos, Pipe Organs, Phonographs and Music Rolls. Distributors Okeh Records.



Sterling Reproducer
with
Edison Attachment
(Also with Victor or Columbia)

THE
Sterling
COMBINATION
ATTACHMENT

is expressly made for giving *perfect* rendition of both hill and dale and lateral cut records—

And It Does It!

What Does a Satisfied Customer Mean to You?
Get Our Prices and a Sample Shipment

MANUFACTURERS
who are interested in a non-infringing Tone-Arm should send for Sample and Prices.

QUALITY, DESIGN and
FINISH — UNEQUALLED



"Sterling"
NON-TAPER
No. 11 Tone-Arm

Sterling Devices Company

534 LAKE SHORE DRIVE

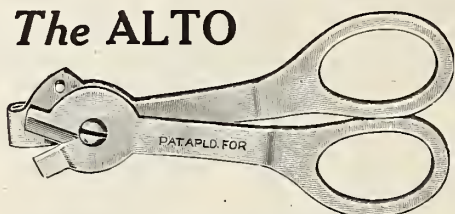
CHICAGO

THE \$1.00 CUTTER—HERE IT IS

Retail Price **\$1.00**

A better Fibre Needle Cutter for less money

The ALTO



Made Entirely of High-Grade Steel

ALTO MFG. CO.

1801-1803 Cornelia Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

dealers. Mr. Dunford was formerly connected with the sales staff of the Emerson Phonograph Co. and the General Phonograph Corp., and he will visit the dealers in Chicago territory. Mr. Ainsworth has had extensive experience in the retail business, and he will cover central Illinois territory.

E. A. Fern, president of the Consolidated Talking Machine Co., states that the demand for Okeh records has increased considerably during the past few months, and he has found it impossible to secure a sufficient stock of Mamie Smith records to keep pace with the requirements of the dealers. The recent visit to this city by Mamie Smith and her band has acted as a marked stimulus to the sale of her Okeh records, and the dealers in this territory are placing large orders for all of the new records made by this popular and exclusive Okeh artist. Mr. Fern recently returned from a visit to the East, where he spent quite some time at the executive offices of the General Phonograph Corp., conferring with John Cromelin, general sales manager of the company, and W. C. Fuhri, general sales manager of the record division, regarding plans and policies for the coming year. The General Phonograph Corp. is enthusiastic regarding the splendid work accomplished by the Consolidated Talking Machine Co., and Mr. Fern is making plans for an active record trade throughout 1921.

New Jewel Tone Arm Highly Praised

The Jewel Phono Parts Co. of this city, manufacturer of Jewel tone arms and reproducers, has just perfected a new non-tapering tone arm which has all of the features of the original Jewel tone arm (formerly known as the Blood), together with the fact that it is adjustable from seven to nine inches. The reproducer turns and plays Edison records in the hill and dale position, and is

sold with or without the popular Jewel mute.

The new tone arm has been highly praised by manufacturers who have visited Chicago during the past few weeks. They have commented upon its light touch, which is accomplished by a very simple spring tension that is entirely outside of the tone chamber and thereby eliminates any obstruction from the reproducer to the throat of the amplifier. This tone arm is now being delivered to the trade and from all indications it will have a great vogue.

A. B. Cornell, sales manager of the company, returned recently from a business trip, which included a visit to Grand Rapids and several other important trade centers. Mr. Cornell states that while conditions in the Grand Rapids district are below normal there is a feeling among the manufacturers that very shortly there will be a marked improvement in the business situation, and there is an indication on the part of the manufacturers to place substantial orders for equipment. Quite a number of the manufacturers are taking advantage of the lull in business to revise their selling policies so that they will be on a far more substantial basis during 1921 than they have been in the past.

Wiswell on a Trip

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is on a trip that will take him as far West as St. Louis and from there to Boston to attend the national jobbers meetings. He will be back about the middle of the month.

The Six Best Record Sellers

The Wabash avenue store of the Starr Piano Co. reports that the six best sellers for the month on the Starr catalog have been: "Make Believe" and "Answer"; "Underneath the Dixie Moon" and "Molly"; "Happiness" and "Love

Bird"; "Learning" and "O-hi-O"; "Blue Jeans" and "I'm Going to Do It if I Like It"; "Do You Ever Think of Me?" and "Arabia."

The six best Edison sellers are reported as: "Kashmiri Song" and "Pale Moon"; "Deep in Your Eyes" and "Half Moon"; "Wond'ring" and "When I Found You"; "Pickaninny Rose" and "Bells of St. Mary's"; "Grieving for You" and "Rose"; "Annic, My Own," and "Toodles."

The six best sellers in the Okeh library are reported to be: "My Mammy" and "Sweet Mamma"; "Underneath the Dixie Moon" and "Jungo Land"; "St. Louis Blues" and "Spread Yo' Stuff"; "In Madagascar Land" and "Arabia"; "Over the Hill" and "Playmates"; "Scandal" and "She Walks in Her Husband's Sleep."

The six best sellers on the April list of the Victor catalog are: "Hungarian Rhapsody, No. 2"; "Serenade"; "Home Again Blues" and "Crazy Blues"; "Bright Eyes" and "Love Bird"; "My Mammy" and "Underneath Hawaiian Skies"; "Humming" and "My Mammy."

The six best Columbia sellers are: "My Mammy" and "Do You Ever Think of Me?"; "Bright Eyes" and "Love Bird"; "Humming" and "Now and Then"; "Rose" and "Timbuctoo"; "My Last Dollar" and "I Am Going to Quit

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
Price \$2.50

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

ACME

The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."
Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

VARNISH DRYROOMS
with the **EJECTOR SYSTEM**

Something New
Write for "EJECTOR" Bulletin
Just off the Press

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago
USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT 1,186,477.

Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

This MACHINE

SHARPENS FIBRE NEEDLES

WITHOUT

REMOVING THEM from the

TONE ARM

Jobbers

Handle the **LIDSEEN**

FIBRE NEEDLE CUTTER

and you will be up to the minute.
You can recommend this cutter.

Ask me

LIDSEEN

850-860 So. Central Ave. CHICAGO, ILL.

Saturday"; "All She Could Say Was Umh Hum" and "In Napoli."

Upholds the Grosvenor Process

Drying Systems, Inc., designers and manufacturers of drying equipment, have called the attention of the trade to an interesting decision handed down recently by Judge Carpenter, of the District Court of Illinois, in a suit brought by the Wenborne-Karpen Dryer Co. vs. the Rockford Bookcase Co., of Rockford, Ill. The Wenborne-Karpen Dryer Co. is a patent-selling concern and Drying Systems, Inc., together with an Eastern company, are the sole licensees for this system.

In this decision Judge Carpenter upheld the Grosvenor Process Patent, No. 1186477, holding the patent to be valid and rendering a decision in favor of the Wenborne-Karpen Dryer Co. This decision is of considerable interest to the trade because of the extensive use of the invention and the fact that it upholds the claims of the Wenborne-Karpen Dryer Co. in connection with the use of humidity in the control of drying of varnish and other siccative coatings.

Lyon & Healy Concerts to Boost Records

The talking machine department of Lyon & Healy is arranging for additional and larger concerts, including the use of excellent orchestras, with the idea of creating added interest in Victor records. Some of the best talent in the country is to be secured for this enlarged work and it is believed that the results will be entirely commensurate with the trouble and expense. Although plans are not yet completed, it is expected that an orchestra will be used in co-operation with the Victrola. For instance, it is likely that many selections will be presented first by the orchestra and then by the Victrola, and many other ideas of the same sort will very likely be carried out, all of which are interesting.

Conference Benefits Reincke-Ellis

The Reincke-Ellis Co. is one of the firms that derived material as well as moral benefit from the Victor Educational Conference, held at the Congress Hotel this month. The company had a large display in rooms 1170 and 1172. As these rooms were right next to the Florentine room, where the conference was held, they were visited in large numbers by Victor dealers, who took advantage of the opportunity to inspect the various display racks and the promotional literature as well as the other Victor helps which the company provides. The company was

represented by J. J. Rockwell, T. J. Lewis, A. Koster and J. R. Ellis."

Music Conventions a Drawing Card

One of the biggest drawing cards Chicago has ever offered to out-of-town talking machine dealers for some time are the conventions of the music industries to be held here May 9, 10, 11 and 12. Local manufacturers and jobbers report that a very large number of dealers have signified their intention to be present.

The National Association of Music Merchants will hold morning and afternoon sessions on the 10th and a morning session on the 9th. On the evening of the 12th it will hold its annual banquet.

The conventions are to be held this year at the Drake Hotel, at Michigan avenue and Lake Shore drive. There is to be no music show, but many exhibits are planned.

Dan Creed Visits Chicago

Dan Creed, vice-president of the New York and Chicago Talking Machine companies, was in Chicago early in April for the first time in

two months. He brought with him his usual optimism for the future and his customary plans for the further advancement of the Victor.

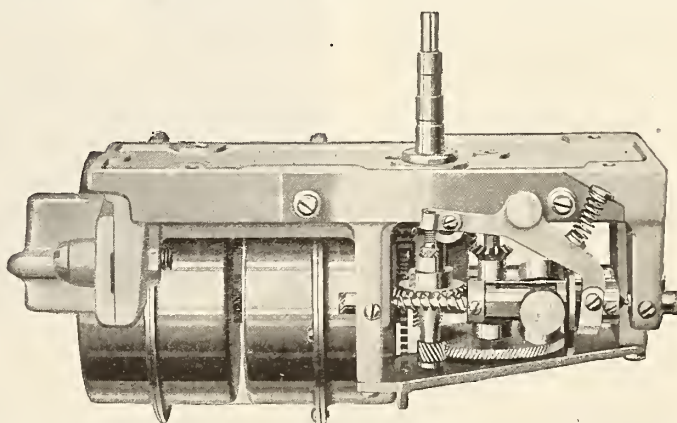
Two New Kimball Console Phonograph Models

The W. W. Kimball Co., of this city, has recently produced two brand new console models of the Kimball phonographs. One is known as style "M" and the other as style "R." Both are very handsome in design and finish and are characteristic of the quality standards maintained by this prominent manufacturer.

New "Pick-up" Needle Cup

Ben Hutches, of the Hutches Engineering Association, is placing upon the market the new "Pick-up" needle cup. The device consists of a needle cup and arm which dips down into the cup itself and picks up—one at a time—phonograph needles. This is accomplished by having a magnetic contact point, the magnetic qualities of which are said to last for years. The little device has many excellent points and inquiries about it have been so many that Mr.

(Continued on page 137)



Casey Hudson "4 Cylinder" Motor

**Gives Smoother Running, Silent Operation
Plays 6 to 8 10-inch Records Without Rewinding**

The same fundamental principles and the same insistent demand that caused the evolution of the modern 4- and 6-cylinder automobile have led to the production of this wonderful improvement in phonograph motors—namely, greater capacity, smoother running, better balance and silent operation. We have doubled the playing capacity and greatly improved playing qualities without complicating service or materially increasing price.

We now have three factories devoted to the manufacture of phonograph motors—one organization produces all the components from the raw materials to the finished motor.

For those who desire to use 2- and 3-spring motors we will continue to manufacture

The Old Reliable "KRASCO"

The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Exposed parts and accessories furnished in either nickel or gold finish, with green felt or velvet of various colors on the turntables.

We have unparalleled facilities for the production of phonograph motors of highest quality in any quantity at the right price. Confer with us on your requirements.

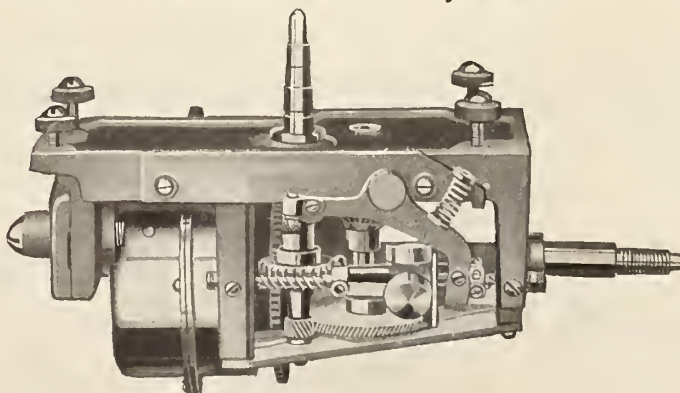
CASEY HUDSON CO.

361 E. Ohio St.

CHICAGO

Factories, 361 and 451 E. Ohio St.

"KRASCO" 2 and 3 cylinder



The Fonolier

FOR ANY
Talking Machine or Phonograph

Place a Fonolier near the turntable and by turning the button it will illuminate the

RECORD
and
REPRODUCER



PAT. PEND.

No screws or tacks to mar the woodwork.

"KEEP A FONOLIER
ON YOUR
PHONOGRAPH"

The Only Portable Phonograph Light

SIMPLE, EFFICIENT, ATTRACTIVE AND A SELF SELLER



RETAIL
PRICE
COMPLETE

\$2.00



Regular Trade Discount. Six (6) Fonoliers Are Packed to a Carton for the Dealer

Order a Carton From Your Wholesale Distributor

OR WRITE US GIVING HIS NAME

Extra Batteries Retail .75 each

We Sell Through Wholesale Distributors Only

Batteries Guaranteed Against Shelf Depreciation for Six Months

Manufactured by Fonolier Division

STUART PRODUCTS CORPORATION, Chicago, Illinois

SOLE SALES AGENT:

W. A. CARTER

56 and 58 East Randolph Street

Chicago, Illinois

NOTE—Send All Inquiries to W. A. Carter

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

Hutches is now laying plans for a big output at the factory at 451 East Ohio street.

Brunswickers Have a Party

The Brunswick Social Club, which is an organization of the leading lights in the Brunswick wholesale offices, gave a party at the Hotel LaSalle on the evening of March 31. Vaudeville occupied the early part of the evening, and after some eight vaudeville features were over the Brunswick clan danced to a live-wire orchestra. The affair was held in the Louis XVI room on the top floor.

MacNamara in Town

W. J. MacNamara, president of the Empire Phonoparts Co., landed in town from Cleveland this week. He reported that business was slowly but steadily improving, and expressed the opinion that the improvement was starting in the East and slowly passing through to the West, just as the original boom and following depression acted.

James F. Boyer Here

James F. Boyer, who is sales manager of C. G. Conn Co., large manufacturer of band instruments, and incidentally of the Boyer Music Co., of Elkhart, Ind., was in Chicago early in the month. Mr. Boyer has one of the finest talking machine stores in the State of Indiana.

Galli-Curci Plans Last Recital

The last recital in which Galli-Curci will be heard for this season in Chicago will be held at the Auditorium, May 8. A number of Victor dealers are making plans to capitalize this appearance and to once more impress upon the Chicago music-loving public the fact that the Victor brings this artist of the age into every home at any time.

Open Phonograph Supply Department

Henry Paulson & Co., wholesale dealers in jewelers' supplies and optical goods, are expecting to open a special department devoted to carrying stocks of all makes of talking machine motors, turntables, tone arms, mainsprings, reproducers and other parts and accessories.

The concern has received, in the course of its large wholesale jewelry business, so many inquiries for phonograph parts that it has been deemed advisable to institute a regular department to handle this class of business.

Talking Machine Artists for Convention

John McKenna, manager of the local branch of the Columbia Graphophone Co., is chairman of a special committee featuring music and musicians at the Music Industries Convention, to be held at the Drake Hotel May 9 to 12, inclusive. Mr. McKenna, together with other members of the committee, is working hard upon the project and has secured a number of artists who make records for the various companies. It is now assured that during every one of the four days of the convention there will be a noon vaudeville at the Drake, consisting of four or five of the best acts or artists procurable anywhere. Most of these will come from theatrical companies playing in Chicago at the present time.

There is also to be "Community Singing," or, more correctly, "Convention Singing," and it is expected that the exclusive halls of the Drake will resound and that there will actually be "music in the air."

The sessions of the convention will be opened with singing by one of the best artists present at the convention. Tentative engagements have been made for Leopold Godowsky, Chamlee, the Metropolitan star, and in the more "popular" division the Art Hickman Orchestra and the Isham Jones Orchestra.

Mayor Wozencraft, who has given to the city of Dallas, Tex., so much municipal aid in the furtherance of its musical festivals, will be one of the speakers.

The banquet to be given by the National Music Merchants on the evening of the 11th will be graced by many of the stars of the operatic and theatrical world, including Mary Garden herself. The Chicago daily newspapers are also going to lend their support to the affair, so that

altogether it insures a good attendance upon the part of retail merchants.

In discussing the arrangements M. J. Kennedy, president of the Chicago Piano Club, said:

"There certainly will be music in the air during the week of May 9. We hope to impress upon everybody that a musical instrument in the household is as essential as an icebox or a kitchen range. No home reaches the full measure of happiness without a musical instrument. It may be old stuff, but it is true that 'music hath charms to soothe the savage breast.' I feel that music is essential to the proper rounding out of the present unsettled political and economic conditions. It puts everyone in the right frame of mind; it minimizes gloom and worry in addition to polishing up the possibilities of accomplishment. A few strains of music often have ended a family fracas. Harmony is brought about by harmony and we believe that when everybody becomes interested in music the spirit of unrest will be reduced to a minimum. This is a business convention, but we are convinced that we have a mission that is just as important as any other piece of constructive work to get the people of this country in the right frame of mind. Music in the home will bring about contentment and that means the end of unrest."

War News in the Trade

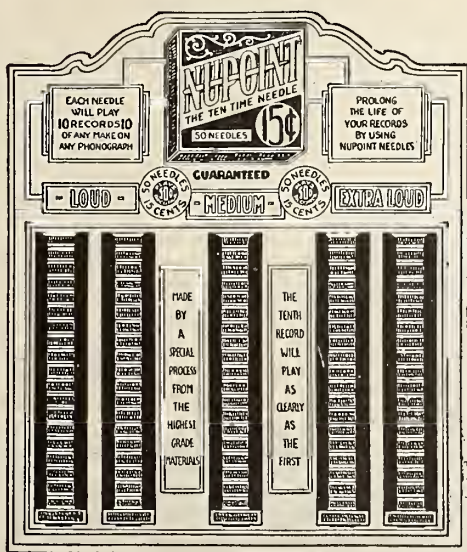
Despite all the efforts of the League of Nations war continues to be one of the curses of civilization. There are wars in all parts of Europe and we have one right here now in the phonograph trade of Chicago.

Out on the Northwest Side there are a couple of dealers who have put on a battle in which all the weapons of the modern offensive are brought into play, especially poison gas.

On one side of the street there is a dealer in X machines. On the other side there is a dealer who handles the Z line. About two months ago they started picking on each other over

(Continued on page 138)

Each Needle Plays 10 Records **NUPOINT** *THE TEN TIME NEEDLES*
THE HIGHEST QUALITY AMERICAN NEEDLES MADE



NUPOINT Needles are American made, of specially tempered steel—patented permanent gold finish treatment that guarantees every one will play 10 records. They are backed by progressive selling methods, and live, wide awake, snappy trade building jobber and dealer co-operation.

Money-Back Guarantee

NUPOINTS are sold on a bona fide MONEY-BACK GUARANTEE. No "ifs" or "buts." If you are not satisfied with the quality or value, back comes your money. That offer stands back of jobber, dealer and customer alike.

Mr. Jobber—
Here Is the Ideal Dealer Outfit

<p>Dealer's Price</p> <p>\$7.00</p>	<p>NUPOINTS ARE ATTRACTIVELY PACKED</p> <p>50 needles to the box (100 boxes to the Carton)</p> <p>Handsome Metal display stand free</p> <p>Free sample envelopes of NUPOINTS furnished dealers to be distributed to their customers.</p> <p>Window strips, display cards and envelope enclosures—FREE</p>	<p>Retail Value</p> <p>\$15.00</p>
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Metal Display Stand
FREE A beautiful display stand in colors, holding 100 boxes of NUPOINTS, Free with trial outfit. This makes a practical silent salesman for the dealer's counter.

JOBBERs—Write or Wire for Samples and Attractive Proposition

NUPOINT MFG. CO. **59-61 EAST VAN BUREN ST. CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

The Windsor Phonograph.



IN

Period Designs

like highest grade
Furniture

Produced by

The Windsor
Furniture Company
Chicago, U. S. A.

some little thing and since that time the war has assumed big proportions, to the delight of all the neighborhood. The X dealer advertises in big, glaring type that he gives a Z record with every 25-cent accessory, or he will give three Z records with every \$1 sale. The Z dealer comes back with a lot of canvas signs which proclaim in lurid colors that he sells the X machine at 25 per cent off.

To make things worse he dresses his store all up in electric lights and has a big force working nights. Mr. X thereupon launches a counter-offensive consisting of a raucous-voiced sound amplifier which directs its blare directly across the street, so that no one can see one side of the argument without hearing the other.

The result of it all has been that people in the neighborhood have been highly delighted. The result of the advertising has been that both have been doing a big business—at least so far as volume is concerned.

As for profits—well, war is a wasteful institution and The Talking Machine World does not recommend this method of merchandising.

In Repair Business

The Wartell Phonograph Co., located at 170 West Madison street, has entered the phonograph repair business and now has a fully equipped department well under way. The demand for repairs of different talking machines has considerably increased in volume during the past year or so and the concern believes that it will develop into an important part of its business. The Wartell Phonograph Co. manufactures a line of talking machines and jobbing accessories. It is an agent for the Gennett record and the Nupoint needle.

Advertises Vocalion Record

The Aeolian Co. has been running somewhat of an advertising campaign in Chicago newspapers on its new Vocalion Red record, which is priced at 85 cents, and reports an excellent demand has been created for its dealers in this locality. The Graduola tone-control feature of the Vocalion has also been advertised effectively in Chicago. H. B. Levy, Western representative, with headquarters in Chicago, recently made a tour of Vocalion jobbers and Aeolian branches. Gordon Laughhead, who cooperates with Mr. Levy in pushing the Vocalion in local territory, reports the firm of Bissell-Weisert experiencing marked success in the sale of period-type Vocalions.

Miss McGeary Retires

Miss Agnes McGeary, who is one of the best-known young women connected with the talking machine industry, has left the forces of the Chicago Talking Machine Co. She was with the organization for some years, and is personally acquainted with hundreds of Victor dealers in various parts of the Middle West. Miss McGeary has not announced her plans for the future.

Pageant of Progress Exposition

The Pageant of Progress Exposition, which is

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers

1000-1016 N. Halsted St., Chicago, Ill.

to be held July 30 to August 14 on the Municipal Pier, is attracting considerable attention on the part of various industries in the city. Furniture people have contracted for space amounting to one-sixteenth of all available for exhibits and intend going after the thing in a big way. So far we have not heard of any phonograph houses planning to exhibit, but cannot see why the exposition would not offer an excellent opportunity to push musical instruments.

Orchestra Records Selling

J. Capp, of the local offices of the Columbia Co., reports that sales of records of the Chicago Symphony Orchestra quadrupled over the past season. This is to be expected, as the reputation of Chicago's matchless Symphony Orchestra is international.

Other of the Columbia recordings which are selling well are those of Miss Hulda Lashanska. Miss Lashanska has appeared as concert soloist with the Chicago Symphony Orchestra frequently in the past month.

John McKenna, manager of the Chicago Columbia branch, reports that the record business is picking up very rapidly, partially due to the fact that Blue Label records are now uniformly priced at 85 cents.

Columbia Visitors

One of the Columbia visitors in Chicago in the past month was E. N. Burns, vice-president, who was on his way to New York from San Francisco.

Robert E. Porter, field sales manager, was in Chicago in the course of a tour of the branches.

Samuel Lemberg, who is a special representative of the general sales department, was in the city, as was W. H. Lawton, manager of the Buffalo branch of the Columbia Co.

Orders Indicate Trend of Trade

In a recent chat with R. W. McArthur, sales and advertising manager of Barnhardt Bros. & Spindler, he stated that his company had received during the past four weeks a larger number of orders than they had ever before received at this season of the year. While the orders have not averaged up to those received during the so-called abnormal period, still they indicate that there are a large number of manufacturers who are busy and who appreciate the merits of the products of his house.

New! New! New! New!

APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction
For sale through jobbers and dealers.

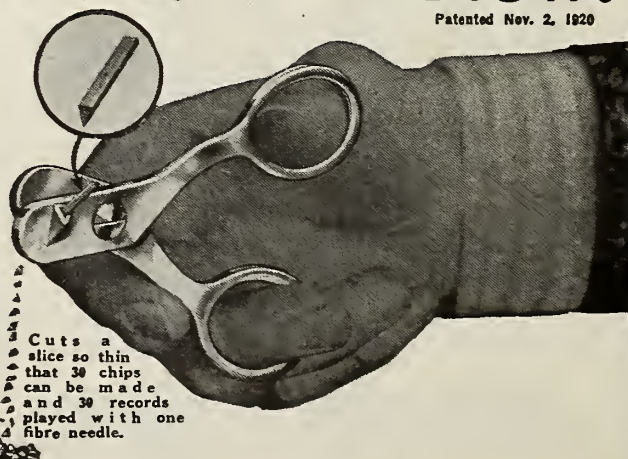
Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO

New! New! New! New!

Patented Nov. 2, 1920



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

“SAY IT WITH MUSIC”

Brunswick Co. Inaugurates Great Plan in Honor of “Mothers’ Day”—Weds Music and Motherhood in a Beautiful Sentiment

CHICAGO, ILL., April 7.—To-day sees initiated a campaign by Brunswick dealers which for novelty and ingenious appeal is quite unique. In fact, it promises to develop one of the biggest ideas the talking machine industry has yet brought forth.

This campaign is being based on the rapidly



One of the “Mothers’ Day” Delivery Envelopes growing custom among Americans of honoring mothers on the second Sunday in May of each year, when it has been quite popular to wear upon that day a flower as a symbol of love and devotion to the maternal parent.

It has been conceived that devotion to one’s mother can be very beautifully expressed by the presentation of a talking machine or records.



Order From This Ad.
Nupoint Ass't
100 Pkgs. Assorted
Dealer's Price \$7.00
Retail Value \$15.00
FREE!!
Display Stand and
Sample Packages
With Each Order

Loud—Extra Loud
Medium
50 Needles, 15 Cents

MAIN OFFICE
1867 Milwaukee Avenue

PHONOGRAPH SURGERY

LET US CO-OPERATE WITH YOU

We Operate the Largest and Most Up-to-date Equipped
Phonograph Repair Shop in the West

Jobs in Phonograph Motors
Tone Arms
Records
Hardware
Needles and Repair Parts
All Makes

Have You a Phonograph Repair Agency?

Send for our Catalog and Particulars. It Tells You What We Can Do for You

The Co-Operative Manufacturing Company

ALL PHONES, HUMBOLDT 3345
CHICAGO

SALES OFFICE & SHOWROOM
637 Milwaukee Avenue

In fact, the slogan is to be “Say It With Music,” as well as “Say It With Flowers.”

The Brunswick Co. has developed a complete campaign, which includes provision for the organization by Brunswick dealers of Mothers’ Day Clubs. These clubs will provide for the delivery of Brunswicks on the morning of May 8, “Mothers’ Day,” and thus start “mother’s heart singing.” With the delivery of the machine will come an inscribed gift card, especially designed for the day, with ten double-face records, in a “Mothers’ Day” envelope, bearing, in four beautiful colors, a representation of a mother and babe, symbolizing the ineffable beauty of motherhood.

The advertising work has started off in full swing and is conducted upon a co-operative basis between the parent company and Brunswick dealers. It lays special stress upon the element of secrecy and the necessity for the family to conspire together to make mother’s surprise complete.

The Brunswick Co.’s preparations for supporting this typically Brunswick idea have been very thorough. A large assortment of advertising lay-outs is provided, in regular series designed to foster the idea of the campaign so as to reach its culmination in time for the actual work of closing sales and preparing deliveries. The

Brunswick model 112 is particularly featured as the most appropriate style for a “Mothers’ Day” gift.

It is also expected that the idea of keeping “mother’s heart singing” will involve the purchase, on each succeeding “Mothers’ Day,” of new records, etc.

SOME “REASON WHY” ADVERTISING

A writer in a recent issue of Printers’ Ink, in calling attention to the fact that the public demands plausible arguments to influence them to buy advertised goods, and that advertising writers have recognized that demand by returning to the “reason why” form of publicity, refers to the presentation by the Sonora Phonograph Co. of “Fourteen Decisive Reasons Why Your Choice Should Be a Sonora.” The reasons are presented in the form of a window poster for the use of dealers, the poster measuring twenty-two by twenty-eight inches, being lithographed in four colors.

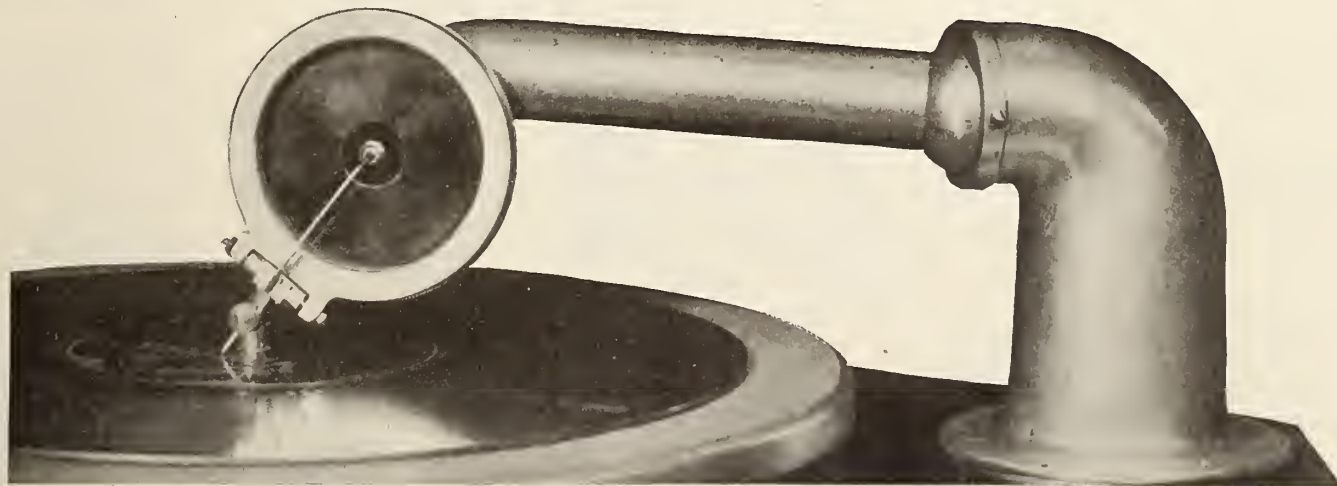
BUYS HALF INTEREST

Ralph Lohr has purchased the half interest of his former partner, Miles Bristol, in the Victrola Shop, Muscatine, Ia., and is now sole proprietor.

**Efficiency — Simplicity — Attractiveness —
Economy — Safety**

These are the features embodied in the new Blood non-infringing tone arm, all of which you require at this time to sell your machines.

We can fill your order promptly with mica or Blood diaphragms.



B L O O D & K L O E R
400-12 West Erie Street Chicago, Ill.

PHONOGRAPH REPAIRING

We Are Manufacturers
of the Famous
WATROLA
PHONOGRAPH
Seven Models
Ask for Special Prices
to Dealers

We Can Repair Any and All Makes of Phonographs. We Have Parts for All Motors, Tone-Arms, Etc. Prices Very Reasonable. Send Us Your Repairs at Once. Quick Service.

WARTELL PHONOGRAPH CO.
178 W. RANDOLPH ST. CHICAGO, ILL.

WE SELL THE
GENNETT RECORDS
NUPOINT NEEDLES
CABINETS, MOTORS
and **TONE ARMS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

FUNDAMENTAL CONDITIONS SOUND, SAYS C. G. STEGER

President of Steger & Sons Piano Mfg. Co. Tells of Possibilities Awaiting the Talking Machine Dealer Who Will Systematically Work for Sales—Some Cheering Agricultural Statistics

CHICAGO, ILL., April 8.—C. G. Steger, president of Steger & Sons Piano Mfg. Co., has been digging beneath the surface a bit and has been studying some current statistics with a view to their bearing on future trade. His conclusions are remarkably significant and show conclusively that the farmer, who is one of the largest buyers of musical instruments, while conservative at the present time, has great buying power, which he can be caused to exercise by the persistent work of those who have goods to sell that he needs or wants. Proceeding in his argument, Mr. Steger indulges in some pertinent epigrams on the sales needs of the present and how they can be met. Mr. Steger writes:

"Salesmen in the music industries who investigate conditions will come to the conclusion that there are going to be many sales of pianos, player-pianos and phonographs made during the coming year—because there are many potential buyers who have plenty of money—and the real business getters are going to close those sales.

"The National Tractor Show, recently concluded at Columbus, O., proved to be the most successful exhibition in the history of the tractor industry. The attendance of farmers was particularly noteworthy. They were easily distinguishable because the management supplied all the farmers at the registration desk with a distinctive button that set them apart from ordinary mortals.

"An encouraging feature of the show was the unusual interest displayed in tractor mechanism by the farmer. For the first time, perhaps, on an occasion of this kind he was keen to get all the information possible about motors, magnetos, transmissions, etc.

"The farmer is not broke. Gossip has libeled him. He has plenty of money, but perhaps is a little more reluctant than the ordinary individual to spend or invest at the present time. If there is a 'buyers' strike' on the farmer may have joined it, but one of these days, with the readjustment period practically over, the farmer and everybody else is going to buy, and when the pendulum swings the other way it will go about as far across as it has been on the other side. Such is human nature, and things that have happened usually happen again.

"Here are some facts worthy of the optimist's attention in this connection: Deduct the \$5,000,000,000 that the farmers have to take as an inventory loss on the value of crops and farm animals for 1920 and you have the stupendous sum of \$19,856,000,000 as the actual value of their products. Only two years in the history of agricultural America exceeded this figure—1919 and 1918. With the new appraisal on 1920 production the actual value is \$500,000,000 in excess of 1917 and over a billion dollars in excess of the 1916 figures. Run your eye down the column of statistics year by year and you will find that in 1910 the total value of crops and animal products approximated \$13,000,000,000, or practically \$7,000,000,000 less than final figures for 1920.

"With such returns as the foregoing, it is impossible to picture the biggest business in

America—that is, the business of agriculture—to be in the sorry plight described by some. True, some farmers lost money. Some farmers have always lost money and others never will make any, but the preponderant percentage of farmers make money and have money. The foregoing figures are based on data supplied by the United States Department of Agriculture.

"Here's another picture to contemplate in your mind's eye: The combined value of crops and animal products raised on the farms of the nation for the last six years (1915 to 1920, inclusive) reached the huge total of \$110,830,000,000. Contrast that total with the record of the previous six years (1909 to 1914, inclusive) which was \$55,502,000,000. In other words, the record for the past six years has practically doubled that of the preceding six years.

"Here's another truth in connection with the farmer that should be borne in mind—though farm values in many sections of the country have reached an unwarranted inflation, a conservative estimate of the increased value of agricultural land, 1920 as against 1916, reaches a sum in excess of the total bonded war debt of the United States.

"Our business has to do with the farmer. Let us go out after him harder than ever. The resistance may be greater, but persistence will win. Isn't one of the troubles with most of us that we spend too much time sitting around thinking about how hard it is for us to make a living at our particular job? Don't too many of us spend too much time thinking up a good alibi for not

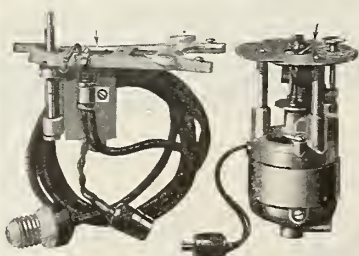


C. G. Steger

doing better than we do? Aren't we too prone to indulge in self-pity?

LAKESIDE PHONOGRAPH PRODUCTS

**ELECTRIC MOTORS
FOR ANY CURRENT**



**SINGLE MOTOR
\$19.50**

Can Be Installed in
Any Machine

MANUFACTURERS OF
THE

ELECTRO-PHONE

Electrically Driven
Phonographs

The
F & L AUTOMATIC STOP

For Both Electric
and Spring Motors

Special Prices in Quantities

1-HAND AUTOMATIC COVER
SUPPORTS.
BALL TIP BUTT HINGES.

Distributors of

**LYRIC
RECORDS**



Laterals Cut
Prompt Service
Latest Hits

COMPLETE LINE OF MOTORS, TONE ARMS, ACCESSORIES
SEND FOR BULLETINS

LAKESIDE SUPPLY CO.

416 SO. DEARBORN ST.

CHICAGO

PHONE HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

"If we are engaged in the selling of anything isn't it better for us to be always trying to sell our goods, even when we know that conditions are against us, rather than to spend too much time telling our friend or neighbor or our banker how bad conditions are in our particular line? If we keep on trying we shall at least keep close to general conditions and shall know of our own knowledge what these conditions really are.

"A piano salesman—a go-getter—who made a fine record in the month of February, 1920, and beat it by a wide margin in February, 1921—said he did not consider the results particularly remarkable. He just worked real hard."

UNIQUE ELECTRIC AUTOMATIC STOP

Sterling Devices Co. Placing Product on Market Which Will Interest Trade

CHICAGO, ILL., April 6.—The Sterling Devices Co., of 534 Lake Shore Drive, of this city, is just placing upon the market what is perhaps the most unique electric automatic stop that has ever been presented to the trade. The device was designed by W. O. Meissner, of the Sterling forces, who has been working upon this new Sterling product for many months past.

The stop consists of an electric attachment in combination with a record-flashing lamp and is so constructed that a small brush which travels in the grooves immediately preceding the needle remains in the last grooves until the reproducer travels over to meet it and thus causes an electric contact which results in stopping the machine when the record is completely played. It is a self-contained unit, requires no wiring and can be played on any standard make of machine. The brush also serves to clean the record in advance of the needle point and is very efficient in this respect.

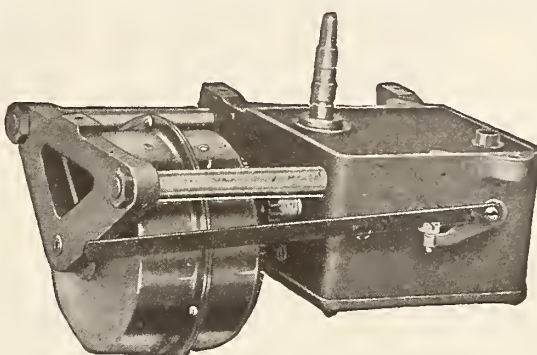
The entire device is so simple and withal so effective that it is difficult in a limited space to give an idea of its many merits. Long or short records may be played with no attention or adjustment other than the setting of the needle in the usual way. Factory facilities are now being arranged to manufacture this device on a big scale and a large demand is anticipated for it.

RECORDS MADE IN KANSAS CITY

E. N. Burns Supervises Making of Records by Coon-Sanders Orchestra

KANSAS CITY, Mo., April 4.—Local Columbia dealers were keenly interested in a recent visit to this city by E. N. Burns, vice-president of the Columbia Graphophone Co., and Albert Hausmann, of the Columbia recording laboratory, who visited Kansas City for the purpose of making a series of records by the Coon-Sanders Orchestra, a local dance orchestra playing at the Plantation Grill in the Hotel Muehle-

You Don't Have to Tune This Motor



If you have to tune a motor when it reaches you, someone will have to tune it after it leaves you.

If it didn't stand shipping shock once, it won't stand it again.

This motor is silent—self-lubricated and enclosed.

It will end your motor difficulties.

It is being adopted by more and more of the better phonograph makers, and they are delighted.

Absolutely uniform speed, and performance.

Write us for further information—prices, etc.

United Manufacturing and Distributing Company
536 Lake Shore Drive **CHICAGO**

bach. These records will be shortly issued by the Columbia Co., and as they are the first records that were ever produced in Kansas City many Columbia dealers took advantage of the opportunity to view for the first time the intricacies of laboratory work.

Two of the numbers recorded under the supervision of Mr. Burns were written by Joseph A. Sanders, assistant director of the Coon-Sanders Orchestra, and Carlton A. Coon directed the orchestra in the rendition of the selections. The records were produced at the Columbia wholesale branch at 2006 Wyandotte street.

Following the making of the Coon-Sanders records, Mrs. N. A. Taylor, wife of Allen Taylor, of the John Taylor Dry Goods Co., of Kansas City, sang for a personal record which she is planning to present to her friends. Powell Weaver, well-known Kansas City organist, accompanied her on the piano.

Subsequent to the completion of the records, E. A. McMurry, manager of the Kansas City branch of the Columbia Co., invited the dealers and the members of their staffs to attend a meeting at the Columbia branch in order that they might inspect the new warerooms and offices and the Model Shop, which was recently installed. During the course of the evening Mr. Burns gave an interesting talk on the recording of Columbia records, which was enthusiastically received by those present.

TO EXHIBIT THE REMINGTON LINE

Display of Phonographs and Olympic Records in Chicago During Convention

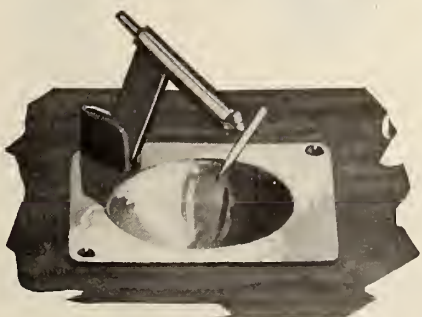
The Remington Phonograph Corp., New York City, will exhibit the Remington line in a special suite in the Drake Hotel during the music convention in Chicago. The Olympic records will also be displayed and demonstrated. This exhibit will be under the personal management of Sales Manager E. H. Holmes, assisted by a corps of workers.

Vice-president James S. Holmes also will be on hand during the convention week, as well as Clifford R. Ely, Western sales manager.

Everett H. Holmes is also treasurer of the Olympic Disc Record Corp. and has charge of the sales of Olympic records. For eight years he was a "dyed in the wool" piano man in wholesale capacity, and is still a member of the National Piano Travelers' Association. Mr. Holmes states that he looks forward with pleasure to meeting his many friends in Chicago.

Mr. Holmes reports a good demand for the Remington products and gives particular credit to the numerous wholesale representatives of the corporation for their entirely satisfactory efforts. Dealers write, he says, that they find the Remington phonograph and Olympic records an excellent combination.

Pick Up One Needle at a Time!



THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature.

JOBBER'S applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO



THE JOBBER WHO HELPS THE RETAILER HELPS HIMSELF

A Very Timely and Interesting Topic Discuss ed by J. J. Rockwell, Who Points Out That the Jobber's Business Is Built on the Retailer's Success

J. J. Rockwell, of the Reincke-Ellis Co., Chicago, is responsible for some interesting reading matter in Profitable Merchandising, a house organ published by the Shotwell Mfg. Co., of that city. Although devoted to foodstuffs there are several arguments presented that might well apply to the talking machine trade. One particularly, "When the Jobber Helps the Retailer He Helps Himself," is of unusual interest and value. The point is made that the jobber's business is built on the retailer's success and that by helping his dealers to be better business men the jobber strengthens his own position. In the course of the article Mr. Rockwell says:

No student of business can fail to be impressed with the remarkable and peculiar change that has taken place in the past few years in the character of competition.

He can not possibly fail to observe the extent to which men engaged in similar lines of business have organized into groups for co-operation and mutual action.

In the old days competition was thought of as a force operating only between producers or sellers of the same things.

To-day competition is recognized as a much more complex force. It is recognized as operating not only between individuals, but between groups—not only as between things, but also as between methods.

To show the far-reaching effects and the rapid development of this change in conditions we need only refresh our minds with a few practical examples which, it must be clear to every business man, show a condition which has a vital influence on the business of the jobber in nearly every line of commerce.

The individual railway used to compete with another individual railway. To-day that individual competition still exists. Yet we observe the railways of the country associating themselves and working closely together in co-operative effort to meet the competition in the public mind for government as against private ownership and operation.

Also, the railways are feeling keenly the com-

petition, both in passenger and freight traffic, of the automobile and the freight-carrying motor truck.

In the old days the chief recognized competition of the piano manufacturer was that of other piano manufacturers. To-day piano manufacturers realize that one of their chief elements of competition is the perfected talking machine.

Tailor used to compete with tailor. That is still true, but tailors are associated together today in an endeavor to meet the keen competition of ready-made clothing and of the methods developed in the so-called "tailor-to-the-trade" business.

Jobbers Associate

The jobber used to recognize as his chief competition another jobber handling the same class of goods. That competition still stands to an extent. Yet we find such jobbers gathering into associations, exchanging ideas, and discussing their mutual problems, and having a more or less clear perception of the fact that their competition now is not so much between jobber and jobber as it is between the jobbers and the mail-order houses, the chain stores and the department stores.

To see with a perfectly clear vision what this change in conditions has meant to such jobbers, imagine for a moment that the methods of the mail order house, the department store, and the chain store had never been evolved; that the business had been left entirely in the hands of the retail grocer and of the retail confectioner and of the jobbing grocer and the jobbing confectioner.

Is it not clear that, under such circumstances, the business of the average retailer, and of the average jobber, would be in a very different position than is the case to-day?

To boil this whole proposition down to a sentence, let us put it this way: If the entire increase in the sale of foods and confectioneries during the past forty years had remained entirely in the hands of the established jobbers and retailers, how much bigger would the business of those merchants be than it is to-day?

The writer is not contending that the new forms of competition are harmful in the sense of being destructive, or that they are unfair. Quite the contrary. They have tremendously increased the total volume of the business. They have made the business for this branch of commerce grow faster. Their success is simply the natural and just reward of their efforts and their enterprise. They are to be praised—not blamed.

What Is Needed

The fact still remains, however, that a very large part of the growth or increase in the business has gone into the new channels rather than through the established channels.

To that extent the new competition has won.

If the new competition—the new method—continues to win at the same rate, it is not difficult for anyone to see what the final result will be. That brings us to the nub of the whole proposition, which is simply this: "What are the established jobber and dealer going to do about it?"

If we analyze the methods of the new competition, we find that these methods involve the use of four fundamental forces—one, organization; two, system; three, education; and four, creative salesmanship.

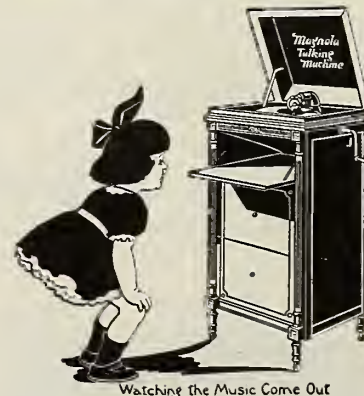
Further analysis shows that there are "spots" where these same factors are present to a high

(Continued on page 144)

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

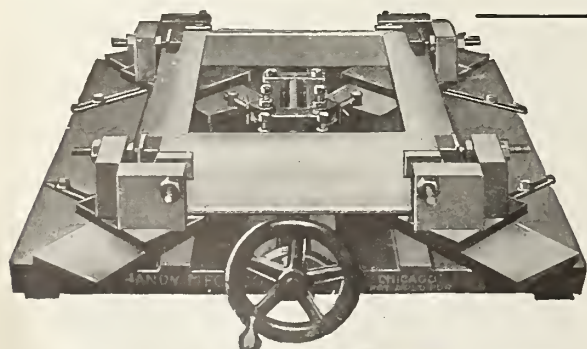
This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANOLER BLDG.
ATLANTA, GA.



WE ILLUSTRATE THE

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

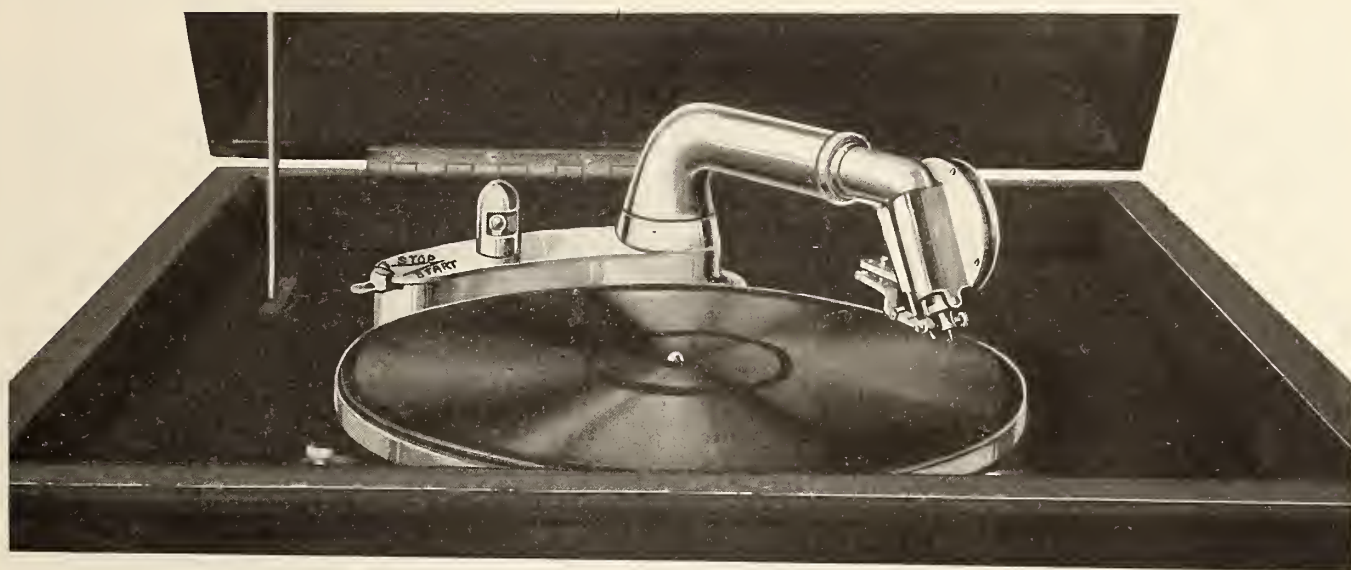
HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

AT LAST A PRACTICAL NON-SET AUTOMATIC STOP

STERLING TONE ARM No. 31

May be attached to any Phonograph



A combination of the well-known Sterling Reproducer which plays all records, a Sterling Ball Bearing, Non-Taper Tone Arm, the Sterling Non-Set Automatic Stop,—and an automatic electric flashlight for illuminating the surface of the record when setting the needle,—a self-contained unit in which are embodied all the latest improvements in design and all the latest conveniences in operating the talking machine.

THE STERLING NON-SET AUTOMATIC STOP is not a part of the motor; but an integral part of the Sterling Tone Arm and operates in conjunction with the Sterling Reproducer. A soft brush forms part of the Stop mechanism and effectively cleans the record by removing the dust from the groove in advance of the needle. Long or short records may be played with no attention or adjustment other than the setting of the needle in the usual way—the STERLING NON-SET AUTOMATIC STOP does the rest. It overcomes the last surviving drawback to phonographic reproduction by automatically setting the brake when the record has been played—adding much to the pleasure of owning a phonograph.

*Built by the Manufacturers of the Celebrated
Sterling Reproducers and Non-Taper Tone Arms*

Send for Sample and Write for Prices

STERLING DEVICES COMPANY

534 Lake Shore Drive

CHICAGO

Victor Dealers of the Rocky Mountain Region

Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.



Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

We Back the Dealer Who Backs the Victor

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.

HOW THE JOBBER HELPS HIMSELF

(Continued from page 142)

degree in the established and older channels of trade, and that in such "spots" the new competition makes little headway.

On the other hand, investigation after investigation such as those conducted by the Harvard Bureau of Research, and by trade associations, shows that these factors are on the average woefully lacking, and the trade papers in this field are full of complaints because of that fact.

A Hard Row to Hoe

There is record after record of a retail dealer whose business is so well organized, whose methods of accounting, store keeping, and merchandising are so well systematized, who employs so aggressively with his trade the factors of education and creative salesmanship, that his business grows rapidly and profitably, and where in that dealer's district the mail-order house, and the chain store, and similar factors of the new competition have a very hard row to hoe.

There are similar records of strong jobbing houses who build business on a highly organized systematic basis, and who have definite policies, aggressively pursued, for the education of their own salesmen and of their secondary salesmen (that is, their dealers) in the art of creative and suggestive selling. Such jobbers welcome and utilize the data, the inspiration, the suggestions, the business-promoting material which they receive from manufacturers and which they develop through their own careful methods of research.

From the ranks of the jobbers in general, however, comes a constantly growing complaint that the lot of the jobber grows steadily harder because the retail dealer to whom the jobber sells is not on the average a high-class competent merchant with aggressive creative-selling ability.

Build Better Customers

Expressed in another way, the only limitation upon the growth of the jobber's business is the limitation of the jobber's customers, the ability of retailers to increase their business.

If the merchandising, store keeping and selling ability of every retailer in the trade were on as high a plane as the ability of the most suc-

cessful retailer in the trade would not the business of the jobber be tremendously increased?

Practically every jobber has a staff of salesmen calling upon the trade. In practically every such staff there is one man who stands at the top from the standpoint of sales, another man who stands second, and so on down by successive grades until the least productive man on the staff is reached.

In that case the jobber does everything that he can to inspire and educate and suggest to those men who are below the highest grade the methods and policies and ways and means by which they can attain the record of the best man on the staff, and certainly that is a most profitable thing for the jobber to do. Is it not an equally profitable thing for the jobber and his salesmen to look upon the retail dealers to whom they sell goods in the same light? That is, as a staff of men who are selling goods for the jobber. And is it not wise for the jobber's salesmen to do everything in their power to bring the merchandising ability of the least successful men up to the standpoint of the most successful dealers?

Undoubtedly the jobber and the jobber's salesmen are, as a rule, making strenuous efforts to this end, but any man who studies the field must certainly realize the difficulties in the way of this, one of the chief of which is the lack of organized and systematized material for pointing out to the dealer the things that he can and should do in merchandising and store keeping in order to increase his efficiency and his profits.

SEEKS RETURN OF LOST HANDBAG

Will the lady or gentleman who found the pink satin vanity bag at the Talking Machine Men's banquet, Tuesday, March 29, at the Hotel Pennsylvania, please return it to Mr. Geo. L. Hirtzel, Jr., 211 Broad street, Elizabeth, N. J. It's the sentiment attached to it that prompts this request.

Harry Bogage has opened a Victrola department in his jewelry store at 21 South Eighth street, Whitestone, N. Y. Several booths have been installed.

OPENS NEW VICTOR DEPARTMENT

Progressive New England Dealer Holds Formal Opening of Victor Department—R. Matheson Is Manager of This Establishment

MANCHESTER, N. H., April 6.—The A. A. Mooney Furniture Co., of this city, which was recently successful in obtaining the Victor agency through Cressey & Allen, Portland, Me., Victor wholesalers, held a formal opening of its new department recently, which was attended by many of the store's patrons, as well as a large number of Manchester music lovers who desired to look over the new installation. G. L. Richardson, representing the Victor Co. in this territory, and E. P. Johnston, representing Cressey & Allen, attended the opening. In accordance with the established merchandising policies of the A. A. Mooney Furniture Co., the executives of this company have decided to handle the Victor line exclusively as the best means of serving the interests of their customers.

The Victor department occupies the most conspicuous place in the Mooney store and is very attractively arranged, a number of modern sound-proof demonstrating booths having been installed. These booths are furnished in ivory and gray, and are most artistically designed. An exceptionally effective window display was arranged for the occasion, showing every standard model manufactured by the Victor Co. The A. A. Mooney Furniture Co. also takes great pride in being the first dealer in Manchester to have on display the new beautiful Gothic type electric period models, which were recently introduced by the Victor Talking Machine Co. These models were used in the window display.

The management of this store feels very fortunate in having secured as manager of the Victor department R. Matheson, who has had considerable training in the retailing of Victor products in this city. In addition, Mr. Matheson has visited the Victor factory on numerous occasions, and possesses an intimate knowledge of the technical and mechanical construction of the instruments he is handling.

PUBLICITY THAT EXCITED INTEREST

In the newspapers of New Rochelle, N. Y., there has recently appeared a very extensive advertising campaign inserted by the White-Morey Music House, of that city. At least one advertisement appears on every other page of the paper, the size being four inches deep by two columns wide. The only copy used is, "What is it? CURZYIUS." Mystery has been the keynote of this campaign, but in a recent news item which appeared in one of the papers it was intimated that "Curzyius" is a special window display attraction, and the question, after Curzyius makes his debut, will be, "Is it a man or a machine?" Rewards have been offered by the White-Morey Music House to those who succeed in making Curzyius smile, or who can in any way change his facial expression.

HERE AT LAST—A Phonograph of Supreme Quality



Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW \$15.75

Write for discounts in quantity lots.

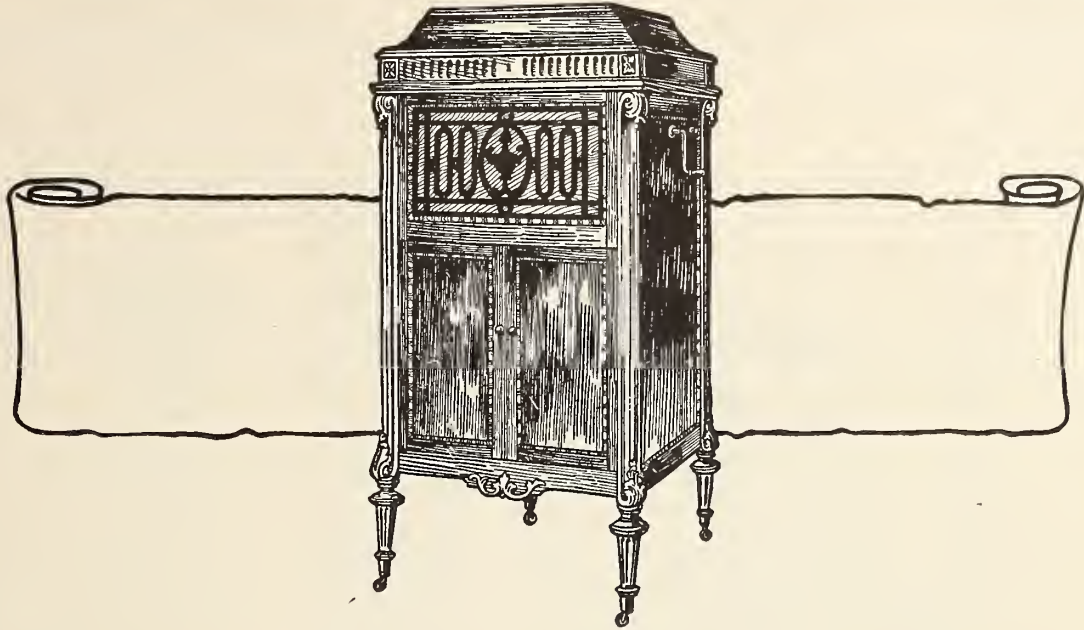
We are also Wholesale Dealers and Jobbers of—
Phonographs, Records, Cabinets, Motors, Tone Arms,
Needles and Accessories, Repair parts for all makes.
Distributors of the Arto Phonograph Records and
Arto Music Rolls. Write for details.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Avenue New York City
Between 20th and 21st Streets

FULTON (Model 35)



DALION Dealers enjoy many important Advantages

TO your own efforts in building a profitable phonograph department we offer the aid of a superb line of instruments and a factory organization which is tireless in its sincere, sustained co-operation. The Dalion phonograph is the right one to sell. The Dalion contract is the right sort to sign.

Auto-file

Your customer's interest in Dalion's Auto-file is instantaneous. Greatest improvement since advent of cabinet machines. Any chosen record tilts forward at a touch. Its compartment stays in position to receive it when played, and no other record is available until proper replacement of the last. Records always in order—automatically.



Dalion selling advantages that push past mere talking points are numerous, and real. The Dalion agency in any territory is a valuable franchise. For these reasons:

There are *nine* models in the Dalion line. They offer a range in style and price which means a well-rounded stock of instruments on which you can concentrate your interest and effort.

Tonal qualities of any Dalion will measure up to those of any machine on the market

by any test you or your customer can make. Universal tone-arm. Plays all records.

Mechanical excellence of Dalions evidenced by our specific guarantee which is the strongest in this field and includes protection against spring breakage. Silent motor. Auto-file for records (exclusive).

Beauty of design, quality of cabinet-work and every detail of finish all so far above average that Dalion has not a close second in favorable appearance. Correspondence with merchants invited.

Milwaukee Talking Machine Mfg. Co.
Milwaukee, Wisconsin, U. S. A.



COLUMBIA GRAPHOPHONE CO. OCCUPIES ITS NEW HOME

All Departments of This Vast Business Grouped in Spacious Quarters on Eight Floors of Palatial Gotham Building at Columbus Circle, New York—Removal Quite a Feat

The Columbia Graphophone Co. moved into its new home in the Gotham National Bank Building, at 1819 Broadway, Columbus Circle, on Monday, April 4, and all of the various departments are now working smoothly and under ideal conditions. The moving, which was accomplished without the loss of a single day's work, constituted a very unique achievement.

H. A. Yerkes, assistant general manager of the company, was in general charge of the removal of the various offices and departments, with J. M. Bayles and F. R. Miller in direct charge of all of the details. Practically the entire work incidental to the removal of the executive and sales offices from the Woolworth Building to the Gotham National Bank Building consumed only three working days, indicating that Messrs. Bayles and Miller left nothing undone towards making the job efficient and practical. When the various departments were finally established in their new quarters on Monday morning the girls and boys on the clerical staff jumped in with a will to help put things in shape, and there was a whole-hearted spirit of co-operation and enthusiasm that was remarkable in many respects.

In its new home in the Gotham National Bank Building the Columbia Co. will have ample facilities for all of the departments which have heretofore been located in the Woolworth Building and at 104 West Thirty-eighth street. For over a year all of the departments in the Columbia organization have been badly cramped for room, especially as the business grew beyond all expectations and the personnel increased by leaps and bounds.

The Gotham National Bank Building at Columbus Circle was only recently completed and, in fact, the Columbia Co. is one of the very first

occupants of the building. It overlooks Columbus Circle and Central Park, and every floor has abundant light and ideal working facilities. Eight floors are occupied by the Columbia Co., and the layout of the offices is as follows: Seventeenth floor, dictaphone department; eighteenth floor, sales and advertising depart-



The New Home of the Columbia Graphophone Co.

ments; nineteenth floor, comptroller and accounting department; twentieth floor, executive offices; twenty-first floor, treasurer, credit, export, audit and copyright departments; twenty-second floor, international record department; twenty-third floor, recording laboratory offices; twenty-fourth floor, recording laboratory.

The executive offices, dictaphone, sales, advertising, credit, export and audit departments were formerly located in the Woolworth Building. The comptroller's office and accounting department were previously located at Bridgeport, Conn., and the international record department, recording laboratory offices and recording laboratories formerly had their headquarters at 104 West Thirty-eighth street, New York. Grouping all of these departments under one roof will enable the heads of the departments to conduct their activities with maximum efficiency and permit of exceptional co-operation among the various units of the organization.

CUYLER SUPPLEE WITH BRUNO

Victor Traveler Joins Staff of Widely Known New York Victor Distributor

Cuyler Supplee, 2d, has resigned his position on the traveling staff of the Victor Talking Machine Co. and become a member of the sales staff of C. Bruno & Son, Inc., Victor distributor, New York City. Mr. Supplee has been located in Indiana for some time past and previous to that was assistant to T. McCready in the New York territory. Mr. Supplee's thorough knowledge of Victor merchandising, together with his wide acquaintanceship throughout the New York territory, admirably qualifies him for the new position which he has assumed.

NEW NEEDLE MEETS WITH SUCCESS

"Permanent" Cactus Needle Well Received by Trade—Manufacturer and Dealer Co-operate

OAKLAND, CAL., April 4.—The Permo Co. of this city, manufacturer of the "Permanent" Cactus needle, is meeting with gratifying success in the introduction of its product to the trade. The company states that the sales have been so far ahead of expectations that it has been necessary to enlarge the factory and new machinery has been installed in order to increase the output.

The Permo Co. furnishes its dealers with an attractive insert to be used in connection with its mailing lists and this insert emphasizes the distinctive qualities of the "Permanent" Cactus needle and calls attention to its unique construction. Each needle plays from five to twenty-five records and may be repointed for indefinite use. These needles will be exhibited in Chicago next month at the convention of the National Piano Merchants Association.

RETURNS FROM NIAGARA FALLS TRIP

Louis R. Sherman, president of the Greenpoint Talking Machine Co., 638 Manhattan avenue, Brooklyn, N. Y., accompanied by his wife, has just returned from a two weeks' pleasure trip to Buffalo and Niagara Falls, after which they motored to Lakewood, N. J. Mr. Sherman, who is a Victor dealer, reports an improvement in business generally.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Manufacturers of

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

F. W. MATTHEWS

GLEANINGS *from the* WORLD *of* MUSIC

Leading Orchestra Leaders Tell the Most Popular Hits

PUBLISHERS WELCOME NEW SALES OUTLETS

Installation of Sheet Music Departments in Talking Machine Stores Welcomed by Music Publishers—Timely Remarks on This Topic

The popular music publishers look with pleasure upon the interest which is shown in some sections among talking machine dealers toward the installation of departments handling popular music, particularly the current "hits."

There are several reasons why a message of this sort has to them a particular appeal. In the first place it was not so many months ago that the popular publishers had a large distribution of their prints through the medium of the 5 and 10-cent syndicate stores and it has been estimated that over a thousand stores featuring the sale of 5 and 10-cent articles, including one very large syndicate, were the means of giving publishers large sales and distribution facilities. Owing to many changed conditions in the marketing of sheet music the 10-cent store distribution has been entirely eliminated and the publishers no longer find it a source of revenue. The final action in that regard was recently taken by the F. W. Woolworth Co., the board of directors of which decided to eliminate the sheet music from their stores altogether.

One of the other problems that make it necessary for the publisher to look forward to finding different means of distribution is the fact that the higher-price syndicates, those that range their prices from 5 to 50 cents, and even \$1.00, are assuming quite a dictatorial attitude in marketing music, as well as in the general co-operation they are willing to give to publishers.

The publishers, therefore, feel the need of additional means of marketing goods and in looking over the various possibilities they have arrived at the conclusion that the thousands of talking machine and record dealers would be an ideal outlet for their productions.

(Continued on page 149)

This is an authentic report from the country's leading orchestra leaders direct. The list of Leaders has been carefully selected—they are prominent figures in Eastern, Middle West and Pacific Coast musical circles. These titles are not issued in the order of their popularity and are alphabetically arranged to avoid such inference.



PAUL WHITEMAN SAYS:

- "Bright Eyes"
- "Coral Sea"
- "Do You Ever Think of Me?"
- "Humming"
- "I Never Knew"
- "Make Believe"
- "My Mammy"
- "Now and Then"



ART HICKMAN SAYS:

- "Bright Eyes"
- "Do You Ever Think of Me?"
- "Dream of Me"
- "I Spoiled You"
- "Make Believe"
- "Margie"
- "Mary Mine from Maryland"
- "My Mammy"
- "Rose"



JOSEPH KNECHT SAYS:

- "Coral Sea"
- "Fooling Me"
- "Grieving"
- "I'm Missin' Mammy's Kissin' "
- "I Used to Love You"
- "Kiss-A-Miss"
- "O-HI-O"
- "Rose"
- "Some Little Bird"



HARRY RADERMAN SAYS:

- "Bright Eyes"
- "Caresses"
- "Crooning"
- "Deenah"
- "I'll Always Keep on Loving You"
- "I Never Knew"
- "Jabberwocky"
- "My Mammy"



AL JOCKERS SAYS:

- "Bright Eyes"
- "Coral Sea"
- "I'm Missin' Mammy's Kissin' "
- "I Never Knew"
- "Make Believe"
- "Moonlight"
- "My Mammy"
- "Now and Then"



ISHAM JONES SAYS:

- "Bright Eyes"
- "Do You Ever Think of Me?"
- "Humming"
- "I Never Knew"
- "Make Believe"
- "My Mammy"
- "Na-Jo"
- "Some Little Bird"
- "Toddle"

Sam Fox, head of the Sam Fox Publishing Co., Cleveland, O., is now spending his time in Pacific Coast territory. Mr. Fox will make his headquarters in Los Angeles, Cal. From there he will visit leading trade centers.



EDDIE KUHN SAYS:

- "Ain't We Got Fun?"
- "Broken Moon"
- "Do You Ever Think of Me?"
- "Humming"
- "Make Believe"
- "Mazie"
- "Some Little Bird"
- "Strut, Miss Lizzie"



D. SHERBO SAYS:

- "Bright Eyes"
- "Caresses"
- "Coral Sea"
- "I'm Waiting for the Sunrise"
- "Make Believe"
- "Moonlight"
- "My Mammy"
- "Now and Then"

There are none Bigger - Nor Better!

"KISS-A-MISS" WALTZ

"O-HI-O" O-MY-O

"SIREN OF A SOUTHERN SEA"

"LEARNING"

FORSTER MUSIC PUBLISHER, INC.

235 So. Wabash Ave., Chicago, Ill.

The House of The Western Sun

NEW MELODY BALLAD SUCCESS

The Rose I Call Sweetheart

*The Fairest Rose in
The Garden of Songs*



*"You can't go wrong
with any Feist Song"*

NEW SALES OUTLETS WELCOMED
(Continued from page 147)

Of course, they did not expect to get all of the talking machine dealers to handle sheet music, or even a large percentage of them to do so, but with the number that now find it feasible and profitable to handle such goods and with an additional 2,000 talking machine dealers placing popular prints in stock, they are very well satisfied that they have accomplished considerable in the way of creating sales in what they term a market prepared to buy.

Most of the jobbers of sheet music have prepared a plan that opens the way and shows the methods by which talking machine dealers can stock the popular hits in an economical, profitable manner, involving only a minor investment, taking up little room in the dealer's store and

without interfering with the regular sales or methods the dealer has arranged for marketing his more substantial goods.

SECURES "JAZZ ME BLUES" RIGHTS

The Edw. B. Marks Music Co. has acquired the sales rights of "Jazz Me Blues," published by the Palmetto Publishing Co., of Baltimore, Md. This is the number that has been featured by Lucille Hegamin on Arto records.

RICHARD POWERS BACK IN EAST

Richard Powers, New York representative of Sherman, Clay & Co., of San Francisco, is back in town after spending some time on the Pacific Coast and making a trade trip to Middle West and Southern territory.

NEW MUSICAL SHOWS IN NEW YORK

Much Promising Music Found in "Love Birds," "The Right Girl," and "It's Up to You," Recently Produced on Broadway

Several new musical shows had their New York premieres since the last issue of The World was sent to press. These include "Love Birds," "The Right Girl" and "It's Up to You." "The Right Girl," produced by the Gleerich Co., Inc., is at present at the Times Square Theatre. It was written by Percy Wenrich and Raymond Peck. The musical numbers include "Cocktail Hour," "The Rocking Chair Fleet," "Girls All Around Me," "Old Flames," "You Will Get Nothing From Me," "Call of Love," "A Girl in Your Arms," "Things I Learned in Jersey," and "Love's Little Journey."

"Love Birds" opened up at the Apollo Theatre. Pat Rooney and Marion Bent head an exceptional cast. This show will undoubtedly be in New York throughout the Summer months. The outstanding hits appear to be: "Two Little Love Birds," "A Little Dream That Lost Its Way," "Is It Hard to Guess?" "The Trousseau Incomplete," "In Kokara, Miss O'Hara."

"It's Up to You," a William Moore Patch production, opened up at the Casino Theatre, and much of its music is the work of the late Manuel Klein, although considerable was contributed by Ray Perkins and Werner Janssen. The prominent songs appear to be: "Love Me All the Year 'Round," "Dreamland," "Any Pretty Little Thing," "I'll Tell the World," and "That Oriental Strain."

SUCCESS OF "MY MAMMY" WEEK

Robert Crawford, sales manager of Irving Berlin, Inc., was very much gratified at the response received by his organization from all channels in the planning and carrying out of the national "My Mammy" week, held early this month.

GRANT EGE IN NEW YORK

E. Grant Ege, manager of the music department of J. W. Jenkins' Sons Music Co., Kansas City, Mo., spent several days in New York late in March.

JACK MILLS ON LONG TRIP

Jack Mills, head of Jack Mills, Inc., left New York late in March on a trade trip which will include visits to the larger cities from coast to coast.

The Kay Vee Co. recently held a formal opening of its new store, located at 46 South Main street, Wilkes-Barre, Pa. A special program had been arranged, which attracted large crowds. There was a fine line of Columbia Grafonolas.

They're in the Air

WYOMING WALTZ

by GENE WILLIAMS



Deenah

(My Argentina Rose)

by AL. DUBIN and HENRY SCHARF

The RAGE of TWO CONTINENTS

The FOX TROT UNUSUAL WITH THE TANGO FLAVOR



Crooning

FOX TROT

by AL. DUBIN HERBERT WEISE AND WILLIAM F. CAESAR



The MUSHROOM HIT SPRUNG UP OVER NIGHT

M. WITMARK & SONS · NEW YORK

GREAT EUROPEAN SONG SUCCESS SECURED BY LEO FEIST

New York Publishing House Purchases American Publication Rights for French Song Success, "Mon Homme"—Will Doubtless Be One of the Big Hits in the United States

The recent announcement by Leo Feist, Inc., that it had purchased the American publication rights for the French song success, "Mon Homme" (My Man), really marks the entry of the first big European musical success into this

is without doubt one of the biggest things in song importations that have ever reached America.

Herewith is reproduced the cablegram making the original announcement of the purchase,

Form 17.

COMPAGNIE FRANÇAISE DES CABLES TELEGRAPHIQUES

NEW YORK
EXECUTIVE OFFICES: 41 BROAD STREET
25 BROAD ST. (ALWAYS OPEN) TELEPHONE 481 & 482 BROAD
PULITZER BUILDING 2ND FLOOR TELEPHONE 308 & 310
1 WORTH STREET TELEPHONE 384 FRANKLIN
487 BROADWAY TELEPHONE 2320 CANAL
85 FIFTH AVENUE TELEPHONE 1508 STUYVESANT
281 FIFTH AVENUE TELEPHONE 387 MARION 85
ORLEANS, MASS.
WATERS AGENCY
115 NORTH LA SALLE STREET,
CHICAGO, ILL.
EDWARD C. SWEENEY, MANAGER



PARIS. 76
18 BOULEVARD MONTMARTRE. 93 RUE VIVIENNE
LONDON
24 ROYAL EXCHANGE, E. C. 2. PRINCIPAL LANE.
NEW BRIDGE STREET, E. C. 4. BALTIC MERCANTILE AND
24 SOUTHMARK ST., B. E. SHIPPING EXCHANGE, E. C.
38 VICTORIA STREET, WESTMINSTER.
MADRID. 30 RUE DE CHILOU.
BRESCIA. 30-32 RUE DE CHATEAU.
ANTWERP. 14 RUE VENUE.
LIEGE. 11 RUE DE LOUVELOU.

TIME DATE

The following MESSAGE is received via FRENCH TELEGRAPH CABLE, subject to the terms and conditions printed on the back hereof, which are ratified and agreed to.

HCP 490 PARIS 58

FEISTEL NY (Leo Feist, Inc)

HAVE JUST SECURED FROM SALABERT AMERICAN PUBLISHING RIGHTS FOR
MON HOMME ABSOLUTELY BIGGEST MUSIC HIT OF YEARS NOT ALONE IN FRANCE
AND ENGLAND BUT ALSO THROUGHT EUROPE STOP GET BUSY ON DANCE ARRANGE-
MENTS TITLE PAGE ETC SOTHAT OUR AMERICAN FRIENDS CAN GET THIS WORLD
BEATER HIT QUICKLY STOP AM LEAVING SUNDAY IMPERATOR KIND
XXXX REGARDS BITNER

Copy of Cablegram Received From E. F. Bitner, of Leo Feist, Inc. country since the war. This number, originally so successful in France in song and instrumental form, following which it became one of the most prominent musical offerings in England, Belgium and other European countries,

which, it is understood, was consummated after negotiations of several days' duration in competition with at least two other interested American publishers. Mr. Bitner and Leo Feist, Inc., are to be congratulated.

**Two Popular Songs
Creating a Sensation**



PUBLISHED BY
Sam Fox Publishing Co.
Cleveland and New York

BUYS SONG OVER THE TELEPHONE

Louis S. Bernstein, of Shapiro, Bernstein & Co., Inc., recently purchased a song from Ted Lewis, entitled "I'm Coming Back to You, Maybe." The purchase was made over the long-distance telephone and the number was both sung and played in that manner. There was a gathering of newspaper men at the executive offices of Shapiro, Bernstein & Co., Inc., New York, at the time of the purchase, the song being demonstrated in San Francisco.

"NA-JO" NOW IN "APHRODITE"

The new song, "Na-Jo," by Rudy Wiedoeft, and published by the Sam Fox Publishing Co., was recently interpolated into the spectacular musical show, "Aphrodite."

NEIL MORET MAKES A CHANGE

Neil Moret, former member of the firm of Daniels & Wilson, Inc., has sold out his interest in that company and has joined the writing staff of Waterson, Berlin & Snyder.

JOINS PHILADELPHIA SHOW CASE CO.

A. H. Bond has joined the selling force of the Philadelphia Show Case Co., distributor in Pennsylvania of the Vocalion and the Vocalion Red records. He is now covering the northern section of the State with much success.

C. C. Church & Co., Hartford, Conn., are the publishers of the new song, "Baby," interpolated and sung by Eddie Cantor in the musical show, "The Midnight Rounders."

SONG SITUATION HAS IMPROVED

Latest Catalogs Contain Large Number of Live Popular Hits

The early part of April shows an improved situation regarding the sales of popular songs. The situation is not as yet normal, but is encouraging. Any slump that may be felt in sales now can hardly be accounted for; that is, speaking particularly of hits. No matter how abnormal conditions are, the hits usually have their quota of sales. However, such has not always been the case this year.

At no time during the past two years has there been a period when there were more popular successes acknowledged by the public than at the present time. Many of these have been only recent issues, so they should do much to revive the activity which, of course, will be

felt in the various channels affected by the popularity of songs and instrumental successes.

Another thing that is greatly in favor of these newer issues is not only the high standard of the lyrics but the quality of the melodies. Both of these are of the type to meet the approval of the most discriminating when considering popular songs.

The publishers are invariably enthusiastic over the present status of their catalogs, and if energy and the use of various publicity channels that have been proving meritorious are any indication of the coming demands for popular music, then those interested can rest assured that there will be a distinct revival from a sales point.

An idea as to the caliber of the present songs is gleaned from the list of titles that are having indisputable popularity, deservedly so, and this will bear out the assertion that the Spring catalogs were never healthier, especially when compared with lists of past seasons. The present hits include such numbers as: "Some Little Bird," "Humming," "Do You Ever Think of Me?" "Mon Homme," "My Madeline," "Na-Jo," "I'm Missin' Mammy's Kissin'," "I Never Knew," "Crooning," "My Mammy," "Love Bird," "Scandinavia," "Wyoming," "Mazie," "Learning," "Make Believe," "Now and Then," "Paper Doll," "Bright Eyes," "I Spoiled You," "Broken Moon," "Romance," "Happiness" and "Over the Hill." There are numerous others that the writer could note by reference, but these come quickly to mind.

BIG SELLING RECORDS

International Waltz Song Hit
"LOVE in LILAC TIME"

New Melody Fox-trot
"PINING"
By the Authors of "Feather Your Nest"

Georgie Price's
"MOONBEAMS"
Wonderful Melody Fox-trot

"HI-YO"
Chinese Romance (Fox-trot)

Super Hit Fox-trot
"HELD IN A BABY'S HANDS"
FAST

Latest "Blues" Hit
"THE JAZZ-ME BLUES"

EDW. B. MARKS MUSIC CO.
102-104 W. 38TH STREET, N. Y.

THE SWEEPING HIT

"CAROLINA LULLABY"

Lyric by WALTER HIRSCH

Music by LOUIS PANELLA

ON ALL RECORDS AND ROLLS

1658 Broadway **HARRISON MUSIC CO.** New York City

AN ORCHESTRA WHOSE RECORDS HAVE WON GREAT FAVOR

Hazy Natzy's Biltmore Dance Orchestra, Under Direction of Jack Green, Is Now Making Records for the Pathé Frères Phonograph Co.

Among the better known New York hotel orchestras which are at present having great popularity is Hazy Natzy's Biltmore Dance Orchestra. This organization, under the direction of Jack Green, has gained such recognition

touch to the effect of its playing that is especially popular in dance music, and contributes in a measure to the volume of the regulation instruments such as strings, cornets, trombones and traps.



The Personalities Who Make Up the Biltmore Dance Orchestra

in dance circles that it has been considered an authority on the latest and newest of dance hits.

Its reputation has become national in form inasmuch as it has made some exceptional dance records for the Pathé Frères Phonograph Co. The use of saxophones and banjos adds a bizarre

Jack Green makes it a point to revise practically every orchestration to assure novel effects. He recently has featured the successful London waltz, "Wyoming," which is showing unusual possibilities in orchestra circles in this country.

GOES AFTER BUSINESS AND GETS IT

R. A. Fude, manager of J. Ramser & Sons, Edison dealers, Rock Island, Ill., is a hustler. He believes in going after business and getting it. Recently he made a tour of the territory in which his company operates, accompanied by Phil Leon, the well-known tenor, and W. H. Whitney, also a first-class talking machine man and musician. In addition they featured one of the large Edison models, and wherever they ap-

peared these three stars attracted enormous crowds and demonstrated the Edison to such good purpose that sales and follow-ups were booked in a manner to emphasize that it pays to be up and doing.

The Blue Bird Music Shop has been opened in Long Beach, Cal., and is representing the Blue Bird phonograph, made in Los Angeles. The latter instrument is also being featured by the Los Angeles Furniture Co. very extensively.

NEW RETAIL STORE IN PEORIA

Peoria Music Shop Organized With Arthur E. Severe as President and General Manager

PEORIA, ILL., April 7.—The Peoria Music Shop, 216 South Adams street, made its debut early this month. It has taken over the business formerly conducted by C. E. Wheelock Co., at the same address.

In the announcement in the local papers the Peoria Music Shop stated in part: "The entire main floor of the former Wheelock store will be a new home for the Victrola. After remodeling this store we will give to Peorians one of the finest and best-equipped Victrola shops in the State of Illinois."

The new establishment is being operated by a trio of well-known Peorians, namely: Arthur E. Severe, Margretta Scherff, and Russell S. Stutzman. Mr. Severe, the president and general manager, has, for several years past, been associated with the Putnam-Page Co., Victor wholesaler of this city. Miss Scherff has also been associated with the same institution, and Mr. Stutzman has had a valuable experience in the retail Victor business.

MAGNAVOX ACTIVITIES IN THE EAST

J. O. Morris Co. Planning Intensive Campaign —A. F. Macoun Joins Sales Staff—Magnavox Placed in Schenectady Public Parks

The J. O. Morris Co., New York, distributor of the Magnavox, is planning to launch an intensive sales campaign in behalf of this popular instrument. New accounts are being established daily in the talking machine trade and Mr. Morris is enthusiastic regarding the success attained by the Magnavox in this section.

A. F. Macoun, well known in local talking machine circles and thoroughly familiar with the problems of the dealer, has recently joined the sales staff of the J. O. Morris Co. and will devote his entire time to furthering the interests of the Magnavox in this trade.

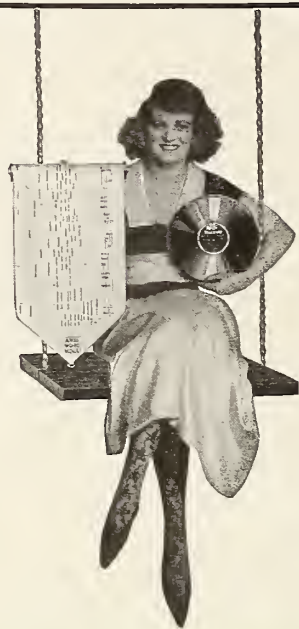
Arrangements were recently completed by the J. O. Morris Co. whereby the Magnavox will be installed in all of the Schenectady public parks for the purpose of enabling visitors to appreciate the band concerts which will be given in these parks throughout the Spring and Summer. Mayor Lund, of Schenectady, was responsible for the installation of the Magnavox in the parks, and this unique idea will undoubtedly meet with the approval of Schenectady music lovers.

We've Got It !!!
 IT'S NOT A PUZZLE — JUST THE TITLE OF
**A WONDERFUL
 FOX TROT**

JABBERWOCKY

Originally
 Published by
 KENDIS & BROCKMAN
 AND NOW IN
OUR CATALOG of GREAT SUCCESSES
M. WITMARK & SONS · NEW YORK

ARTO RECORDS



85c. ARTO 10 Inch Phonograph Records 85c.

FOR MAY, 1921

DANCE AND VOCAL RECORDS

- 9056 Scandinavia (Sing Dose Song and Make Dose Music). (R. Perkins). Tenor Solo, Orch. Acc. Billy Jones
- All For You. (B. Davis-A. Johnson) Fox-trot. Chorus by Arthur Hall. Yerkes' Dance Orchestra
- 9057 Now I Lay Me Down to Sleep. Ballad. Baritone Solo. Orch. Acc. Ernest Hare
- I Call You Sunshine. (A. Silvers) Fox-trot. Chorus by A. Hall. ARTO Dance Orchestra
- 9060 Nestle In Your Daddy's Arms. Fox-trot. (L. Herscher-J. Burke). Tenor Solo. Chorus by A. Hall. Selvin's Novelty Orchestra
- Wandering Home. Waltz (L. Stevens). ARTO Dance Orchestra
- 9059 Underneath Hawaiian Skies. Fox-trot (F. Rose). John Finnegan, Acc. Ridgely's 69th Regiment Band
- Would You? I'll Say You Would! Fox-trot. (A. B. Sterling-C. B. McConnell). Chorus by Arthur Hall. Moulton Rouge Orchestra
- IRISH VOCAL AND DANCE RECORDS
- 3063 Wrap the Green Flag Round Me, Boys. Tenor Solo. John Burke.
- God Made Ireland a Nation. (R. Villar). Tenor Solo. John Burke.
- 3064 Molly Brannigan. Tenor Solo. John Finnegan, Acc. Ridgely's 69th Regiment Band
- Irish Jigs Medley. Ridgely's 69th Regiment Band
- COLORED VOCAL RECORDS
- 9058 He's My Man, You'd Better Leave Him Alone. (A. Lada-S. Williams). Vocal Blues. Lucille Hegamin and Her Blue Flame Syncopaters
- Mamma Whip! Mamma Spank! If Her Oaddy Don't Come Home. (R. Turk-J. R. Robinson). Vocal Blues. Lucille Hegamin and Her Blue Flame Syncopaters

ARTO Word Rolls \$1.00
VOCO Word Rolls 85c.
ARTO Popular Rolls 50c.

Subject to Liberal Trade Discounts
FOR MAY, 1921

- 1390 Crooning. (Crooning Lullabies). Fox-trot.
- 1393 Ain't We Got Fun. Fox-trot.
- 13.3 Flower of My Heart. Waltz Song.
- 1389 Gypsy Moon. Fox-trot.
- 1388 Down Around the 'Sip 'Sip 'Sippy Shore. Waltz Song.
- 1380 I'm Coming Back to You Maybe. Fox-trot.
- 1378 I'm Nobody's Baby. Fox-trot.
- 1377 Jealous of You. Waltz Song.
- 1376 Lazy Mississippi. Waltz Song.
- 1381 Little Crumbs of Happiness. Waltz Song.
- 1377 Madeline. Fox-trot.
- 1332 Moonbeams. Fox-trot.
- 1392 Nobody's Rose. Waltz Ballad.
- 272 Old Time. Waltz Songs. Introducing: "Little Annie Rooney," "The Sidewalks of New York," "Sweet Rosie O'Grady."
- 1384 Pining. Fox-trot.
- 1385 Rebecca From Mecca. Fox-trot.
- 1376 Scandinavia. (Sing Dose Song and Make Dose Music). Fox-trot.
- 1391 That Creamy Waltz. Waltz Song.
- 1386 When You're Gone I Won't Forget. Ballad.
- 1394 Orowsy Head. Waltz Song.

STANDARD INSTRUMENTAL ROLLS

88329 Primrose WaltzSchmidlin
The above Songs without words can be had in the ARTO POPULAR ROLLS, which retail at 50c.

THE ARTO CO.
STANDARD MUSIC ROLL CO.

Factories, Orange, N. J.
New York Offices, 1604 Broadway

OUR PRINCIPAL JOBBERS ARE:

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMLER SALES CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- ARTO RECORD SALES CO., Brooklyn, N. Y.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CHAS. W. HOMEYER & CO., Boston, Mass.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.

OTHER JOBBERS WANTED

DETROIT IS RETURNING TO NORMAL TRADE BASIS

Review of Conditions—Jewett Exhibit at Hotel Statler—Larger Vocalion Territory for Lind-Marks—New Officers Detroit Association—Grinnell Activities—Other News of Interest

DETROIT, MICH., April 9.—With the Motor City standing first of all big cities for re-employment of labor, it shows that we are fast returning to a normal basis. Most of our large manufacturers say they are not overenthusiastic, but with the Spring weather has come a steady and increasing demand, so much so that in Detroit we actually have some plants working overtime.

Talking machine dealers are not inclined to believe that there will be an unusual volume of business during the Spring and Summer, but they do look forward to very big business next Fall and Winter, by which time Detroit will be hitting the prosperity pace of 1918 and 1919.

A. A. Fair, of the Jewett Phonograph Co., who recently established an exhibit in the Hotel Statler, says that plans have been completed for increasing the line, giving a total of seven Jewett models. Mr. Fair is extremely well pleased with the way business is going along. He is constantly adding new dealers and orders are being received steadily. Elmer Sharpe and A. N. Doty, special representatives of the sales department, are in charge of the exhibit.

S. E. Lind, of the Lind-Marks Co., Michigan distributor for the Aeolian-Vocalion, in addition to handling Cleveland, Toledo and adjoining territory, has added quite a number of new dealers. For the first week in April Mr. Lind reports the following: The Goosman Piano Co., and Rae & Maxwell Co., of Toledo; the Woodworth Bros., of Plymouth and Northville, Mich.; C. E. Mapes, of Durand, Mich.; Budds Music House, of Lansing, Mich.; C. C. Warner, St. Johns, Mich., and the Carpenter Drug Co., of New Baltimore, Mich.

William Oaten, city salesman for the Columbia Co., has resigned to accept a similar position with the Lind-Marks Co.

The members of the Detroit Talking Machine Dealers' Association will be guests of the Detroit Music Trades Association at a special meeting to take place on the evening of April 12 at the Hotel Tuller, when Robert Lawrence, of the Music Industries Chamber of Commerce, is to address them on how to conduct a Music Week in which both the piano and talking machine dealers will participate.

The Lind-Marks Co., jobber for Okeh records, reports that one of the big hits at present is "Love Bird." It also reports a big demand for foreign Okeh records, especially German and Polish. Although this company has only been operating for about four weeks it has already worked up a business of nearly 100 regular accounts.

The Ling Piano House is closing out its business and J. Henry Ling, proprietor, will retire after many years of activity in the retailing of pianos and talking machines. He handled the Columbia line.

The weekly concerts in the Victrola Hall of Grinnell Bros. fine music store on Woodward avenue attract very large crowds and are a great stimulant to the sale of records. Grinnell Bros. talking machine business is holding up splendidly, everything considered. They handle the Victrola line exclusively in Detroit and in all of their branches, and in addition are distributors of the Victor line. Dealers tell of continued business betterment.

E. P. Andrew, manager of the J. L. Hudson Music House, has returned from California, where he has been sojourning the past six weeks.

The Detroit Talking Machine Dealers' Association, at its March meeting, took in quite a number of new members and new life has been given the organization. A motion was carried unanimously endorsing the suggested plan of a

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

national association of retailers. Many other matters of importance were taken up. The new officers of the Association are: Sidney J. Guest, president; Otto Keif, vice-president; Phil Lang, secretary; Oswald Hustedt, treasurer; A. A. Grinnell and Jacob Goldberg are on the executive committee with the officers. A number of dealers were called upon at this meeting to give their views of conditions. They all spoke optimistically and predicted that business would improve right along.

C. A. Grinnell, vice-president of Grinnell Bros., returned Tuesday of this week from Sea Breeze, Fla., where he has been spending the past two months at his Winter home, looking the picture of health. Mr. Grinnell said he did a lot of golfing, fishing, boating and motoring.

Columbia dealers are certainly advertising and pushing their present stocks under the new prices established by the company, and as a result they have been able to very materially reduce their merchandise on hand.

OKEH JOBBER VISITS NEW YORK

A recent visitor at the executive offices of the General Phonograph Corp., New York, was A. J. Heath, president of the A. J. Heath Co., Okeh distributor in Philadelphia. Mr. Heath spoke enthusiastically regarding the success of Okeh records in his section of the country, commenting upon the fact that Mamie Smith records had attained phenomenal popularity. During the past few weeks the A. J. Heath Co. has opened quite a number of new accounts with responsible houses, and these dealers are making elaborate plans for an aggressive Okeh campaign.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our handsome illustrated catalog, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

JOINS BLACKMAN SALES STAFF

Walter R. Grew Joins Victor Wholesaler's Sales Staff—Will Cover New York and Brooklyn

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., Victor wholesaler, announced recently that Walter R. Grew, formerly connected with the Sonora Phonograph Co., had been added to the Blackman sales staff. Mr. Grew, who is thoroughly familiar with present-day conditions in the retail field, will cover New York and Brooklyn territory, and his knowledge of the problems confronting the dealer will undoubtedly enable him to give the trade efficient service and co-operation.

A. D. Robbins will continue to visit Blackman dealers in nearby out-of-town points, and Edgar S. Palmer will continue to cover Connecticut, the Hudson Valley and a part of New Jersey. Both of these wholesale representatives have many years' experience to their credit and are doing fine work for the Blackman Co.

CLOSES IMPORTANT OKEH DEAL

Consolidated T. M. Co., Chicago, Places Okeh Line with Buck & Rayner—Will Introduce Aggressive Sales Campaign.

CHICAGO, ILL., April 8.—A very important deal was closed this week by E. A. Fearn, general manager of the Consolidated Talking Machine Co., of this city, Okeh jobber, assisted by G. I. Stanton, of the General Phonograph Corp., whereby Buck & Rayner's store at the corner of Madison and State streets will handle Okeh records. An exclusive Okeh record department is now being installed and an advertising campaign is being prepared.

The Buck & Rayner store is located at the "world's busiest corner," and the establishment is one of the foremost retail concerns in the Middle West. A window will be used for the exclusive display of Okeh records, and Mr. Fearn has been receiving the congratulations of the General Phonograph Corp. upon the consummation of this important deal.

EDISON'S GREAT WAR WORK

Forty Unknown Inventions Improvised by the Wizard to Meet Wartime Emergencies, Especially Submarine Perils

In an article in The World Magazine of April 3 Prosper Buranelli points out that the recently issued official report on the work of the Naval Consulting Board, of which Thomas A. Edison was president, credits him with astonishing accomplishments. No fewer than forty war inventions, which he made, were in use or ready to be used when the armistice came. Score one for the phonograph wizard.

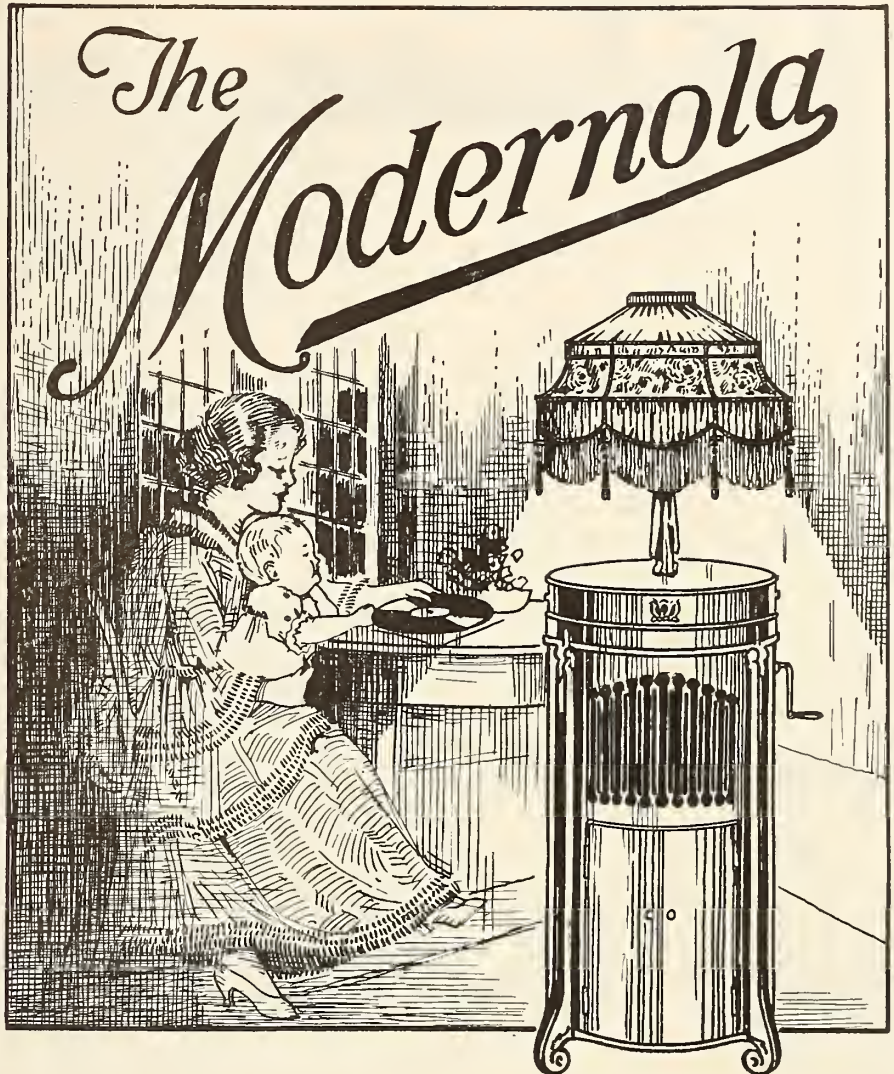
PRODUCE NEW AUTOMATIC CUTTER

CHICAGO, ILL., April 8.—The Alto Mfg. Co., manufacturer of the Alto fibre needle cutter, has moved its offices and factory from 4100 Lincoln avenue to 1801 Cornelia avenue. The new location gives the company a building of its own in which to manufacture its various products and greatly increase its facilities.

J. Branstetter, president, announces that he has perfected a new automatic needle cutter, which he thinks will be a great improvement over any of the hand cutters hitherto produced. He reports business in various accessories handled by him as being generally satisfactory.

MOVE TO NEW QUARTERS

John J. Gifford & Co., who, for some time past, have been conducting a music store at 3 West Fourth street, Charlotte, N. C., have just moved to new and larger quarters at 33 West Fourth street, where, in addition to their large stock of talking machines and records, they will carry everything in the line of music.



MODERNOLA

Features

TONE

BEAUTY

UTILITY

Retailers of the Modernola are finding 1921 a big year.

There is an irresistible charm about this phonograph in both tone and appearance that has placed it among the leading makes.

Write us regarding Modernola representation in your locality.

Exclusive Eastern Distributors

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:

101 West 20th Street
100 West 21st Street

} Corner Sixth Avenue, New York

Telephone Chelsea 2044

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

COLUMBIA BRANCH IN MONTREAL

New Headquarters Established in That City Under General Supervision of A. E. Landon—Hector Garand to Act as Resident Manager

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., announced last week the establishment of a Montreal branch of the company at 824-826 St. Denis street. This branch is under the general supervision of the Toronto headquarters and A. E. Landon, manager of the Columbia Co.'s Canadian business, will be in general charge of the Montreal branch, with Hector Garand as resident manager.

The Columbia Co. will occupy 20,000 square feet in Montreal, using the second and third floors of the building. The facilities for handling incoming and outgoing shipments are ideal, adequate receiving and shipping rooms being located on the first floor. The fact that the building is situated midway between the two largest freight stations in Montreal gives ready access for shipments.

The establishment of the Montreal branch reflects the rapidly growing business of the Columbia Graphophone Co. in Canada and particularly in the Province of Quebec. The company has been making a very strong appeal to the French-Canadian population with the large selection of recordings which have been made for this particular trade.

TO MAKE RECORDS ON LARGE SCALE

Thos. H. McClain Now in Charge of U. S. Record & Mfg. Corp. Plant—Factory Equipped to Produce Records in Large Quantities

The United States Record & Mfg. Co. is now under the direct supervision of Thomas H. McClain, an engineer of long experience in the business. Mr. McClain was formerly practical production manager with Thos. A. Edison, Inc., the American Ever-Ready Co., and the Crucible Steel Co., and is thoroughly familiar with handling large manufacturing propositions.

The company has established temporary executive offices at 48 East Thirty-fourth street, New York, and it is now endeavoring to secure permanent offices in the Grand Central district.

The United States Record & Manufacturing Corp. owns a large record plant in Long Island City, and under the direction of the new executive staff maximum co-operation will be offered to the trade in general in the manufacture of disc records. The plant is equipped with the most up-to-date machinery for the production of records on a large scale, and contracts are now being closed with a number of well-known concerns which are placing orders for the immediate delivery of substantial quantities of records.

VICTOR WHOLESALER LEASES SPACE

New York Talking Machine Co. Will Move to New Quarters May 1—Ideally Located for Shipping Purposes—To Be Well Equipped

The New York Talking Machine Co., Victor wholesaler, has leased space in the Willys-Overland Building at Fifty-seventh street and Tenth avenue, New York, and according to its plans will move from its present quarters at 119 West Fortieth street about May 1. The company will occupy over 30,000 square feet in its new home, and plans are now being made whereby this floor will represent one of the most up-to-date wholesale establishments in the country.

Shipping facilities from this new building are ideal, as the building is only a few blocks from all of the important railway and pier terminals. From a transit standpoint the Willys-Overland Building is splendidly located, as it is two short blocks from Columbus Circle, with the subway, Sixth and Ninth avenue "elevated" stations nearby and the Fifty-ninth street crosstown line two blocks away.

As the New York Talking Machine Co. will occupy the entire top floor of this building, the lighting facilities and working conditions for the employes will be ideal. The increased space in its new home will permit the company to take care adequately of its fast-growing business, and Arthur D. Geissler, president of the company, together with Hugh C. Ernst, of the executive staff, is planning to leave nothing undone to make the company's new home attractive and practical.

APPOINTED ADVERTISING MANAGER

William Strong Now Advertising and Sales Manager for Gretsch Mfg. Co.

William Strong, of Chicago, has been appointed manager of advertising and sales for the Fred Gretsch Mfg. Co., manufacturer and jobber of small goods and musical merchandise, at 54-82 Broadway, Brooklyn. Mr. Strong is a man of considerable experience and training in his work, having been for several years with Montgomery, Ward & Co., the well-known Chicago mail order house. A. Prevetti, who has been temporarily in charge of this department, has left the company.

A BOSTON INCORPORATION

Among the incorporations filed with the Secretary of the State of Massachusetts recently was that of the Einherz Music Shop, Inc., Boston, for the purpose of dealing in phonograph records and sheet music, with a capital of \$20,000. The incorporators are: Myer Einherz, Dorchester, and Mark Reinhart and Mamie P. Reinhart, of Brookline.

INTRODUCE NEW MODERNOLA MODEL

Is Leather-covered and Represents an Interesting Novelty—J. A. Endres a Visitor—Co-operating with the Dealer

J. A. Endres, sales manager of the Modernola Co., of Johnstown, Pa., made his headquarters at the executive offices of the Eastern Phonograph Corp., New York City, Eastern distributor of the Modernola phonograph, during the early part of the month.

Mr. Endres called upon the many Modernola dealers in this territory and told them of the progressive plans the Modernola Co. had in store for the future. He found conditions throughout the trade encouraging and believes that the future holds much for the progressive Modernola dealer. Future publicity in the New York newspapers is a part of the sales plan. Particular attention will also be given to the foreign-record field and advertisements will be placed in foreign-language newspapers.

A new model of the Modernola phonograph has been presented to the trade. It is similar in design and shape to the other well-known models, but it will be entirely original in the fact that it will be leather-covered. This innovation in cabinet work is expected to create much attention from the buying public. Leathers of various colors will be used and thus it will be possible to match up with any color scheme of interior decoration.

George Seiffert, president of the Eastern Phonograph Corp., Eastern distributor of the line, recently wrote to the Modernola dealers in his territory offering co-operation with them through the use of trade acceptances. The offer met with hearty response on the part of the dealers and Mr. Seiffert is in receipt of numerous complimentary letters from the dealers in regard to his efforts.

Bradford Weise & Co., who operate a Victrola wareroom in connection with their department store in Waverly, Ill., publish a newspaper giving all the news of their establishment, in which the monthly record list, as well as the talking machine business generally, is featured to good purpose.

BEE CROFT



Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

↓ ↓

Every 60 Days

A Selected List of Victor Records

We Will Gladly Play Any of THESE for You

19443	Smoochie	Alvina	Marion	19444	Smoochie	Alvina	Marion
19445	Smoochie	Alvina	Marion	19446	Smoochie	Alvina	Marion
19447	Smoochie	Alvina	Marion	19448	Smoochie	Alvina	Marion
19449	Smoochie	Alvina	Marion	19450	Smoochie	Alvina	Marion
19451	Smoochie	Alvina	Marion	19452	Smoochie	Alvina	Marion
19453	Smoochie	Alvina	Marion	19454	Smoochie	Alvina	Marion
19455	Smoochie	Alvina	Marion	19456	Smoochie	Alvina	Marion
19457	Smoochie	Alvina	Marion	19458	Smoochie	Alvina	Marion
19459	Smoochie	Alvina	Marion	19460	Smoochie	Alvina	Marion
19461	Smoochie	Alvina	Marion	19462	Smoochie	Alvina	Marion
19463	Smoochie	Alvina	Marion	19464	Smoochie	Alvina	Marion
19465	Smoochie	Alvina	Marion	19466	Smoochie	Alvina	Marion
19467	Smoochie	Alvina	Marion	19468	Smoochie	Alvina	Marion
19469	Smoochie	Alvina	Marion	19470	Smoochie	Alvina	Marion
19471	Smoochie	Alvina	Marion	19472	Smoochie	Alvina	Marion
19473	Smoochie	Alvina	Marion	19474	Smoochie	Alvina	Marion
19475	Smoochie	Alvina	Marion	19476	Smoochie	Alvina	Marion
19477	Smoochie	Alvina	Marion	19478	Smoochie	Alvina	Marion
19479	Smoochie	Alvina	Marion	19480	Smoochie	Alvina	Marion
19481	Smoochie	Alvina	Marion	19482	Smoochie	Alvina	Marion
19483	Smoochie	Alvina	Marion	19484	Smoochie	Alvina	Marion
19485	Smoochie	Alvina	Marion	19486	Smoochie	Alvina	Marion
19487	Smoochie	Alvina	Marion	19488	Smoochie	Alvina	Marion
19489	Smoochie	Alvina	Marion	19490	Smoochie	Alvina	Marion
19491	Smoochie	Alvina	Marion	19492	Smoochie	Alvina	Marion
19493	Smoochie	Alvina	Marion	19494	Smoochie	Alvina	Marion
19495	Smoochie	Alvina	Marion	19496	Smoochie	Alvina	Marion
19497	Smoochie	Alvina	Marion	19498	Smoochie	Alvina	Marion
19499	Smoochie	Alvina	Marion	19500	Smoochie	Alvina	Marion



Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT

5546 North 5th Street
PHILADELPHIA



ANNOUNCEMENT

On or about May 1st we will move to our new ware-rooms and general offices at 28-30 West 23rd Street, where we will occupy the entire second floor running through to 9-19 West 22nd Street. This location is between Fifth and Sixth Avenues, and we believe is ideal in every respect.

This move is not only necessary to efficiently handle our steadily increasing business, but also shows our confidence in the future.

It gives us much additional floor space—approximately Twenty Thousand square feet—and while it involves a substantial increase in our general expense, it also reflects the courage of our convictions.

We are positive, as Victor Distributors exclusively wholesale, that Victor Supremacy was never so apparent—that the trade can place every confidence in the future of the Victor Talking Machine Co. and its product, and that with courage of foresight Victor Dealers and Distributors, who are prepared, will enjoy increasing prosperity.

In our new quarters, we hope to merit a continuance of the fullest co-operation from the trade in general, the factory and our employees.

Blackman
 TALKING MACHINE CO.
 81 READE ST. NEW YORK N.Y.
 VICTOR DISTRIBUTORS - WHOLESALE ONLY



VICTOR JOBBERS HOLD TWO VERY SUCCESSFUL MEETINGS

Executive Committee of National Association of Talking Machine Jobbers Meets With Members at Large in St. Louis and Later in Boston to Discuss Trade Matters—Important Business Development Plans Considered—Visitors Royally Entertained by Boston Wholesalers

The special Spring meetings of the executive committee of the National Association of Talking Machine Jobbers, at which the general membership of that organization was invited to attend, were held early this month, the first meeting in St. Louis on April 4 and 5 for the Western members, and the second in Boston on April 7 and 8 for the benefit of the Eastern members. The members of the executive committee traveled by special car from St. Louis to Boston, and each of the meetings drew close to 100 per

in July, were also gone over at length and elaborated, and if the suggested program is carried out there will be enough special features alone to warrant a trip half way across the country to attend the sessions. The plans call for, among other things, a baseball game between Eastern and Western jobbers, with William Haussler, of C. Bruno & Son, New York, appointed to captain the Eastern team, with the able assistance of J. J. Davin, of the Reincke-Ellis Co., and Charles K. Bennett, of the Eclipse Musical Co., Cleveland, charged with building up the Western team. An interesting and exciting contest is promised when the teams meet at the convention.

G. H. Montague Makes Addresses

Gilbert H. Montague, counsel for the Association, who also defended the several jobbers in the Macy-Victor case, addressed both the St. Louis and Boston meetings regarding various legislative matters. He also took occasion to point out some of the phases of the Macy-Victor case, and particularly the manner in which the verdict of the jury served to vindicate the present Victor Co. distributing methods.

Alfred Smith Speaks on Tax Situation

At the Boston meeting the jobbers were addressed by Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, who told of the efforts being made by the Chamber to have the Government adopt some sort of commodity sales tax in lieu of present excise taxes, and asked that the talking machine men lend their support to the Chamber's program.

The St. Louis Meeting

The St. Louis meeting was held at the Missouri Athletic Club, where the arrangements for the entertainment of the members of the Association, made by the Koerber-Brenner Co., left little to be desired. On Tuesday, April 5, at the conclusion of the meeting, the executive committee boarded a special car for Boston, arriving in that city on Wednesday evening. It was met by a delegation representing the three Boston jobbers and consisting of George A. Dodge, Robert Steinert, Kenneth Reed and others. The headquarters were at the Copley



L. C. Wiswell, President

cent attendance, only one member of the Association not being represented.

The programs at both of the meetings were practically the same. General business conditions naturally came in for a full share of consideration, and the jobbers, without exception, were most enthusiastic not only regarding the present situation, as they saw it, but also as to the future. There were some instructive talks relative to methods for co-operating with the dealers and helping them to develop business on a solid basis.

Perfect Plans for Colorado Springs Convention

Plans for the annual convention of the Association, which will be held at Colorado Springs

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

Plaza Hotel, where special accommodations were provided for the conventioners.

Boston Jobbers Entertain

The three Boston jobbers, M. Steinert & Sons Co., Eastern Talking Machine Co., and the Oliver Ditson Co., confined their efforts to entertaining the visitors, and it is safe to say that the visit to Boston will not soon be forgotten. Through the personal efforts of Mr. Dodge, of the Eastern Co., complete arrangements were made whereby those who sought an oasis after crossing the hot sands, as well as those who were entitled to the oil of joy after their labors, were completely satisfied. The rule was, "Ask and ye shall receive," and the antiquated query, "Boys, what will you have?" was again revived. Mr. Dodge's hospitality resulted in the passage of a heartfelt resolution of appreciation by the Association.

On Thursday evening the visiting jobbers were the guests of the Boston wholesalers at a theatre party at the Majestic Theatre, to witness a performance of "Honey Dew," a musical comedy for which Efrem Zimbalist, noted violinist and Victor artist, composed the music. After the session there were also a number of private parties arranged for those visitors who remained in town.

Those in Attendance

The members of the executive committee of the Association who attended both the St. Louis and Boston meetings included: President L. C. Wiswell, of Lyon & Healy, Chicago, who presided at both sessions; Vice-President Louis Buehn, of the Louis Buehn Co., Inc., Philadelphia; Secretary A. A. Trostler, of the Schmelzer Co., Kansas City, and Treasurer W. H. Reynolds, of the Reynolds Music Co., Mobile, Ala., together with J. N. Blackman, Blackman Talking Machine Co., New York; W. F. Davisson, Perry B. Whitsit Co., Columbus; E. C. Rauth, Koerber-Brenner Co., St. Louis; Thomas F. Green, the Silas E. Pearsall Co., New York; H. A. Winkelman, Oliver Ditson Co., Boston; George E. Mickel, Mickel Bros. Co., Omaha; C. K. Bennett, Eclipse Musical Co., Cleveland; Lester Burchfield, Sanger Bros. Co., Dallas, Tex.; Fred H. Putnam, the Putnam-Page Co., Inc., Peoria, Ill.

In addition to the members of the committee, those who attended the St. Louis meeting included: H. A. Goldsmith, Badger Talking Machine Co., Milwaukee; E. F. O'Neill, Beckwith-O'Neill Co., Minneapolis; G. P. Ellis, Chicago Talking Machine Co., Chicago; John Elliott Clark, John Elliott Clark Co., Salt Lake City; H. J. Shartle, Cleveland Talking Machine Co., Cleveland; Ross P. Curtice, and C. P. Moores, Ross P. Curtice Co., Omaha; George A. Mairs, W. J. Dyer & Bro., St. Paul; E. B. Lyons, Eclipse Musical Co., Cleveland; B. F. Bibighaus, Elyea Talking Machine Co., Atlanta, Ga.; E. F. Dunham, Florida Talking Machine Co., Jacksonville; A. A. and C. H. Grinnell, Grinnell Bros., Detroit; J. F. Houck, O. K. Houck Piano Co., Memphis, Tenn.; M. C. Shoely, J. W. Jenkins' Sons Co., Kansas City, Mo.; J. A. Frye, Knight-Campbell Music Co., Denver; H. G. Koerber, C. B. Gilbert, H. S. Grover and R. K. Brandenberger, Koerber-Brenner Co., St. Louis; H. B. Sixsmith, Mickel Bros. Co., Des Moines, Ia.; A. H. Bates, Ohio Talking Machine Co., Cincinnati; G. Page and P. A. Ware, Putnam-Page Co., Peoria, Ill.; George E. Stewart,

A.F.Co.

felts

for Turntables

It's a fact that the sale of a talking machine often depends on appearance. Beautiful, lustrous Turntable Felts do their part along with careful wood finish and smooth, bright metal parts.

American Felt Company Turntable Felts are used exclusively in some of the best-known Talking Machines. This is because our Turntable Felts have elegance as well as uniformity.

If you have a felt problem, ask us about it without incurring obligation.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.

Stewart Talking Machine Co., Indianapolis; J. D. Moore, Talking Machine Co. of Texas, Houston; A. R. Boone, The Talking Machine Co., Birmingham, Ala.; C. H. Womeldorff and Warren Kellogg, Toledo Talking Machine Co.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; Lester E. Noble, Rudolph Wurlitzer Co., Chicago; T. F. Sigman, Rudolph Wurlitzer Co., Cincinnati.

The members at large attending the Boston session included: R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; C. N. Andrews, Buffalo; W. D. Andrews, Syracuse, N. Y.; Emanuel Blout, New York; W. J. Haussler and Jerome Harris, C. Bruno & Son, Inc., New York; O. W. Neal and V. W. Moody, Buffalo Talking Machine Co., Buffalo, N. Y.; Elmer J. Walz, Cohen & Hughes, Inc., Baltimore; L. W. Collings, Collings & Co., Newark, N. J.; Frank W. Corley, the Corley Co., Richmond, Va.; C. B. Snow, Cressey & Allen, Inc., Portland, Me.; Norman Curtice, Ross P. Curtice Co., Omaha; P. E. W. Carlson, Chas. H. Ditson & Co., New York; W. R. Lyman, E. F. Droop & Sons Co., Washington, D. C.; G. A. Dodge, T. Harry Dodge and Herbert Shoemaker, Eastern Talking Machine Co., Boston; George H. Rewbridge, W. F. Frederick Piano Co., Pittsburgh; E. C. Gallo and W. P. Mason, Horton-Gallo-Creamer Co., New Haven, Conn.; Abram Davega, Knickerbocker Talking Machine Co., New York; T. G. Evans, C. C. Mellor Co., Pittsburgh; H. C. Ernst, New York Talking Machine Co., New York; C. L. Price, Ormes, Inc., New York; L. L. Spencer, Silas E. Pearsall Co., New York; T. W. Barnhill and H. Miller, Penn Phonograph Co., Inc., Philadelphia; John Fischer and R. C. Rogers, Rogers & Fischer, Washington, D. C.; W. A. Condon, Sherman, Clay & Co., San Francisco; French Nestor, Standard Talking Machine Co., Pittsburgh; Robert Steinert and Kenneth Reed, M. Steinert & Sons Co., Boston; Harry A. Ellis, Talking Machine Co., Philadelphia; W. H. Weymann, H. A. Weymann & Son, Inc., Philadelphia; S. W. Williams, G. T. Williams Co., Inc., Brooklyn, N. Y. It was a gathering to be remembered.

L. EARL ELSHAM RESIGNS

Gives Up Position as Manager of Music Department of Leader Department Store

ST. JOSEPH, Mo., April 4.—L. Earl Elsham has resigned as manager and buyer of the piano and talking machine departments of the Leader Department Store Co., this city, his resignation to take effect on April 15. Mr. Elsham states that he has made definite plans for the future, but is not yet ready to announce them.

Mr. Elsham opened the piano and talking machine departments in the Leader Store about two years ago and the venture has proven a distinct success. Commodious and elaborate music salons occupy most of the fifth floor of the building.

ISSUES SPECIAL RELEASE OF HIT

"Scandinavia" Issued by Emerson Phono. Co.—Popular Hit Meeting With Success

Emerson dealers throughout the country are featuring to excellent advantage the special release by the Emerson Phonograph Co. of "Scandinavia," which has been issued in dance form and as a vocal number. It is played as a fascinating fox-trot by the Merry Melody Men, and is sung by Irving Kaufman, the popular tenor.

"Scandinavia" is one of the outstanding hits of the current year in musical circles, and as a novelty song it has won international popularity. The Emerson recording laboratory, recognizing the success of the number, arranged for a special release so that the dealers could feature it at an opportune time.

NEW STORE IN KINSMAN, OHIO

KINSMAN, O., April 4.—Announcement is made of the opening of the new store of the Tri-State Music Co. in the building formerly occupied by Binley's harness shop in Main street. A complete line of pianos, players, talking machines, records and musical merchandise is carried.

CONSIDERING SALES TAX PLANS

Treasury Officials Seeking to Learn What Revenue Will Be Brought in by That Means—General Sales Tax Strongly Favored

Treasury officials are at work to determine the result in revenue of various sales taxes. The department has prepared no definite recommendations for tax reforms for submission to the Ways and Means Committee and Finance Committees of Congress, but it was made known that Secretary Mellon is in general agreement with Congressional leaders as to the advisability of some form of sales tax.

Treasury calculations are to determine just how much revenue such taxes in different forms will bring, rather than with respect to policy in instituting such taxes. Varying proposals and varying exemptions have been suggested. The latest plan, the one apparently with the most backing, provides for a sales tax of one-half of 1 per cent on all sales except those specifically exempted. Exemptions would be given to all sales by retail merchants whose gross sales were less than \$4,000 a year, or \$1,000 a quarter. Articles already paying a revenue tax, such as tobacco, would be exempted, as would certain sales of foodstuffs and necessities.

Recommendations for a general plan of tax revision are being prepared for Secretary Mellon by the Treasury Board of tax advisers. They run close to the recommendations made by Secretary Houston in his last annual report, the chief recommendation being for repeal of the excess profits tax.

WILL DISTRIBUTE POPULAR LINES

SENECA FALLS, N. Y., April 5.—The Radder Vending Machine Co., Inc., of this city, has been appointed a jobber for Regina phonographs and Grey Gull records, and the company has recently made plans whereby it will occupy a three-story building with ample facilities for handling the requirements of the dealers.

To Serve You Best

is the definite, unswerving aim of

GRINNELL SERVICE

The great and constantly growing prestige and popularity of Victor products makes this the line through which the merchant wins highest standing for his establishment in his community and achieves greatest business success. Through it he best serves his buying public.

He builds for permanency and ever greater business.

We Can Be a Real Aid to You in Your Victrola and Record Business.

With a half-century of merchandising experience we've a full appreciation of what service really means.

It is on the basis of this knowledge that we ask the opportunity of serving you.

We know that the ability to supply the Victrolas and Records wanted is essential.

That accuracy in filling orders is absolutely necessary.

That there must be no delay in shipment.

That all we can do to serve your interests serves our own. WE ASK THE PRIVILEGE OF DEMONSTRATING HOW PERFECTLY WE CAN CARE FOR YOUR VICTROLA AND RECORD NEEDS.

Grinnell Bros

Wholesale Distributors of Victrolas and Records

FIRST AND STATE STREETS

DETROIT

CANADIAN COPYRIGHT SITUATION INTERESTS TRADE

Music Roll, Talking Machine Record and Sheet Music Trade Watching Developments Across the Border With Much Interest—Nathan Burkan Outlines Provisions of New Bill

Much interest has been shown in the development of the Canadian copyright situation and the moves made by various interests to have special features incorporated in the new bill, which passed its first reading on February 28 of this year, after a similar measure had failed to pass last year. Special interest has been shown in those provisions of the new bill calculated to affect the reproduction of musical works by mechanical means and the protection afforded the author and composer under such conditions.

Nathan Burkan, well-known New York attorney, who has been representing a number of music publishers in copyright matters, made the following digest of the new bill, which should be of interest not only to the music publishers themselves, but to manufacturers of music rolls and talking machine records:

The bill in the main follows the British copyright act of 1911, with a number of variations, none of which are material to the dramatic, motion picture and musical interests except the following:

Section 19, subdivision 3, provides that if a phonograph record or music roll is adapted to represent two or more different works and the owners of the copyrights therein are different persons, then the fixed royalty shall be apportioned among the several owners of the copyrights equally. In the British act the fixed royalty is apportioned among the various owners of the copyrights in such proportions as, failing agreement, may be determined by arbitration.

A very significant provision is found in section 19, subdivision 6, which provides that mechanical royalties shall belong to the author or his legal representatives and not to his assignee, notwithstanding that the author has made an assignment of the work before the

passing of the act, and the royalties shall be payable to, and for the benefit of, the author of the work or his legal representatives. The intent and purpose of this provision is to guarantee the payment of the fixed mechanical royalties to the author and not to his publisher.

Section 19, subdivision 2, fixes a royalty of two cents for each playing surface of each disc record and two cents for each music roll, but if, at any time after the expiration of seven years from the commencement of the act, it shall appear to the governor and counsel that such royalty is no longer equitable, then the governor and counsel may, after holding a public inquiry, make an order either decreasing or increasing such royalty to such extent as under the circumstances may seem just, but such order must first be confirmed by Parliament.

Section 19, subdivision 5, of the act provides that the governor and counsel may make rules and regulations prescribing the mode, time and frequency of the payment of royalties, including regulations requiring payments in advance or otherwise securing the payment of royalties. This provision is to insure the payment of the royalties, as and when due, to the authors and the publishers. The American act has worked great hardship upon the authors and publishers because of the frequent failures of disc and roll manufacturers to keep proper books of account. This is a distinct improvement upon the American act.

The act applies only to British subjects and citizens or subjects of a foreign country which has adhered to the revised Berne Convention of the 20th of March, 1914, also to the residents within the British Dominions, also to works first published within His Majesty's Dominions, and the act also applies to countries not signatories to the Berne Convention who have given

assurance that they grant reciprocal protection to citizens of Canada. It is under this provision that American citizens would be entitled to the protection of the Canadian act.

A work shall be deemed to be first published within the British Dominions if the time between the publication in one place and the other place does not exceed fourteen (14) days.

As a condition for securing a Canadian copyright upon any book, the owner, before publishing such book in Canada or simultaneously with such publication, must deposit with the Minister of the Crown three copies of such book, and register with the minister a notice specifying the publisher of such book, and stating whether it is intended to print such book in Canada or whether it is intended to import such book.

The word "book" is defined to include a sheet of music, a volume, pamphlet and a sheet. I am of the opinion that the word "book" as used in the act would include a drama as well as a musical composition.

Section 14 provides, if it shall appear by such notice that any book is not intended to be printed in Canada or if such book is not printed in Canada within two months after filing such notice or if it is shown to the satisfaction of the minister that the owner of the copyright has failed to supply the reasonable demands of the Canadian market for such book, then any person other than the owner of the copyright may apply for a license to print such book in Canada; in other words, compulsory printing is required in Canada as a condition for securing copyright, otherwise any other persons may make application to the minister for leave to print upon terms and conditions prescribed by the minister.

The Standard Talking Machine Co., of Pittsburgh, has sent out an interesting circular in which the merits of the extra loud Tungs-tone needle are set forth in the usual able and convincing style for which the publicity department of this company is noted.

KNOCK DOWN K

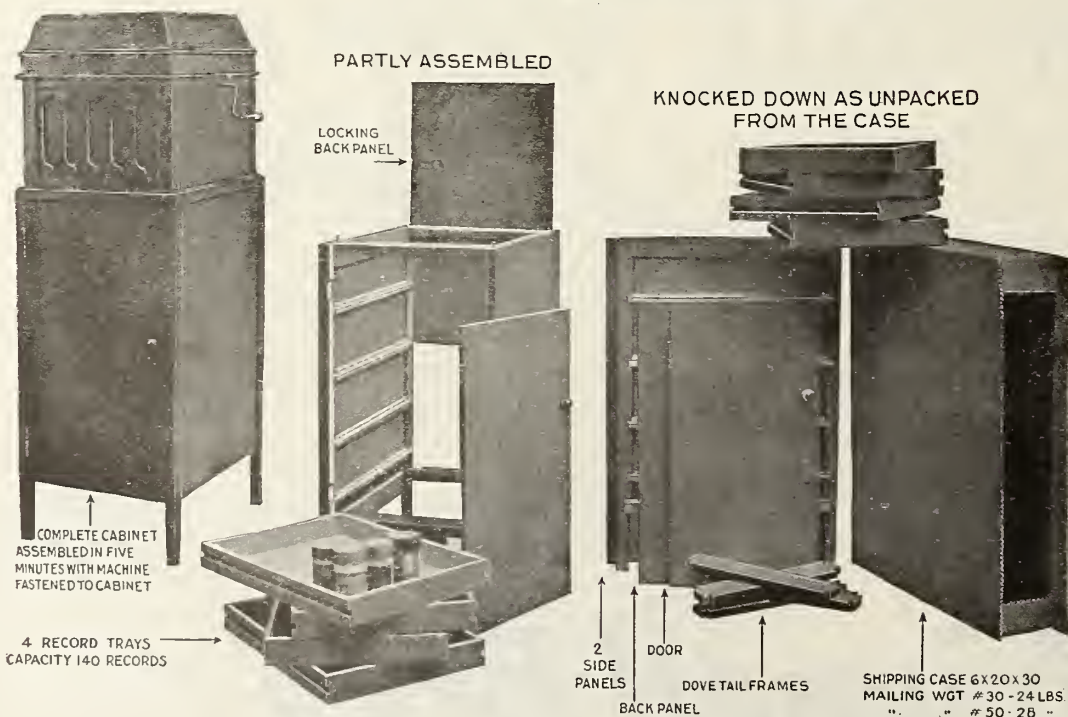


SAVES 1/2 The Weight The Freight

Twelve Fitting Parts

Unpacked and Assembled in 10 minutes by anyone (no tools required). Ships anywhere by Parcel Post, Freight or Express.

Amberola Models (all Finishes) ready for immediate shipment. Write for special introductory offer. Advertising Dept.



Fits and fastens to the Amberola, making a one-piece "Unit" to match in material and finish. Write for catalogue, prices and list of jobbers. Orders filled direct until jobbers have stock.

Ogden Sectional Cabinet Co.
LYNCHBURG VA.

The Value of Display

F. W. Woolworth made millions of dollars in his 5 and 10 cent store business. He built the Woolworth Building downtown in New York, the tallest office building in the world, which stands as a monument to his success.

His success was accomplished by displaying the goods he had to sell.

Properly displaying goods is one of the sure methods of making a sale.



No. 567

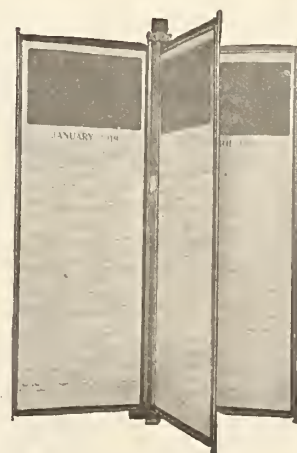
Universal Displayors

Save room and present your records to your customers in a most appealing way.

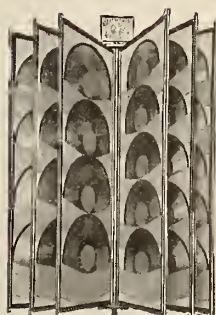
They move the records which have been pigeonholed and forgotten.

They sell new goods without the aid of a salesman.

They offer a self-service to your trade which your trade likes.



No. 558



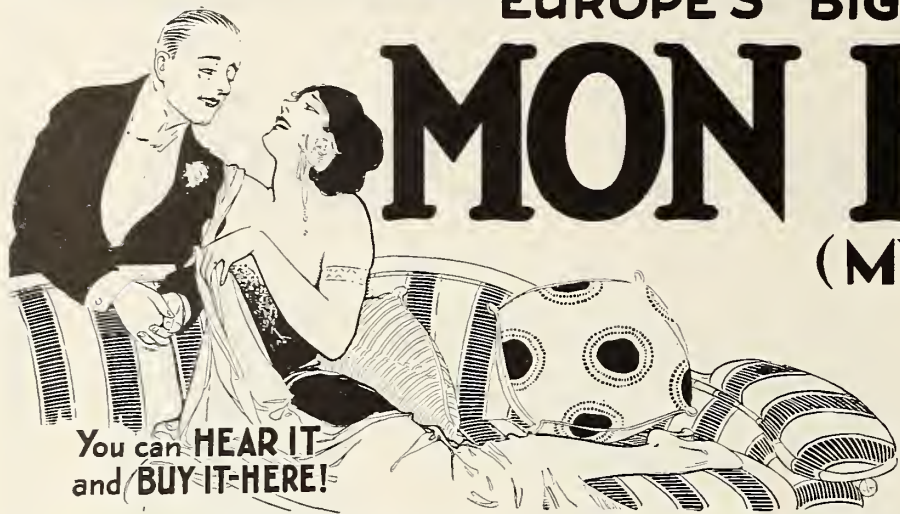
No. 551

Fifty different models that fit every need in the phonograph record store, for the display of records, music rolls and sheet music. One catalogue shows the whole list, free for the asking. A postal card will bring it.

Universal Fixture Corporation

133 WEST 23rd STREET, NEW YORK CITY

EUROPE'S BIGGEST DANCE HIT MON HOMME (MY MAN)



You can HEAR IT
and BUY IT HERE!

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

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PUBLISHED IN AMERICA
By LEO. FEIST Inc New York

PATHE EXHIBITS GREATLY INTEREST

Display at Brooklyn Industrial Exhibition Under Direction of H. N. McMenimen a Success

Following its usual custom, the Pathé Frères Phonograph Co. participated in the Brooklyn Industrial Exhibition held at the Twenty-third Regiment Armory in that Borough. This exhibition was confined to the products of Brooklyn manufacturers and was one week in duration, from April 2 to 9. Befitting its status as one of the largest manufacturers in the Borough, the Pathé Co. was accorded the most prominent space. In general attractiveness the exhibit surpassed all efforts of former years. The decorative scheme was Oriental and contained an Oriental room in which was featured the Chinese Chippendale model of the Actuelle. The Actuelle Model T was also attractively displayed in an Oriental throne effect. The hangings, prayer rugs and other property were secured from a moving picture studio and the effect was entirely realistic. Many of the models, both Pathé and Actuelle, were equipped with the new Pathé electric motor. An interesting part of the exhibit was this new motor without the cabinet and with only a turntable and the Actuelle stylus bar and diaphragm. A mirror placed beneath the motor brought into view its entire simplicity. The May Pathé and Actuelle records were used for demonstration purposes.

The large numbers of visitors were greeted with Pathé music at the very entrance of the

armory, for the Brooklyn Eagle used a Pathé instrument to add to the attractiveness and call attention to its exhibit.

The Pathé exhibit was under the able direction of H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who was assisted by a number of the company's representatives.

COLUMBIA RECORDS REDUCED

Records by Exclusive Artists Now Listed at 85 Cents—Important Announcement to Trade

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, advised the trade this week of a reduction in price of ten-inch "DD" Blue Label records and ten-inch "DD" E series records to 85 cents. With this reduction in price, effective immediately, all ten-inch double-disc records in the Columbia catalog will retail at 85 cents.

The records included in this reduction announcement are the records made by exclusive Columbia artists, which heretofore listed at \$1.00. The exclusive artist label will appear on all exclusive Columbia artist records, and, as pointed out by Mr. Hopkins, this label can be used as an added talking point for the sale of these records. This is particularly important, in view of the fact that a great number of the leading stageland favorites are making records for the Columbia library exclusively.

In his letter to the dealers Mr. Hopkins stated that this reduction in price was made as a fur-

ther means of co-operating with the Columbia dealer organization, and that he felt sure that the future sale of the records would evidence the approval of the entire dealer representation.

CANTON PHONOGRAPH CO. MOVES

Recent Addition to Music Houses of Canton, O., Occupies Larger Quarters

CANTON, O., April 4.—The Canton Phonograph Co., one of the newest music firms here, moved last week to its new store in the Y. W. C. A. Building, Market avenue S. The former location was in Cleveland avenue S. Twice the floor space of the old store is available at the new location and the display of merchandise is made to much better advantage. While incomplete as yet the new store will be running smoothly within thirty days, according to E. H. Woomer, the manager. Three booths are being built along one side of the store at the present time and later others will be added. This store is largely a talking machine shop, but some few pianos and players are carried in stock. The Brunswick is the leader, while the Stradivara also is sold. Brunswick records exclusively are carried by the store.

NEW TYPE OF RESURRECTONE

Number 5 Declared to Have Several Most Interesting Features

The Hoffay Phonograph Co., 59 Fourth avenue, New York, manufacturers of the Hoffay "Airtight" tone arm and "Resurrectone" reproducers, have just placed on the market a new reproducer known as the Resurrectone No. 5, which is equipped with "lateral and longitudinal, independent, adjusting construction" for the stylus lever. This construction, Mr. Hoffay states, permits the sound box to be "tuned up like a piano" and limits the pressure on the diaphragm with accuracy, for which he states patent protection has been applied for.

EDISON CONCERT IN HIGH SCHOOL

DOVER, O., April 6.—Marie Morrissey, celebrated contralto, appeared in person at an invitation concert at the Dover High School, Wednesday evening, March 16, under the auspices of Richards & Jeweler, well-known Dover talking machine dealers. She was assisted by Harold Lyman, flutist, and by the New Edison.

TO HANDLE THE VICTOR LINE

George A. Young, well-known talking machine dealer of 151 Central avenue, Albany, N. Y., has secured the representation for the Victor line, and is remodeling his store to give a proper setting to his Victor stock of talking machines and records.

The Pioneer Phonograph Co., of New York, has filed a notice of dissolution with the Secretary of State.

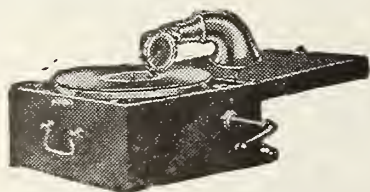
THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, President

145 East 34th St.

New York City

We are
Sole Metropolitan Distributors
of
The CIROLA



Price Now, \$35.00
Regular Trade Discount
to Dealers

Write or Phone for Representative
to call

Get All Your Accessories
from One Source

- Lundstrom Convento Cabinets
- Bubble Books
- Record Albums
- Record Delivery Envelopes
- Lotrolas
- Gilt Edge Needles
- Record-Lites
- Fibre Needle Cutters
- Tonofone Needles
- Cabinets
- Talking Machine Toys
- Brilliantone Needles
- Fletcher Needles
- Red, White & Blue Needles
- Polishes and Oils
- Repeaters and Rotometers
- Wall-Kane Needles
- Record Cleaners
- Dust and Moving Covers
- Motor Spring Safety Device

Have you seen our new
Console table?

BRUNO



Another Important "Point"!

FOR some time the Victor Talking Machine Company has recognized the need for a Tungs-tone Stylus capable of reproducing in still greater volume the characteristic Tungs-tone clarity of tone—a stylus that would answer the demands of the public for unusual volume.

After extensive and costly experimental work, the Victor Talking Machine Company—always equal to the job—has perfected the Extra Loud Tungs-tone Stylus that will give fuller tone, greater volume and longer service than any needle the industry has yet produced.

The Extra Loud Stylus possesses all the desirable features sought by the consumer. It is a real needle, one that will meet with the sincere and enthusiastic endorsement of the public and remember, Mr. Victor Dealer, there is no other needle just as good as the Extra Loud Stylus.

Educate the people of your community to the decided advantages of the Victor Styli—demonstrate to them that their every need can be met and with greater satisfaction and economy—then, and certainly then, bigger profits for you will result.

In the Victor Tungs-tone Stylus, the dealer has another non-competitive item, another item of supreme merit that is confined to him exclusively.

Victor wholesalers are now in a position to provide moderate quantities of the Extra Loud Tungs-tone Stylus. Lose no time in ordering. The story of the "early bird" is again appropriate in this instance. Get the "points," Mr. Victor Dealer?

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Distributors to the Dealer Only

AN INTERESTING DEMONSTRATION

Knickerbocker Talking Machine Co. Entertains Large Number of Dealers at Monthly Reunion

Balmy Spring weather, combined with the entirely novel invitations sent out by Abram Davega, vice-president of the Knickerbocker Talking Machine Co., drew a large attendance at the advance monthly recital of the May Victor releases held in the auditorium of the Knickerbocker Talking Machine Co., New York City, on April 5. The demonstration of these records was accomplished with the aid of one of the period model Victrolas, attractively set in the center of the stage.

During the course of the morning session an exhibition was given of the new window trim made by the Binger Co. and presented by a representative of that company. J. J. Davin, of the Reincke-Ellis Co., also addressed the assembled dealers on the new Binger supplements. An entertaining and very instructive address on painted-sign display advertising was given by Mr. Fisher, of Redfield & Fisher, Inc., of New

York City, under whose supervision the Victor dealers' standardized sign campaign is being conducted.

Following the usual custom, immediately upon the adjournment of the business session, the dealers retired to the roof garden of the Hotel Theresa, where they were the guests of the Knickerbocker Talking Machine Co. at a luncheon.

HANFORD, HORTON CO. EXPANDS

MIDDLETOWN, N. Y., April 8.—Stanley G. Schimer, president of the Hanford, Horton Co., announces that his company has leased the building at 8 North street, this city, which, as soon as alterations are completed, will be connected with the present establishment.

Under the plans of the company the Victrola department will occupy the front of the new quarters, and it is probable that a toy department and some other lines will be added. John J. Wallace will continue in charge of the Victrola department and Robert F. Cunningham will manage the book and stationery departments.

RETURNS FROM COAST TRIP

Sales Manager Morrison, of Emerson Phonograph Co., Brings Back Optimistic Reports—Territory of Spokane Jobber Enlarged

H. E. Morrison, sales manager of the Emerson Phonograph Co., New York, returned recently from a three months' trip, which included a lengthy stay on the Pacific Coast. While there Mr. Morrison completed arrangements whereby the Northwest Phonograph Jobbers, Inc., Emerson jobbers in Spokane, will handle increased territory, which will include Seattle and Portland. Under this arrangement these progressive jobbers will distribute Emerson machines and records in eastern Washington and Oregon, in addition to the western part of Washington. The company has added three new salesmen to its staff, and plans are being made for an aggressive campaign.

En route East Mr. Morrison spent a few days with the Emerson Ohio Co., of Columbus, O., Emerson jobber, and found S. Goldsmith, the head of this concern, most enthusiastic regarding the sale of Emerson products in his territory. New accounts are being closed steadily and this jobber is co-operating with the dealers in every possible way.

Mr. Morrison states that general business conditions seem to be steadily improving and there is a feeling of confidence and optimism among the Emerson dealers and jobbers that is most encouraging. The new monthly releases are being well received and, judging from all indications, the demand for Emerson records is steadily increasing.

GUS GOLDSTEIN WITH CARDINAL CO.

The Cardinal Phonograph Co. is entering the field of foreign recordings in an energetic manner. Robert Clifford, manager of the company, has announced the addition of Gus Goldstein to the recording staff of the company. Mr. Goldstein, as "Mendel Telebende," has a large following among collectors of Jewish records. At one time he was assistant manager of the foreign record department of the Emerson Phonograph Co., and he is very familiar with the music of many nations, for he is a singer, composer and actor of note. Mr. Goldstein has assumed charge of the foreign catalog of the Cardinal records, for which he is particularly fitted through his past experience.

ISSUES NUMERICAL CATALOG

The American Odeon Co., New York, has just issued a numerical catalog of Odeon and Fonotipia records, which is now being mailed to the dealers. This catalog includes recordings of many celebrated artists whose records are meeting with a ready sale. Some of these artists are well known in this country, while others are famous in Europe as grand opera stars and their records are popular with music lovers abroad. The American Odeon Co. recently made arrangements whereby its factory output will be increased materially and the fast-growing demand for these records reflects the co-operation offered by the company to its trade.

ADDS NEW CONSOLE TABLE

The Cabinet & Accessories Co., New York City, has added a new console table to its varied list of accessories. This new table is built to hold a table model, and also comes equipped with motor, turntable, tone arm and sound box. The Cabinet & Accessories Co. is also displaying at its headquarters a new Lundstrom Convento model for the Columbia A2.

The Fitzgerald Talking Machine Co., of Boston, was incorporated last week with capital stock of \$50,000, for the purpose of conducting a business in talking machines and records. The incorporators are: Wm. J. Fitzgerald, Daniel J. Kelly and Wm. J. McCarthy, all of Boston.

HONEST QUAKER MAIN SPRINGS

Packed in rust-proof, dust-proof, individually numbered containers indicating their use! No advance in price!

(No Shipment Made Less Than Six Springs)

	Lots of			
	6 each	12 each	25 each	50 100 each each
No. 24 1/4"x.018x8 feet, for small toy motors, pear shape hole.....	\$.20	\$.18	\$.17	\$.16 \$.15
No. 25 5/8"x.020x8 feet, for Sonora, Swiss, Pathé, pear shape hole.....	.22	.20	.19	.18 .17
No. 26 5/8"x.020x11 feet, for Edison Gem. loop end.....	.30	.28	.27	.26 .25
No. 28 3/4"x.022x9 feet, for Carola, Triton, Melophone, etc., pear shape hole.....	.38	.37	.35	.33 .31
No. 29 3/4"x.022x10 feet, for small Columbia, Universal, Heineman, Harmony, Vanophone, Pathé, pear shape.....	.43	.42	.40	.38 .35
No. 30 7/8"x.022x10 feet, for Blick, Wonder, Premier, Meisselbach Nos. 9 and 10, oblong hole.....	.47	.46	.44	.42 .40
No. 51 7/8"x.022x10 feet, for Talk-O-Phone, Koch, Alura, etc., pear shape hole.....	.47	.46	.44	.42 .40
No. 31 1"x.025x9 feet, for Swiss motors, small Columbia, Stewart, pear shape hole.....	.54	.53	.50	.48 .45
No. 32 1"x.020x13 1/2 feet, for small Victor, pear shape hole.....	.54	.52	.50	.48 .45
No. 48 1"x.020x15 feet, bent arbor, for Victrola No. 4A.....	.63	.63	.60	.55 .50
No. 33 1"x.025x12 feet, for Pathé, Heineman, Mandel, Aeolian, Meisselbach, Vitrola, pear shape hole.....	.70	.67	.60	.55 .50
No. 34 1"x.025x14 feet, for Sonora, Saal, Thomas, Silvertone, oblong hole.....	.75	.70	.65	.60 .55
No. 35 1"x.028x10 feet, for all styles Columbia machines, pear shape.....	.54	.52	.50	.48 .45
No. 36 1"x.025x9 feet, for Meisselbach, No. 12, Thomas, oblong hole.....	.54	.52	.50	.48 .45
No. 37 1"x.025x16 feet, for Meisselbach, Saal, Thomas, Silvertone, Mod-ernola, Rishell, Widdicomb, Sonora, Stephenson, oblong hole.....	.85	.83	.80	.75 .70
No. 38 1"x.025x16 feet, for Vitrola, pear shape.....	.85	.83	.80	.75 .70
No. 39 1"x.028x11 feet, for Edison Standard, pear shape.....	.59	.57	.53	.50 .47
No. 40 1 3/16"x.028x16 feet, for Heineman, Pathé, Rex, pear shape.....	.90	.88	.85	.80 .75
No. 43 1 1/4"x.020x9 feet, bent arbor, for Victrolas Nos. 6A and 8A.....	.55	.53	.50	.45 .40
No. 44 1 1/4"x.020x9 feet, bent arbor and bent up end, for Victrolas, Nos. 6A and 8A.....	.55	.53	.50	.45 .40
No. 45 1 1/4"x.020x12 feet, bent arbor, for Victrolas, No. 14A, No. 80 and No. 90.....	.67	.65	.62	.57 .52
No. 46 1 1/4"x.020x17 feet, bent arbor, for Nos. 9A, 10A, 11A and 16A.....	.75	.73	.70	.65 .60
No. 47 1 1/4"x.020x17 feet, for old style Victors and Victrolas, pear shape holes.....	.72	.70	.67	.62 .57
No. 49 1 5/16"x.031x12 feet, for Edison Home, pear shape hole.....	.95	.93	.90	.85 .80
No. 41 1 1/2"x.027x25 feet, for Edison Diamond Disc, pear shape hole.....	1.80	1.70	1.65	1.55 1.50
No. 50 2"x.025x14 feet, for Meisselbach No. 18 and Edison Triumph, oblong hole.....	1.80	1.70	1.65	1.55 1.50

(If the above are desired in assorted sizes, the quantity price will be allowed.)

TERMS: 2% 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3% discount, cash with order. Please enclose Parcel-post charges, if wanted that way.

Our catalogue contains hundreds of illustrations of needed parts. Can we send you a copy?


EVERYBODY'S TALKING MACHINE CO.

Largest Distributors of Main Springs in America


38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation

THE TALKING MACHINE WORLD SERVICE



Robert Gordon's Page



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

DO you feel that serious longing to be a "clinging vine" or "sturdy oak"? Do you see the birds mating, the lambkins frisking in the meadow? Do you have thoughts of a tiny cottage, or a little flat, a place to hang your hat, with "Welcome" on the mat—and "HER"? Or "HIM," if by chance you are a "her"? Well, if your mind does run along like this, then it is all the more reason to suspect that the other fellow's mind runs along a similar channel, and it is all the more reason that you should use all the more energy to push your business in order to make the other fellow buy.

* * *

AND while on the matter of "him" and "her," and maybe in June—"them," it occurs to me that it is high time to start a clipping bureau of engagements and wedding announcements. May and June, generally speaking, are the marriage months. Therefore, keep track of all engagement announcements and notice whether or not a wedding day is fixed. Also keep track of wedding announcements. See to it that a letter reaches the home of the parents telling them of the many reasons why a talking machine would be the ideal wedding present.

* * *

WHEN Greek meets Greek—talk Greek. A dealer whom I recently visited stated that people who were coming in to look at talking machines at this time bartered down to the last penny, and that it was impossible to do business. Another nearby dealer whom I visited said that he met with the same difficulty of bartering, but that he met price with price. By talking the cost per day of owning the instrument, and showing how the investment would be but a few cents a day, he said that he had successfully closed many sales.

* * *

IN Greek mythology there is a story of an honest man who went before one of the oracles and asked how he might help to make all the other people absolutely honest. The oracle is supposed to have replied to the effect that if he could succeed in making known the fact that every act of every person would be made public information daily he could then succeed in making everybody honest—for everyone would wish only the best published about him. Now, in modern times this can also be applied to sales records. By publishing a record made by your sales force weekly you will exert a great impetus toward bringing the lower up to a higher standard. A concern in the East has established a bulletin board, and publishes each Monday morning the rating of the different members of the sales force. A prize of a box of candy is given if a girl wins the highest score, and a box of 100 cigarettes is given if a man wins the highest score. Through the Summer months, when business tends to lessen a bit, a half-holiday is given as a prize. This system has worked admirably, and has resulted in a higher sales record for all and has had a surprising tendency to pull those with the poorest records up to a much higher mark.

* * *

THIS is the month when they begin to toss the sphere around once more. Whether Babe Ruth is going to hold his position as chief swatsmith of the United States is a question which is going to interest millions of fans throughout the country. Therefore, arrange a window to meet this particular season. Place a few bats, balls, gloves, a catcher's mask and other baseball material in your window, so as to convey the baseball idea. In a single row, across the front of the window on a rack, display one-half dozen new dance numbers. Hang a card from the ceiling of your window, with the following printed upon it: "The BIG LEAGUERS have started off once more—and here are several of the BEST RECORDS that were ever made."

* * *

THEY tell me it has been the custom in Oriental lands for attendants to fan the patrons while they are making their purchases. Although in this country we have gone one better and have developed the electric fan, at the same time this modern device is not suitable for talking machine booths, the noise interfering with the demonstration. However, the booth is a warm spot in the Summer, and it is therefore necessary to devise some means to make your customers more comfortable. If you place hand fans where they can be conveniently reached your patrons will readily take them up for use. Of course, the ideal stunt is to have these fans bear your name, so that the customers may carry them away, and thereby gain more comfort, while you gain considerable publicity.

HAVE you ever walked into a store and queried a salesman in regard to a particular sale which his firm had featured in an advertisement, and had him reply, "What?" It seems extraordinary that an institution will announce to the public a sale, regarding which it fails to instruct its sales force. Be sure that your salespeople know all about any sale you are conducting or any particular instrument that you are featuring. Erect a bulletin board in the salesman's office, and on this affix proofs of all advertisements which will appear from time to time.

* * *

THERE is an old story told about an ancient king who, when asked the difference between noise and music, replied, "To me, when I hear my wife sing, it is noise; when I hear the cries and yells of my warriors as they go into battle—ah! that is music to my ears." So, after all, it depends largely on which side of the fence you are. However, respect the other fellow's viewpoint. You may be in your store, close to one talking machine which is playing, and hear music, but any prospective customer may be coming into the door and hear three or four machines playing in the establishment, and what he hears is—noise. Therefore, be sure that only one machine is allowed to be operated in the open, and that the others used in demonstrating are played with the doors to your booths closed.

* * *

IN the Wintertime we speak of the cozy little nook by the fireplace, or the warm, sociable room; and in the Summertime we talk of the open country, the large expanse of forest land. In other words, in the Winter you like things to be cozy and snug; in the Summer you prefer a lot of space and open and free movement. Apply this psychology to your sales window. See that from the time the warm weather begins until Fall your window is not crowded. Also see that it is not draped too heavily. To your sales floor this policy should be applied also. Do not have too many machines on display. Even though you cannot display all models, it is better to have one or two stand out prominently than to have a large number which will crowd and give the prospective customer a feeling of closeness.

* * *

FOR very obvious reasons, it has usually been found convenient to place the booths in the background, often in a badly lighted section of your store. On a warm day this close, uninviting aspect may be overcome, to a large degree, by bringing a breath of Springtime into the room in the form of a vase with a few sweet peas, or nasturtiums, or a branch of dogwood or apple blossoms, or any pretty flower which unconsciously will enliven and cheer a tired patron.

* * *

THERE is a lot of difference in the different letters of the alphabet. Too many people are careless with the use of the alphabet when making up their mailing list. For some reason or other the average person takes particular pride in the way his or her name is spelled. Although it has been said that the height of mistake is pushing the "e" key for the "i" key in spelling the name of the honorable Mr. Hill, other mistakes equally perturb the recipient. Be sure, therefore, that the names on your mailing list are correctly spelled. Also that the addresses are up to date and do not need correction.

* * *

SOME people break away for their vacation in May, but the majority do not go until June or July. It is best to be with the crowd and not too far in advance. Therefore, feature your portable vacation model talking machines very sparingly in April and not too prominently in May. You make more on selling large models. Do not turn to portable models until sales are stagnant with your leader.

* * *

THE public speaker always winds up with a burst of oratory at the conclusion of his address in order to leave a final good impression with his audience. The talking machine dealer should be equally careful to leave a final good impression with his customers. A small card bearing the following should be placed directly over the door: "If you are not thoroughly satisfied with the attention you have received, or if you are not thoroughly convinced that you have made a correct selection, please speak to the manager and he will be delighted to be of assistance to you." Such a card will go a long way toward making your customer appreciative of your endeavor to render the very best possible service.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C., ENGLAND

Six appearances in New York this season have established the reputation of Kerekjarto, the great Hungarian violinist, with New York's music-loving public. All the rest of the country wants to hear him. Drdla's "Serenade" is one of his best selections. Columbia 79577.

**Columbia Graphophone Co.
NEW YORK**



CONDITIONS MOST ENCOURAGING IN NEW ORLEANS TRADE

Some Substantial Reasons for Optimism Expressed by Leading Jobbers and Retailers in the Talking Machine Field—Dwyer & Co. Increase Equipment—Werlein Activity

NEW ORLEANS, LA., April 7.—Conditions in the talking machine business in New Orleans, as reported from every source, are very encouraging. Most dealers are running nicely ahead in the first three months of the year, as against 1920 figures of the same period.

The reasons for this, as one prominent dealer pointed out, are obvious. Government statistics recently issued show that New Orleans has the smallest percentage of unemployment in the United States, and this has its effect upon the general business in the city. Then the business of the port in exporting and importing is immense, which, of course, means a large revenue for the city. Another thing that has been referred to is the huge amount of money invested in New Orleans by outside capital, particularly by the "chain stores" concerns. This means increased rentals in particular and, of course, has much to do with the general prosperity.

Conditions in the New Orleans territory and in the several surrounding States are in a good many cases improving, and this is viewed with optimism by the wholesale firms, who are all looking forward to good business from now on in these sections.

At Maison Blanche, the "big store," its recent anniversary sale served as a stimulant in its general business and the talking machine business was no exception. Manager Gordon Powell states that sales were keeping up nicely, due to the drive on several particular models of machines.

Manager Wm. P. Berry, of the newly installed Victor account, the Dwyer Piano Co., is making plans for the early installation of demonstrating booths and other equipment and expects to build up a large retail business. These im-

provements are now being completed and one of the best-appointed talking machine shops in the South will be the result.

The Collins Piano Co., the well-known house on Baronne street, near Canal, is also getting its share of business these days and reports that the record business particularly has been very good.

The new types of Victrolas are being featured by the Ashton Music Co. and Mr. Ashton states they have met with a fine response and he only wishes they could come in larger quantities, for he has no trouble in selling them as soon as they are put on the floor.

At Werlein's retail Victrola department Ralph A. Young, manager, is taking care of the business that comes their way and says he expects the present good business to continue right through the Summer. Titta Ruffo records are being featured at Werlein's since the great artist appeared in concert here on the evening of April 4—in fact, there is a big call for high-class records.

CHANGES COMPANY NAME

The Victor Fegley Co., Inc., Newark, N. J., has changed its name to the Phonograph Control Corp. The company manufactures an automatic stop for talking machines.

E. J. CHAPMAN RETURNS

E. J. Chapman, Victor distributor, of Rochester, N. Y., who has been spending a vacation in Europe, is expected home around the time The World makes its appearance this month. He has made an extensive tour through France and the Continent.

SISSLE TO MAKE EMERSON RECORDS

Famous Colored Tenor Will Make Emerson Records Exclusively—A Popular Figure

The Emerson Phonograph Co. has announced that Noble Sissle, the famous colored tenor, is now making records exclusively for the Emerson library. As soloist with the Jim Europe Band in the 307th Regiment, Mr. Sissle won international popularity, and this popularity was augmented considerably by his recent vaudeville tour. Mr. Sissle's records for the Emerson library are now being distributed to the dealers, and in the rendition of these records he is accompanied by the "Sizzling Syncopators," a musical organization that is unique in many respects and which is admirably fitted to accompany Mr. Sissle.

INCREASES ITS SALES FORCE

M. M. Roemer Sales Corp. Adds Four Men to Sales Staff and Cabinet Repairer

Four additional men have been added to the staff of the M. M. Roemer Sales Corp., metropolitan distributor of the Granby phonograph. Messrs. M. L. Atkins, William C. Rose, F. P. Howard and Murray L. Cohn. An expert cabinet repairer has been added to the service department of this company in order to extend practical service to all Granby dealers without charge for either parts or service. Granby advertising in the metropolitan district is growing and has recently been extended to the New York American, World, Herald, Bronx Home News and Brooklyn Chat.

The Latona Talking Machine Co., Evansville, Ind., has been incorporated, with capital stock of \$100,000, to manufacture cabinet talking machines. The directors are Oscar and Thomas G. Grimwood and John S. Scott.

AT YOUR SERVICE!

**Werlein's
South's Foremost
Jobber**



**New Orleans
South's Foremost
City**

PHILIP WERLEIN, Ltd., New Orleans, La.

CANTON'S BIG MUSIC STORE OPENS

Klein & Heffelman's Talking Machine Department a Big One—Smith Buys Brown Stock—Business Outlook Shows Betterment

CANTON, O., April 9.—Towering above its surrounding structures like a giant sentinel, at the northwest corner of Market avenue, North, and Fifth street, is the new seven-story home of the Klein & Heffelman department store. It stands as the first gate to Canton's new shopping center, which is slowly but surely surging northward.

The talking machine and record department of Canton's most complete department store, which, until last week, was incorporated in one of the company's three stores, has been enlarged to three times its former size and now occupies a most conspicuous place in the front of the third floor.

P. Q. Shrake, for many years identified with the Klein & Heffelman firm, is in charge of this department. Carpenters are still at work on this floor and, although doing business, the efficiency of the department is retarded by the confusion. A tea room is located to the rear of this floor for the convenience of patrons.

The opening of the store last Thursday saw a unique Victor display in this department. Victor and Edison talking machines are this store's leaders. The sales force has been increased and the music department is resplendent in lavish appointments. Specially purchased rugs and floor lamps add to its appearance. In the old store there were but seven record booths, and in the new store there will be in all fifteen.

Formal opening of the Canton Phonograph Co.'s new store in the Y. W. C. A. Building is announced for late this month by Manager E. H. Woomer.

It is announced that the A. B. Smith Piano Co., of Akron, O., has acquired the stock of the W. J. Brown Piano Co., which was operated here for many years by the late W. J. Brown.

S. S. Van Fossen, president of the newly organized Van Fossen-Smiley Music Co. here, announces he will call together all music dealers of Canton soon to learn their attitude toward the formation of a Canton Music Trades Association. Mr. Van Fossen was head of the Akron Music Dealers' Association while located there.

Business with Canton talking machine dealers the past two weeks has shown decided improvement and each day brings more encouraging announcements of steel plant resumption in the Canton district, which means sounder

SOSS

INVISIBLE HINGES



Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.



business for the future. Sales held up well in March, according to dealers here, and it is predicted that April will be even a better month. Record departments report increased sales.

NEW SERIES OF WINDOW DISPLAYS

The advertising department of the Emerson Phonograph Co. has advised its dealers that arrangements have been completed for the production of a new series of window displays. This series will be entirely different from the former one, as all of the display matter will consist of oil-painted designs, which will be very artistic.

The units are arranged so that they adapt themselves to any size window, and Emerson dealers who have seen the first display in the new series are enthusiastic regarding its practical value. Emerson jobbers are signing up contracts for the new series and from all indications the new displays will be very successful.

ISSUES EFFECTIVE PUBLICITY

Sterling Devices Co. Sends Out Unique Card to Consumers—Interesting and Practical

CHICAGO, ILL., April 8.—The Sterling Devices Co. is a believer in "personal contact" with purchasers of its attachments. In order to emphasize its good will toward purchasers it encloses the following notice in every container:

"Dear Owner: When I am not required to perform for you, wouldn't you please replace me in the container in which you received me, as naturally some very delicate parts enter into my original construction and these must not be injured by rough handling if I am to perform for your entertainment.

"If some slight injury befalls me, or my complexion becomes bad, please return me to my originators, Sterling Devices Co., 536 Lake Shore drive, Chicago, and their Dr. Woods will treat and return me to you immediately, providing I am received there in my original container. If I am taken care of properly I agree to perform for you as long as any other part of your machine is able to do so. Yours faithfully,

EDISON STERLING.

"P. S.: My brother Victor and sister Columbia are equally good performers in their respective places."

BROWN TO HELP SALVATION ARMY

Bayonne Music Merchant Elected Treasurer of Advisory Board of That Body

E. G. Brown, the live music dealer of Bayonne, N. J., who has been the treasurer of the local Salvation Army Home Service Fund for the past two years, has been elected treasurer of the Salvation Army Advisory Board, which will, in the future, have full charge of all Salvation Army activities in Bayonne. Mr. Brown, with most of the other officers elected, will represent the Bayonne Lodge of Elks, who have been indefatigable in the past in raising funds for the Army and who have undertaken to further support its good work.

Mr. Brown, who is secretary of The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, is also being boomed as a candidate for the presidency of the New Jersey Elks' Association.

THE Talking Machine Dealer insists upon strong, effective, dignified window displays that sell phonographs and records.

That is why "Einson" created window displays get into and stay in store windows.

Makers of Talking Machines, Records and Accessories should consult with

**EINSON LITHO
INCORPORATED**

Factory & Plant: 327 E. 29th St.

Offices & Studios: 71 W. 23rd St., New York

"Siam Soo," the great Oriental song fox-trot played by The (always) Happy Six, with a song interpolation, is sure to be a seller. Have you ordered a big supply? A-3379.

**Columbia Graphophone Co.
NEW YORK**



COURT OF APPEALS DECIDES BROWNING-JOHNSON CASE

Browning Application Granted by Court of Appeals of District of Columbia—Litigation a Long Time Under Way—Interesting Comments Made by Counsel for Both Sides

WASHINGTON, D. C., April 6.—A decision of unusual interest to the talking machine trade was handed down April 4 by the Court of Appeals of the District of Columbia in an interference proceeding involving the application of John B. Browning, serial number 411,454, filed January 18, 1908, which is controlled by the Brunswick-Balke-Collender Co., and U. S. Patent 946,442, issued January 11, 1910, to Eldridge R. Johnson, on application filed January 12, 1906, and assigned to the Victor Talking Machine Co. The decision follows:

**IN THE COURT OF APPEALS OF THE DISTRICT OF COLUMBIA,
JOHN BAILEY BROWNING, Appellant,
vs.**

**ELDRIDGE R. JOHNSON, Appellee.
Patent Appeal No. 1407.**

The invention in interference relates to a talking machine with the mechanical parts enclosed in a cabinet. Prior to the invention in issue, the amplifying horn was situated on top of the reproducing mechanism and exposed to view. The present invention was designed to enclose the amplifier in the cabinet in such manner that it would give forth sufficient volume of sound. It also contemplates a plurality of doors to regulate the sound issuing from the amplifier. The issue is in a single count, as follows:

"The combination with sound reproducing means, of a co-operating amplifier, a cabinet enclosing the major portion of said amplifier and provided with an opening, of substantially the same size as the delivery end of said amplifier, and means to vary the quality of the reproduction at will on either side of said cabinet."

The party Johnson filed his application January 12, 1906, on which a patent was issued January 11, 1910. The party Browning filed his application January 18, 1908.

Browning copied the claims in issue from the Johnson patent in June, 1915, at the suggestion of the Patent Office, for the purpose of interference.

It appears that Browning, in 1897, prepared a rough drawing on the back of a dance card, disclosing the invention in issue. This was signed by Browning and certified

to by two competent witnesses. This alone, we think, established conception and disclosure. This was followed, however, by other drawings and the construction of certain rough models which clearly disclosed the invention. As Johnson's alleged conception is 1903, and the earliest date to which his proof will entitle him is May, 1905, it must be held that Browning was the first to conceive and disclose the invention in issue.

It will be observed that we are here dealing with long periods of time. The action of neither party is indicative of great diligence. Browning conceived in 1897, reduced to practice by the construction of commercial machines at Kansas City, Missouri, where he was then located, in the latter part of 1907, filed in 1908, and presented the present claim in response to the suggestion of the Patent Office in 1915. Johnson conceived in May, 1905, filed in January, 1906, put machines on the market, through his assignee, the Victor Talking Machine Co., in August, 1906, presented his claim corresponding to the present issue in December, 1909, and was awarded a patent January 11, 1910.

But these dates are of little importance, since the case turns upon the single question of originality. Was Johnson an original inventor, or did he derive the invention from Browning? Browning entered the employ of the Victor Talking Machine Co., of which Johnson was the president, in 1901. His position was that of inspector of motors, indicating to some extent, at least, skilled knowledge of the business.

In the Summer of 1900, Browning, in company with his wife, took what is known as "Sketch Exhibit No. 7," which is a complete disclosure of the invention, to Horace Pettit, of Philadelphia, to ascertain the cost of procuring a patent. Pettit was at that time attorney for Johnson, and, after the organization of the Victor Talking Machine Co., in 1901, he became its attorney, and continued such until the date of his death, in 1914. The price named by Pettit for procuring a patent seemed high to the Brownings, and they expressed a desire to take time to consider it. Pettit suggested that the sketches be left with him and he would submit them to a client of his, a Mr. Johnson, of Camden, who was engaged in the business of manufacturing talking machines. Browning then attempted to induce a friend by the name of Stafford to take an interest in the invention and furnish the money necessary to secure a patent. To this end, Browning and Stafford visited Pettit's office to consult him with reference to the procuring of a patent. Pettit informed them that he had laid the matter before Johnson but had failed to interest him in the invention; that a patent could be procured, but that they would not be able to market the machines, because of certain other existing patents. Following this interview, Stafford, who had taken further time to consider the matter, wrote Browning the following letter:

"2073 E. Elkhart St., Philadelphia, Pa. Oct. 20, 1900.

"Friend John:—Your letter received. I think the price H. Pettit asks for securing us the patent on the two drawings he returned to you is too much. I don't understand his remarks about getting a patent and not be allowed to sell the talking machine on account of some other patent.

"This probably explains why he was unable to interest his client, E. Johnson, that he mentioned.

"I will be over to see the machine next week and discuss the matter more fully. Sincerely yours, Rob."

These facts are positively testified to by Browning and his two corroborating witnesses. They are also strongly supported by corroborating circumstances. Browning also testifies to three disclosures, at least, of the invention to Johnson and to other officers of the Victor Talking Machine Co. between 1901 and 1905. Johnson, on the excuse of sickness, failed to testify. Pettit was dead when the testimony was taken, and while others named by Browning in connection with the disclosures testified, no positive denial was interposed by any one of them in reference to the disclosure of the invention to Johnson and his associates. Unless we are to discredit by the wholesale competent wit-

nesses who stand unimpeached, this record overwhelmingly discloses that Johnson derived the invention from Browning. Hence, neither he nor his associates are entitled to benefit from the monopoly conferred by the patent.

This disposes of the case, since neither Johnson nor his assignee is in position to charge Browning with lack of diligence, laches, or estoppel by public use, as has been attempted. The decision is reversed.

**JOSIAH A. VAN ORSDEL,
Associate Justice.**

Endorsed. No. 1407 Patent Appeal. John Bailey Browning, Appellant, vs. Eldridge R. Johnson. Opinion of the court per Mr. Justice Van Orsdel. Court of Appeals, District of Columbia. Filed April 4, 1921. Henry W. Hodges, Clerk.

Statement by Counsel for Browning

Referring to this decision, George W. Case, Jr., counsel for Browning and the Brunswick-Balke-Collender Co., issued the following statement:

"While the issue involved in this interference is claim 19 of the Johnson patent, which describes the doors at the mouth of the amplifier of the modern inclosed type of talking machine, and the decision just handed down awards priority of invention to Browning on these doors, the scope of the decision is much broader. The court records show that arguments were presented by the appellee stating that if the Browning sketches were genuine they showed not only the doors, but also other important constructional features of the modern talking machine. The Court of Appeals decided that Browning's sketches are genuine and we are taking steps immediately to have interferences declared between the Browning application and the patents controlling these other important features.

"We will also take necessary steps immediately toward the issuance of a patent to Browning founded on the application that he filed January 18, 1908, based on the decision of the Court of Appeals. This opinion decrees that Mr. Browning is not guilty of laches, and we are therefore expectant that this patent will be granted to Mr. Browning at a very early date. Our future activities will be of great interest to the trade, as we believe that Mr. Browning's application, coupled with this recent decision,

(Continued on page 168)

MAGNEDOV
EACH NEEDLE
PLAYS 10 RECORDS

**THE ORIGINAL AND FASTEST
SELLING MULTI-PLAYING NEEDLE**

SUPERTONE NEEDLE WORKS
18 West 20th Street,
New York

CROSLY PORTABLE

Neat, attractive, light, portable phonograph with excellent tone qualities. Mahogany and nickel finish. Universal tone arm. Box for records.



**List Price—
\$35.00**

Liberal Discounts

Crosley Manufacturing Company

DEPT. 1650

Cincinnati

Ohio

DECIDES BROWNING-JOHNSON CASE

(Continued from page 167)

constitutes one of the most important developments of recent years in the talking machine industry.

"The interference in the Browning-Johnson patent suit was declared by the Patent Office in 1915. Testimony began to be taken in November, 1917, and was completed in April, 1918. The first argument was made before the Examiner of Interferences in the Patent Office in September, 1918, and three months later the examiner filed his decision, awarding the invention to Browning, but recommending that no patent be granted to Browning because of his laches.

"Johnson appealed from this decision in January, 1919, to the Board of Examiners-in-Chief, the second highest tribunal of the Patent Office, and the appeal was argued in April, 1919. Johnson won this appeal, and Browning immediately appealed to the Commissioner of Patents, who, in July, 1920, sustained the findings of the Board of Examiners.

"We then appealed to the Court of Appeals of the District of Columbia, the court of last resort. This appeal was argued on March 17 and decided on April 4 in Browning's favor."

Statement by Counsel for Victor Co.

In a statement issued by its legal department the Victor Talking Machine Co. said:

"The decision of the Court of Appeals of the District of Columbia on April 4, in the interference in the United States Patent Office between the application for patent of John Bailey Browning and Patent No. 946,442, issued January 11, 1910, to the Victor Co. as assignee of Eldridge R. Johnson, involves as its issue a single claim. The decision does not invalidate the Johnson patent, and the Victor Co. will continue to assert its rights under this patent and will enforce the patent against infringers.

"The testimony in this proceeding was taken some years ago when certain important witnesses

in behalf of the Victor Co. were incapacitated or otherwise unavailable, and in any new case involving this patent the Victor Co. expects to present testimony completely denying and disproving any alleged disclosures of the invention from Browning to the Victor Co. or Mr. Johnson prior to the filing of the Johnson application in the Patent Office in January, 1906. Through unfortunate circumstances the Victor Co. could not have the benefit of such testimony in the present proceeding.

"This decision does not determine the right of Browning to obtain a patent, as that matter was not considered or passed upon by the Court of Appeals and remains in the jurisdiction of the Patent Office. All the three tribunals of the Patent Office, before whom the present proceeding came, held that Browning was not entitled to a patent. Of these three tribunals the last two hearing the case, viz: the Board of Examiners-in-Chief and the Assistant Commissioner of Patents, rendered decisions in favor of Johnson on the matter in interference."

Kenyon & Kenyon represented Johnson and Melville Church and George W. Case, Jr., represented Browning and the Brunswick-Balke-Collender Co.

THE NEW RECORDS MAGAZINE

Attractive and Useful New Piece of Publicity for Talking Machine Dealers

The New Records Magazine is the title of an interesting and attractive little publication designed to be issued monthly for the service of Victor talking machine dealers, and to provide an individual bit of literature in addition to the usual supplements from the manufacturer. The first half of the new magazine, which is of a size to fit in the regular number six envelope, is devoted to interesting short stories about noted record artists, composers, etc., short stories of general import, and other matter of a musical sort. It is published by the Reincke-Ellis Co.,

Equip Your Phonographs

with Triangle tone arms and sound boxes

and raise the standard of your product.

The Triangle is a perfect sound reproducing combination. Harsh and metallic sounds so common to the average tone arm and sound box are entirely eliminated. Only a trial can prove to you the sterling quality of this tone arm and sound box. It is a marvel of beauty with a surprising and wonderful tone, clear as a bell. Every detail of the record is brought out in a marvelous manner.

Manufactured in two lengths, 8 1/4" and 9", in both nickel and gold finish.

We make everything for the phonograph manufacturer except the cabinet—motors, tone arms and cabinet hardware, samples upon request.

Triangle Phono Parts Company

722 Atlantic Ave., Brooklyn, N. Y.

Inc. The last half of the sixteen-page magazine is given over to the monthly record list, each record being followed by pertinent descriptive matter. The last page, which forms the outside back cover, bears a selected list of records as compiled by the wholesaler himself, records he is desirous of moving. The little magazine is attractively designed and printed and includes a number of special illustrations. The first regular issue for the use of the dealers will appear in June.

At the funeral services at the grave of John Burroughs, the naturalist, a talking machine was used to supply the music.

85c NEW CARDINAL RECORDS 85c NOW READY FOR DELIVERY

10—NEW CARDINAL RECORDS—10

ALL HITS

- 2028 { COOK IN THE KITCHEN—Medley of Irish ReelsBy Tom Ennis
- { LITTLE JUDY—Medley of Irish Reels
- { By Tom Ennis
- 2029 { TRIM THE VELVET—Reels...By Tom Ennis
- { HUMORS OF BANDON—Irish Long Dance
- { By Tom Ennis
- 2030 { WRAP THE GREEN FLAG 'ROUND ME
- { BOYS—Irish Song Patriotic
- { Sung by Hugh Donovan
- { SINN FEIN AWAHN—Irish Song Patriotic
- { Sung by Dennis O'Hara
- 2031 { NOW I LAY ME DOWN TO SLEEP
- { New Stellar Quartet
- { DOWN AROUND THE 'SIP 'SIP 'SIPPY
- { SHORE.....New Stellar Quartet
- 2032 { ALL FOR YOU
- { Harry Raderman's Jazz Orchestra
- { MAKE BELIEVE
- { Harry Raderman's Jazz Orchestra
- 2033 { WANG WANG BLUES
- { Played by Cardinal Jazz Band
- { WEARY BLUES
- { Direction Chas. Kritzler
- { Played by Cardinal Jazz Band

- 2034 { MOLLY
- { Played by Ray Miller, Melody King, and
- { his Black & White Melody Boys
- { TWO SWEET LIPS
- { Played by Ray Miller, Melody King, and
- { his Black & White Melody Boys
- 2035 { HUMMING
- { Played by Ray Miller, Melody King, and
- { his Black & White Melody Boys
- { WITHOUT YOU
- { Played by Ray Miller, Melody King, and
- { his Black & White Melody Boys
- 2036 { AT THE NEW JUMP STEADY BALL
- { Sung by Ethel Waters, accompanied by
- { Albury's Blue and Jazz Seven
- { THE NEW YORK GLIDE
- { Sung by Ethel Waters, accompanied by
- { Albury's Blue and Jazz Seven
- 2037 { HELD FAST IN A BABY'S HANDS
- { Sung by Chas. Harrison
- { DRIFTING APART
- { Sung by Chas. Harrison

The Phonograph With The Tongue

The Record That Talks

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.

How to Open a Small Goods Department

More and more phonograph dealers are appreciating the advantages of carrying a line of musical merchandise.

There are others planning to add this department, but are not sure just how to go about it.

*To these dealers we
address this announcement:*

The first consideration is: Who will the supply house be? In offering our services we would call attention to our 38 years of experience in musical merchandise, our co-operative service to the dealer and the wide range and sterling quality of Gretsch instruments.

The second question of what is needed to start a department is answered in our special assortments from \$500 up.

We have made a study of the installation of musical merchandise departments. Our experience is at your command.

Send for our new confidential price list, just off the press.

THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS

Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

Dealers Attention!—

Our Special Offer Introducing the *Masterphone*



The MASTERPHONE, a scientific instrument, easily attached in a few seconds, which will help you discover the soul of YOUR Phonograph

Live dealers seeking a fast selling, moderately priced article of superior merit to add to their line of accessories will find in the MASTERPHONE an article that recommends itself to all discriminating lovers of music and owners of phonographs.

THE MASTERPHONE

“*The Soul of the Phonograph*”

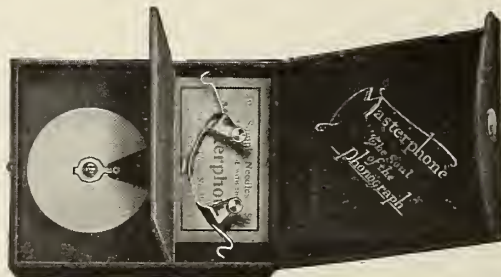
is an attachment for the improved reproduction of tone, reproducing with absolute fidelity to the original the tones and expressions of all instruments and the human voice with complete absence of the grinding and scraping that detracts so much from the charm of a phonograph.

The MASTERPHONE method of tone reproduction embodies absolutely new principles for improving the quality of rendition, bringing out with all virility and naturalness the tones originally recorded and at the same time saving the wear and tear on the records.

Instantly attachable to the sound-box of any make of phonograph, and as easily removable, as the mood dictates, the MASTERPHONE makes immediate appeal to every owner of a phonograph.

In performance and appearance, the MASTERPHONE is an article of high selling quality, selling easily and without resistance. Gold-plated throughout, it is packed in a handsome velvet-lined fabrikoid case, and effective counter displays and literature, furnished all dealers, aid greatly in moving this wonderful little instrument from the dealers' shelves.

Moreover, every MASTERPHONE is backed by the unqualified guarantee of the makers as to satisfaction in performance, workmanship and materials, or money refunded.



Every MASTERPHONE is packed in an attractive fabrikoid case plush lined—resembling in compactness and beauty a high grade jewel case; a fitting receptacle for such a high quality product.

Write for our special introductory offer to dealers, without obligation, and prove for yourself in your own store the great selling merit of the MASTERPHONE.

The Masterphone Corporation of America

Manufacturers and Patentees

29 West 34th Street, New York

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"

ALL FROM ONE SOURCE


REPAIR PARTS
NEEDLES
CLEANERS
ENVELOPES
SAPPHIRES
ALBUMS
RECORDS

PLAZA MUSIC CO. TRADE MARK

24-hour service on all orders

Special Until MAY 15th

RECORD DELIVERY ENVELOPES



YOUR ADVERTISEMENT
WILL BE PRINTED
IN THIS SPACE

Made of No. 1 Kraft Paper with Buttons and String

10" \$8.50 per M.
12" 10.25 per M.

Headquarters for

- BRILLIANTONE STEEL NEEDLES
- MAGNETO MULTI-PLAYING NEEDLES
- SUPERTONE STEEL NEEDLES
- SHEET MUSIC
- ARTO RECORDS
- MUSIC ROLLS
- RECORD CLEANERS
- RECORD ALBUMS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- REPEATER STOPS
- TONOPHONE NEEDLES
- REFLEXO NEEDLES
- MOTROLAS
- DANCING RASTUS
- MAIN SPRINGS
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- SPRING LUBRICANT
- MICA DIAPHRAGMS
- PHONO MOVIES
- STOCK ENVELOPES
- NULIFE MUSIC ROLL ATTACHMENT

Watch for Next Month's Special

PLAZA MUSIC CO.
18 WEST 20th STREET
NEW YORK

THE FAVORITE RECORD POSTERS

Elaborate New Sales Help Offered to Dealers
by Victor Talking Machine Co.

On more than one occasion talking machine dealers have found that the admirer of a certain artist has been particularly anxious to learn just what record was that artist's particular favorite in order that it might find a place in the library of the admirer. Sometimes this information has been forthcoming from the dealer, but more often he is not in a position to answer the question because the artists have not provided the answer.

It was for this purpose of advising music lovers just what records the artists considered their best recordings that the Victor Co. recently issued the elaborate series of "Favorite Record Posters" for the use of dealers, the first two of the posters being sent out with the March tube service. The posters, printed on heavy, smooth-coated paper and ideal for framing, are about sixteen inches wide and ten inches high. Each poster bears the portrait of the artist in full colors, and a personal note by the artist, followed by a list of five or six favorite records and a facsimile signature.

The new posters have made a decided impression upon dealers who realize the great value of such material in increasing the sales of records made by the various artists of note. They add a most desirable personal touch that helps sales.

NEW KIMBALL REPRESENTATIVE

The W. W. Kimball Co., Chicago, Ill., has announced the appointment of Geo. M. W. Kobbe, formerly vice-president of the Crescent Talking Machine Co., as its Eastern representative in charge of sales of Kimball talking machines, pianos and player-pianos in the Eastern territory. Mr. Kobbe will establish sales offices and showrooms in the course of the next week or so, and full details regarding his plans will be announced later.

ENTERS TALKING MACHINE FIELD

The Vogelsanger Hardware Co., of Cape Girardeau, Mo., has entered the talking machine field and has secured the agency for the Sonora line. A third of the company's floor space has been set aside for the talking machine department. The Vogelsanger Hardware Co. stands high in its territory, having been established in business for over twenty-six years.

RECORD OF BIRD IMITATIONS

The educational department of the Columbia Graphophone Co. has just announced a record of bird imitations made by Edward Avis that is attracting considerable attention. Mr. Avis is recognized as one of the leading bird imitators in the country and he has given many recitals and lectures of bird imitations. His record issued a year ago by the Columbia Co. met with an enthusiastic reception everywhere, and his new record is considered one of the best bird-imitation recordings ever produced. Among the birds imitated by Mr. Avis on his new record are the blue bird, hermit thrush, Southern mocking bird, red-winged blackbird, screech owl and others.

The J. N. Johnson Co. has made arrangements to handle the Victor line of Victrolas and records exclusively in Mt. Vernon, Ill. Miss Grace Maxey has been placed in charge.

RESURRECTONE NO. 5

—lateral and longitudinal adjustment



Reproducer and Attachment

FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order now. Money refunded if not satisfactory.
"Tuned Up Like a Piano" Write for Quantity Prices

HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City

**IMPORTANT
DISTRIBUTING
TERRITORY
OPEN**

Demand has increased over
800%

Since January 1st for
**MELODISC
RECORDS**

35c each—3 for \$1.00

This phenomenal increase is not due alone to the fact that Melodiscs are the only 7" double disc records on the market, and therefore without competition.

It is because Melodisc quality is identical with that of similar products of the largest record manufacturers.

New releases every month of the very latest dance and song hits, by well-known artists, bands and orchestras.

Write for samples and discounts

**Emerson Phonograph
Company, Inc.**

Melodisc Department

206 Fifth Avenue, New York

(Makers of the famous Emerson Standard 10" Gold Seal Records)

WILL HOLD INFORMAL OPENING

New Wurlitzer Victrola Department Will Be Informally Opened Next Week—Paul Whiteman and Palais Royal Orchestra Will Appear

The Victrola department in the new Wurlitzer Building, 120 West Forty-second street, which has been open for the past three weeks, is planning to hold an informal reception and opening on April 23. The company will announce this reception and opening with full-page advertisements in the local newspapers, and also by means of attractive bulletins and special invitations. It is planned to have many attractions for this reception, the headliner being Paul Whiteman and his Palais Royal Orchestra, exclusive Victor artists, who will play all afternoon.

Max Kortlander, composer of "Tell Me" and "Any Time, Any Day, Any Where"; Vic Arden, popular pianist, with the All Star Trio; Phil Ohman, writer of "Dixie Kisses," and J. Russell Robinson, writer of "Margie," will all appear during the day, singing and playing their own compositions for the entertainment of visitors to the store.

R. A. Brennan, manager of the Victrola department, states that while this will be the first public announcement of the opening of the Wurlitzer Victrola department, it will be entirely informal, and that he is planning to hold similar entertainments and receptions at frequent intervals during the year.

The store will be specially decorated for this event, both windows carrying a display featuring the artists that will be present. Many advertising innovations will be introduced, and every effort is being made to bring this beautiful and modern retail Victrola store to the attention of the most discriminating talking machine clientele in New York City.

GOT IN TOUCH WITH THE TEACHERS

Russell N. Smith, who conducts a talking machine store in Carthage, Ill., carried on a very successful campaign in bringing the Victrola to the attention of the teachers of Hancock County at their recent meeting. He saw to it that every teacher got a letter full of facts showing how the Victrola aids in the development of music appreciation in the school.

Bert Ranger, formerly with F. E. Bolway, Inc., and W. V. Goff, of Syracuse, N. Y., has opened a talking machine repair business of his own at 153 James street, that city.

MOVE EXECUTIVE OFFICES

Stewart Phonograph Corp. Moves From Buffalo to New York—A. C. Moreland in Charge of Executive Offices as Director of Sales

The Stewart Phonograph Corp., manufacturer of the Stewart phonograph, has recently moved its offices from Buffalo, N. Y., to New York City. This company is now located, with very attractive offices, at 461 Eighth avenue, on the eighth floor of the Printing Crafts Building. A feature of these new offices is a large demonstrating room where the company is exhibiting its portable models and also its new cabinet phonographs, a recent addition to the popular portable line.

A. C. Moreland will have charge of the executive offices in the capacity of director of sales for the Stewart line in the United States. Carl Reimers, general sales manager, is located with headquarters at Toronto, Can., and will spend part of his time in the New York office, co-operating with Mr. Moreland. The company is now making plans for an intensive advertising campaign for the Stewart phonograph, with the expectation of doing a very fine Summer business.

PLANS IMPORTANT SALES CAMPAIGN

Bubble Book Sales Corp. Will Hold "Parties" in Leading Trade Centers—Dealers Co-operate With Company in Developing Its Sales

The Bubble Book Sales Corp., New York, has inaugurated an intensive Spring and Summer campaign in co-operation with dealers handling Bubble Books. This campaign will be nationwide and is primarily designed to create a desire for Bubble Books in the homes. One novel way of bringing Bubble Books to the attention of prospective buyers is by means of Bubble Book parties given at local Y. M. C. A.'s, churches and town halls under the direction of the local dealer. These parties attract the heads of the families, who bring the children, and while it is of "special interest to the "kiddies," mothers become interested as well, with the result that sales in Bubble Books show a decided increase.

The Bubble Book Sales Corp. in putting on these Bubble Book parties has designed and created attractive stage settings, each one representing a scene from fairyland, with the characters portrayed by children who pantomime the scenes while the records are being played.



THE ORIGINAL AND FASTEST SELLING MULTI-PLAYING NEEDLE

SUPERTONE NEEDLE WORKS
18 West 20th Street,
New York

General Manager Foster, who recently returned from a trip to New England, states that one of the most successful of these parties was held by the Jordan Marsh Co., of Boston, Mass. Special invitations were sent out and extensive local advertising was used. Similar parties will be held in Memphis, Houston, Topeka and Denver, with a series of parties in metropolitan New York, Chicago, Philadelphia and many other large cities.

THE EDUCATION OF THE DEALER

Interesting Article by Roland Cole in Printers' Ink Tells How the Victor Co. Educates the Dealer to Sell Red Seal Records

The leading article in Printers' Ink of March 31 was an extended description of "How Victor Educates the Dealer to Sell Red Seal Records," by Roland Cole, and the matter throughout the article is of a nature that makes it deserving of special study by every talking machine dealer who is desirous of acquiring new ideas for the building up of his business.

In the introduction to his article Mr. Cole called attention to the two methods of selling, that of giving the customer what he asks for, rather than chance killing the business by salesmanship, and the other endeavoring to lead the customer's mind into new channels, with the resultant making of new sales. He tells of one dealer who received 350 records of a popular song sensation, advertised it heavily and cleaned out his stock of that particular record in one day. He hadn't tried to sell anything else because it might interfere with the sale of the "hit." At the same time another Victor dealer down the street had only fifty records of that particular success, but by trying out his selling ability on each customer moved many other records of the regular stock, with the result that his gross sales for the day exceeded in value those of his competitor. In other words, he used the "hit" as bait to bring customers into the store and realized on the opportunity.

There are many interesting stories of salesmanship in the article, all of which point a moral.

Telling of what the Victor Co. is doing and has been doing towards the education of the sales person as a step toward the education of the public to the value of good music, Mr. Cole gave a lengthy description of the Victor salesmanship classes that have been held at Camden for some time past, dwelling upon the manner in which the class is organized, the sort of instruction given, and the practical way in which the student is taught to not only appreciate the value of better records himself, but to arouse a similar appreciation on the part of the customer.

The cross index system adopted by the Victor Co., which enables the salesman to learn from the descriptive text on the record envelopes what other records are in the same class and calculated to make a similar appeal, comes in for special favorable comment, as do other successful Victor sales methods.

RODEHEAVERS

SACRED SONGS

Ev - ry cloud will wear a rainbow if your heart keeps right

RAINBOW RECORDS

Now Ready for Distribution

Wide awake dealers are looking for Sacred Records to add to their regular line. *Rainbow Records* are leaders in the field of Sacred Records. Twenty-four numbers now ready for release. *Rainbow Records* will prove profitable to any dealer, because *Rainbow Sacred Records* have no special season, but sell twelve months in the year. Write—Wire or Telephone Today for our complete list of records and terms to dealers and distributors proposition.

RODEHEAVER RECORD COMPANY

PHILADELPHIA
814 Walnut St.

NEW YORK
219 E. 39th St.

CHICAGO
440 S. Dearborn St.



KNOWN FOR STYLE AND TONE

BABY GRAND DESIGN PHONOGRAPH

The most distinctive type of phonograph on the market. Provides the dealer with unlimited sales possibilities. A welcome addition to any high class lines.



Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.

Made in Mahogany and American Walnut.



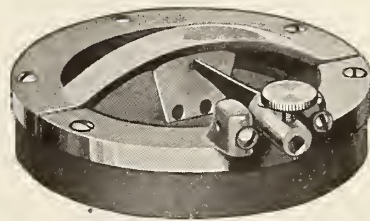
Model C—The Hexagon design fits in with almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.

Made in Mahogany and American Walnut.

New and Exclusive in Design
our Ellis Reproducer and large amplifying Chamber is the secret of its wonderful vocal and instrumental tone.

The only Fibre Reproducer on the market.

Its Musical Qualities are Incomparable
PROTECT YOUR TRADE and stimulate your phonograph business by having THE BABY GRAND DESIGN LINE on your floor.



Our Reproducer

Patented U. S. A.

(Guaranteed for Twenty Years)

1. Its light weight will always keep your records new.
2. Plays all makes of records without any extra attachments.
3. Diaphragm is insulated from all metal parts, assuring natural tone without the metallic phonograph tones.
4. By off-setting the bridge connection to the diaphragm provides a short and long area over which the high and low notes respectively must travel for best results.
5. Oval bar provides ample protection for bridge connection.



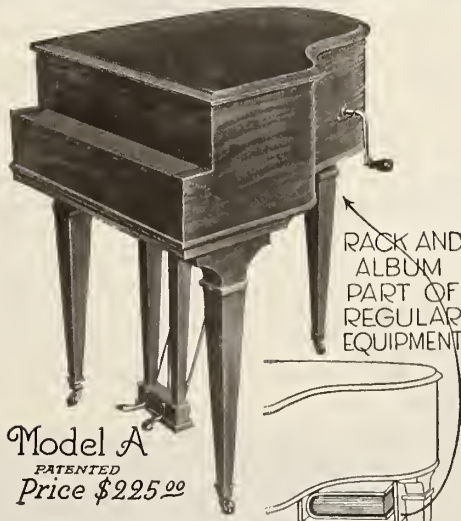
Model D—The ever-popular Louis XVI, an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.

Made in Mahogany and American Walnut.



Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.

Made in Mahogany and American Walnut.



Model A
PATENTED
Price \$225.00

Model A—Baby Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.

Made in Mahogany and American Walnut.

The Fern-O-Grand Company

"Makers of the Baby Grand Design Phonograph"

212-220 West Canal Street
Cincinnati : : Ohio

FULLY PROTECTED BY PATENTS, DEALERS' DISCOUNTS PROMPTLY FOLLOW UPON YOUR REQUEST

The Dimensions of the Amplifying Chamber are 24 ins. in width and 10 ins. in height. Think of that. The Cabinet is 36 ins. high, 27 ins. wide and 34 ins. in depth—Shipped K. D., which assures lowest freight rates.

Distributors for New York and surrounding territory: Kroll-Horowitz Furniture Co., Inc., 258 Canal St., New York.

Distributors for Denver and West: Cassell Bros. Music Co., Denver, Colo.

Distributors or Agencies write for prices and territory.

SPECIAL TALKING MACHINE SESSION

National Association of Music Merchants Sets Aside Morning of May 11 for Special Meeting Devoted to Talking Machine Interests

The National Association of Music Merchants, which has invited talking machine dealers throughout the country to meet with it in national convention in Chicago during the week of May 9 for the purpose of forming a national association of talking machine retailers, has just announced that a special session of the convention on the morning of May 11 will be devoted entirely to a program of talking machine topics. President E. Paul Hamilton, of the Association of Music Merchants, will speak on "What the National Association Offers," and there will be other speakers on business topics of particular interest to the talking machine men.

Secretary C. L. Dennis, of the National Association of Music Merchants, has sent a letter to the various local associations of talking machine retailers, inviting the members to attend the Chicago meetings, or at least to send delegates.

OPENS EDUCATIONAL DEPARTMENT

COLUMBUS, O., April 3.—One of the most interesting features of the recently augmented Perry B. Whitsit wholesale organization was the opening of an educational department, under the direction of Esther Reynolds Beaver, a musician of some note, who has succeeded in establishing courses in opera appreciation, taught with the Victrola, in public schools throughout the State.

DEALERS TO MEET IN ALBANY, N. Y.

ALBANY, N. Y., April 9.—A meeting of the Edison dealers in the Albany zone, which is expected to bring together over 100 retailers, will be held at the Hotel Ten Eyck here on next

Wednesday, April 13. The plans call for a morning and afternoon session with a special luncheon in between, and in the evening a formal dinner. The dealers will be the guests of the American Phonograph Co., local Edison Jobber, and Nathan D. Griffin is personally looking after the arrangements.

ALL READY FOR SECOND MUSIC WEEK

Celebration Beginning on April 17 Expected to Surpass All Previous Efforts

Preparations have been completed for New York's Second Annual Music Week to begin on Sunday, April 17, and run until Sunday, April 24, inclusive, and from the information available the celebration will outshine in every particular the most successful Music Week held here last year. Churches, schools, clubs and musical organizations in general, together with the Metropolitan Opera Co. and prominent individuals, have arranged to co-operate in the carrying out of the program, under the direction of the Music Week Committee of which Otto H. Kahn, the noted banker and music patron, is honorary chairman, Berthold Neuer, chairman, and C. M. Tremaine, Director of the National Bureau for the Advancement of Music, secretary.

One of the interesting developments this year is that a material part of the expense of the celebration will be borne by public-spirited citizens outside of the music trade and profession, and it is the hope of those back of the movement that it will eventually become an annual event of a self-supporting nature.

It will be a week of music in every particular, with special opera performances, professional and amateur concerts, musical services in the leading churches, sermons and addresses on music in churches and schools, special programs in motion picture houses, and other features calculated to bring home to every New Yorker the beauty



THE ORIGINAL AND FASTEST SELLING MULTI-PLAYING NEEDLE

SUPERTONE NEEDLE WORKS

18 West 20th Street, New York

and value of music in its fullest sense. The talking machine trade is, of course, co-operating in a full measure, and a number of prominent talking machine artists will appear in the various musical events.

J. MILNOR DOREY HONORED

A signal honor was bestowed recently upon J. Milnor Dorey, educational representative of the Columbia Graphophone Co., when he was given a place on the program of the Pennsylvania State School Directors' Association, which held its annual meeting at Harrisburg. On a crowded program devoted to administrative problems a place was made for Mr. Dorey to discuss the importance of music in the public schools and his address was highly applauded.

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.



Model 145

DEALERS
There are some communities where the BROOKS is not represented effectively as yet. Write us at once regarding your territory. We are planning a sales campaign of wide scope this year and large distributors and dealers will find the acquisition of the BROOKS line a big factor for business volume during 1921.



Model 165

THE REPEATING DEVICE
The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob. It is to the phonograph what the self starter was to the automobile.

Shown are three Brooks models of different sizes, all beautifully carved and finished. Each style is identically equipped with the repeating and stop device.



Model 250

Brooks
The Wonder Instruments

Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

Protect Your Phonograph Instalment Accounts

OVERWINDING or fear of winding too much is the direct cause of most complaints. OVERWINDING causes escutcheon to shift, thereby ruining the side of cabinet, breaking handle, shearing off screws and pins, forcing graphite out of cups, in consequence of which thumping occurs, pulling out rivets that hold spring in place, springs breaking in various forms, thereby forcing turn table backward, pressing needle into record, thus damaging the reproducer.

WHY NOT eliminate above complaints, saving time and money on free repair work and make a profit through the sale of the PHONOGRAPH MOTOR AND SPRING SAFETY DEVICE? This device, automatically preventing overwinding, can be attached by anyone in a few minutes, without altering any part of the phonograph. It is screwed on winding shaft, inside of cabinet. Once placed, it needs no further attention. It is constantly lubricated with graphite, tested to 10,000 windings, and proves all claims; is equipped with a sound indicator when the proper tension is reached, at which the handle automatically ceases winding, notwithstanding continuous turning of handle.

Retail price, \$3.75 each. Samples and terms mailed to dealers on receipt of price, \$2.25.

Phonograph Specialties Mfg. Co.
67 Fleet St. Jersey City, N. J.

EXTRA LOUD TUNGS-TONE STYLUS

Victor Co. Announces Introduction of New Tungs-Tone Reproducing Point

The Victor Talking Machine Co. has just announced to the trade the new Extra Loud Tungs-Tone Stylus, which has been developed and placed on the market to meet the demand for such a stylus for use with dance records and on other occasions when unusual volume is desired. The introduction of the extra loud stylus, in addition to the Tungs-Tone Stylus, with which the trade has long been familiar, makes this line of distinctly Victor reproducing points complete, and the trade is urged to give due publicity to the fact.

RECEIVER FOR EJECT-O-FILE CO.

HIGH POINT, N. C., April 6.—Judge James E. Boyd, U. S. District Judge for the Western District of North Carolina, has recently appointed R. B. Terry receiver for the Eject-O-File Co., of this city, against which concern an involuntary petition in bankruptcy was recently filed by a number of creditors. Mr. Terry will serve until such time as a trustee is appointed, which will be about the latter part of May. At present it is impossible to give any estimate of the assets and liabilities.



We are introducing a reproducer which is different from anything on the market. In principle it is non-metallic, at the same time practically indestructible and not affected by moisture or temperature changes.

We guarantee it as a quality product.

All principles of construction covered by basic patents.

Samples to the trade \$7.00 each.

Requests for Tests and Demonstrations Are Solicited from Manufacturers, Jobbers and Dealers.

Steurer Reproducer Company, Inc.
158 West 21st Street New York City

HANDLING OF INSTALMENT PAPER

United Phonograph Dealers' Association Holds Interesting Meeting at Hotel McAlpin—Discusses Important Trade Subjects

The United Phonograph Dealers' Association, comprising talking machine dealers in Greater New York whose recent organization is referred to elsewhere, held a meeting last Friday at the Hotel McAlpin, which was attended by more than fifty dealers. Joseph Tylkoff, president of the Association, was in the chair, and the first speaker of the afternoon was A. Watkins, of the National Surety Co. Mr. Watkins outlined an interesting plan whereby his company could assist the dealers in handling talking machine paper through the medium of a finance company backed by the National Surety Co.'s bonds.

Joseph Mayers, of the executive board of the Association, advised the dealers that important plans were in process of consummation relative to the handling of instalment paper, and stated that Brownsdorff & Goell, certified public accountants, were working with the board in preparing these plans.

President Tylkoff informed the dealers that at a recent meeting of the executive board the principal topic of discussion was a suitable basis for the return of records. The members of the board had practically decided that a 10 per cent basis would be an adequate one and this subject was discussed at length by the dealers. Recognizing its importance, the dealers left this matter in the hands of the executive board for further action, as the return of records by any other method than the cut-out system constitutes a most important problem. President Tylkoff stated further that the executive board wished to go on record as irrevocably opposed to the cut-rate methods being utilized by "gyp" dealers in different parts of the city. He stated that a confidential committee of two members had been appointed for the purpose of definitely eliminating the "gyp" dealer, and he asked the co-oper-

ation of the dealers in driving out this menace.

The executive board advised the dealers that the Columbia Graphophone Co. had reduced the price of its records to eighty-five cents, and Mr. Mayers read an interesting letter from George E. Brightson, president of the Sonora Phonograph Co., advising the dealers that his company would esteem it a pleasure to co-operate with the dealers in every possible way.

THE PLAZA MUSIC CO. RESUMES

Company Again Becomes Active Factor in Field Following Discharge of Receiver

The Plaza Music Co., jobber of talking machine accessories, music, etc., at 18 West Twentieth street, New York, has resumed its normal activities following the recent discharge of the receiver who was handling the affairs of the company. In relation to the development of the company's business, H. Germain said:

"Our future plans are definitely settled and it is our purpose to develop our company in the jobbing field of phonograph accessories to a point where the trade will recognize us as one of the leading houses in this line.

"Our service, shipping arrangements, and other plans, as now arranged, have been prepared with an idea of giving the buyer every convenience. It is our purpose to carry every staple article that the phonograph store requires and, inasmuch as the dealer will be able to get much material from one source, we are looking forward to a constantly increasing business."

EXECUTIVE COMMITTEE AT CAMDEN

Following its meetings in St. Louis and Boston, the executive committee of the National Association of Talking Machine Jobbers went to the Victor Co. factory on April 11 and conferred with the officers and department heads. In the evening they were entertained at the theatre in Philadelphia.

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

Our Specialties—
Phonograph Record Labels

Gummed Stickers of large quantities

Trading Stamps, etc.

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.

SALESMEN WANTED—If you have had at least four years' retail experience in the talking machine and piano business, we can use you. The positions we have open are for the type of men who know how to present a high-class proposition in a strictly high-class manner. We do not want amateurs. You will have to travel. Drawing account against commission will be allowed you after you have proved to us that you are the man capable of presenting our proposition. This position is good for \$5,000 the first year, provided you lend us your entire time. The concern for which you will work has been in business over forty years and enjoys an unquestioned reputation throughout the music industry. Please outline to us your qualifications for fulfilling this position in first letter. Address your reply to Box "930," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Traveling man handling phonograph line who is in a position to also represent old-established line of moderately priced pianos and player-pianos. Address Box "924," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Matrix maker and plater. Fifteen years' experience. All formulas and strips. Can install plant. Address Box "925," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER or SALESMAN at present employed, wishes to make a change. Can furnish good references. Desires position preferably in metropolitan district. Address Box "927," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—PHONOGRAPH SERVICE MEN. Retail salesmen familiar with repairing and adjusting phonographs; accustomed to following leads. Preferably men with phonograph, sewing machine or vacuum cleaner experience. Salary, expenses and bonus. Address Box "929," care The Talking Machine World, 373 Fourth Ave., New York City.

LABORATORY FOREMAN AVAILABLE—Capable of taking charge of any recording laboratory. Thoroughly familiar with the most up-to-date method of manufacturing backed up matrix. 17 years' experience in the actual making of matrices and mothers, and also familiar with recording. Will consider a high-class proposition after April 15th. Address Box "933," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced phonograph man, eight years' selling, executive experience, wholesale, retail talking machine business, desires good connection representing manufacturer of either machines or records. Chicago and Middle Western States. Address A. L. 5, Talking Machine World, 209 South State St., Chicago, Ill.

SALESMAN WANTED—Energetic salesman to cover New England territory with a complete line of phonograph accessories, sheet music, rolls and records. Must have experience and acquaintance with the trade. Address Box "936," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED MECHANIC to head experimental and testing department of phonograph motor manufacturer. Must be an expert. Address reply to P. O. Box 123, Grand Central Station, New York City.

SALESMAN WANTED—Experienced phonograph supply salesman to cover Southern States with a complete line of phonograph accessories and other musical merchandise. Excellent position for man who can produce results. Address Box "937," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING EXPERT, by a well established company. Opportunity for betterment and to learn working of other record manufacturing departments. Give full particulars regarding experience. Replies treated confidentially. Address H. W., Box "915," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Unusual opportunity for man capable of managing phonograph, small goods and sheet music department in growing Western city of 130,000 population. Man from New England States preferred. Address "Western Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

AVAILABLE—An experienced salesman and capable manager, with thorough knowledge of buying and selling Victrolas and records, desires connection with a substantial house as manager of Victor department. Can furnish unquestionable references. Married man. No objection to relocating. Address Box "912," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

PLATER and MATRIX MAKER wanted. Must be familiar with modern processes and be able to handle work from wax to finished stampers. Confidential. Reply to W. L., Box "916," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

WANTED—Experienced roll man. Must understand rolling and mixing and have knowledge of stock formulas. "Box 938," care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Working foreman for record-pressing factory. State experience, age and nationality. "Box 939," care The Talking Machine World, 373 Fourth avenue, New York City.

SITUATION WANTED—Thoroughly experienced manager of Victor talking machine department, retail, desires connection with reliable house in or near New York City. Moderate salary. Would consider outside selling proposition. Address Box "935," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young lady desires position as saleslady in Columbia store, also familiar with Victor. Address Box "923," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By young man, thirty-five years old, as foreman or an all around repair man. Experienced in all kinds of talking machines as I have had full charge of motor and assembling department and in sound boxes and tone arms. Address Box "415," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN, twenty-five years old, with several years' experience in repairing of all makes of talking machines, wishes to connect with some reliable concern. Address Box "926," care The Talking Machine World, 373 Fourth Ave., New York City.

REPAIRS

All makes of Phonographs
Promptly and Efficiently

CENTRAL MUSIC SALES CO.
173 Sixth Street, Milwaukee, Wis.

VICTROLA STORE FOR SALE

Only Victor agency in good-sized Illinois city. Address Box "931," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Slovak records, any make, 10 and 12 inch, also Red Seal Victor. Write full particulars with lowest prices. Mr. John Danko, care Silver Bell Phonograph Co., 3941 Milwaukee Ave., Chicago, Ill.

FOR SALE

Imperial and Rex 10-inch records, brand new, at 20c. Job lots always on hand. Anything required in the phonograph line we will sell at reduced prices. Mandell & Co., 88 Rivington St., New York City.

FOR SALE

An assortment of Heineman No. 12, 16, 17 and 19 motors, also some No. 77 Okeh. Address Stradivara Phonograph Co., 45 Fourth St., Portland, Ore.

AN EXCEPTIONAL OPPORTUNITY

If you are a distributor or retailer selling one thousand or more phonographs yearly, let me submit to you sketches of both upright and console phonographs by the best designers of furniture in Grand Rapids. Designs to be your own exclusively. Will make them under your trade name in a Grand Rapids plant. Having a reputation for making furniture of surpassing excellence. Address Geo. M. Cook, 156 Monroe Ave., Grand Rapids, Mich.

WANTED

Phonographs, phonograph cabinets and musical merchandise. Good farm to exchange for above. "Box 934," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRMAN, instructor and assembling foreman, thirty-five years of age, ten years' experience on all makes of machines, wants steady position with growing concern. Address M. E. Waggoner, 410 Jackson Ave., Jersey City, N. J., care Murray.

POSITION WANTED as manager in a phonograph store or department in New England or New York. Best of references as to integrity and as a business getter. Address Box "928," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by repairman. Five years' experience on all makes of motors. Also experience at shipping, receiving and inspecting. Best of references. Address Mr. W. Henderson, 469 Central Ave., Brooklyn, N. Y.

POSITION WANTED as manager of phonograph department by young man, twenty-three, with lots of pep and initiative. Salary to start no object. Prefer Ohio, Indiana or Michigan. Best of references. Address Box "932," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN with eight years' experience wishes to connect with some reliable concern as either salesman or manager. Box "886," c/o The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

7,200 pcs. Mahogany, one side, 30x17½x¼, 5-ply
 3,600 pcs. Mahogany, one side, 30x16¾x¼, 3-ply
 3,600 pcs. Mahogany, two sides, 13½x14½x¾, 5-ply
 3,600 pcs. Mahogany, two sides, 19x16¼x¾, 5-ply
 4,000 pcs. Gum.....18x17½x¾, 3-ply
 4,000 pcs. Gum.....18x17½x¼, 3-ply
 4,000 pcs. Gum.....9x16x¼, 5-ply
 4,000 pcs. Gum.....18x19¼x¾, 5-ply
 800 pcs. Walnut, one side....30x17½x¼, 5-ply
 400 pcs. Walnut, one side....30x16¾x¼, 3-ply
 400 pcs. Walnut, two sides....13½x14½x¾, 5-ply
 400 pcs. Walnut, two sides....19x16¼x¾, 5-ply
 400 pcs. Mahogany, one side....15x15x½, 5-ply
 145 pcs. Butt Wal., one side, 12x12x13/16, 5-ply
 300 pcs. Mahogany, one side, 32x18¼x¼, 3-ply
 150 pcs. Maple, one side.....19x16¼x¼, 3-ply
 500 pcs. Mahogany, one side, 29x16x¼, 5-ply
 1,000 pcs. Mahogany, two sides, 20¾x18x5/16, 5-ply
 500 pcs. Mahogany, one side, 15¼x15¼x½, 5-ply
 1,000 pcs. Gum.....74x22x¾, 3-ply
 400 pcs. Gum.....74x18x¾, 3-ply

Any or all of the above stock can be purchased at very attractive prices.

Jamestown Panel Company, Inc.
 Jamestown, N. Y.

EDISON TONE-TEST IN PORTLAND

Audience of 2,800 Enjoys Recital Held Under Auspices of Hyatt Co.—Remick Song Shop Expansion—Wax Co. Increases Capital—Some Recent Visitors of Note—Other Items

PORTLAND, ORE., April 9.—The big event of the month among the dealers of Portland was the Edison tone-test recital, which was put on by the Hyatt Talking Machine Co., at the Municipal Auditorium, when Arthur Collins and Byron Harlow appeared before an audience of 3,800 people. The recital proved to be the most successful affair of its kind ever put on in the Pacific Northwest and Mr. Hyatt was congratulated by Mr. Harlow on the big turnout at the recital.

The test was not only a great thing for the Edison phonograph, but it also brought to the notice of many Portland people the existence of the Hyatt Talking Machine Co., which is one of the oldest and largest exclusive phonograph stores in the State. Sales of the Edison ma-

RECORDS PRESSED

With or without your stock

**STOCK ROLLED or
 BLANKED or BOTH**

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

ALBUMS FOR SALE

Cash bargains: 15,000 twelve-inch record albums, 23 cents; 7,500 ten-inch, 19 cents. Immediate delivery. Address Herman Schlacht, 112 East 23rd St., New York City. Phone Gramercy 5699.

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.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

chine have been stimulated since the recital, for with every sale of the official laboratory model the Hyatt Co. has been giving an engraved certificate of authenticity signed by Messrs. Collins and Harlow.

The Remick Song Shop has just completed the installation of three beautiful demonstrating rooms for Columbia Grafonolas, which it handles exclusively. The rooms are 12 by 12 and are well ventilated and Taylor C. White, manager, had an acoustic chamber built in each room, which is an entirely new idea of his own. The color scheme is in soft grays and gold, with white enamel woodwork, making the mahogany Grafonolas stand out to the best advantage. Comfortable upholstered wicker settees and chairs are in each room and small rugs are over a heavy cork flooring. The five rooms which the Remick Shop have had are to be retained for the selling of records.

D. C. Peyton, manager of the Meier & Frank department, reports improved business. Andrew Sherbert, his valuable floor salesman, is going into business for himself and will handle phonograph accessories and Okeh, Gennett and Emerson records.

The Remick Song Shop, on Washington street, was the first to introduce "Siam Soo" to the Portland public. As a consequence traffic in front of the shop was blocked. The Wiley B. Allen Co. and Bush & Lane also presented "Soo" to their customers.

Portland was visited last month by I. C. Ackley, manager of the Columbia Co., with headquarters at Seattle, Wash. Other visitors were: W. H. Alfring, vice-president and general manager of the Aeolian Co., New York, and H. M. Hull, general manager of the San Francisco branch of the company.

One of the prettiest windows in Portland during the Easter season was the main window of Sherman, Clay & Co. The background was a huge white Easter egg, with a Victrola bursting forth and lilies and rabbits artistically attached to it by purple ribbons completed the picture. The window was designed by F. D. Addis, who coined the quotation, "The kind of an egg that will hatch a Victrola."

The M. J. Wax Co., Inc., has increased its capitalization from \$20,000 to \$50,000 and has recently opened up a chain of retail stores covering the entire Pacific Coast. It is exporting, jobbing and importing "talkers" and supplies.

Miss Jessie Meighen, well known in the talking machine trade, having been connected with the Hyatt, Columbia and Reed-French stores, was married last month to W. K. Royce, prominent business man of Clackamas, Ore.

Kathleen Kla-wah-na, harpist, appeared as guest artist at the monthly Victrola concert given in the concert hall of Sherman, Clay & Co. She is a native Oregon Indian, and received her musical education in Paris and London. These monthly concerts are under the management of Evelyn McFarland McClusky, head of the educational department.

Soulé Bros., who handle the Pathé records, are having a big sale of the new needle-cut Actuelle records.

H. G. Reed, president of the Reed-French Piano Co., is on a business trip to the East.

Two of Portland's music houses are under the necessity of finding new locations. The Wiley B. Allen's store has been leased to others at an annual rental of \$26,666, covering a fifteen-year lease. The company has until March 1, 1922, to find a new location. The other firm is the Hyatt Talking Machine Co., which has until August 1, 1923, when its lease expires.

ISSUE AN EFFECTIVE FOLDER

A very effective folder, in which Victor records are heralded as "Buried Treasures," was recently issued by the Block & Kuhl Co., Peoria, Ill., whose Victrola shop is under the capable direction of John D. O'Malley. This little volume contains a list of records which make a wide appeal, and which can be checked and returned to the dealer by the customer. As a means of getting business by mail it is excellent.

CABINETS

6

Models in All Sizes at a Big Cut in Prices

GENUINE MAHOGANY, AMERICAN WALNUT and GOLDEN QUARTERED OAK



Height 49 inches
 Width 21 "
 Depth 22½ "



Model 316
 Height, 51½"
 Width, 24"
 Depth, 25"

SIX MODELS, ALL SIZES and FINISHES, IN COMPLETE PHONOGRAPHS AT A PRICE

**A-1 Cabinet Work in Construction and Finish
 Large Double Spring Motors and Universal Tone Arms**

Write for Special Prices on Large and Small Quantities

**SAMPLES SHOWN
 New York Furniture Exchange
 APRIL 18th to 30th**

Corner Thirty-sixth Street and Seventh Avenue
 In West Michigan Furniture Co.'s Space

Player-Tone Talking Machine Co.
 967 LIBERTY AVE., PITTSBURGH, PA.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Many Notable Exhibits at British Industries Fair—J. E. Hough, Ltd., Display Interests H. M. the Queen—Fair a Success Despite Some Feeling of Disappointment—Manufacturers and Wholesale Dealers Dine—How Aeolian Co. Makes Records Educational—The Reparations Bill and Its Effect on Trade—His Master's Voice Records of "Beggar's Opera"—Death of Geo. L. Newman Regretted—Retailers Discuss Bogus Publicity—News of Month

LONDON, ENG., March 28.—For the two weeks ending March 4 the British Industries Fair, at the White City, was the center of attraction for thousands of traders from all parts of the United Kingdom and oversea countries. There were about four miles of stands, the different parts being sectionized alphabetically, representative of almost every class of British industrial effort. Among the most prominent was the section devoted to the exhibits of British musical instruments, comprising some fine examples of grand and upright pianos and players, gramophones, etc. The following brief particulars of the outstanding exhibits of gramophones will be of interest:

Boynton, Dowsett & Co. interested the trade with a small range of gramophones of their own design fitted with the Reliograph sound box and auto stop. The latter is a specialty which evoked much favorable comment as being extremely effective.

The British Polyphone Co. set itself out to make an imposing display of all types of "Dulcet" gramophones and accessories. Some nice examples of art-cabinets with suitable fittings

were given pride of place. An electric model of pleasing construction and utility gave one an indication of the progressive efforts of this house. Another exhibit on this stand was the "Capital" record album, the strength of its binding and of the record envelopes being amply demonstrated by the suspension therefrom of a weight totaling fifty-six pounds.

Messrs. J. R. Eccles made an interesting exhibit of several gramophone lines, including the Radiola portable, which won approbation from the trade. When closed the Radiola looks more like an attaché case than a gramophone. It is provided with a collapsible horn measuring 19 x 17½ inches, which, when not in use, folds up into the lid of the machine.

Cooper Bros. Co. made a feature of cabinet machines of extremely pleasing design and good all-around workmanship; also parts and accessories galore and Coliseum records.

Craies & Stavridi decorated their stand with rich silks of Eastern manufacture. It made a fine setting for their very attractive exhibits of Apollo cabinets, hornless and portable gramophones. These instruments clearly indicated by their quality and art characteristics that the firm is out on a progressive effort to uplift the industry by the total exclusion of shoddy goods. On account of its unique features the "Apollo" portable found many buyers.

Disque Cabinet Co.—At this stand were to be seen several models of gramophone record filing cabinets, some for the ordinary gramophone; others more particularly appealing to the dealer. The Disque Salon fixtures have a carrying capacity of 1,000 to 20,000 records. In

these models dealers were greatly interested, as also in the ordinary cabinet styles.

The Garrard Eng. & Manufacturing Co. expressed to me its satisfaction with the amount of orders booked at the B. I. F. As an all-British concern that has achieved a real success in the manufacture of gramophone motors the Garrard people are deserving of special praise. This is a branch of industry at which, unfortunately, many have failed to make good here. Be that as it may, this company's mechanism is now coming into its own by reason of its efficiency and value. The new model—No. 3s/s motor, specially designed for portable gramophones—made its first appearance at the Fair and won hearty approval.

Alfred Graham & Co. really made their bow to the trade at the Fair. Their instruments are representative of the highest art in gramophone conception. This statement is applicable to every part—the case work, motor, tone-arm, sound box, etc., all made in their own factories at Crofton Park, London. Everything connected with the "Algraphone" was designed by Alfred Graham, whose complete knowledge of the science of sound reproduction is evidenced by his invention of the loud-speaking telephone as far back as 1887, and which, in its much-improved state, was adopted by the Government for use on warships and in other spheres during the war. It is impossible, in this space, to describe the Algraphones, which are characterized by beauty of design and art craftsmanship. The motor is built on exclusive lines and capable of running eight ten-inch records per wind. A very ingenious automatic stop device



"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-Aktiesselskab, 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, Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffmann & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, 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, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 103, 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., Lourenzo 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 178)

operating by movement of the tone-arm is most effective, while the "Sonat" sound box calls for unqualified appreciation.

The Algraphone is made in various models—hornless, table-grand, portable and cabinet designs. Each cabinet model carries a complete filing system of albums and index guide. The trade has not been slow to recognize the progressive effort of this new company in the field of gramophone endeavors. Messrs. Graham deserve all the praise bestowed upon their goods and their methods.

J. E. Hough, Ltd., was the next prominent exhibit claiming attention. The stand was most tastefully arranged for effective presentation of "Discaphone" models in a dozen different designs, and Winner records. Many of the instruments were equipped with the company's own mechanism, a handy and serviceable motor of merit. Of pleasing design and workmanship, the Discaphone art models won unstinted praise from trade visitors.

When the Royal party visited the Fair, H. M. the Queen spent some little time on the Edison Bell stand. Her attention was particularly centered upon the beautiful Hepplewhite instrument built to the lines of a sideboard. The Queen inquired of Mr. Alec Hesse if it were not a new kind of gramophone and, being answered in the affirmative, expressed a wish to hear it played. With wonderful presence of mind Alec put on a Winner record of the St. Hilda Colliery Band, the prize winners of the 1,000-guinea all-England championship, and which gave a special command performance at Buckingham Palace a few weeks ago. Her Majesty was delighted and expressed her pleasure accordingly.

Melodia, Ltd., introduced to the trade a new ball-bearing tone arm with flat bevel elbow, by which it is claimed the sound is reflected more directly than through the round type of elbow. Their "Ultone" sound box also attracted great attention. With its 2½-inch diaphragm of special material, insulation, rigid steel stylus ingeniously mounted, this sound box is constructed faithfully to reproduce any kind of vocal or instrumental record.

Pathé Frères Pathéphone, Ltd.—This well-known firm is making great strides here. Its fine range of models in every conceivable design bespeaks a clear appreciation of market requirements. The new model "Actuelle" met with the reception it deserved. Through the American Branch advertisements in this journal readers are familiar with the unique nature of this instrument. Most of the English dealers saw it for the first time at the Fair and were very favorably impressed by its tonal qualities. Messrs. Pathé count their exhibit a success, all things considered.

Repeating Gramophones, Ltd.—This firm's repeating device, as shown on several models, encouraged "repeating" inquiries from all sections of the trade. Dealers were particularly interested in this most useful and efficient method of playing records over again and again without attention. H. M. the King evinced quite an enthusiastic pleasure in watching its operation. His pertinent questions to Mr. Cotton, the inventor, showed a surprising knowledge of matters gramophonic. For over ten minutes His Majesty listened to the Three Musés Gramophone and really seemed loath to leave it, so impressed was he with its purity of tone. The Three Musés is very much under Royal favor. I understand that the Prince of Wales, H. M. the King of Spain and other royalties have succumbed to the charm of this new instrument.

The Standard Manufacturing Co., Ltd., displayed a range of "Vesper" gramophones, magnificent examples of cabinet work in various periods of designs. These instruments are equipped with wooden tone arms, and a unique reproducer, which, in fidelity of tone, beats the band. Good orders were placed by dealers for immediate and future delivery. One model was equipped with a sounding board at the back of the cabinet, across which a scientific

system of keyed music wires was arranged. The sound impinges on these wires and clarity of tone is thereby secured.

The Sterno Manufacturing Co. accomplished some fine propaganda work at the Fair, bringing to the notice of traders a number of new models in cabinet and table-grand types. For sound workmanship and reasonable prices these instruments made a very strong appeal to buyers, who evinced special interest in the new Sterno cabinet grand, a machine designed upon dignified lines with pleasing ornamentation. This well-known house also exhibited the "Tower" record, which was introduced to the trade some few months ago. It won instant favor. The Sterno people are in the fortunate position of offering the trade a complete sales proposition on both machines and records.

Space precludes mention of all exhibits in this report, though it should be mentioned that attractive displays were made by the Aston Cabinet Co., L. E. Jaccard, the Johnson Talking Machine Co., Ltd., Gerophone, Ltd., Barnett Samuel & Sons, Ltd., and others.

To sum up, it cannot be denied that the British Industries Fair, as a trade exhibition, proved a little disappointing in its results generally. The music exhibitors were, for the most part, satisfied. One or two complained that the sales results were not so good as at last year's show, but after careful inquiry I am convinced that, on the whole, it was a success. It gave a splendid opportunity of demonstrating to the trade that British manufacturers are no whit behind foreign goods as regards cabinet craftsmanship, motor, tone-arm and sound box construction and finish, and improvement in methods of reproduction. Trade buyers from overseas did not come along in any great number, but what they lacked in that regard was counterbalanced by quality. Good orders were given and new agencies placed for certain of the British Dominions.

Annual Dinner of Gramophone Association

Over 160 members of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers dined together at Frascati's Restaurant last month, under the chairmanship of their popular president, Mr. Wm. Manson. During the dinner (exceedingly well served, by the way) a pleasing program of music was given by de Groot's Orchestra, and some leading gramophone and concert artists contributed at intervals between the speeches.

The chief guest of the evening, Sir George

Croydon Marks, G. B. E., M. P., pleased the members by remarking at the outset of his speech that their work was of national importance. He welcomed the growing use of the gramophone in workshops, where, through its influence, the workers attained a greater output. Referring to the Federation, Sir George remarked that no man could stand alone any more than one nation could live alone. . . . He delighted in the being of the Association, which brought together the trade interests by which each could learn something of the other. He proposed the toast of the Association and coupled with it the name of their president, Mr. Manson.

In reply Mr. Manson expressed his pleasure that so many were able to be present. In every direction the objects of the Association had been maintained and the membership increased to 121. The supply to members of statistics re exports and imports was now undertaken by the Federation of British Music Industries—no less than 500 special replies to questions had been promised to members. Their General Committee had dealt with many problems and in the handling of which a vast amount of work fell upon the shoulders of their indefatigable secretary, C. E. Timms, to whom he was indebted for much useful help. The hearty applause which followed evidenced the appreciation of these present. Sir Harry Foster, Alexander Dow, H. J. Cullum, M. B. E., Lt.-Col. R. H. Tatton and M. F. Cooksey also addressed the audience.

A Spear Point of Merit

Messrs. W. H. Steel (Redditch), Ltd., have sent for review some of their spear point needles, No. 3. These are certainly of excellent quality, their brittleness being sufficient testimony of the highly carbonized steel of which they are made. The business ends are as sharp as they should be; I am told that every needle receives the attention of the grinder no less than three times. There is little sign of wear after one playing and I should think these needles are good for at least two ten-inch records. On the flat a good volume is obtained; with the needle edge on the record the result is of pianissimo effect. A really good product.

Gramophone Retailers Meet

The Gramophone Dealers' Association is now well established. It is making satisfactory progress and recently has received an average of six applications per week for membership. At

(Continued on page 180)



"PERFECT POINTS"

BRITAIN'S BEST

Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,

Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

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 179)

the last meeting a goodly gathering of the committee discussed the question of bogus advertisements, examples being given of the damaging influence of such advertising. This is a subject that requires broad treatment, and, while good work can undoubtedly be done in eliminating wilfully misleading announcements, I think the trade at large would welcome an official interpretation of "bogus" advertising that it may set a standard of guidance not only for members of the Association, but other retailers whose good will, if nothing else, should be encouraged in every possible way. The trade awaits a definite lead from its Association.

An Interesting Move by the Aeolian Co.

Gramophonists will undoubtedly appreciate a recent innovation of the Aeolian Co., which has arranged to publish records bearing a musical item on one side, the reverse being devoted to recording interesting particulars, comments, etc., of that item. The first of these discs are of an operatic nature.

Records of "The Beggar's Opera" Issued

The recording of an English opera is always of interest, and especially so in the case of "The Beggar's Opera," which is as attractive to-day as it is said to have been when first played at the Theatre Royal in 1728. It is now pleasing big audiences nightly at the Lyric Theatre. The work is characterized by a wealth of delightful music and witty songs of a bygone day. While not complete, the pick of the songs, duets, etc., have been well recorded on three double "His Master's Voice" records. These constitute a real treasure among operatic records of this nature and there can be little or no doubt that pride of place will be given them in the collections of all gramophone enthusiasts.

Brief Paragraphs of Interest

Apropos the question of carriage and packing charges as between manufacturers, wholesalers and their retail agents, it is interesting to learn that Messrs. Pathé Frères have advised dealers that on orders of two pounds and up they will pay carriage charges. Cases are charged at cost and credited when returned.

The Federation of British Music Industries is now installed in its new offices at 117-123 Gt. Portland street, London, W.

According to all reports the Leipsic Messe, March 6-12, was again a great success. There were about 160 musical instrument exhibitors. As usual, a number of novelties were shown, but they cannot be said to represent any real

progressive ideas of value in the advancement of sound-reproducing mediums. The attendance was good and included a few visitors from the United Kingdom.

That the use of the Gramophone for teaching music and languages has caught on is evidenced by the fact that instruments are now installed in schools all over the country. This method has even been taken up by such public schools as Eton, Winchester and Repton.

The recent death of my old friend, George L. Newman, leaves a gap in the ranks of gramophone journalism that will be difficult to bridge. He was connected with the Sound Wave, and to him fell the task of reviewing each month all the new records issued by the different companies. Possessed of a whimsical personality and good natured to a fault, "George" is sadly missed by an unusually large circle of friends.

When most firms have eased up considerably on advertising expenditure, it is a good sign to see another £1,000 advertisement by "His Master's Voice" Co.

It should be understood that the Reparations Bill to extract from the German Government some of the money claimed by the Allies will, as far as we are concerned, be a thing apart from present tariff measures. The 50 per cent on the invoice price of goods imported from Germany is additional to the present 33 per cent on dutiable products. The Bill operates as from March 31, if it ever reaches the statute book, which some think unlikely, believing that a settlement must quickly be attained by Germany. All that can be said at the moment, however, is that German commercial houses are organizing a boycott on trade with England. I have it on good authority that already German exports have been stopped. Importers here fear they will be seriously affected in any case.

New Zonophone Records

The latest discs to hand from the British Zonophone Co. would seem to be more generally representative of the ephemeral type of song and dance than usual; at least, of the records sent for mention there is a very noticeable absence of serious music. However that may be, the so-called "popular" class of song is seemingly what the public most favors, and in this respect the Zonophone program conforms with the slogan adopted, i.e., "The record the public will have." The only instrumental record to hand is by that premier organization, the Black Diamond Band. It contributes two acceptable fox-trots, "Whispering" and "Avalon." Suggestive of the plantation type of song is "Old Fashioned Mammy," with which is coupled "Dear Old Songs," in the rendering of which familiar airs like "Dolly Gray" can be identified. This record is by Hedges Bros. & Jacobson, with piano accompaniment. The great Jack Pleasants contributes two characteristic ditties, "Have You Ever Seen?" and "The Old Top Hat." Robert Woodville, in "Cuddle Up" and "Rose of Vir-

ginia," provides two attractive songs with a swinging tune that should prove big sellers. "Touch a Sailor For Luck" and "Sailing on the Good Ship Friendship" will make instant appeal, the more so as they are sung by Florrie Ford. Lastly, Herbert Payne offers two sentimentals, "Whispering" and "Girl of Mine."

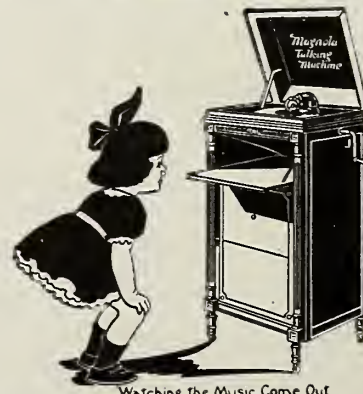
The interesting fact that the Gramophone Co. had awarded Francis Barraud an annuity of £250 was revealed the other day at a gathering of artists by Sir David Murray, R. A. In this connection the daily papers have been devoting considerable space to how Mr. Barraud came to originate this famous little dog with the caption "His Master's Voice," which is known throughout the world. The picture, it appears, was painted twenty years ago for the Academy, but was rejected. Later, after some alterations, it was purchased by the Gramophone Co. for £100. Mr. Barraud stated that the annuity was entirely unsolicited, but greatly appreciated. He further said: "I have painted many copies of the picture for the company, which has sent them to its branches in America, Canada and other parts of the world. America is much interested in 'His Master's Voice,' and perhaps more people over there know the name of the artist than in England. American visitors to London often call to see me."

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1550 CANDLER BLDG.
CHICAGO ATLANTA, GA.

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"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 5.—Variable Sound Conveyer or Horn for Talking Machines or the Like. George W. Beadle, New Rochelle, N. Y., assignor to the Columbia Graphophone Mfg. Co., Bridgeport, Conn. Patent No. 1,362,919.

This invention is intended primarily for talking machines of the "concealed-horn" type, but may be employed with other machines, and indeed as a sound conveyer for other purposes.

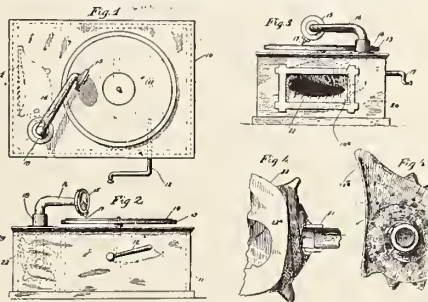
It is an object of the invention to provide a variable horn—that is, a horn whose discharge area and inclosed space can be varied at will. This object is accomplished by providing means for varying the geometrical volume of the horn from its discharge end toward its sound-receiving end. The construction preferably, though not necessarily, includes a horn that is substantially rectangular in cross-section, with two opposite sides stationary and the other two sides mounted movably, as by being hinged at their rear ends; and, preferably, the two stationary walls flare outwardly, while the movable walls are of a similar flare in shape.

The invention also comprises means for swinging the movable walls into the different desired adjustments, preferably simultaneously, for contracting or expanding the mouth of the horn; means for hinging the movable walls slidingly, so that their front edges can be moved rectilinearly; means for producing a snug fit against

Sound-Reproducing Instrument. Robert L. Poe, Chicago, Ill., assignor to the Shellophone Talking Machine Co., same place. Patent No. 1,363,482.

This invention relates to improvements in sound-reproducing instruments, and has for its object to provide in combination with such instruments means to clarify and improve, and also amplify, the sound thereof.

The main object of the invention is to apply a shell, such as a coiled or convolute seashell of the conch or similar types. It has been found that a convolute seashell is most advantageous when combined with a sound-reproducing machine, since the natural seashells are seamless in construction, and very highly polished on



their interior surface, the effect being, when joined to the tone arm of a talking machine, for example, to increase and clarify greatly the transmitted sound.

Figure 1 is a plan view of a disc type of talking machine embodying the invention; Fig. 2 is a side elevation of the same; Fig. 3 is a front elevation of the same; Fig. 4 is a detail of the application of the shell to the continuation of the tone arm; and Fig. 5 is a side elevation of the construction shown in Fig. 4.

Phonograph. Ralph E. Utley, Oak Park, Ill. Patent No. 1,362,972.

The principal object of the invention is to provide a simple, economical and efficient phonograph or machine for reproducing sounds, adapted to enable a plurality of records to be played in successive order, or selectively.

A further object of the invention is to provide in a phonograph or a machine for reproducing sounds a simple and efficient means for automatically placing a plurality of records upon a turntable or rotative record support in successive order, and removing them from the turntable successively, in such a manner as to enable

automatically making and breaking the electric circuit; and Fig. 5, an enlarged detail sectional view, taken on line 5 of Fig. 3, looking in the direction of the arrow and showing the manner of connecting and supporting the turntable supporting spindle and the means for rotating the same.

Sound Box Raising and Lowering Attachment for Phonographs. John W. Evans, Weyers Cave, Va. Patent No. 1,362,859.

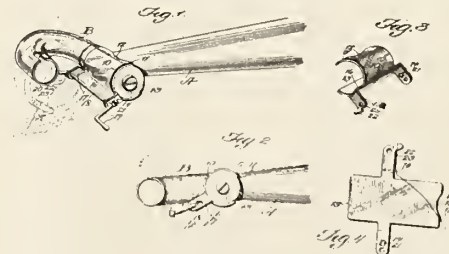
This invention relates to phonographs, and particularly to the tone arms and sound boxes thereof.

It is necessary to lower the sound box in order to bring the stylus into engagement with the record or raise the sound box in order to carry the stylus out of engagement with the record.

At the present time this is accomplished by shifting the gooseneck which carries the sound box, and in order to carry the stylus away from the record it is necessary to turn the gooseneck almost completely over until the gooseneck rests upon the tone arm or upon a bracket carried by the tone arm, and when it is desired to play the record the gooseneck must be reversely shifted through a relatively great angular distance until the stylus rests upon the record.

Aside from the relatively great extent of movement involved in the above operation and the amount of work which must be accomplished each time that a record is changed, this operation is objectionable for a number of reasons. For instance, the shadow of the hand used in rotating the sound box and gooseneck tends to prevent the stylus from being seen and thus prevents the stylus from being lowered accurately into engagement with the record groove. Oftentimes the stylus is thus lowered on the margin of the record instead of in the record groove, thus scratching the record and injuring the stylus. Furthermore, rings on the fingers of the operator or buttons on his coat tend to scratch the record while the sound box is being raised or lowered.

This invention is designed especially for use in connection with what is known as the tungstone stylus, and it is well known that a great many persons object to the use of this type of



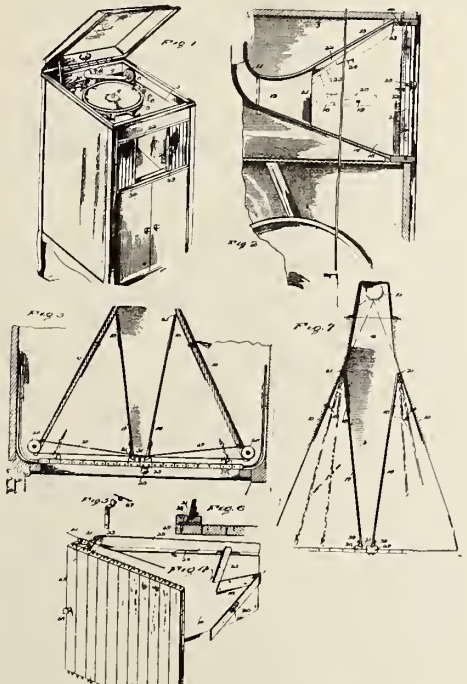
stylus, claiming that the sound box is liable to be lowered too quickly or unsteadily by nervous persons, whereby the stylus will dig into the record groove and whereby the point of the needle is liable to be injured by a too sudden or too hard contact with the record.

With these and other objections in mind the object of the invention is to provide means whereby the sound box and free end of the gooseneck may be raised or lowered to a requisite extent to lift the stylus from the record or bring the stylus into engagement with the record without the necessity of the operator taking hold of the sound box or gooseneck and rotating the gooseneck as described.

And a further object is to provide means whereby the sound box need only be raised or lowered through a relatively short distance and may be lowered gently onto the record.

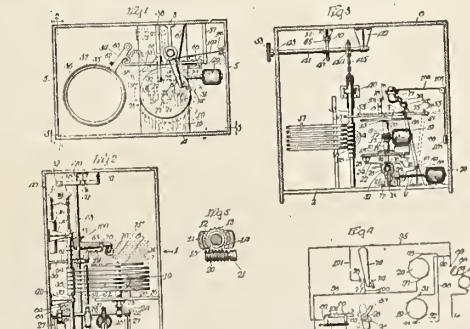
Still another object is to provide means whereby not only the sound box may be raised from the record table but the sound box may be supported in its raised position as long as desired.

(Continued on page 182)



the stationary walls in the different positions of the movable walls; and, when installed into a talking machine cabinet, means for concealing the open spaces at the rear or outside of the movable walls.

Figure 1 is a perspective of a machine containing the invention, showing the partly expanded mouth of the horn; Fig. 2 is a fragmentary vertical section, from front to rear, through Fig. 1; Fig. 3 is a fragmentary horizontal section through the same, but showing the horn with its mouth completely contracted; Fig. 4 shows an elevation of the outer side or rear of one of the two adjustable side-walls of the horn, and a perspective of the adjacent flexible shield for concealing the exterior opening; Fig. 5 is a perspective of an anchorage for the actuating cable; Fig. 6 is a horizontal section of a detail, showing the connection between the outer edge of one of the adjustable side-walls and the adjacent actuating means; Fig. 7 is a fragmentary horizontal section, indicating, by broken lines, different positions of the adjustable side-walls.



any desired one or more of a plurality of records to be successively played and returned to position to be readily accessible for further and repeated use.

In the accompanying drawings Figure 1 is a plan view of a machine constructed in accordance with the invention and improvements; Fig. 2, a view in vertical section, taken on line 2 of Fig. 1, looking in the direction of the arrow; Fig. 3, a view in vertical section, taken on line 3 of Fig. 1, looking in the direction of the arrow; Fig. 4, a diagrammatic view showing the connections between the motors and the source of electrical supply, and means for connecting the electrically actuated parts, and the means for

Still another object is to provide a device of this character in the nature of an attachment which may be readily applied to the knuckle at the connection of the gooseneck with the tone arm.

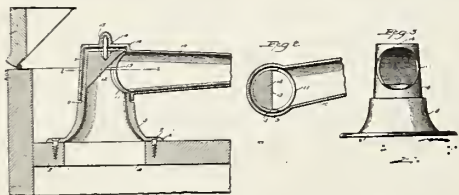
The invention is illustrated in the accompanying drawings, wherein:

Figure 1 is a perspective view of a tone arm and gooseneck, showing the attachment applied thereto and showing the sound box in dotted lines; Fig. 2 is a fragmentary side elevation of the tone arm and gooseneck of the device; Fig. 3 is a perspective view of the clip; Fig. 4 is a top plan view of the blank from which the clip is made.

Tone Arm Base. Attilio Regulus Spicacci, West Hoboken, N. J. Patent No. 1,363,061.

This invention relates to talking machines, and an object of the invention is to provide a base and tone arm constructed to permit a free turning movement, while at the same time presenting a mechanical construction which will not readily get out of order and which will wear for a long time.

Figure 1 is a longitudinal vertical section through part of a talking machine, the same disclosing an embodiment of the invention; Fig. 2



is a fragmentary sectional view through Fig. 1 on line 2-2; Fig. 3 is a front view of the base shown in Fig. 1, the same illustrating certain parts of the invention.

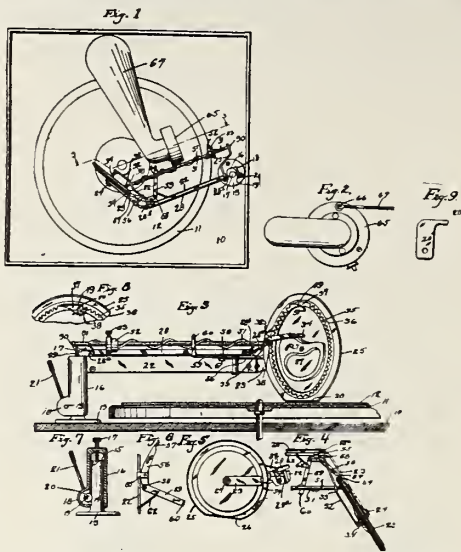
Record-repeating Device. William H. Fink, Diagonal, Ia. Patent No. 1,362,091.

The object of this invention is to provide a device of simple, durable and inexpensive construction which will efficiently move the tone arm of a phonograph after a record has been played to its starting position for repeating the playing of the record without interfering with the ordinary use of the phonograph and without injury to the record.

A further object is to provide such a device including a disc or wheel having a flat portion in its periphery, and balanced by means of weights or the like, causing the wheel to stand in position with the flat portion away from the disc, which device has coacting parts, including means for holding the wheel or disc in position with the flat portion above the record, and a device adapted to be engaged by the moving tone arm when the record has been played for releasing said holding means, and which device also has means adapted when the holding means is released and the wheel rotates to its normal position to be actuated by the rotation of the wheel in contact with the disc for lifting the tone arm and moving it to starting position, and lowering it to playing position.

Figure 1 is a top or plan view of a phonograph equipped with a repeating device embodying this invention; Fig. 2 is an end elevation of the tone arm and sound box, showing the engaging arm thereon; Fig. 3 shows a rear elevation of the repeating device, part of the phonograph being shown in section on the line 3-3 of Fig. 1, the tone arm being omitted; Fig. 4 is an en-

larged top view of a portion of the repeating device shown in Fig. 3; Fig. 5 shows a front elevation of the flat wheel or disc shown in Fig. 3; Fig. 6 is an enlarged, detail view shown in plan of the locking arm and trigger device; Fig.



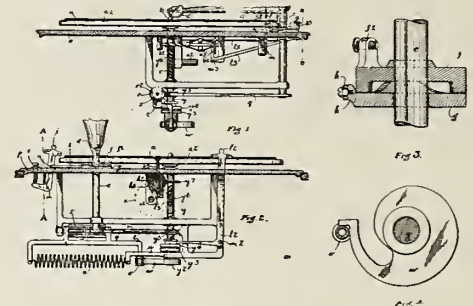
7 shows a vertical, sectional view of the supporting sleeve forming part of the repeater; Fig. 8 shows a detail view of a portion of the disc or wheel; Fig. 9 shows a detail view of one of the pivoting devices.

Phonograph. Everett H. Bickley, Philadelphia, Pa. Patent No. 1,364,689.

The nature of this invention consists of a means for cutting into a sound record an additional groove having a different and steeper pitch than the groove used to record the sound waves, said groove being a continuation of the sound groove, the object being to provide a guiding groove which will throw the sound arm of any phonograph to a predetermined center or inner circle of the record quickly, after the record has been played. The steeper pitch groove is cut by this mechanism in the master record disc, from which duplicates are afterward made, at the termination of the music, by operating a lever conveniently provided, and the sound arm is raised off the disc at the predetermined radius, automatically. The mechanism is stopped automatically also when the cutting is complete, said means being incorporated in and a part of the cutting mechanism to cut the sound record groove in the master record, from which duplicate records are made. A very simple attachment is now provided on many phonographs which will trip the "stop" when the tone arm reaches the last spiral of the record, but it must be set for each record. By the incorporation of this additional groove of steeper pitch into the record, and with the simple attachment mentioned above, the phonograph becomes self-stopping without setting or adjusting, for all records. The shape and character of this groove has been made the subject of an additional patent application filed February 23, 1920, Serial No. 361,243.

It is a very difficult mechanical problem to cut a spiral of varying pitch at the end of a spiral of uniform pitch and undetermined length, and especially a spiral of certain fundamental character such as one that will give a uniform side pressure on the needle point at all times. Furthermore, there must be no angularity as the needle changes from one spiral to the other, and, to accomplish the best results, the spiral should end at a predetermined distance from the center, by the bottom of the groove coming up to the level of the surface. This prevents damage to the fragile needles that are now used to play a large number of records without change. It will be noted that a master record made on this device is cut completely at the one setting, with one cutting. The cutter arm is guided correctly for the fine spiral and when the music ceases by the operation of a lever a clutch is thrown in whereby the pitch is smoothly and gradually increased and the groove ended at the proper place, in the correct manner, without further attention or operations.

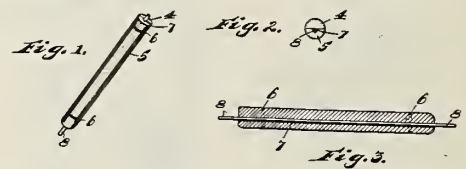
In the accompanying drawings Figure 1 is a side elevation showing the phonograph turntable, the driving mechanism and speed controller, tone arm, sound box, the record disc and top of the phonograph. Incorporated with these customary parts are the novel mechanism for superimposing upon the movement of the tone arm an additional movement controlled by the motion of the turntable and a specially designed cam to give a uniformly accelerated motion to the tone arm as it moves toward the center of the record. This view is sectionalized



on the line A-A. Fig. 2 shows the same mechanism rotated 90 degrees so that the rear view may be obtained, sectionalized at B-B (Fig. 1). Fig. 3 is an enlarged sectional view of the tone arm elevating device. Fig. 4 is an enlarged plan view of the special cam and roller.

Phonograph Needle. Frederick W. Peisch, Chicago, Ill. Patent No. 1,370,763.

This invention relates to improvements in phonograph needles and has for its object the provision of an improved construction of this character by means of which a needle is provided, capable of producing varying tones and



also capable of prolonged use and ready renewal.

Figure 1 is a perspective view of a phonograph needle embodying the invention; Fig. 2, an end view of the same, and Fig. 3, a longitudinal section of the same.

Disc Record. Herbert W. Meyer, Chicago, Ill. Patent No. 1,372,822.

This invention relates to improvements in disc records for phonographs.

In the use of disc phonograph records, trouble is often experienced in locating the beginning of the recording groove. This is especially true where phonographs are located away from good light, as, for instance, in an apartment building, some distance from the only window in the room. Many times the needle is placed on the record considerably within the outer groove, and thus part of the selection is eliminated. On the other hand, it frequently happens that the needle is placed on the very edge of the disc, and is caused to drop off the edge.

An object of the invention is to eliminate the objections mentioned above by providing a locating or guide groove which can be readily seen and which is of such size that the needle can be readily placed therein.

A further object of the invention is to provide a guide groove having an auxiliary groove leading therefrom to the record grooves, so that the needle, having been located in the guide groove, will find its way automatically to the record grooves.

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64946 Just That One Hour.....Werner-Eville 10

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Orch. accomp.....Giulio Crimi 10
30120 Musetta's Waltz (from "La Boheme"), in Italian
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Marie Sundelius 10

- 82213 Tutti i fiori (Duet of the Flowers)—Madama
Butterfly (Puccini)—Soprano-Contralto, in
Italian.....Marie Rappold and Carolina Lazzari
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Baritone, in Italian.....Mario Laurenti
82214 A quoi bon l'économie (What's the Good of
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French.....Torcom Bézazian
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—Tenor, in Latin.....Giovanni Zenatello
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Suite), Valse des Fleurs (Tschaikowsky),
American Sympony Orchestra

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tone.....John Young and Frederick Wheeler
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voices.....Metropolitan Quartet
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Armand Vecsey and his Hungarian Orchestra
Sunshine of Your Smile (Ray)—Cornet,
Louis Katzman
80606 Giannina mia—The Firefly (Friml)—Tenor,
Allan Rogers
Gipsy John (Clay)—Basso.....Cbas. F. Robinson
80607 Old Refrain (Viennese Popular Song) (Kreiser)
—Tenor.....Paul Reimers
Son-o'-Mine (Zamecnik)—Soprano.....Elizabeth Spencer
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in, viola and violoncello.....Zoellner String Quartet
Intermezzo, Quartet Op. 13 (Ippolitoff-Iwanow)
—First violin, second violin, viola and violon-
cello.....Zoellner String Quartet
50712 Bonnie Brier Bush March.....Conway's Band
Pretty Dick Polka (Vangucci),
New York Military Band

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A-14159 Dreamy Hawaii (Sherwood-Vandersloot)—
Waltz.....Ferafer, Franchini and Green
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Ferafer, Franchini and Green 10
MUSICAL COMEDY SELECTIONS
A-14167 There Comes a Some Day (from "The Rose
Girl") (Duncan-Goetzl). Vocalion Orch.
accomp.....Charles Harrison
Sweet Bells of San Jose (MacBoyle-Kortlander).
Orch. accomp.....Shannon Four 10
POPULAR SELECTIONS
A-14160 I Makes Mine Myself (DeWitt-Bowers).
Orch. accomp.....Ernest Hare
Loveless Love (Handy). Orch. accomp.,
Ernest Hare 10
A-14161 Scandinavia (Ray Perkins-Edgar Carver).
Orch. accomp.....Harmonizer's Quartet
Timbuctoo (Kalmar and Ruby). Orch. accomp.,
Aileen Stanley 10
A-14162 Nestle in Your Daddy's Arms (Lon Hensley-
Burke). Orch. accomp.,
Elliot Shaw and Charles Hart 10
Wyoming Lullaby (Gene Williams-Frinkaus),
Orch. accomp., Elliot Shaw and Charles Hart 10

- 82223 Tacea la notte (The Night Was Calm and
Peaceful)—Il Trovatore (Verdi)—Soprano, in
Italian.....Claudia Muzio
D'amor sul' ali rosee (Love, Fly on Rosy
Pinions)—Il Trovatore (Verdi)—Soprano, in
Italian.....Claudia Muzio
82224 Sei forse l' angelo fedele? (The Letter Scene)—
Eugene Onegin (Tschaikowsky)—Soprano, in
Italian.....Claudia Muzio
La mamma morta (The Dead Mother)—Andrea
Chénier (Giordano)—Soprano, in Italian,
Claudia Muzio

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Selvin's Dance Orchestra 10
Humming (Intro: "Normandy") (Breaux-Hen-
derson-Monte Carlo-Sanders)—Fox-trot,
Selvin's Dance Orchestra 10
A-35001 I Lost My Heart (Intro: "Strut, Miss Lizzie")
(Merkur-Davis-Creamer-Layton)—Fox-trot,
The Newport Society Orchestra 12
Nesting Time (Intro: "Yokohama Lullaby")
(Hanley-Monaco)—Fox-trot,
The Newport Society Orchestra 12
A-14163 Romance (Lee David)—Waltz,
The Aeolian Dance Orchestra 10
Mello Cello (Moret)—Waltz,
Selvin's Dance Orchestra 10
A-14164 Underneath Hawaiian Skies (Rose)—Fox-trot,
Ray Miller's Black & White Melody Men
Molly (Hager)—Fox-trot,
Ray Miller's Black & White Melody Men 10
A-14165 'Sippi Shore (Donaldson)—One-step,
Al Jockers' Dance Orchestra 10
Pining (Intro: "Open Arms") (Kendis-Brock-
man-Jockers)—Fox-trot,
Al Jockers' Dance Orchestra 10
A-14166 Siren of a Southern Sea (Weeks & Alford)
Fox-trot.....Selvin's Dance Orchestra 10
Without You (Intro: "Happiness") (Gumble-
Greer-Meyer)—Fox-trot,
Ray Miller's Black & White Melody Men 10

- Edison Re-Creations—"Bits of Broadway"
50756 All for You (Davis Johnson)—Fox-trot for danc-
ing.....Harry Raderman's Jazz Orchestra
I Like It (Intro: "My Mammy") (Berlin-
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Lenzberg's Riverside Orchestra 10
50757 Toddle (Intro: "No Wonder I'm Blue")—Med-
ley Toddle for dancing,
Harry Raderman's Jazz Orchestra
I Call You Sunshine (Intro: "Dear Me")
(Silvers-Golden)—Medley Fox-trot for danc-
ing.....Harry Raderman's Jazz Orchestra
50758 Arabian Yogi Man (Kendis-Brockman)—Fox-trot
for dancing...Max Fells' Della Robbia Orchestra
Calling (Squires)—Fox-trot for dancing,
Max Fells' Della Robbia Orchestra
50759 Come and Nestle in Your Daddy's Arms
(Herscher-Burke)—Fox-trot for dancing,
Lenzberg's Riverside Orchestra
Deenah (Scharf)—Fox-trot for dancing,
Harry Raderman's Jazz Orchestra
50760 Make Believe (Schikret)—Fox-trot for danc-
ing.....Harry Raderman's Jazz Orchestra
Siren of a Southern Sea (Weeks)—Fox-trot for
dancing.....Green Bros.' Novelty Band
50761 Strut, Miss Lizzie (Creamer-Layton)...Al Bernard
Scandinavia (Sing Dose Song and Make Dose
Music) (Perkins).....Aileen Stanley
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In the Heart of Dear Old Italy (Glogau)—
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Lloyd Simonson
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Love's Old Sweet Song.....Gondolier Trio
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Dreamy Hawaii, Frank Perera and Anthony Franchini
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Al Bernard, with Carl Fenton's Orchestra
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Al Bernard, with Carl Fenton's Orchestra
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In the Heart of Dear Old Italy, Harmonizers Quartet
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Irene Audrey and Sam Ash
Love in Lilac Time—Baritone.....Ernest Hare
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Billy Jones
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Isham Jones and Ernest Hare
2082 Kitten on the Keys—Pianoforte solo....Zcz Confrey
My Pet—Pianoforte solo.....Zcz Confrey
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Lips").....Isham Jones Orchestra
2081 Humming—Fox-trot....Rudy Wiedoeff's Californians
Na-Jo (Na-Ho)—Fox-trot,
Rudy Wiedoeff's Californians
2083 Spread Yo' Stuff—Fox-trot,
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Bernie Krueger's Orchestra
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(Romberg)—Tenor.....Sam Ash
50722 Pickaninny Rose (Sheppard)—Soprano,
Margaret A. Freer
Bells of St. Mary's (Adams)—Tenor, Lewis James
50723 Grieving for You—Medley Fox-trot for dancing,
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Rose (Sizemore-Magne-Biese)—Fox-trot for
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(Continued on page 184)

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 183)

- 4226 Palesteena (Conrad-Robinson)—Fox-trot, for dancing.....Green Brothers' Novelty Band
- 4227 My Mammy (Donaldson)—Male voices, Premier Quartet
- 4228 Timbuctoo (Kalmar-Ruhly).....Al Bernard
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- 4230 Good-bye (Levy) "Lady Billy"—Soprano and tenor.....Elizabeth Spencer and Lewis James
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- 4233 She Walks in Her Husband's Sleep (H. Von Tilzer).....Aileen Stanley
- 4234 Royal Tourist (Jacques)—March.....Shirley Spaulding
- 4235 No Wonder I'm Blue (Ahler).....Ernest Hare
- 4236 That Old Irish Mother of Mine (H. Von Tilzer)—Tenor.....Allen McQuahae
- 4237 Sweet and Low (Barnby), Jules Levy's Brass Quartet
- 4238 Down the Trail to Home, Sweet Home (Ball)—Tenors.....Charles Hart and Lewis James
- 4239 Recollections of 1861-65—Trumpet.....Edna White
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- You Ought to See My Baby (Turk-Ahler)—Comedienne.....Aileen Stanley 10
- 20510 Wandering Home (Case-Stevens)—Tenor Duet, Lewis James and Charles Hart 10
- Orange Blossoms (Piantadosi-Glogau-Green)—Tenor.....Carlton Williams 10
- 20508 Pining (Kendis-Brockman-Russell)—Baritone, Ernest Hare 10
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HAWAIIAN

- 20501 Dreamy Paradise (Van Alstyne-Schmidt), Ferera and Franchini 10
- Dreamy Hawaii (Vandersloot), Ferera and Franchini 10

DANCE

- 20511 There's Something About You (Jolson-Rihaud-Gihson)—Fox-trot, Joe Gihson and His Orch. 10
- Longing for Someone (Rihaud-Gihson)—Fox-trot, Joe Gihson and His Orch. 10
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- Siren of a Southern Sea (Weeks)—Fox-trot, Green Brothers' Novelty Band 10
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- Hawaiian Blues (Motzan)—Fox-trot, Green Brothers' Novelty Band 10
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- Some Little Bird (McPhail-Van Alstyne)—Fox-trot, Bennie Krueger and His Orch. 10
- 20516 Pretty Face (Young-Lewis-Donaldson)—Fox-trot, University Five 10
- My Mammy (Lewis-Young-Donaldson)—Fox-trot, University Five 10
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- Skied of Normandy (Breaux-Carlo-Sanders)—Fox-trot, Joseph Samuels' Music Masters 10

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- Don Pasquale (Donizetti) "Serenata" (Soft Beams the Light) in Italian—Tenor, Aristodemio Giorgini 12

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- The Lamplit Hour (Burke-Penn)—Baritone, Percy Hemus 10

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- 20500 Forgotten (Wulschner-Cowles)—Tenor, Arthur Moller, 10
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- Old Black Joe and Massa's in De Cold, Cold Ground (Foster), Jules Levy, Jr.'s Brass Quartet 10
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- El Contrabandista (Schumann-Tausig)—Piano solo.....Joseph Lhevinne 10
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- La Tourterelle (Damare)—Piccolo solo, Versailles Military Band 12
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- 4693 Broken Moon (Lee Roberts-Will Callahan), Joseph Knecht's Waldorf-Astoria Dance Orchestra 10
- 4689 Aunt Jem-ma's Jubilee (Tracy-Pinkard), Orch. accomp. The "Harmonizers" Vocal Quartette 10
- 4690 Learning (Tucker-Buffano-Stieger)—Intro.: "Pleading".....Yerkes' Dance Orchestra 10
- 4689 O-Hi-O (Yellen-Olman)—Intro.: "Any Girl Is a Wonderful Girl".....Yerkes' Jazzarimba Orchestra 10
- 4691 Love Bird (Earl-Fiorito)—Intro.: "Yokohama Lullaby".....Broadway "Blue Moon" Orchestra 10
- 4688 Wandering Home (Case-Stevens)—Tenor and contralto duet, Orch. accomp.....Hart-Terrell 10
- 4668 Blackthorn Stick—Accordion solo.....Pamby Dick 10
- 9109 Maid of the Mountain—Part I.....Irish Guards' Band 10
- 4674 The Shepherd True.....John Perry 10
- 9110 Simple Aveu—Violin solo.....Robert Carr 10
- 4680 Oh, Joy—Part I.....Irish Guards' Band 10

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- 4291 The Barefoot Trail—Tenor, with Orch., Lewis James 10
- 4283 Angels (We Cal Them Mothers Down Here)—Baritone, with Orch.....Elliott Shaw 10
- 4295 Jazzbo Ball—Popular Blues, Mamie Smith and Her Jazz Hounds 10
- "U" Need Some Loving Blues—Popular Blues, Mamie Smith and Her Jazz Hounds 10
- 4275 My Mammy—Contralto, with Rega Orch., Aileen Stanley 10
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 - 3067 Jolly Coppersmith—Military band.....Bergh's Band
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 - 3069 Southern Melodies Medley: "Massa's in the Cold, Cold Ground," "Essence," "Kingdom Coming," "Golden Slippers," "Carve Dat 'Possum"—Banjo solo.....Fred Van Eps
 - Dixie Medley: "Dixie," "Arkansaw Traveler," "Sailor's Hornpipe," "Turkey in the Straw"—Banjo solo.....Fred Van Eps
 - 3065 Kawaha—Hawaiian guitars.....Ferera-Franchini
 - Hilo March—Hawaiian guitars.....Ferera-Franchini

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- POPULAR SONGS**
- 14101 Over the Hill (Allen-Rubens-Klein)—Tenor with orch.....Hugh Donovan
 - Now I Lay Me Down to Sleep (Mitchell-Meyer)—Tenor, with orch.....Hugh Donovan
 - 14102 Vamping Rose (Hanlon-Ryan-Violinsky-Schuster)—Baritone, with orch.....Arthur Fields
 - The Scandal of Little Lizzie Ford (Curtis-Von Tilzer)—Baritone, with orch.....Arthur Fields
 - 14103 Henry Jones, Your Honeymoon Is Over (Bernard)—Comic duet, with orch, Al Bernard and Ernest Hare
 - I Ain't Afraid of Anything Dat's Alive (Bernard)—Comedian, with orch.....Al Bernard
- DANCE**
- 15101 Strut, Miss Lizzie (Creamer-Layton)—Fox-trot, orch. accomp.....Palace Trio
 - Spread Yo' Stuff (Levy-Crane-Bernard)—Fox-trot, orch. accomp.....Palace Trio
 - 15102 Scandinavia (Perkins)—Fox-trot, Merry Melody Men
 - I Found a Rose in the Devil's Garden (Fisher-Raskin)—Fox-trot.....Merry Melody Men
 - 15103 Home Again Blues (Akst-Berlin)—Fox-trot, Rudy Wiedoeft's Californians
 - Midnight Moon (Bernard-Hare)—Waltz, Rudy Wiedoeft's Californians
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- 16101 Hawaiian Twilight (Sherwood-Vandersloot)—Hawaiian singing guitars, Naughty Waltz (Levy)—Waltz—Hawaiian singing guitars.
- STANDARD VOCAL**
- 17101 On the Road to Mandalay (Speaks)—Baritone, with orch.....Greek Evans
 - Little Mother of Mine (Brenge-Burleigh)—Baritone, with orch.....Greek Evans
 - 17102 Forgotten (Eugene Cowles)—Baritone, with orch.....Percy Hemus
 - Somewhere a Voice Is Calling (Newton-Tate)—Baritone, with orch.....Percy Hemus
 - 17103 At Dawning (Eberhart-Cadman)—Tenor, with orch.....Charles Harrison
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- INSTRUMENTAL**
- 18101 Happy Days (Strelezki)—Violin, flute and harp, Philharmonic Trio (Landau-Wagner-Schuetze)
 - The Sweetest Story Ever Told (Stults)—Violin, flute and harp, Philharmonic Trio (Landau-Wagner-Schuetze)
 - 18102 National Emblem March (Bagley), Olympic Military Band
 - My Maryland March (Mygrant), Olympic Military Band

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NEW BRUNSWICK RECORD CATALOG

New Volume Makes Strong and Favorable Impression Upon Dealers and Public

The new alphabetical record catalog recently issued by the Brunswick-Balke-Collender Co., and which was referred to in The World last month, has made a strong impression upon Brunswick dealers and the public. Of special

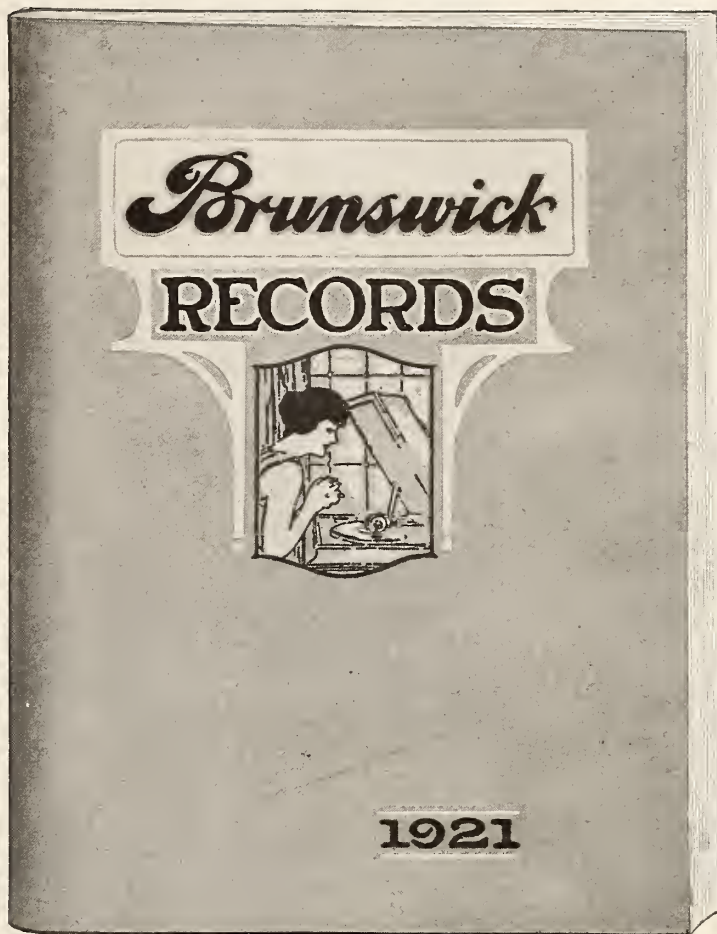
soprano, and many others, whose portraits together with short biographical sketches adorn the volume.

The new catalog is carefully indexed and classified, and its fifty pages are full of good music, so to speak. It affords an excellent idea of the growth of the Brunswick record list and is altogether an imposing volume. The cover design is reproduced herewith.

EMERSON ARTIST SCORES SUCCESS

Walter Scanlan, the well-known Irish tenor and exclusive Emerson artist, is appearing this week at the Crescent-Shubert Theatre, Brooklyn, New York, in the musical comedy, "Hearts of Erin." This comedy has played to capacity audiences in all of the leading cities, and the Crescent-Shubert Theatre is sold out for every night this week. This singer has been steadily increasing his army of admirers throughout the country thanks to his ability as a singer.

Fred Hillebrand, well-known tenor and exclusive Emerson artist, is now the feature star in the "Rose Girl," playing at the Ambassador Theatre, New York. Mr. Hillebrand's Emerson records have been well received by the dealers and his success in the "Rose Girl" is adding materially to his prestige.



Cover of New Brunswick Record Catalog

value is the imposing list of Brunswick exclusive artists, including such stars as Leopold Godowsky, pianist; Dorothy Jardon, well-known soprano; Max Rosen, violinist; Marie Tiffany,

Familton's Music Store, Victor dealer, of 660 Fourth avenue, College Point, N. Y., was recently featured in a lengthy article in one of the local newspapers.

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This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.

Victrola XVI

The Highest Class Talking
Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

AN equal chance and Sonora outsells any other make of phonographs! Ask any dealer who handles Sonora and other makes. *Sonora dealers make money.*

Sonora is the fast selling phonograph because it is matchless in value.

The Sonora captivates the most critical, gives perfect satisfaction, stays sold, and makes every Sonora owner an ardent Sonora "booster."

Your customers want their money's worth these days and they get it in full measure when they buy the Sonora.

Write today regarding an agency.

SONORA PHONOGRAPH COMPANY, Inc.

George E. Brightson, *President*

NEW YORK : 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

The Talking Machine World

Vol. 17. No. 5

New York, May 15, 1921

Price Twenty-five Cents

THE REPAIRMAN DRUMS UP TRADE

Talking Machine Dealer Finds That the Repairman Points the Way to New Channels for Developing or at Least Reviving Interest in the New Records and Even in Machines

One of the larger dealers in talking machines in the Middle West, who maintains his own repair department, found recently that the public had not only shut down on buying new goods, but likewise appeared disinclined to have repair work done, with the result that his repairman was spending most of his time resting himself or tinkering on odd jobs on which there was no income. It was the repairman himself, who, realizing that such a state of affairs could not go on indefinitely, suggested as a means of keeping his job safe that he be permitted to call on the dealer's customers and solicit repair work. As a result of the first couple of days of effort there developed a single repair job, that of installing a new spring, but the repairman had meanwhile dug up several machine prospects and filled orders for close to \$50 worth of records.

It was found that by presenting himself as a repairman he was able to gain entrée into the house in order to inspect the machine. The housewife in every case kept close at hand, probably for safety's sake, and it was an easy matter to swing the conversation around to the questions of new records and of friends who should buy, or contemplated buying, machines. The repairman had wisely carried with him a half dozen of the latest records and in every home played at least two of them over, ostensibly for the purpose of testing the speed of the motor. In most cases the testing records pleased and an order followed. It is, of course, out of the question for every dealer to send a repairman in search of business, nor is it always possible to secure a repairman with a real selling instinct, but where the opportunity presents itself, and the combination exists, there is found a new avenue for getting close to prospects and old customers and reviving interest in new records.

Get out and sell goods. Hustle. Fight. Don't get fastened in one hole.

GETTING THE BUSINESS OF THE HURRYING COMMUTER

How the Establishment of Order-taking Facilities at Railroad Terminals Helped to Develop Record Sales for One Live Retailer at Small Increase of Effort or Expense

A talking machine dealer in one of the larger cities in the East, in casting about for means for increasing record sales, came to the conclusion that there were a great number of daily visitors to the city who could be induced to buy their new records in town, provided facilities were offered for giving them quick service without taking them out of their beaten paths from train to office, or vice-versa.

This particular dealer was located in a fine business section, but did not let that fact deter him from going abroad in search of sales rather than waiting for the business to come to his door. After giving the matter of reaching the transient and the commuter some thought he finally made arrangements with a company conducting a chain of news and candy stands at local railways and interurban terminals to take record orders for his store.

The system is a simple one. A board is provided, on which is tacked the latest monthly bulletin, together with a list of other desirable records. On the board also are fastened two or three of the latest popular records, and at the bottom are pockets containing current record supplements and other literature. A bold sign at the top of the board announces that record orders left at the stand in the morning will be filled and delivered from the stand in the after-

WILLIAM MAXWELL SEES EARLY STABILIZATION AHEAD

Replies to Questionnaire Sent Out to Banks by Vice-president of Thomas A. Edison, Inc., Indicate That Agricultural Improvement Will Bring About Upward Trend of Business Shortly

Early stabilization of the agricultural situation and a rapid upward trend in business generally are indicated by responses received from banks throughout the country to a questionnaire recently sent out by William Maxwell, vice-president of Thomas A. Edison, Inc.

"The replies indicate a larger percentage of the 1920 grain crop still in the farmers' hands than other sources of information had led us to believe was the case," said Mr. Maxwell. "While the planting season will temporarily retard the liquidation of bank loans in the country districts, I believe that there will be a substantial renewal of liquidation, after the farmers get their crops in, and I do not share the opinion of those who feel that a further marked reduction in farm loans in the grain country must wait on the new crop.

"The banks in the corn belt report quite generally a marked increase in the breeding of hogs. In numerous localities an increase in dairy cattle and the feeding of beef cattle is reported. These can be regarded as most encouraging signs, for cattle and hogs are the great stabilizers of agriculture.

"We are pretty well convinced that there will be a material reduction in the 1921 cotton crop," Mr. Maxwell continued. "Without exception Southern bankers report reduced purchases of commercial fertilizer, and this, apart from a reduction in acreage, will automatically result in a reduced crop. I do not anticipate so large a reduction in cotton acreage as some people expect. However, judging by the past, the acreage decrease does not have to be very large

to have an effect on prices. In 1892 an acreage decrease of approximately 16 per cent was followed by a price increase of 15 per cent. In 1895 a 14 per cent acreage decrease was followed by a price increase of 65 per cent. In 1907 a 5 per cent acreage decrease was accompanied by an 8 per cent increase in price. In 1915 a 14 per cent decrease in acreage was followed by a 66 per cent increase in price. Needless to say, there were various abnormal influences in 1920, but the fact remains that the price of cotton has always seemed quite responsive to acreage reduction, and I doubt if international economic conditions will be sufficient to abrogate the rule this year.

"Business in general is weighed down by numerous bad influences. When some of these are removed, or even when a fair promise of removal is apparent, the upward trend may be rather rapid, particularly in view of the shortage of many kinds of merchandise and the immense amount of gold which we have.

"I am sorry to note the attitude in Congress that certain things must be done, whether they are right or not, because the West will 'raise hell' if they are not done. Recently, I spoke before the Chamber of Commerce, at Hutchinson, Kan., which is right in the heart of the militant West, and I must say that I observed very little of this hell-raising tendency. On the contrary, the men in Hutchinson and vicinity seemed to be conservative, broad-minded men and keenly conscious of the fact that Kansas cannot be prosperous unless the rest of the country is also prosperous."

KNOWING YOUR OWN LINES

The kind of selling knowledge for you to always have in "mental stock" on all occasions is knowledge of your own goods, not knowledge of what the other fellows are making or doing. If a customer wants to ask about the product of some other concern let him ask the other concern. Tell him your knowledge is

confined mainly to what you produce and what you have to sell and, above all, avoid finding fault with, or running down, the product of a rival. It is a wise and profitable policy.

SAMAROFF TO MAKE RECORDS

Famous Pianist, Who Has Been Heard With Favor Throughout Country, to Record Exclusively for Victor Talking Machine Co.

Olga Samaroff, the distinguished pianist, in fact one of the foremost women pianists before the American public, recently signed a three-year contract to make records exclusively for the Victor Talking Machine Co. The first records of Mme. Samaroff will be announced at an early date, as this prominent artist recently made extended visits to the Victor laboratories.

Mme. Samaroff just recently finished a series of eight Beethoven recitals in Acolian Hall, New York. Her interpretations of the piano sonatas of the great master came in for the highest praise. The critic of the Sun said: "The undertaking was one of serious character and it was carried forward in a serious spirit. Mme. Samaroff is a pianist of more than common intelligence, a devoted student of her art, and a woman of alert mind. Her playing of the adagio of opus 106 was a truly beautiful performance."

NEW POST FOR H. L. OBERT

H. L. Obert, dealer service manager of the Columbia Graphophone Co.'s Omaha branch, has become associated with the Dorlan & Shields Furniture Co., of Omaha, and will manage the talking machine department of both stores in that city. Mr. Obert has to his credit a number of years' experience in the talking machine field, and is also well known in the music publishing business.

The Return to Normalcy in the Matter of Talking Machine Merchandising :: By Edward Katt

We are told that this is the day of the go-getter. One of the largest newspapers in the country is conducting a campaign based on the idea that salesmen to get results must be "fighting men." On the whole, the same influence of stirring up, stimulating and spurring to action to which Uncle Sam's sons, ages 21 to 35, were subject three and four years ago is now taking hold of the man who wins his bread by hounding down that most elusive game—orders.

What is being proposed as the "New Thought" of salesmanship is in fact based upon the principles which have always been the fundamentals of good salesmanship. Certain it is that lack-bone has always been just as much a requisite to getting maximum sales results as it is today. The difference is that until a short time ago the average salesman could get by on his wishbone. This he cannot do to-day.

It might be well, however, to recede for a moment or two, to some quiet spot away from the madding crowd and the raving sky pilots of business, and soberly consider the problem before us. After all, aren't the merchandising methods which have been tried in the acid test of experience the ones which should be employed now with more diligence than before? Aren't we in our feverish and fretful struggle for more business overlooking or sidetracking the stable, tried and true "sure bets" for getting results?

The writer, during a recent investigation into the subject of house-to-house talking machine selling, learned from a large Pennsylvania distributor that this "old-fashioned" method has always been an essential for the best results in that territory.

It should not be out of place then to suggest

to the dealer the time-worn, not worn-out, principle of getting a clear conception of one's task before undertaking it. Who are the prospects that can be looked to for future business? The answer can be obtained only after it is determined in which homes, schools, clubs and community centers talking machines are and are not. The result of such an investigation would undoubtedly reveal that although the surface had

*Time for the Retailer
to Forget Precedent and
Put Into Force Some
New Practical and Efficient
Selling Ideas*

been more than scratched there remains a considerable depth of fruitful soil in which to dig.

Persistence has more than once outdistanced zeal, as exemplified by the dealer who, using his local phone directory patiently, called up every home listed to determine who were without talking machines and what kind others had. Tact and diplomacy were needed. Each party called was greeted courteously and asked, "Is your talking machine in good condition?" The answer of course revealed whether or not a talk-

ing machine was in the home and paved the way for obtaining additional information.

Further ingenuity was employed by the dealer, who used a corps of boys in boy scout uniforms to canvass the town, house-to-house, with forms, one being filled out for every family as follows:

Ward or Section:	Date
Name:	
Address:	
Where employed:	Position:
No. children:	Ages:
What musical instrument:	
What talking machine:	
What newspaper read:	
Reporter's name:	

The women who would have objected to giving the desired information were ready to encourage the young men and assist their organization to which part of the canvass proceeds was to be contributed.

The endeavor of each of the above dealers was to construct a trestle-board of prospects in his territory on which to base the plans for the future selling campaign. Without this basis of procedure the go-getter, fighting and dare-devil salesmen would undoubtedly have spent considerable time and expensive energy fanning thin air. Isn't it reasonable, now isn't it, to suggest to the talking machine dealer to spend some time investigating no man's land before sending the boys over the top?

The installation of a new Victrola department by the Boyson Jewelry & Optical Co., of Belle Plaine, Ia., was recently celebrated by a formal concert in which the Victrola and local artists participated.

The Talking Machine's Helpmate



Equip Your Machines with Nyacco Albums, known for Quality, Strength and Durability.

The Beauty of a Nyacco Set in a Machine

When equipped with 12 in. albums to hold 10 in. and 12 in. records, they give the cabinet a uniform and attractive appearance.

They also help to sell *more* records.

Our sets are made up in our latest improved NYACCO album No. 600, which is a loose-leaf, patented, solid wood and metal back album as well as in our old style album with a one-piece cover, No. 4.

We make our NYACCO album sets for every style machine to hold five, six, seven and eight to a set.

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-Mark.



Accept No Substitute.

Jobbers and Distributors Throughout
the United States and Canada

Write for quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

Executive Office
23-25 Lispenard St.
New York, N. Y.

Chicago Factory
415-17 S. Jefferson St.
Chicago, Ill.

Victor Supremacy

Victor supremacy is the natural reward of merit.

And it is responsible for the success of every Victor retailer.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

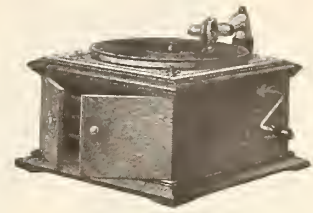
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Victor Wholesalers

Albany, N. Y.....Gately-Haire Co., Inc.
 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.
 Butte, Mont.Orton Bros.
 Chicago, Ill.Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O.Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cleveland, O.The 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.
 Indianapolis, Ind..Stewart Talking Machine Co.
 Jacksonville, Fla...Florida Talking Machine 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.
 Omaha, Nebr.Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill.Putnam-Page Co., Inc.
 Philadelphia, Pa...Louis Buehn Co., Inc.
 C. J. Hepp & Son.
 The George D. Ornstein Co.
 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.
 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 90, \$125
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak

Victor Talking Machine Co.
Camden, N. J., U. S. A.



IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

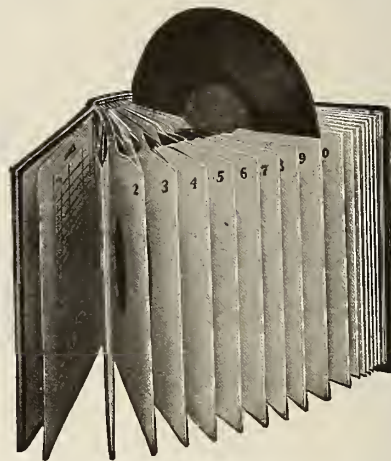
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

Lower Prices for Record Albums

Yes, due to lower costs, we are making substantial reductions in prices.

We solicit your orders and correspondence.

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



THE PERFECT PLAN

LYRAPHONE CO. IN NEW QUARTERS

Announces Removal of Its Plant to New Factory Building in Newark, N. J.

The Lyraphone Co. of America, manufacturer of Lyric records, whose plant has been located at 117 Mechanic street, Newark, N. J., announces the removal to its new factory at 704 South Eleventh street, Newark, N. J.

The new home is almost a block square and was the former home of the American Piston Ring Co. It has been undergoing alterations during the past few months and entire new equipment has been installed. The new home now allows the Lyraphone Co. to confine every process of the manufacture of its product to one building, with the exception of recording, which is done in its New York studios. The factory is splendidly located in regard to shipping facilities and the company expects to be able to give its distributors and dealers excellent service from the new quarters. There has been a decided increase in production.

COLUMBIA'S NEW MUSIC STORE

A music store at 430 Locust street, Columbia, Pa., under the proprietorship of Mr. Wirth, formerly the manager of the Home Music Co., of that city, was opened a week ago. Mr. Wirth has secured the sole agency for the Columbia Grafonolas and records, which fact should be enough to assure him the continued good-will and patronage of his long list of friends and the making of many more.

TETRAZZINI AUTOGRAPHS VICTROLAS

Visits Sherman, Clay & Co. Store in Sacramento and Delights Staff With Her Graciousness

SACRAMENTO, CAL., May 2.—During the recent visit of Luisa Tetrazzini, the famous operatic



Famous Artist in Sherman, Clay Store soprano and Victor artist, when she sang at the State Armory here, she called at the local warehouses of Sherman, Clay & Co. and became acquainted with the capable Victor sales force

connected with this establishment. Before she left she autographed several Victrolas and records and complimented Mr. Van Horn and the balance of the staff on the artistically arranged warerooms in which the Victrola and Victor records are displayed and sold to the public.

TALKING MACHINE MEN OPTIMISTIC

Evansville April Trade Dull Thus Far, but Signs Point to Banner May Business

EVANSVILLE, IND., April 25.—While the month of April, thus far, has brought little improvement in the talking machine business, dealers here are taking a most optimistic view of the situation and are firm in the expectation that a few weeks hence a decided change for the better will set in. All are agreed that May will see a trade stimulus in the talking machine lines such as has not prevailed for six months past. There is confidence galore among the dealers in this territory, for already some signs of improvement in certain lines are to be noted and collections are better. From the rural communities come the most encouraging reports where farmers are planning to plant bumper crops again this year despite the fact that prices of farm products are a little disappointing to them.

The Apollo-Phone Player Co. has been incorporated under the laws of the State of New York with a capital stock of \$50,000, for the purpose of making phonograph-player devices. Those interested in the new organization are: A. Meltzer and M. Lazarus.

Peerless Superiority Demonstrated



¶ In every line of business there is a leader—some one manufacturer who blazes the trail that others follow.

¶ By timely action in providing the trade with a perfected album interior for Victrola No. 80, Peerless has again demonstrated its leadership in the Album industry.

¶ Whether it is a slogan or a new album, Peerless originates—that, combined with top-notch quality and honest workmanship is the secret of Peerless popularity and success.

Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 59 E. Van Buren St.



Showing Victrola No. 80 with Peerless equipment. Sets also furnished for all other flat shelf machines.

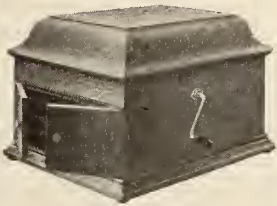
Manufacturers and patentees of the original indestructible wooden back album. Write for revised prices.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola 80, \$100
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak



Victrola XVII, \$350
Victrola XVII, electric, \$415
Mahogany or oak

Victor Supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor retailers.

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Victor Talking Machine Co.

Camden, N. J., U. S. A.



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NEW YORK, MAY 15, 1921

THE TURNING OF THE BUSINESS TIDE

LEADING financial and business authorities seem to be of the opinion that the trade tide is turning; that the nation has reached the bottom in the way of depression and that business is now bound to move onward, not to a flood, but along lines of steady betterment, which within the next six months will manifest itself in a greatly improved condition in retail and wholesale fields.

The talking machine industry has come through the readjustment period with a much better showing than a great many other industries. There has been a great deal of house-cleaning financially. A great many fly-by-night concerns have gone out of business, so that the industry to-day is proceeding along healthier, constructive lines, all leading to newer and better conditions. Talking machines and records have won a recognized position in the music and trade worlds. They are not luxuries, but necessities, for they bring culture, refinement and happiness into the home, as well as a knowledge of the very best in music.

There is still a tremendous market for the talking machine. We have only scratched the surface, so to speak, and the industry is entering newer and broader phases all the time. The business is there, but like the ore in the mine it must be dug out by hard and persistent work. The dealer who develops the most original plans of enthralling that element of the population not now well disposed toward the talking machine is bound to be rewarded for his labors.

It is a stock market axiom that the time to buy stocks is when the market is so low that everybody is discouraged. And this might be applied to business conditions generally, to the end that when business is dull the dealer should expend his best efforts to develop his business by aggressive salesmanship and newspaper publicity and by inspiring confidence. With this policy being carried out by an army of dealers throughout the United States there can be no question that a greater measure of success will be achieved.

THE IMPORTANCE OF THE TAX QUESTION

ALTHOUGH the members of the talking machine trade, particularly the retailers, have not apparently taken any great amount of active interest in the fight being waged by the Music Industries Chamber of Commerce and other interests to have some sort of Sales Tax provided for in the new Revenue Bill to take the place of existing excise and excess profits taxes, the fact remains that the

talking machine dealers, through their jobbers, have contributed much valuable material for the Chamber to base arguments upon.

One of the chief arguments against the excise tax has been that on instalment sales, as a rule, the first payment received by the dealer does not equal the tax, and therefore the Government would be the only one to realize any immediate return on the sale. Of several hundred dealers who have supplied information supporting this contention, four-fifths have been talking machine retailers.

The big fight on the Revenue Bill is still to come and talking machine men, having aided indirectly in the campaign, might do well to give direct support to the efforts being made by the Chamber of Commerce to win the desired relief for the industry. It must be remembered that, although the excise tax of five per cent is a burden, there have been suggestions made that this tax be doubled, which would mean the wiping out of a large portion of the industry. The cause is not that of special interests, but rather of the trade as a whole.

AGGRESSIVE SALESMANSHIP IS NEEDED

AGGRESSIVE salesmanship is the need of the hour. Too many dealers think otherwise, apparently. They are disposed to find fault with conditions and assume an attitude of "waiting until business gets better." Hence there is little evidence of leadership in ideas or that initiative which is so necessary to win the battle for trade. If business conditions are as poor as some of the complaining dealers *think* they are, they are certainly going to get worse rather than better unless they inaugurate some new aggressive program. First and foremost, they must get rid of their pessimistic mood and realize the necessity of actually *selling* the products which they handle.

These are times when direct, intelligent action is necessary. The dealer who expects to make money to-day must go outside of his store to sell. He must know his territory; he must analyze and district it carefully; he must work on the basis that there is business to be had and imbue his salesforce with the same optimistic attitude. He must understand that we are facing a condition of underconsumption rather than overproduction, and he must work out a policy whereby this underconsumption is brought up to a normal consumption. This cannot be accomplished by "knocking one's head against a stone wall," but rather by using the gray matter within one's head to evolve a plan of campaign that will make the people in the territory which he controls buyers of talking machines and records. It can be done and is being done to-day by many dealers throughout the country.

Reports from widely separated sections prove unquestionably that the dealers who are *going after* business persistently are *getting it*. Some unusual means have been adopted to this end, but the fact remains that these people realize that machines can be sold—*ergo* they are sold. Boiled right down, the burden of responsibility for doing business to-day centers on the dealer. He it is to whom the trade looks for results, and if he fails to realize that he must get out and hustle, why, he must undoubtedly suffer.

It is no longer a problem of the dealer getting stock from the manufacturer or jobber—the goods are available. The question is of getting the stock into the hands of the consumer, and getting it not by waiting for the consumer to come into the store but by going out into the highways and byways and making the people realize that the talking machine is the best and most necessary purchase in the world these days, for it brings joy, contentment and happiness into the home.

THE GROWING APPRECIATION OF MUSIC

THE recent celebration of "Music Week" emphasized the fact that there exists a greater appreciation of the importance of music in the community and in the home than ever before in the history of the Nation. Evidence accumulates every day that musical instruments of all kinds are playing a great mission as a civilizing and spiritual force, and they are acting as an antidote to any over-tendency toward cold-blooded commercialism.

The talking machine dealer can feel proud that the products which he handles are playing their part in a most impressive way in the school, in the home and in other public places in bringing about a greater appreciation of music and its cultural value. The dealer who is not doing his part in promoting this improved attitude toward music is neglecting a very vital element in the success of his business.

The increased interest in music brought about through the effective labors of the Bureau for the Advancement of Music must bring about a substantial increase in the demand for talking machines and records and the dealers should appreciate the opportunity that presents itself to do their part in their literature and in their recitals and any other means in bringing their products to the attention of their clientele in a manner that will increase sales and make their establishments the centers for those musically inclined.

This may be termed a form of new salesmanship based upon the idea of selling to the great masses of the people the belief in music in the home. We should all face the future with the understanding that all our talk, all our advertising, all our demonstration, should be based on the idea of selling talking machines and records, not so much as furniture or merchandise, not as something easy to buy, but as "means to music," and especially to music in the home. This necessitates, of course, emphasizing as never before the truly musical side of the talking machine. There are so many illustrations in this connection that it is needless to descant on them, but they all require intensive cultivation. The dealer who gets this viewpoint correctly placed in his mind will be working along lines that will give him a leadership in a musical way in his community. And not only that, he will be contributing in a very practical way to the advancement of music in the nation.

A PROBLEM FOR THE INDIVIDUAL

THE question of selling talking machines and records even of well-known standard makes is largely at this time a problem for the individual dealer to settle for himself, for no matter how well known the machine or records may be, or how well they are advertised, the retailer's share of the resultant business is due to the amount of intelligent effort he puts into attracting trade to his store.

In every locality there is a certain amount of talking machine business to be had. This business, much of it, has been developed by national advertising, and it is up to the retailer to divert a full share to himself and not depend upon the law of averages to give him his rightful percentage.

There has been much said and written regarding the advantages of tying up with a nationally advertised product of wide reputation

and featuring that product strongly, but in following this course the retailer must give some thought to the personal element, and so plan his campaign that his store will stand out by itself as well as in association with the products handled. In attaining this end the retailer must see to it that he has original publicity—publicity of the sort that will mark his store not simply as one of the places where a certain line of machines and records may be obtained, but as the headquarters for the line. The success of his store depends not upon getting just a proportion of the business, but upon getting the bulk of it in his district.

There are so many different forms of individual advertising available for the dealer's use, supplementing the material offered by the manufacturer, that the average retailer is not called upon to go to any great expense in the matter of effort or money to put over a local campaign that is original and forceful. There is a wide chasm between the retailer who simply acts as local representative for a well-known line of machines and records and lets the manufacturer do his selling, and the retailer who, because he is a good business man, handles a nationally known line and puts his own personality into the work. It is simply a question of being one of many in the eyes of the public, or a dominating factor in the local trade.

TALKING MACHINE MEN AT THE CONVENTION

BY the time this issue of The Talking Machine World reaches its readers the annual convention of the National Association of Music Merchants in Chicago will have come to an end, but not before, it is hoped, some successful effort has been made either to organize the talking machine dealers as a division of the Music Merchants' Association or into a separate body of their own.

The official program provides for a special session devoted to talking machine interests with prominent members of the industry to discuss the best methods of selling machines and records at retail. Whatever may be the result of the meeting, so far as a separate organization of talking machine dealers is concerned, the point is emphasized strongly that the selling of talking machines is an important factor in the music industry—a factor of direct interest to all those who class themselves as music merchants and live up to the title. The recognition of this fact is an important forward step.



Wholesale Exclusively

SOME Dealers say they are in a Slump. Are you? Pearsall Service will help you.

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

Magnavox

A new source of income for phonograph dealers

PHONOGRAPH dealers are greatly increasing their incomes by selling the Magnavox Telemegafone. Every phonograph owner is a prospect, and the profit realized on each sale makes it worth while.

Every club, school and church should be equipped with a Magnavox, as it is essential wherever entertainments are given. For practically no cost a Magnavox converts a phonograph into a band or an orchestra.

The Magnavox Telemegafone is an electrical device that increases the volume of sound produced by a phonograph to any desired degree. It is durable and thoroughly practical.

Persons interested in the listed pursuits are immediate prospects for Magnavox dealers.

Some Uses for the Magnavox

- Concerts and Entertainments
- Lectures and Public Speaking
- Playgrounds
- On Recreation Piers
- To take the place of Band or Orchestra
- For Dances
- For Church Entertainments
- For Social Gatherings
- Hotel Paging
- For Shopkeepers to attract attention to their stores
- To demonstrate Records
- For Beaches
- For Skating Rinks
- For Fairs and Exhibitions
- For Train and Open Air Announcements
- Y. M. C. A., Y. W. C. A. and Lodge Entertainments
- For Schools
- Advertising

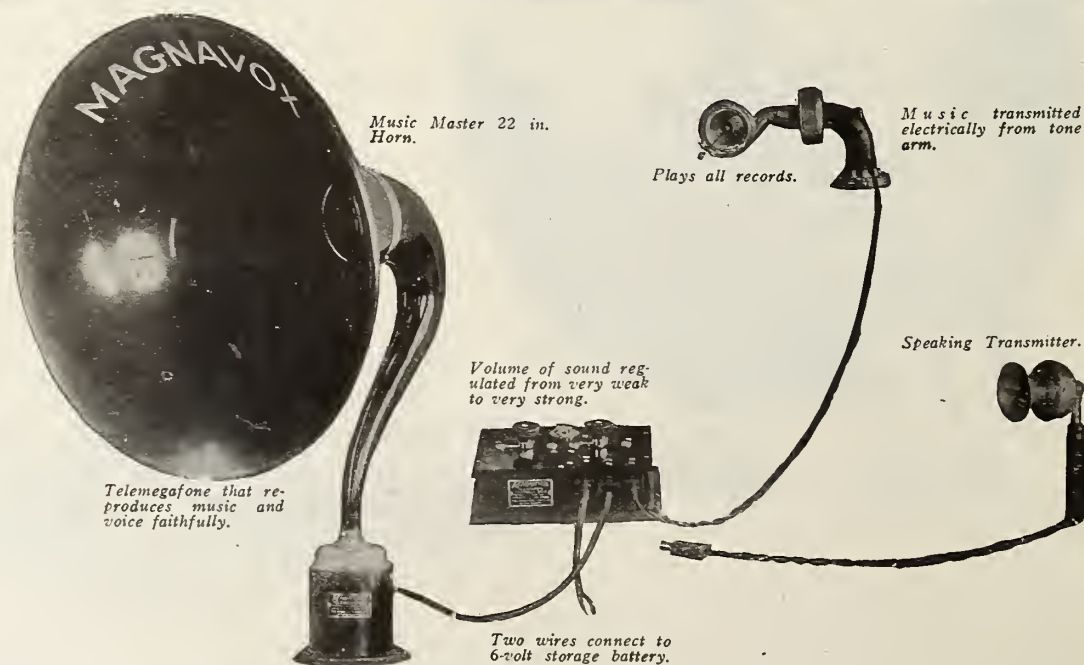
Send for Bulletin and full details.

J. O. MORRIS CO., Inc.

Eastern Distributors

1270 Broadway

New York



A Half Dozen Selling Hints That Will Help Make Money for the Dealer :: By Smith C. M'Gregor

HANDLING ADVANCE ORDERS

It sometimes happens that the customer orders a record in advance, and then does not come in to get it when he is supposed to. The dealer, of course, cannot keep such records apart from the regular stock indefinitely, and to sell it means the possibility of offending the customer who ordered it if he calls after it is sold.

Why not try using a card notification system? That is, get the customer's name and address when the record is ordered, and when it arrives send him the card. A printed card, with spaces for the record number or name, and the statement that it would be held separate for a certain number of days would warn the one who ordered it to come and get it, and would save the dealer the necessity of holding it indefinitely. The customer will welcome such a system, as it eliminates guesswork as to when the record will arrive. It also keeps the customer interested in his phonograph and records.

MUSICAL KNOWLEDGE HELPS SALES

Every dealer must have at least a few customers who buy the best records available, music of the opera and high-class orchestra and instrumental selections. Steady buyers these people are, and their trade represents a considerable amount during the year. Did you ever consider that special sales methods give the best results with them?

For example, these buyers like to get their records from a salesman who knows something about music, and who does not regard the better music as "highbrow stuff." It isn't necessary to be able to whistle opera overtures, for the lovers of the best music are often unable to play a note, but they do appreciate a sincere effort on the part of the salesman to help them select the best. The more you know about the music you are selling the better qualified you are to please the discriminating, "cranks," if you will.

REGARDING TOO MUCH VARIETY

Variety in the talking machine shop is a good thing for the customer, as it enables him to choose the instrument and records that appeal to him most. But this ceases to be an advantage when the variety changes from week to week, or as fast as some manufacturer cuts his prices. Just now there are a great many small dealers who are handling five or six makes of talking machines, each one claiming to be the equal of any machine on the market.

The customer is beginning to regard these claims in the same light as those of clothing manufacturers who say they have cut their prices 50 per cent and more. He figures that to buy such machines is a mere speculation, and as for the records, well, they may not be any better than the machines. The average user of the "talker" has learned many things during the last six months, and not the least of them is the fact that quality goods are always the best in the long run.

THE FIRST FIVE MINUTES

First impressions in the music shop are the ones that give the customer a line on your ability and success. The customer instinctively feels whether the shop is to his liking or not, and if it is not then the chances for sales are hurt just that much. Overenthusiastic welcome may also have a disagreeable effect on the customer, as it may create the belief the dealer is preparing to unload some undesirable records on him, if possible.

It is fair to suppose that the first few days

in the shop you made every effort to be courteous to the customers as they came in. Why not make the same effort every day? The dealer young in enthusiasm has largely solved the first five minutes' problem, for his enthusiasm overcomes the reserve of the customer and gains his interest. Enthusiasm and courtesy are two sales factors in reach of every salesman, and they grip the customer.

FEATURING THE "SPECIAL HIT"

The "special hit" is often given extensive newspaper advertising. But is the same appeal kept in mind when arranging the display and demonstration booth for the record in the shop? The prospective buyer commences to lose his interest in the record if the salesman has to paw around among other records to find a copy of it when he calls at the shop. If it is worthy of a special advertising campaign, then it is worth attention in the shop. The "special" often means a revival of interest in the family talking machine, and for that reason it is worth the extra trouble taken to make its surroundings in keeping with the advertising.

THE ART OF EXPLAINING

There are two kinds of explanations, those that leave us knowing more than we did before and those that leave us wondering what it is all about. The other day, prompted by a desire to find out about a foreign-language course, I entered a talking machine shop and asked about the records I was interested in.

The dealer, who has some fifteen thousand records in stock, shook his head and explained

in one sentence that there had never been a call for the course I wanted, but he would find out at once and write to me. That was the kind of explanation that leaves you knowing more than you did before. And he sent the desired information three days later, too.

The same day, at another shop, I inquired if I could be supplied with a motor similar to the one used in the instrument this house was featuring. "Well," languidly said the clerk, "I dunno. Maybe the company only makes enough for its own use. Drop in some time and I'll look in the catalog." Get the difference?

TO HANDLE TALKING MACHINES

The Julian Prade Auto Supply Co. Considers That Talking Machines Will Be a Valuable Adjunct to Its Present Automotive Line

ATLANTA, GA., May 3.—The Julian Prade Auto Supply Co., 184 Peachtree street, this city, has added a talking machine department to its business. The front of the store has been fitted up with demonstration booths and a very attractive display of Brunswick phonographs is being carried, as well as an up-to-date line of records. In giving his reasons for adding a phonograph line to his business Mr. Prade stated that his close-in retail location, together with the fact that car owners are usually owners of phonographs and other pleasure-giving possessions, were combinedly responsible for installing his new department.

The antidote for a slump in business is increased sales aggressiveness.

This will be a VICTROLA SUMMER!

"Dance Any Time"

YOUR VICTROLA IS ALWAYS READY!

with a

KNICKERBOCKER READY-TO-PLAY CARRYING CASE

For Victrola IV Case
\$20.00 List

For Victrola VI Case
\$22.00 List



Trade prices upon application to
your nearest Victor wholesaler, or

KNICKERBOCKER TALKING MACHINE CO.

INCORPORATED

METROPOLITAN VICTOR WHOLESALERS

ABRAM DAVEGA, Vice Pres.

138-140 West 124th Street

New York City

Columbia Company's

The Columbia Graphophone Company now occupies its new quarters—the eight upper floors of the new Gotham National Bank Building, 1819 Broadway (at Columbus Circle), New York.

The Executive, Financial, Sales and Advertising Departments, the artists' reception suites and recording laboratories, the Comptroller's and Export Departments and The Dictaphone Department are now grouped under this one roof.

This location near the theatres, opera houses and concert halls will henceforth be the musical centre where the scores of *exclusive* Columbia artists in every field of music will congregate.

Here popular headliners and



Graphophone New Home

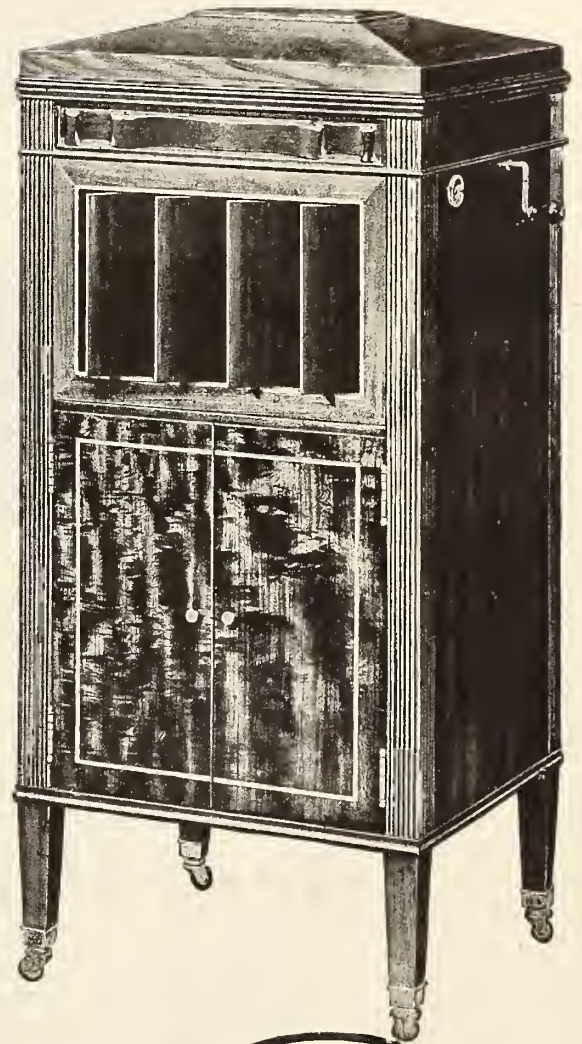
Grand Opera stars, famous concert singers and symphony orchestras, great instrumentalists, dance organizations and bands will make *exclusive* Columbia Records to be played on the Columbia Grafonola.

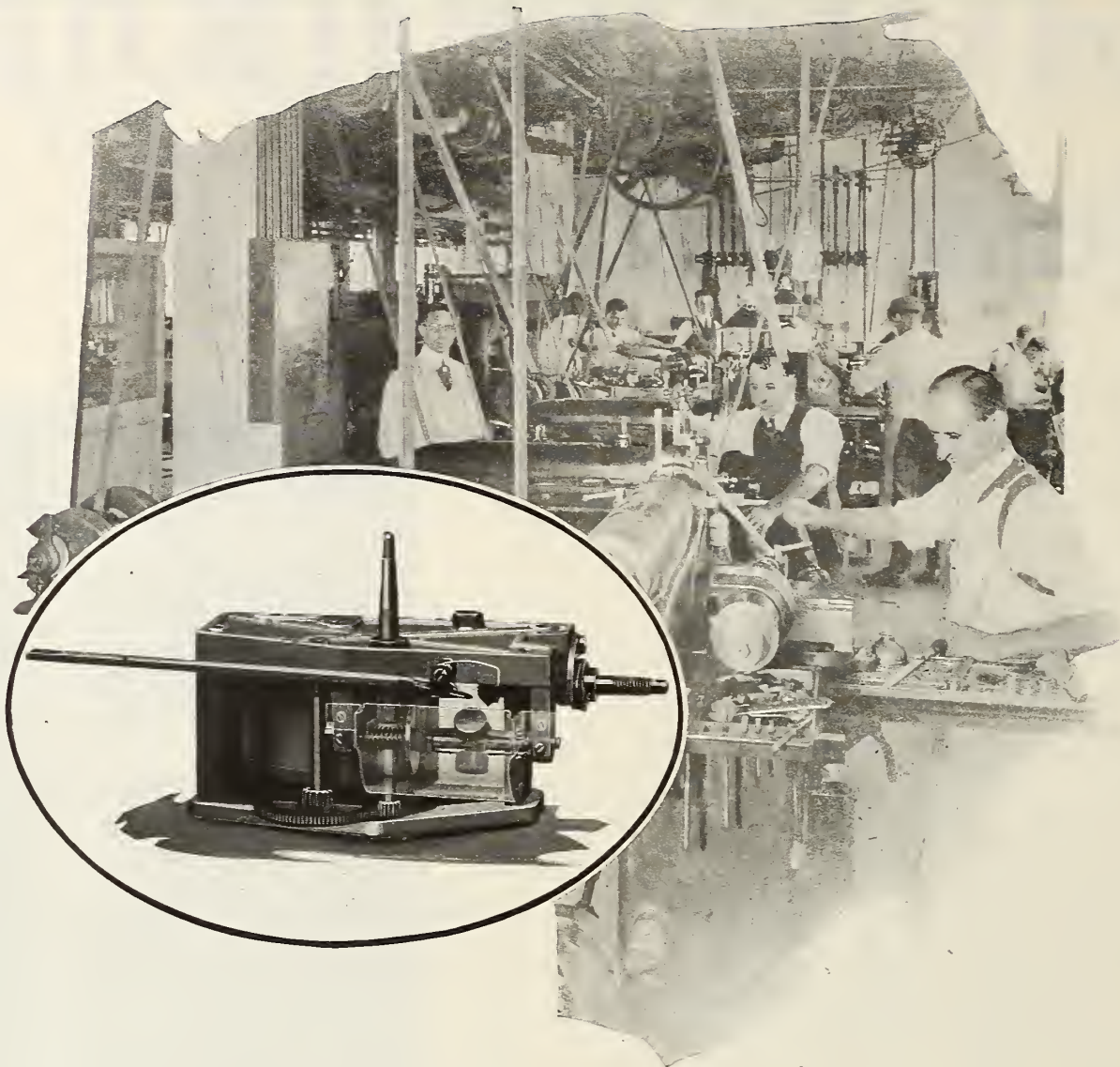
The Grafonola is the only music-reproducing instrument equipped with a *Non Set Automatic Stop*. Noiselessly, at exactly the right moment, this *exclusive* Columbia device switches off the motor. And this is but one of many *exclusive* improvements that make the Columbia Grafonola the only *modern* phonograph.

We shall be glad to welcome all our friends in our new business home.

COLUMBIA GRAPHOPHONE COMPANY
New York

Canadian Factory: Toronto





The Cheney Motor Is the Heart of the Instrument

Only by following these motors through our factory can you realize the care and precision with which they are made. The real test comes, however, in their use. Day after day, year after year, Cheney Motors deliver perfect service.

The
CHENEY

In these times when the buying public is more critical than ever, we look toward the future with supreme confidence. This confidence is inspired by knowing that our devotion to the highest manufacturing standards, coupled with the exclusive and basic principles of Cheney construction found in no other phonograph, will always insure to Cheney dealers the finest in reproducing instruments.

THE CHENEY TALKING MACHINE CO.
New York Chicago



*The Cheney costs no more than other phonographs
Sells for \$125 to \$385.*

New Record Business Awaits the Dealer Who Will Adopt Up-to-date Methods :: By R. E. Clifton

There has been considerable discussion in the talking machine trade the past few months relative to a shrinkage in record sales. Quite a number of dealers in different parts of the country have advised the wholesalers and manufacturers that their record sales during February and March showed a decided decrease and what troubled them most was the fact that they could not account for this decrease in sales. They admitted that the monthly supplements issued by the manufacturers were better than ever, but that the public apparently had stopped buying and their stocks could not be moved.

Here and there some of the dealers advised their jobbers that their record sales showed a substantial increase, but these reports were balanced and in many cases outweighed by the statements of other merchants who presented figures to the contrary. Being keenly interested in the record-selling situation the writer decided to investigate carefully and find out if the public had ceased buying records and when the trade might look forward for a healthy record business.

During the course of this investigation a visit was made to the establishment of one of the leading wholesalers in the Middle West. The head of this company is recognized as one of the best-posted wholesale talking machine men in the trade and is particularly well versed in record merchandising. In fact, he has devoted many years to record selling from every angle and his organization is a competent and practical one.

When asked for his opinion regarding record sales this jobber stated unhesitatingly that there was plenty of business for the dealer who went after it, and to confirm his opinion he cited his own experience the day previous when he visited one of his dealers and was informed that record sales were in a decided slump. The jobber doubted the strength of this pessimistic report and asked the dealer to give him ten records out of stock so that he could personally canvass an apartment house and find out if any records could be sold.

With the ten records under his arm this jobber went to the residential district of the city and selected at random a typical apartment house for his experiment. He rang the bell of each apartment and as a result of one hour's work

sold \$7.50 worth of records. He also secured the names of two prospects for machines and was given a cordial reception by practically every one he visited.

Returning to the dealer's store, he pointed out to him just how he could go after record sales and that he could not expect to secure business during 1921 without making an effort to get it. The era when record purchasers flocked to the stores without any efforts on the part of the

Wholesaler Proves to Dealer's Satisfaction That Record Sales Can Be Made if He Uses Right Methods

dealers passed out of existence in the Spring of 1920, and different conditions are in vogue to-day. The dealer must educate and instruct his sales organization how to sell two records instead of one, and how to get maximum results from prospect lists. New channels of distribution must be devised, in accordance with local conditions, and energetic consistent work of the old-fashioned canvassing type is almost indispensable during these days of cautious buying.

While discussing this situation with the writer, one of the dealers served by this jobber's organization dropped in for a visit and, answering the inquiry as to the status of his record sales, stated that March business had been very disappointing. Upon further questioning the dealer admitted that his organization had been busy the past few weeks incidental to the removal of his establishment to larger quarters and that the members of his sales staff had not attempted to go out and get business. They had simply waited for the sales to develop and had used most of their time taking care of the removal

details. This dealer was soon convinced of the fact that record business was plentiful if he would go after it and he stated that his entire crew would be "on the job" the following week.

Just as he left the office another dealer from out of town telephoned to the sales manager of this wholesale organization, stating that he had sent one of his men out in the suburbs the day previous on an intensive record campaign and that the first hour's work had produced nine dollars in sales. All of which goes to prove that there is record business everywhere for the dealer who will use 1921 methods, which call for energy, aggressiveness and hard work.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eight Months Ending February, 1921, Total \$4,738,913

WASHINGTON, D. C., May 4.—In the summary of exports and imports of the commerce of the United States for the month of February, 1921 (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 February, 1921, amounted in value to \$57,147, as compared with \$50,558 worth which were imported during the same month of 1920. The eight months' total ending February, 1921, showed importations valued at \$532,067, as compared with \$510,242 worth of talking machines and parts imported during the same period of 1920.

Talking machines to the number of 3,851, valued at \$194,600, were exported in February, 1921, as compared with 6,422 talking machines, valued at \$259,945, sent abroad in the same period of 1920. The eight months' total showed that we exported 57,318 talking machines, valued at \$2,564,366, as against 51,329 talking machines, valued at \$2,242,271, in 1920, and 33,897 talking machines, valued at \$964,251, in 1919.

The total exports of records and supplies for February, 1921, were valued at \$255,058, as compared with \$305,076 in February, 1920. For the eight months ending February, 1921, records and accessories were exported, valued at \$2,174,547; in 1920, \$2,583,421, and in 1919, \$1,837,753.

Ormes
Really
Means
Exceptional
Service



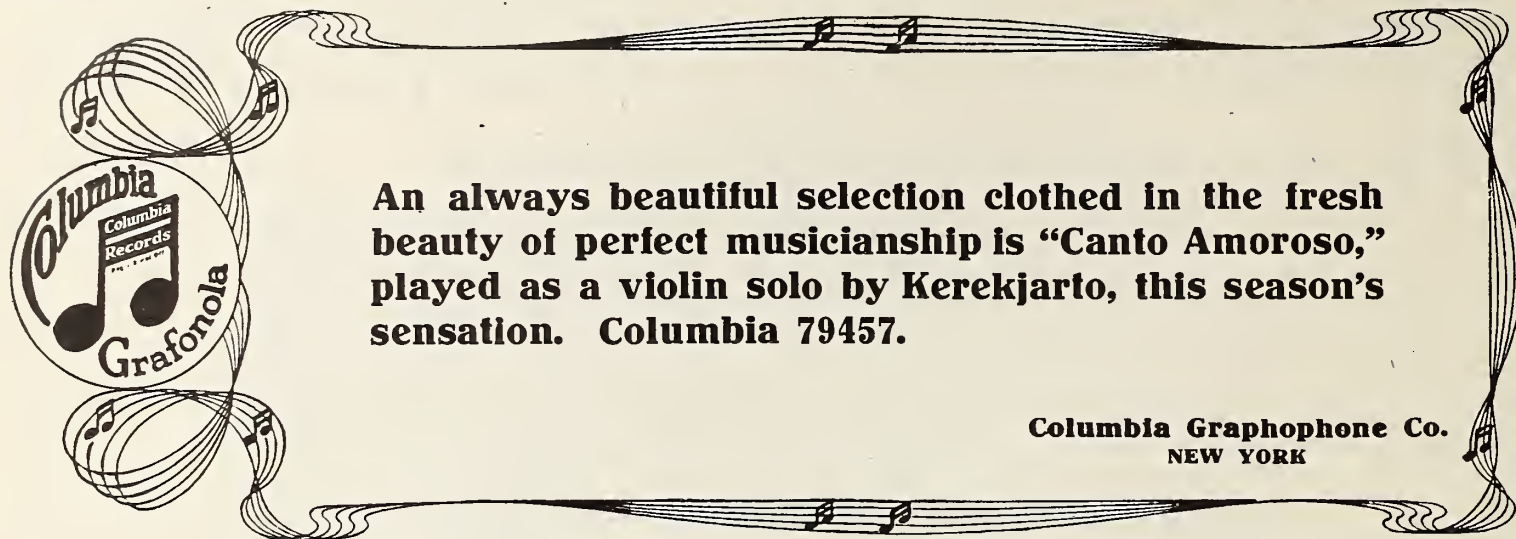
Concentration

The "Jack-of-all-Trades" is a relic of other days. Whether in professional or business circles the organization or individual that specializes in a particular field invariably attains success.

Therefore, the Victor dealer who eliminates scattered energy and devotes his entire efforts to the selling of Victor merchandise will find his business increases in proportion to the efforts he expends.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK



An always beautiful selection clothed in the fresh beauty of perfect musicianship is "Canto Amoroso," played as a violin solo by Kerekjarto, this season's sensation. Columbia 79457.

Columbia Graphophone Co.
NEW YORK

ADVERTISING AS AN INVESTMENT

What Advertising Expenditure Really Buys—Merit Recognized by Public Opinion Is Riches

The George Batten Co., Inc., distinguished advertising specialist of New York, has been carrying some publicity in the daily papers which is of a distinctly educational and interesting character. The other day a rather timely point was set forth in one of these ads, when under the caption of "Your Son's Inheritance" the following appeared:

"The man who leaves his son a factory producing unknown goods leaves him merely a chance to fight for business.

"The man who leaves his son a factory producing goods that have a place in the public opinion of the nation leaves that son an inheritance which only his own folly can destroy.

"This shows what it is that advertising expenditure really buys. Unknown merit is merely unknown merit. Merit recognized by public opinion is riches."

This is a point which some business men do not always consider and it is well worth storing for study and digestion.

ORMES ADDS TO SALES STAFF

Well-known Victor Organization Adds Chester Luhman to Sales Force—Equipped to Serve Dealers in the Important Territory Covered

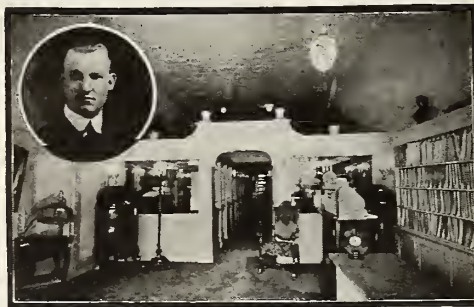
Ormes, Inc., Victor distributors, New York City, have announced the appointment of Chester Luhman to their sales staff. Mr. Luhman is well known and experienced in the talking machine line and was for two and one-half years connected with the sales force of the Columbia Co. He is well equipped and prepared to render the best of service to his clientele.

Mr. Luhman recently spent two weeks at the Victor Red Seal School in Camden, where he added the extensive knowledge gained in that remarkable course to his previous experience in the talking machine field.

AN ATTRACTIVE STORE HELPS SALES

How the Brunswick Shop in St. Paul Has Built Up a Large Volume of Business Under the Management of Roy E. Swanstrom

ST. PAUL, MINN., May 3.—The picture herewith shows the interior of the Brunswick Shop in this city, which is owned by R. N. Cardozo & Bro. As may be seen, it is very admirably arranged and an excellent business is being built up in Brunswick machines and records. The portrait



R. N. Cardozo & Bro.'s Attractive Store in the circle is that of Roy E. Swanstrom, manager of the Brunswick Shop, who has had considerable experience in the talking machine field and has scored a big success as manager of this establishment. Both he and his wife are professional musicians and are firm believers in the higher development of the talking machine and records. He is thoroughly convinced that a beautiful shop with plenty of display room for both records and machines is the way to work up a successful business.

TO PAY 100 CENTS ON DOLLAR

Judge Mack has dismissed the petition in bankruptcy, filed on December 4, 1920, against Supertone Talking Machine Co., Inc., at 18 West Twentieth street, New York City. The creditors have accepted certificates of indebtedness for 100 cents on the dollar, bearing interest at 6 per cent per annum and maturing in three years.

JOIN JEWETT CO.'S SALES STAFF

Three Well-known Talking Machine Men Join Forces of Detroit Concern

DETROIT, MICH., May 5.—A. A. Fair, sales manager of the Jewett Phonograph Co. of this city, manufacturer of the Jewett phonograph, announced this week that E. F. Sharp, who had been associated with the Detroit branch of the Columbia Graphophone Co. for a number of years, had joined the Jewett sales staff and would work in close co-operation with the trade. Mr. Sharp is well known in this territory, having attained signal success because of his constructive and practical knowledge of the industry.

A. N. Doty, who has been assistant manager of the Detroit branch of the Columbia Graphophone Co., has also joined the sales staff of the Jewett Phonograph Co. and will travel in the State of Ohio as field representative. Mr. Doty is a well-informed talking machine man and thoroughly competent to assist Jewett dealers in solving their problems.

Geo. D. Phillips, who had been connected with the Chicago office of the Aeolian Co. for quite some time, is another acquisition to the steadily growing sales staff of the Jewett Phonograph Co. Mr. Phillips, who is popular among the dealers, is a practical talking machine man who is most enthusiastic regarding the future of the Jewett line.

THE "EVER BUYING" CLASS

People With Social Position to Sustain Always Prolific Source of Trade

There is a class of people who have not stopped buying, because they can't, points out The Puritan. These are the heads of families who have a recognized social standing and a high standard of living, and who must buy in order to sustain their positions.

Many of them are heads of businesses; others are heads of various social organizations. The demands made upon them are continuous. They are the active, aggressive, representative American citizens who buy the best at all times and who respond quicker to the offer of quality than the argument of price.

It is to this class that dealers should devote their best efforts in selling phonographs. There are very many families who do not own a phonograph. If you knew them how much 100 per cent selling force would you put into your effort to get them to buy?

Remember what Napoleon said of the word "impossible."

NEW INCORPORATION

The L. H. Keller & Co., of Manhattan, has recently been incorporated under the laws of the State of New York with a capital of \$100,000 for the purpose of doing a phonograph and jewelry business by G. R. Keller, R. Markowitz and A. L. Sherwin.

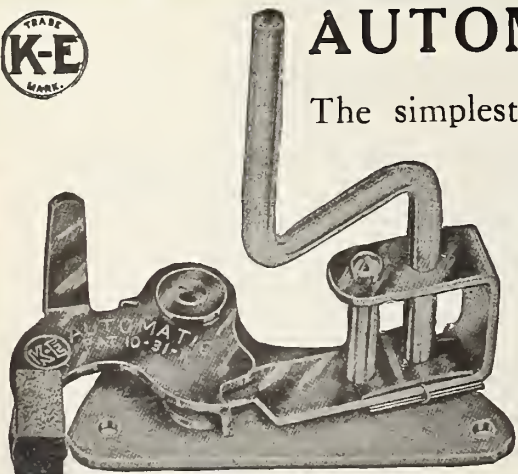


AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

Kirkman Engineering Corporation
484-490 Broome St., New York



Foremost Exponent of New-Day Type of Phonograph

Successful phonograph merchants know that today the phonograph is more than a musical instrument. It is used for beautifying the house. It must harmonize with other furniture, and as a consequence phonograph design is daily becoming more artistic. This development can be expected primarily from master craftsmen of the cabinet-maker's art—men who for long years are steeped in the fashioning and designing of woodwork. It is a natural step that the Widdicomb Furniture Company, fine furniture designers since 1865, should be the leaders of this new-day type of phonograph. The artistic and beautiful cabinet designs of Widdicomb phonographs are from the hands of expert woodworkers and portray faithfully the various period styles which they interpret.

Widdicomb console models are made with divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. The price range covers an extraordinarily large field, from \$95.00 to \$325.00. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

Experts Now Give the Real Facts of Widdicomb Tone Supremacy

PHONOGRAPH merchants all over the country are daily inquiring the real reasons for Widdicomb tone supremacy. Every day now letters are coming to us telling of the remarkable tonal qualities in the Widdicomb phonograph and how this has materially increased sales.

Scientists Tell the Facts

Some years ago Widdicomb scientists in their development of the phonograph determined to establish tone supremacy for the Widdicomb. In their scientific experiments they found out that in order to do this it would be necessary to eliminate vibration and metallic harshness in the playing of all records.

They worked for many months in order to develop their ideal. Thousands of dollars were expended before they accomplished what they sought. And to-day they have perfected their invention. They have made possible the playing of all records without the slightest *metallic harshness* or *vibration*.

This great feat was accomplished by the invention of the Widdicomb Amplifying Tone Chamber. It is the final result of construction based upon scientific laws.

With this new tone chamber it is possible to play all makes of records on the Widdicomb without the least bit of "blasting." In addition Widdicomb scientists have accomplished two additional results. First, the Widdicomb Amplifying Tone Chamber does full justice to the lower as well as to the higher musical notes, and second, when playing an orchestral record, the deeper, richer tones are given equal prominence.

Gives Tone Supremacy

The new Widdicomb Amplifying Tone Chamber gives supremacy of tone to the Widdicomb. It is made of a patented composition and the sound waves as they pass through it are extended and expanded in the same manner as sound emanates from the human voice.

Every day now new evidence comes to us from Widdicomb dealers of the Widdicomb supremacy of tone. It increases sales and piles up profit. It makes phonograph selling easy. Let us send you the full details of the Widdicomb line and the 1921 franchise.

The Widdicomb Furniture Company

Grand Rapids, Michigan

Fine Furniture Designers Since 1865



Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

*Widdicomb
Queen Anne
Console Phonograph*

THE WIDDICOMB FURNITURE COMPANY, Grand Rapids

SPECIAL LABEL FOR RECORDS BY EXCLUSIVE ARTISTS

Columbia Graphophone Co. to Place Distinctive Label on All Records by Artists Who Record Exclusively for the Grafonola—Will Give the Dealer a Most Effective Selling Help

One of the most important steps ever taken in the publicity policy of the Columbia Graphophone Co. was the adoption recently of distinctive record labels bearing the words "Columbia Exclusive Artists," to be placed on all records made by the many artists who make records for Columbia exclusively. This important phrase has been so cleverly worked into the existing design of the labels that it does not detract from either their artistic or identifying value.

During recent years the Columbia Graphophone Co. has added an imposing list of artists to its exclusive library, and these artists have been advertised through the medium of one of the most extensive national advertising campaigns ever prepared by any advertiser. Among the famous opera stars who make records for the Columbia Graphophone Co. exclusively are the following: Mary Garden, Jeanne Gordon, Charles Hackett, Hipolito Lazaro, Florence Macbeth, Jose Mardones, Rosa Ponselle, Margaret Romaine, Leon Rothier, Riccardo Stracciari and Cyrena Van Gordon.

The exclusive Columbia popular artists who are prominent in the vaudeville and musical comedy fields include Nora Bayes, Harry C. Browne, Frank Crumit, Guido Deiro, Marion Harris, Al Jolson, Van and Schenck and Bert Williams.

The dance orchestras and organizations which make records for Columbia exclusively are a particularly strong group, including the Paul Biese Trio, the Happy Six, Art Hickman's Orchestra, of San Francisco; Ted Lewis' Jazz Band and Sweatman's Jazz Band.

In the concert field the Columbia Co. will be able to put exclusive labels on the records made by such well-known artists as Lucy Gates, Louis Graveure, Hulda Lashanska, Barbara Maurel, George Meader, Alice Nielsen, Oscar Seagle and Carmela Ponselle.

Some of the symphony orchestras which are making records for Columbia exclusively are the Chicago, Cincinnati, French and Prince's Symphony Orchestras, the Philharmonic Orchestra of New York and the Gino Marinuzzi Symphony Orchestra.

The instrumentalists—violinists, pianists and players of other instruments—who are numbered among Columbia exclusive artists include Josef Hofmann, Pablo Casals, Eugen Ysaye, Percy Grainger, Sascha Jacobsen, Toscha Seidel, Eddy Brown, Raoul Vidas and the brilliant new Hungarian violinist who made such a sensational debut this season, Duci di Kerekjarto.

Columbia exclusive artists also include such bands as the French Army, Italian Grenadiers' and Prince's, and such unique artists and special organizations as the Fiske University Quartet, Yvette Guilbert, Marconi Brothers and the Paulist Choristers.

In announcing this important publicity policy the advertising department of the Columbia Graphophone Co. stated: "This innovation will serve to advertise Columbia records in a new and compelling way. It will advertise them right in the homes of phonograph owners and record buyers. It will graphically emphasize the fact that Columbia records provide selections by artists whose music can be obtained nowhere else. It means twice as much as would the adoption of different-colored labels for exclusive Columbia artists' records because it is specific. It explains itself at a glance in the one compelling word, 'exclusive.'

"There is tremendous strength in the newly adopted Columbia exclusive label. Columbia magazine and newspaper advertising carries this exclusive message. It is displayed on the walls and in the hearing rooms of all Columbia stores. Columbia salesmen emphasize it wherever they go. All this, however, may be seen, heard and

forgotten when the records finally reach the machine on which they are to be played. But the exclusive record label is unescapable. It is there, confronting the record's owner every time the record is played.

"Thus every record by an exclusive Columbia artist heard and admired anywhere will automatically send the person desiring to purchase it straight to a Columbia shop. It tells him explicitly and without waste of words that that is the only place he can get it. This new Columbia exclusive artist label is also evidence to the ultimate owner of each exclusive record that he is getting music made by one of the best musicians in the world."

BETTER BUSINESS IN SIGHT

H. T. Leeming, General Manager of Emerson Phonograph Corp., Tells of Evidences of Returning Prosperity Throughout the Trade

H. T. Leeming, general manager of the Emerson Phonograph Corp., was in an optimistic mood when seen by a representative of The Talking Machine World recently.

He expressed the opinion that the acute depression which business generally had suffered the last few months had seen its peak and that conditions, as reflected in the Emerson organization throughout the country, were growing better. February sales, he stated, had exceeded those of January, and March business had correspondingly bettered February.

To quote Mr. Leeming: "We are going ahead simply because we refused to permit ourselves to be discouraged by the sharp reversal that occurred, almost overnight, from a sellers' to a buyers' market. Like other manufacturers, we had our troubles, due to over-production and the consumers' decision to await the advent of lower prices. However, we took our loss, have gone after business vigorously, and the combination has put us back on our feet. To-day I can see even more than a rift in the clouds, confidently looking for a steady improvement."

STATEMENT *OKeh* Records have proven themselves!

QUESTION—Has your service been as good as the record?

SUGGESTION - Try KENNEDY-GREEN service in connection with

OKeh Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

Okeh Needles

"THE NEEDLE OF QUALITY"

sell themselves from the Okeh Display Case

sales value —

this persistent silent salesman has been tested by hundreds of stores and proven profitable.

appearance —

is handsome, dignified, colorful and is a real attention getter; which means more sales for you.

quality —

will be found the same as in all other Okeh products. Okeh needles play all makes of records better.

your opportunity —

start this salesman working for you now by sending coupon for demonstration case.



Each Okeh Display Case contains 100 cartons - 100 needles in carton 10,000 needles to the case

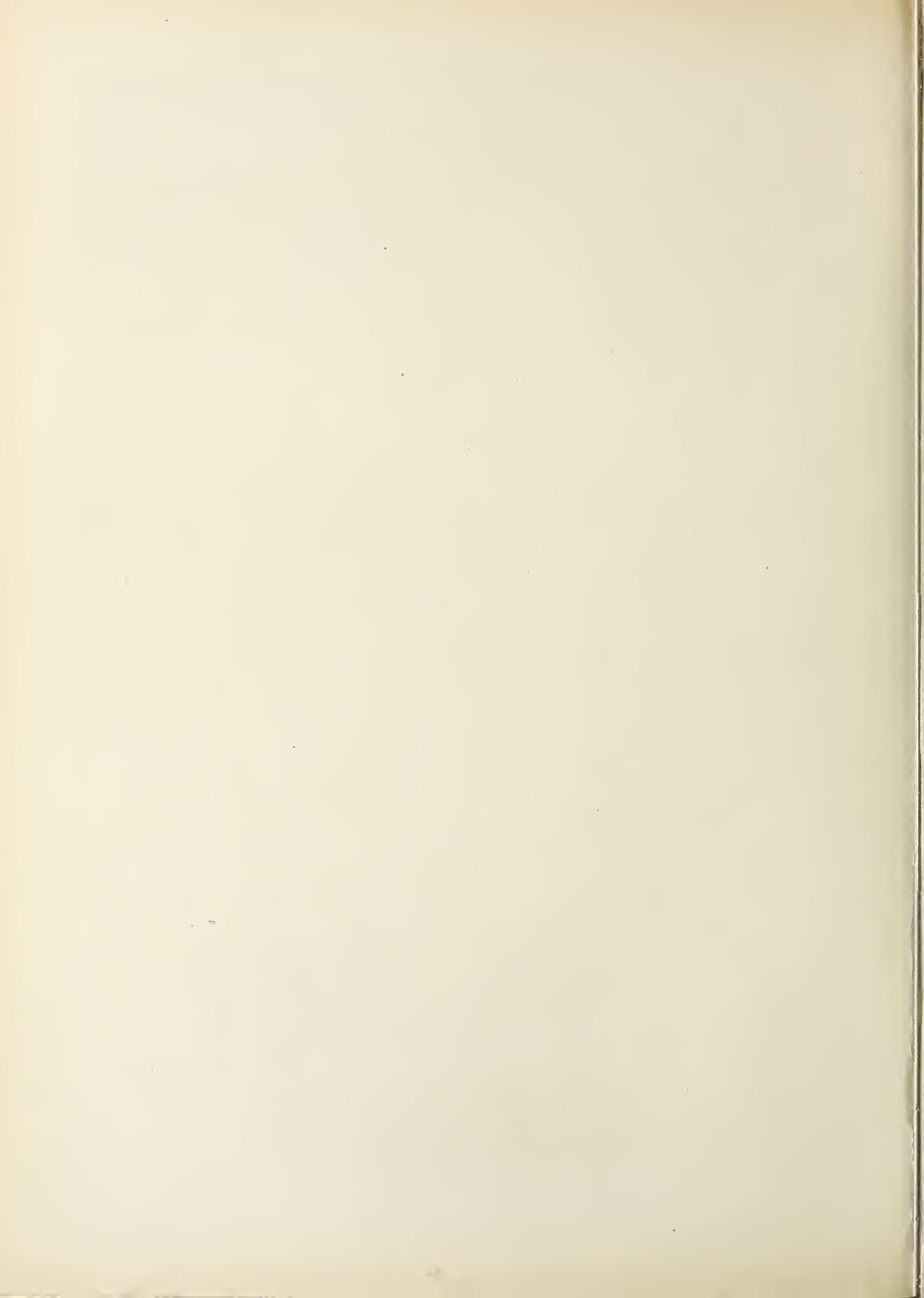
Manufactured and Guaranteed by
GENERAL PHONOGRAPH CORPORATION
25 WEST 45th STREET NEW YORK CITY

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street
New York City

Please give further information

NAME _____
ADDRESS _____
STATE _____

W.I.



OPEN NEW COLUMBIA BRANCH

Official Opening of Omaha Branch a Decided Success—Dealers Attend Convention—Theatre Party Given by Leading Local Newspaper

OMAHA, NEB., May 7.—The official opening of the local branch of the Columbia Graphophone Co. was held April 18 and 19 and was marked by an interesting two days' program. The local establishment of the Columbia Graphophone Co. has one of the best-equipped wholesale talking machine warerooms in this part of the country, and one of the features of the Omaha branch is the Model Shop, which is attracting the attention of the dealers generally.

The program on Monday called for a meeting of the sales staff of the Columbia branch and among the invited guests were Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York; W. L. Sprague, manager of the Columbia branch at Minneapolis; E. A. McMurtry, manager of the Kansas City, Mo., branch; C. A. Delzell, manager of the Columbia Stores Co., Denver, Col., and D. H. Delzell, manager of the Columbia Stores Co., Salt Lake City, Utah. R. L. Wilder, manager of the Omaha branch, presided at this meeting and many practical topics were discussed, aiming principally toward the rendition of maximum cooperation to Columbia dealers in this territory.

In the evening the members of the sales staff were the guests of the Omaha Ad-Sell League at the Fontenelle Hotel and over 400 were present at this dinner. The evening was termed "Columbia Night" and during the course of the banquet the Musi-Call, the new device recently introduced by the Columbia Graphophone Co., was used to advantage in playing Columbia records on a battery of Grafonolas placed on the stage. The Musi-Call "exploded" every ten or fifteen minutes and with each explosion another record started to play. Siam Soo also figured in a demonstration that was enthusiastically received, and Mr. Hopkins gave the diners one of his usual effective addresses.

On Tuesday, April 19, all of the Columbia dealers in Omaha territory were the guests of the Columbia branch at a luncheon at the Fontenelle Hotel, where the new Mazarimba Band played for the guests. After luncheon the entire party returned to the branch home, where a round-table discussion was started which comprised the visiting managers, salesmen and dealers. Miss Windhorst, of the Columbia educational Department in New York, was one of the speakers, and Mr. Hopkins also gave the dealers some interesting and valuable merchandising data for use in the development of future business.

In the evening the entire party, including the salesmen and dealers, attended a dinner at the Omaha A. C. and later were the guests of the Omaha Daily News, the leading newspaper in this city, at a theatre party.

Mr. Hopkins left Omaha for Chicago, where he was scheduled to attend a dealers' meeting in that city. Prior to arriving in Omaha he had addressed the salesmen of the Chicago branch and the dealers' meeting completed the program in that city.

EDISON PHONOGRAPH FOR "CARONIA"

One of the recent installations of a Chippendale model of the New Edison, of which the Edison organization feels particularly proud, is the one made in the Cunard Steamship "Caronia," just before it left New York for its Mediterranean cruise. The Edison Co. has received some very interesting comments and endorsements of both the New Edison and Edison Re-creations from important officials of this well-known ocean liner.

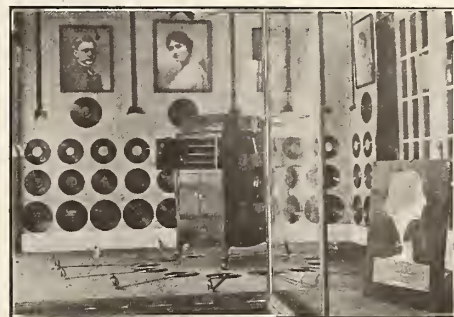
NEWLY INCORPORATED

The Independent Phonograph Mfg. Corp., of New York, has just been incorporated with a capital stock of \$75,000 for the purpose of making talking machines. Those interested are: J. H. and M. Moftus and R. Haberman.

VICTOR RECORDS WELL FEATURED

DeForest & Son Featuring Victor Records and Artists in Series of Window Displays

The store of W. V. DeForest & Son in Warren, O., has recently been featuring Victor records and the artists who make them in an excellent series of window displays, of which the accompanying illustration gives some fair idea.



An Artistic Victor Record Display

In the center of the window is a large Victor machine, around which is arranged a circle of Red Seal records. From each record a ribbon extends outward like the spoke of a wheel and at the end of each ribbon is a miniature Victor dog. On the lower half of the walls of the window are fastened Red Seal records, while the upper half is divided into panels in which are found large portraits of Zimbalist, Gluck and other recording stars. Under each portrait is found the favorite record of that particular artist.

"VICTROLA" GIRL GETS MARRIED

A "Victrola" girl was one of the principals in a pretty wedding recently in Utica, N. Y. when Miss Kathleen A. Ryan, daughter of Mr. and Mrs. John W. Ryan, became the bride of Edgar Wheeler, of New Hartford, in the rectory of St. John's Church. The bride was a popular member of the Victrola force of Kempf Bros.' music store of that city.

IT'S A LOSS TO US BOTH

If You Don't Sell

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Let the De Luxe Speak for Itself and Send for Samples, Discounts and Full Particulars

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



BEAUTY TONE
UTILITY

Modernola

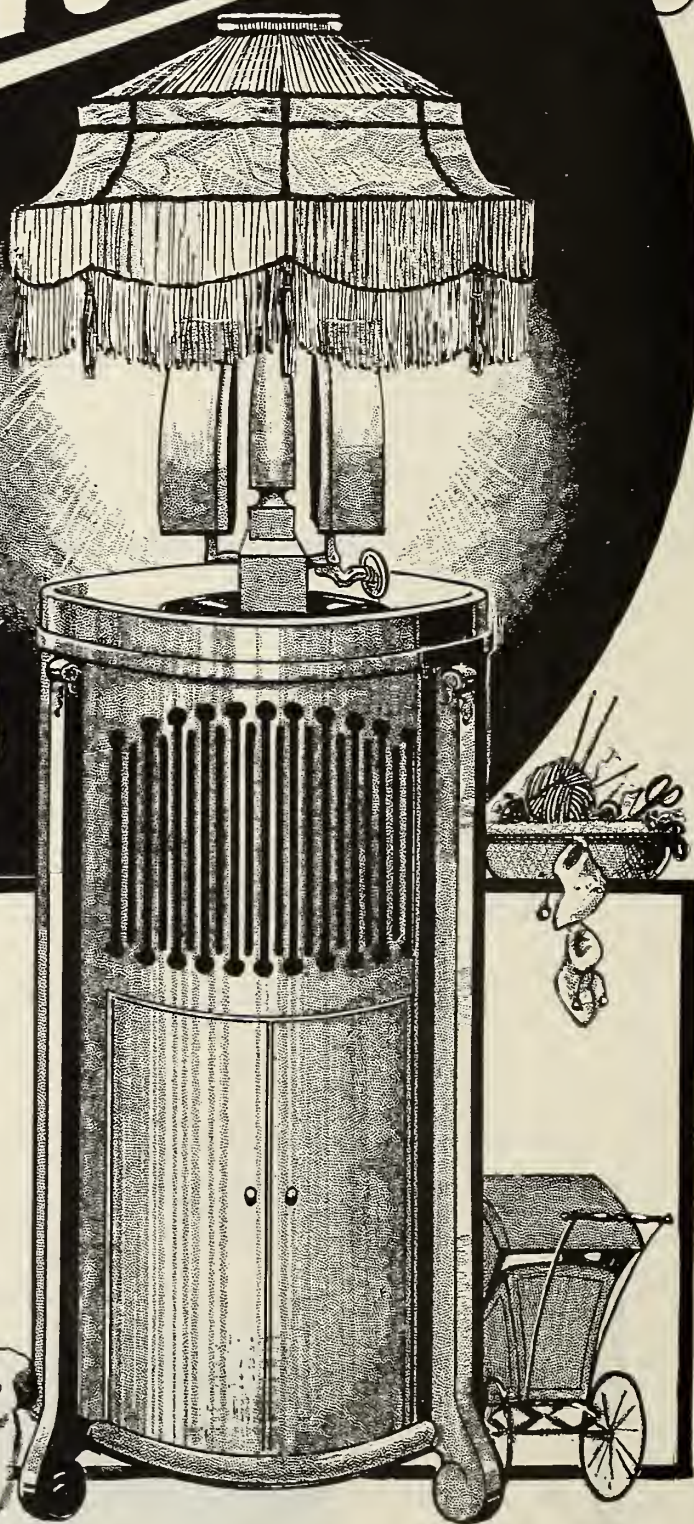
UTILITY

Good to look at. Good to listen to. Good for use.

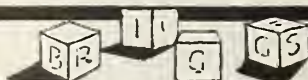
The lamp adds to Modernola a unique and telling feature of service that caps its beauty with utility. In the warm glow of Modernola's light, father, mother, and the children gather cosily for the rest and inspiration that good music always brings.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors
EASTERN PHONOGRAPH CORPORATION
100 West 21st Street, New York



Briggs



SEALED RECORDS —AND REASON WHY

A Plan of Selling "Sealed Records" Which Has Proved, According to the Writer, to Be One of the Most Productive Moves Ever Made

By J. ED. BLACK, Springfield, Mo.

There are so many reasons why this plan is good that it would be easier to tell you why it is not good, and we cannot recall an instance where we have been called to explain to anyone or to receive any excuses from anyone as to why the plan is not good. So, taken as a whole, we feel in offering "sealed records" to the public we are giving them something they are paying for and that they cannot get except in this manner.

The system consists of a complete stock of demonstrating records which are kept intact. Each of the records bears the label. This not only keeps these records segregated to themselves, but when viewed from the customer's eye there is no manner in which this record can get mixed with the records he may purchase, from the fact that the label plainly states that it is a demonstrating record and is not for sale under any circumstances.

As to the satisfaction the customer derives from receiving a record from a stock that is not played, you may take the matter home to yourself and ask how you would feel if you should go into a store and, instead of them handing you a record which had been played, possibly, a hundred times, you would be given one that was absolutely fresh and new and to prove this to you, you see that the record is sealed. This assurance is heightened by the additional explanation of the sales person as to the manner in which "sealed records" are prepared for delivery.

All records when received from the factory, or distributor, are carefully examined, and any record showing damage of any kind is discarded. The perfect records are covered with a seal.

You may understand, in changing into the "sealed records" and putting this over successfully, it necessarily takes some advertising. We are continually pounding on the public about purchasing "sealed records." The plan of telling all customers about "sealed records" when they receive them brings it to their attention in such a manner that they will never forget it and they are sure to tell their friends and visitors who come to their home and see the record bearing this seal and, necessarily, they will ask questions and then, of course, are given the full story.

Our letters which go out each month with the monthly lists are continually referring to the "sealed records." When this was first started we ran half-page columns in both newspapers here, morning and evening, telling the "sealed record" story, and in addition to this we enclosed a small folder which advised the customer of the difference between "sealed records" and unsealed records.

With each record is placed a small stuffer, telling of the "sealed records" and the fact that we do not exchange records. Here is the story covered by the stuffer:

"NO RECORDS ARE EXCHANGED"

"This record is guaranteed absolutely new. It is perfect; was tested at the factory. In justice to our customers, we sell only new and unplayed records. For this reason this record cannot be returned for exchange or credit. A J. Ed. Black Music Company sealed record is brand new, always. The seal is a guarantee of newness and perfection. Records played in the store are never sold sealed; they are Demonstrating Records only and are so marked. To be sure of perfect records, get Black's sealed records—and for best results play them each time with a new needle.

"Tell your friends about buying real-honest-to-goodness new records only from J. Ed. Black Music Co., 307 S. Jefferson, next to Telephone Building, Springfield, Mo.

"Call 2688, and ask to hear any record in the Columbia catalogue."

You may rest assured we are perfectly satisfied with the change when we tell you no money could get us to go back to the old system of selling used records and we will say in addition

to this, the dealer who is the first one to put this over in his town is laying a foundation for record business that he will never regret and he will find that his experience will be like ours—having record customers in our store that were not record customers under the old system of selling records.

People to-day want service and they are going where this service is best. When they are assured they are getting their money's worth—getting new records instead of used ones—that is the place they are going to patronize.

OCCUPIES NEW QUARTERS

Iroquois Sales Corp. Increases Floor Space—Granby and Okeh Lines Well Displayed

BUFFALO, N. Y., May 6.—The Iroquois Sales Corp. of this city, Granby and Okeh jobbers, moved on May 1 into the new King & Eisele Building, where it is occupying greatly increased space on the fourth floor.

The company received a large shipment of Granby phonographs, which are displayed to advantage in its new quarters, and among recent visitors to the Iroquois offices were E. L. Ginsburg and Carl A. Buechner, of the Granby Phonograph Corp. The company expects to make an intensive drive for Granby business and, of course, Okeh records will be featured in the same aggressive manner that has characterized the activities of this jobber for the past six months.

L. M. Cole, sales manager of the company, is taking an enforced vacation, as he is fighting an ancient enemy in one of the local hospitals. However, he will be "back on the job" very shortly with the same good humor and unflinching cheer that has made him so popular in the local trade.

PATHE SHOP DAMAGED BY FIRE

Flames of Unknown Origin Cause \$5,000 Loss in Indianapolis Store

INDIANAPOLIS, IND., May 1.—The Pathé Shop basement at 18 East Ohio street, this city, was damaged recently by a fire of unknown origin causing a loss of approximately \$5,000. The flames were kept away from the salesroom on the first floor after a hard fight on the part of the firemen. Phonographs and records were damaged by smoke and water, but the principal loss was sustained below, where much injury was done talking machines and supplies.

WALLACE HEADS SPHINX MOTORS

Edwin F. Wallace Elected President of Company at Recent Annual Meeting—Readjustment of Company's Price Schedules Announced

The Sphinx Gramophone Motors, Inc., whose executive offices are located at 512 Fifth avenue, New York, recently held its annual stockholders' meeting and the following officers were elected for the ensuing year: Edwin F. Wallace, president; Edward S. Toothe, vice-president, and Alfred Nathan, secretary and treasurer.

Under the new plans of the company, recently inaugurated, Mr. Wallace will assume charge of the company's sales. Mr. Toothe, vice-president has been a director of the company since its foundation, while Mr. Nathan, the re-elected secretary and treasurer, is widely known in Eastern manufacturing circles and is head of the Nathan Mfg. Co.

According to an announcement of the company, it has readjusted its price schedules on its motors in harmony with the gradual lessening production cost and deliveries are made uninterruptedly.

Mr. Wallace, the new president and sales manager, is a graduate of Princeton University and has a wide experience as a sales executive. He believes that success during the coming months, in the talking machine field, will be gained by manufacturers who turn out the highest-grade products. In speaking of the present situation he said: "Recent weeks have shown a decided improvement toward a resumption of demands and from the present outlook this should increase during the coming months and reach normal by early Fall."

NEW BRUNSWICK NUMERICAL LIST

The Brunswick-Balke-Collender Co. the latter part of last month issued a new edition of the numerical list of Brunswick records, together with a list of May records printed on gummed stock. The new numerical catalog includes all Brunswick records issued up to and including April, 1921. The releases for all future months will be issued on gummed stock similar to that for the month of May. This plan makes it possible for Brunswick dealers to paste the current releases each month in the numerical catalog, thereby keeping the entire numerical list up to date and complete.

J. W. Buehler, of Osage, Ia., has added two new booths to meet the demands of his growing Victor business.

RELIABILITY EVERHART & BROWN

Back of Every Successful Record Dealer Is His
Reliable, Energetic Distributor

*Ours Is the Service
That Never Stops*

Large Southern Distributors for

Okeh Records

1705 East Broad St.

Richmond, Va.

BAGSHAW NEEDLES

The Standard
by which all steel
talking machine
needles are judged.
And logically so, be-
cause W. H. BAGSHAW
& Co., are the oldest
and largest manufac-
turers of Talking
Machine Needles in
the world. Fifty years
of Needle Making.
Established 1870.

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 1003

Prepare for the Big Vacation Demand for Steel Talking Machine Needles

Dance Tone Needles in loud, extra loud and half tone are especially appropriate for the summer season. Put up in Screw Top Metal Containers of 500 and 200 needles. Write now for samples and prices.



JUNE, July and August are exceptionally attractive sales-opportunity months for wide-awake dealers. Increased sales of talking machines and records mean increased needle sales. When you stock up with Brilliantone Needles you guarantee your profits as well as your customers' absolute satisfaction.

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

347 FIFTH AVENUE,
NEW YORK

AT 34th STREET

SUITE 1003

Canadian Distributors: The Musical Mdse. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City



Howard Marsh, of *Greenwich Village Follies* fame, new Columbia tenor, is a singer whose songs of love ring true. "Just We Two" and "Rose of Athlone" are his first Columbia selections. Push his records from the start. A-3357.

Columbia Graphophone Co.
NEW YORK

RETURNS FROM WESTERN TRIP

B. R. Forster Reports Satisfactory Brilliantone Progress—New Display Carton Well Received

Byron R. Forster, president of the Brilliantone Steel Needle Co., recently returned from a trip to Chicago and throughout the Middle West. Mr. Forster reported an entirely suc-



B. R. Forster

cessful trip and that dealers throughout this territory were doing well with the Brilliantone needles.

L. J. Unger, of the Brilliantone traveling staff, is back from Canada, after thoroughly covering the Dominion. The healthy condition of the talking machine trade throughout Canada is reflected in the large volume of orders which Mr. Unger brought back with him.

The new large display carton holding 5,000 Brilliantone needles is proving very popular with the dealer. This carton contains six dif-

ferent-colored boxes of needles, each color representing a different tone. At Brilliantone headquarters it was stated that this new carton has been found in many instances to increase the dealer's needle business 50 per cent.

PRINTING SERVICE FOR DEALERS

Harbour-Longmire Co. Offer Unique Service to Their Pathé Retailers

OKLAHOMA CITY, OKLA., May 2.—The Harbour-Longmire Phonograph Co., Pathé distributors, located in this city, have an exceptionally well organized and equipped dealers' service. The extent to which this service goes is found in a recent letter which they sent their dealers, calling attention to the fact that all statements, bills, credit memorandums, letterheads and circular letters received from them were printed on their own presses and offering this printing service to the dealer. It is reported that increasing numbers of dealers have taken advantage of this printing service, which promises to be an important adjunct to Harbour-Longmire service.

\$35,000 FOR MACY ATTORNEYS

Fees aggregating \$35,000 were allowed by Federal Judge Julian W. Mack on April 26 to the law firm of Wise & Seligsberg and associate counsel, who represented R. H. Macy & Co. in their recent suit against the Victor Talking Machine Co. and a number of jobbers for violation of the Sherman Act. The Macy attorneys had originally asked for \$75,000.

G. H. Jennings, of Panora, dropped in the other day, says Mickel Bros. Co., of Des Moines, Ia., who adds: "Mr. Jennings is a Victor dealer and incidentally an undertaker. We asked him how business was and he replied: Rotten! Nobody dying 't all.' That should make the Victor business good, because you can't sell a Victrola to a dead one."

MAKE ATTRACTIVE WINDOW DISPLAY

Barnard Music Co., Exclusive Brunswick Dealer, of Jackson, Mich., Arranges Clever Window Which Wins No Small Meed of Praise

JACKSON, MICH., May 3.—The value of the show window is very properly estimated by the Barnard Music Co., exclusive Brunswick dealer of this city. A recent display, in which the Brunswick phonograph and records were featured; is pictured herewith. It attracted considerable



Barnard Music Co.'s Clever Display

attention by reason of its arrangement, and shows how a window may be utilized in an advertising way to good purpose. The frame of this central display was in gold, the curtains in blue, and the lighting effects secured by lights in the back of the frame.

DISPLAY THE FERN-O-GRAND LINE

The Kroll & Horowitz Furniture Co., 258 Canal street, New York, New York distributor for the Baby Grand and other models of talking machines manufactured by the Fern-o-Grand Co., of Cincinnati, O., had a display at the furniture exhibition held late in April, at 469 Seventh avenue, New York.

PERSONAL—(But not confidential)

(By courtesy of Henry L. Doherty & Co.)

Due to many rumors we wish to state that the price of the **VICSONIA** reproducer will **NOT** be reduced. A price reduction is impossible without impairing some of the recognized qualities of the "**VICSONIA**", therefore no changes are contemplated.

The "**VICSONIA**" has always enjoyed the reputation of being the **ONLY** successful reproducer for the playing of **EDISON DISC** Records on Victor and Columbia machines and we intend to keep it as such. We are sure that the **TRADE** will co-operate with us to this end.

VICSONIA MFG. CO., Inc.

313 East 134th Street

New York City, N. Y.

"A new Gennett!"



The ULTIMATE

in record perfection is attained
in **Gennett Records.**

TO realize the new heights of record development hear the **May Gennett Records**, just out. They bring new delights from all phonographs. Hearing is believing. Any Starr dealer is glad to give you a hearing.

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada

ARTICLE IN COLLIER'S PAYS TRIBUTE TO PHONOGRAPH

Robt. H. Schauffler in "Canned Music—the Phonograph 'Fan'" Emphasizes the Big Part Played by Talking Machines and Records in the Development of Music Appreciation

The talking machine, having reached the status where it is treated with respect by writers for newspapers, has now been graduated to a new position, where it has been made the basis of a lengthy magazine story, illustrated, and paid for and published by Collier's Weekly in the issue of April 23.

The newest article, entitled "Canned Music—the Phonograph 'Fan,'" is written by Robert Haven Schauffler, who only recently contributed a similar article on the player-piano.

The fact that such a national periodical as Collier's thought the talking machine good material for a human-interest story such as this is and devoted a conspicuous place in the issue for its presentment is in itself comment enough on the intense and sustained interest taken in this universal instrument by Americans—and citizens of the world besides.

Crediting the talking machine with spreading culture broadcast more speedily and far more than did printing in the days of the latter's invention, Mr. Schauffler goes on to say:

"The art of music, as we moderns understand it, is only a couple of centuries old. And until yesterday, owing to the cost and difficulty of obtaining music, mankind was as scantily supplied with this great primal necessity of his nature as his palate was supplied in the days when his whole diet was raw fruit and nuts, or as his back was supplied in the bark-overcoat days, or his bed when he lived in a tree. Up to a generation ago music was like that healing pool of Bethesda in the Holy Land. People at a distance had to make long and expensive journeys to get the benefit of its waters. Only the aristocrats could afford this.

"Then the phonograph came along and formed the Bethesda Bottling Co., Unlimited. And now the Eskimos and the Hottentots and the inhabitants of the poorhouse in the forbidden city of Lhasa may bathe their minds and spirits at will in the healing waters of music.

Making and Breaking Records

"The phonograph, by opening up culture to everyone, has made music democratic. The balance of musical power has now passed from the professional to the amateur, from the performer to the listener, and from the concert stage to John Jones' parlor, which is now the musical center of the world.

"Why? Because the phonograph has made good music as inexpensive for him as poor music, and more necessary. He is rapidly losing his taste for the latter because the phonograph has made its endless repetition temptingly easy for

him. And poor music is just the kind which cannot bear much repetition without making the hearer feel like a new employe in a candy store at the end of the second day's work, when he wishes he might never taste another piece of candy again. Instinctively he turns to a class of music which he will not tire of so quickly. It is this ease of surfeit which has so immensely speeded up the average man's former slow rate of growth in musical culture.

"I have always been a phonograph fan since the red-letter day when, as a small boy in Cleveland, O., I discovered a little arcade where you could drop a nickel in the slot, stuff two rubber tubes in your ears, watch the wheels start going around under a glass dome, and, amid an unmusical hubbub that sounded like the career of an elephant running amuck in a tinware shop, you could detect Pumpernickel's Military Band (of five pieces) vainly trying to play the galop from 'William Tell.'"

Apropos the small beginnings of the now gigantic talking machine business, Mr. Schauffler repeats a tale culled from a man who heads one of the largest record-making companies in America. This man, who has been in the talking machine game from the start, worked for the New Jersey Phonograph Co. at a time when the musical end of the business was little thought of as a money-making proposition. The machine in the business office was its logical place, according to the thought of that time. Getting an advance of his full week's pay, which amounted to the huge sum of \$15, the man concocted some sort of music-making apparatus and made two thousand records as a starter. A "mud-gutter" band's rendition of "Boulanger's Patrol" was the first musical offering thereof. A discarded kitchen cabinet, in need of much cleaning and bought at a second-hand store, became the improvised cabinet for the records. As the first record was being tried out a man who was a little worse for liquor stopped in the small "laboratory" and began to drive a bargain for the machine and records. An agreement was made for renting the machine and some records for \$40 a year, \$10 down, with an additional 75 cents a month for a battery and an equal amount for ear tubes.

"He took the stuff across the street," recites Mr. Schauffler, "put on ten ear tubes and charged 25 cents to listen to it. He made money so fast that I was able to convince my firm of the practicability of developing the phonograph for entertainment purposes as well as business ends."

There are three classes of phonograph users,

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

according to Mr. Schauffler: (1) Those who want something—anything to make a noise for the children and young people. (2) Those who want a good-looking piece of furniture. (3) Those who really care for music. The genuine talking machine fan, thinks the author, belongs in the third class. Many of the latter, however, says Mr. Schauffler, lack discrimination. "They come into the music store and say to the clerk: 'Pick me out a dozen records, you know what I want.'" This way of buying, he says, would appeal to the true connoisseur about as much as leaving the selection of his wife to a committee of elderly ladies.

Touching the way some collectors catalog their records Mr. Schauffler observes that the more sophisticated of them grade the same in various interesting and original ways not to be found in the commercial catalogs. Two ways of doing this, the first according to the depth of the musical thought and regardless of how that thought is reproduced, and the second according to the degree of mechanical success the record achieves, follow:

"Grade A—Music of the Moment (e. g., 'Mammy')."

"Grade B—Light Classics (e. g., 'Beautiful Blue Danube' waltz).

"Grade C—Medium Classics (e. g., 'Largo' from Dvorak's 'New World Symphony')."

"Grade D—Heavy Classic (e. g., Bach concerto for two violins).

"Another method is to grade the discs in several classes, according to nothing but the degree of mechanical success with which the original voice or instrument has been recorded and reproduced. The collector may subdivide into eight classes if his energy and discrimination hold out: (1) Abominable. (2) Bad. (3) Poor. (4) Indifferent. (5) Good, but blemishes. (6) Good. (7) Excellent. (8) Perfect."

J. B. Powell, who for several years has represented the Edison phonograph in the South, has just opened an exclusive Edison Shop at Lakeland, Fla., known as Lakeland Phonograph Co.

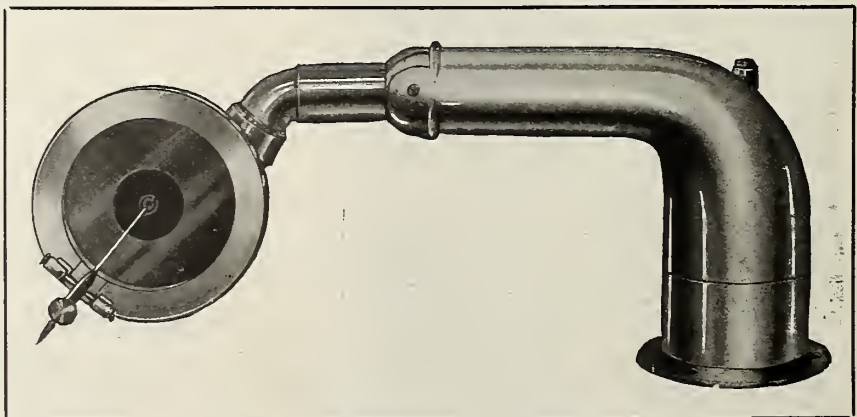
WHAT ARE YOUR NEEDS—WE CAN SATISFY THEM

Big Value
in
Both Tone and Price

Suitable for Medium Priced
Machine

8 1-2 inches, centre to centre
Large size Sound Box

Send for quantity prices



Have you heard our special Octagon Sound Box No. 5?

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okéh Records

WHITTLE CO. IN ITS NEW QUARTERS

D. L. Whittle, of Dallas, Tex., Enters Remodeled Premises—Firm Enjoys Wide Repute

DALLAS, TEX., April 9.—Formal opening of the new quarters of the D. L. Whittle Music Co., at 1213 Elm street, this city, took place recently. Over \$30,000 has been spent in remodeling and decorating the building for the purposes of the company, which has taken a long-term lease on the same. Occupying two stories of the premises, a floor space of more than 25,000 square feet is available. The Whittle Co. ranks among the eight most complete stores in the United States, though in point of size a few are larger.

Besides doing an extensive retail and wholesale business the company enjoys a large mail order and catalog trade that reaches into all parts of the United States and into Mexico and Canada. The company is distributor for Vocalion phonographs and records.

OPENS POPULAR MUSIC DEPARTMENT

Sandeen Music House, Rockford, Ill., Makes a Welcome Addition to Its Line

ROCKFORD, ILL., May 2.—The Sandeen Music House, of this city, recently opened a popular sheet music department that has made a decided hit with the local music buyers. The late hits are featured on a self-service rack placed near the entrance, which has put additional punch into the store's slogan of "instant service." The Sandeen Music House, which has been established less than a year, is rapidly coming to the front as the musical center of Rockford through the aggressive management of Mr. Sandeen, who is a prominent musician himself and tenor soloist in the largest church in the city.

The store is located in the theatre district and is handsomely finished in an ivory-white and robin's egg blue scheme that is decidedly attractive. The Vocalion and Columbia lines are featured as well as Q R S player rolls.

USES CASH REGISTER RECEIPT

The Revere Phonograph Co., Revere, Mass., Columbia dealer, is creating school sales in a novel manner. For every purchase of \$10 in the Revere Phonograph Co.'s store a coupon is given. The children of the parents purchasing goods at the Revere Phonograph Co. turn these coupons in to the principal of their school and after the school has collected 100 of these coupons they are entitled to a D-2 Grafonola.

EDISON CONVENTION PLANS

Famous Caravan Conventions to Be Held in Four Cities During Month of June—Many New Features Will Add to Interest

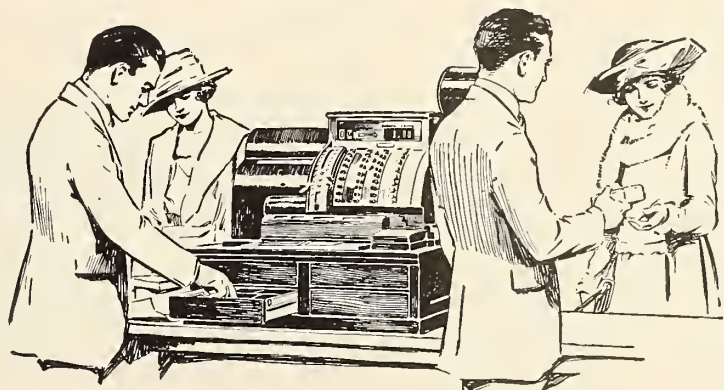
ORANGE, N. J., May 6.—Plans are already shaped in fairly concrete form for the 1921 Edison Caravan Convention. The cities, theatres and hotels in which this famous event will be held this year are: New York, the Knickerbocker Theatre and banquet at Commodore Hotel, June 9-10; New Orleans, Tulane Theatre and Grunewald Hotel, June 14-15; Chicago Blackstone Theatre and Drake Hotel, June 20-21; Vancouver, B. C., the Avenue Theatre and Vancouver Hotel, June 27-28.

Among the features which will probably be found on the program are a four-act comedy by William Maxwell, entitled "School for Salesmen," acted by prominent stage people; an address by Chas. H. Farnsworth, who will be officially announced during the conventions as head of the Edison school research department;

an address by a celebrated figure of the American stage, who will speak on the similarity between salesmen in the phonograph field and actors and of how the methods of the latter can be applied to the efforts of the former; a new version of the Edison tone-test given by a member of the Metropolitan Opera Company; a talk by a famous Edison recording artist on "What it Means to an Artist to Have His Voice Recorded on the New Edison"; a lecture in rhyme by a famous singing comedian of the vaudeville stage on various retail sales problems; discussion on advertising by a prominent authority in this field and a series of open forum discussions by retail merchants.

In each case the convention chairman will be a retail merchant. H. Leslie Marvil, Waycross, Ga., will lead the convention in New Orleans and James P. Lacey, of Peoria, will again lead the convention in Chicago. The other chairmen have not as yet been announced.

A new Victor music store has recently been opened at Dillsboro, Ind., by W. S. Calhoun.



Clerk D is making change from his cash drawer. The amount of the sale is shown at the top of the register. The other clerk is handing change and parcel to the customer. He made change from his own cash drawer.

A separate cash drawer for each clerk

This makes clerks more efficient because:

- ① Each clerk is responsible for the business he handles.
- ② In case of error it shows who made the mistake.
- ③ It gives each clerk credit for the work he does.

An up-to-date National Cash Register with separate cash drawers measures the ability of each clerk.

Up-to-date National Cash Registers are made with any number of cash drawers, from one to nine.

We make cash registers for every line of business. Priced \$75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

A Message of Much Meaning to Every Dealer Who Wants More Phonograph Sales Right Now

In spite of the wails of the pessimist, the crape hanger and the croaker, we once again prove that 1921 is a fighter's year and *business is exactly what you make it.*

We recently co-operated with twenty-two live Granby dealers in conducting a special advertising and selling campaign in the Metropolitan District.

We not only put Granby on the map, but the sales of these quality instruments responded like a thoroughbred that had been held under wraps.

After this campaign showed what Granby co-operation does, many new dealers seized the opportunity of securing the Granby franchise with all that it means in prestige and profits.

Right now get the full benefit of this message.

Send for details of the Granby proposition and find out how to cash in on Granby sales, as the New York dealers recently did.

GRANBY PHONOGRAPH CORPORATION
N O R F O L K - V I R G I N I A
.. Factory · Newport News. .

New and Interesting Ideas for Increasing Sales in Talking Machine Stores

By
W. Bliss Stoddard

Schlueters, of Oakland, Cal., has made it possible for people to get very close to objects shown in his windows, and this increases the number of prospects that come to his store every day. Each window, the large one in front and the smaller one at the side, is framed so that it slides out in grooves. The platform of the window is easily taken down. That leaves a white-tiled window base only three inches above sidewalk level. In this is kept a talking machine—sometimes several of them. In the Spring the portable variety is especially featured, one of the compact little machines being set on the packing box in which it is shipped. A card announces: "Just the thing for your outing—easy to carry, occupies very little space—doubles the joy of an evening in camp or on the water." The machine is rigged up with a motor attachment and on the wall, above the reach of the inquisitive small boy, is a button, with a card: "Press the button—start the machine playing." It is the natural thing for anyone who stops to look to push the button in order to hear the music. By so doing the person also turns on an electric light in the back of the store, which is the signal for a salesman to appear and explain the machine, and, what is more important, if possible, to get the name and address of the party who is interested, in order to follow it up with literature on the subject of talking machines, or, if one is already possessed, new records for the Summer vacation. Another manner in which this enterprising store advertises is to have large signs on both sides of its auto trucks. These bear pictures of different types of talking machines, and from time to time the names of new records that are meeting with popular favor, and as the cars move from one part of the city to the other they immediately identify the store with talking machines.

A New Kind of Envelope

H. L. Dodge, Long Beach, Cal., who handles talking machines and has to meet much competition from house-to-house salesmen, has evolved an idea that has netted him considerable profit. Mr. Dodge realizes that the first store in any city to greet new families will make the strongest impression, so he goes after this new trade strongly. He has the city divided into four districts, with a correspondent in each, whose business it is to inform him of the arrival and departure of new families. By ascertaining where former residents have gone he avoids waste of postage by sending literature to the old address and also learns whether it is advantageous to keep them on his mailing list. If they have removed to the country or to any of the nearby towns they are still profitable mail-order prospects, and if they have moved out of the territory he covers he simply strikes the name off his list. The greater part of his attention, however, is given to the new arrivals. To each of these is sent a form letter of greeting, but so worded as to convey the impression of a personal welcome. This letter is enclosed in an envelope, and upon the face, instead of the return address, is a photo of himself. At one side of the picture is "Return to" and below it "Let's get acquainted." This arouses curiosity and induces them to open the envelope, while the unique manner of address causes them to feel acquainted with the man before they ever enter his store.

Hawaiian Concert Draws Trade

The talking machine department of Bry's, Memphis, Tenn., scored a big hit recently with its Hawaiian concert. Taking advantage of the presence in the city of a troupe of native musicians at a local vaudeville house it was arranged to give a special concert in the Bry auditorium. Bills adorned with pictures of the troupe, and giving the program, were scattered

broadcast, and at the foot of each program was announced: "All of these selections and many other beautiful native Hawaiian vocal and instrumental selections are obtainable in our large stock of records." Three concerts were given in one day—10.00 to 11.30, 3.00 to 4.30 and 7.30 to 9.00. Between each selection by the troupe there was played a Hawaiian record, in several instances the same song or instrumental num-

Several Schemes That Have Been Used by Talking Machine Dealers Throughout the Country With Success

ber being repeated, in order that the audience might see how closely the instrument approximated the human voice. Window displays called attention to the concert and to the records. Wax models of a Hawaiian youth and maiden, seated beneath the shade of a coconut tree, were shown. In the background was a canvas drop of sky and water and flying birds, and the floor was covered with fine sand, while a card overhead announced: "On the beach at Waikiki." At one side was a talking machine

garlanded with several yellow leis and a card in front of it announced the date of the concerts and the hours at which they were given. Another item that boomed sales during the entire week was the offer of one of the little Victor dogs free with the purchase of each Victor record. This offer was combined very effectively in the other window by showing a semicircle of benches on which were placed a hundred or more of the Victor dogs intently watching a group of dolls in the center, dressed in Hawaiian costume, who were dancing to the music of three native instruments. A card at one side suggested: "Even the Victor dogs are interested in Hawaiian music," and at the other: "One of these dogs given with each Victor record purchased this week." Another way in which the records were featured was by placing a case of them with the names and prices just where the eye of the person who was using the telephone would fall upon them. As some time usually elapses ere a person can get the number he is calling ample time was given to read over the new records and to learn their cost.

NOW THE HEYWOOD-WAKEFIELD CO.

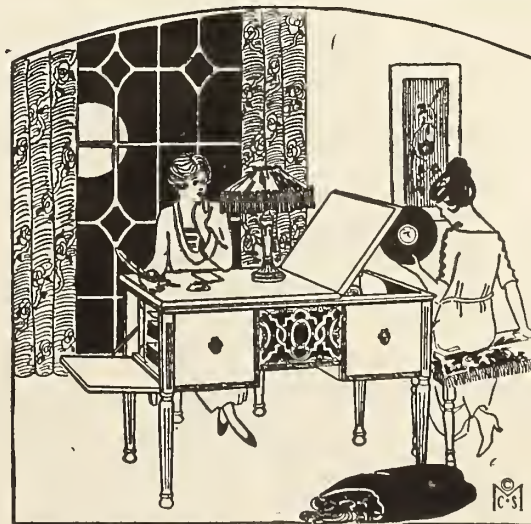
The merger of the Heywood Bros. & Wakefield Co., of New Jersey, and the Lloyd Mfg. Co., of Michigan, incorporated under the Massachusetts laws as the Heywood-Wakefield Co., has been formally announced, with a capitalization of \$13,000,000. The directors are: Charles H. Lang, president; Calvin H. Hill and Levi H. Greenwood, vice-presidents; Seth Heywood, Henry Morrill, Frank G. Webster, Charles A. Store, Henry Hornblower, Marshall B. Lloyd.

Librola
REG. TRADE MARK PAT.
A LIBRARY TABLE - PHONOGRAPH

PERIOD MODELS

Louis XVI Model—also Queen Anne Period

A High Grade Phonograph and Library Table Combined



To
Retail
at
\$150.00

Write
for
Dealers'
Discounts

No. 175. Pat. applied for. 42" long, 26" wide, 31" high.
Finished on all sides—golden oak, mahogany or walnut

Complete Your Line with These High Class Library Table Models

This high class instrument will enable you to meet any competition, because of its beauty, clarity of tone and utility.

You are missing Dollar profits if you do not write for information—Today.

Now Ready for Delivery

SEABURG MANUFACTURING COMPANY

JAMESTOWN, NEW YORK

Pacific Coast Representative J. W. ROE, 1711 E. Harrison St., Seattle, Wash.

Introducing

THE
CONTROLA

“MAKES YOUR TALKING MACHINE ENTIRELY AUTOMATIC”

The FIRST and ONLY device which entirely eliminates Starting and Stopping levers.

STARTS
LIFTS the NEEDLE
and
STOPS
WITHOUT ATTENTION

“IT NEVER FAILS”

Placing the needle starts the motor.
Requires no further attention.

At the conclusion of the music the needle is lifted off the record and the motor stops immediately.

It is Permanent, NON-SET and inconspicuous.

Attached to any machine at low cost.

Manufacturers and Dealers : The Controla has an absolute business-getting feature you cannot afford to neglect.

Descriptive Literature on Request

Phonograph Control Corporation

120 MARKET STREET

NEWARK, N. J.

PAUL BIESE IN NEW YORK

Well-known Orchestra Leader Arrives in New York to Join Columbia Organization—Active in Musical Circles for Many Years

Paul Biese, one of the country's leading exponents of modern dance music, arrived in New York May 1 to become a conductor in the Columbia recording laboratories. Mr. Biese is one of the greatest saxophonists of the present day, having been the leader of the Paul Biese College Inn Orchestra in Chicago and the founder of the Paul Biese Trio. This trio makes Columbia records exclusively and its rendition of the popular dance hits has gained for this trio an enviable reputation.

Mr. Biese's musical experience dates back to the days he was four years old and he has



Paul Biese

been identified with musical affairs since childhood. He has seen service in the United States Army as a bandmaster, spending eight months in the Philippines, and in the recent World War was a divisional bandmaster with the commission of a first lieutenant, seeing duty overseas.

Prior to the World War Mr. Biese spent eight or nine years in Chicago, conducting the orchestra at the Palace Theatre for two years and playing at the Tip Top Inn, College Inn, Rainbow Gardens, Marigold Gardens, Planters Hotel and other well-known theatres and hotels.

After returning from France he became conductor of the Pantheon Theatre Orchestra, one of the finest moving picture houses in Chicago, and, incidentally, Mr. Biese started playing the saxophone about that time. He soon became famous as one of the leading saxophonists in the country, and one day decided to make records. He selected five of his best men and after making several test records signed a contract with the Columbia Graphophone Co. exclusively. The company instituted an aggressive national campaign, featuring Paul Biese records, and this campaign was a tremendous success.

He left the Pantheon Theatre and played at the Green Mill Gardens for a while, attracting a capacity house. Mr. Biese then went to the College Inn of the Sherman Hotel and stayed there until he joined the Columbia organization. The Paul Biese College Inn Orchestra has been the most extensively advertised orchestra playing in Chicago. Every theatre program in the city carried a full-page advertisement over the signature of the Sherman Hotel, featuring Paul Biese and his orchestra, and Chicago music lovers keenly regret his departure for New York.

SAILS FOR JAMAICA

W. J. Bagshaw, secretary of the W. H. Bagshaw Co., needle manufacturer of Lowell, Mass., sailed during the latter part of April for Jamaica, where he will probably spend a month or more. W. J. Bagshaw and his brother, C. H. Bagshaw, are the executives of the W. H. Bagshaw Co., to whom credit is due for the great success attained by that organization.

S. H. Knight will shortly open a new store in Winsted, Conn., for the sale of talking machines and furniture.

TALKER MEN IN THE TAX FIGHT

Talking Machine Men, Inc., Sends Strong Resolution in Favor of Sales Tax to a Number of Congressmen and Senators at Washington

The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, passed the following resolution at the last meeting of the organization, copies of the resolution being sent to all Congressmen and Senators representing those three States in an effort to influence them in favor of a sales tax:

"Whereas, the Talking Machine Men, Inc., of New York, New Jersey and Connecticut sincerely believe that the present business depression is largely caused by the fact that we have an unjust and oppressive tax burden placed upon business by Congress; and

"Whereas, we believe the only possible way that business can resume its normal stride is by the abolition and elimination of these destructive taxes; and

"Whereas, we are informed that there is about to be offered to Congress a measure providing for a 1 per cent levy upon retail sales, which will do away with intricate bookkeeping now necessary under the present tax law, which will provide sufficient revenue to maintain our Government properly and place no burden upon any one;

"Therefore, be it resolved that we, the members of the Talking Machine Men, Inc., of New York, New Jersey and Connecticut, respectfully urge upon Congress that they come to the aid of business immediately by the passage of a sales tax and the elimination of the present system of taxation."

TO HEAR PRINCESS WATAHWASO

Miss Cloud Arranges for Appearance of Noted Victor Artist in Putnam-Page Territory

PEORIA, ILL., May 6.—The Putnam-Page Co., of this city, through Miss M. A. Cloud, manager of its dealers' service department, is booking Princess Watahwaso in cities on the border of Illinois and Iowa and in central Illinois. It is an interesting fact that the first appearances of the Princess before Victor audiences were in central Illinois under the booking direction of Miss Cloud for the Putnam-Page Co. Since then the Indian artist has scored many triumphs through the East and her return to the scenes of her first Victor appearance will be of much interest.

ADDS TALKING MACHINES TO STOCK

S. Zaconick's Store Gets Agency for L'Artiste Instrument—Many Models Carried

An up-to-date phonograph department has been added to the jewelry store of S. Zaconick, a well-known merchant of Johnstown, Pa., who has secured the exclusive agency in that city and territory for the L'Artiste phonograph. Two very attractive models have been placed in the show windows of this store, while a complete stock of period and upright models of this instrument have been obtained. The new phonograph salesrooms have been artistically decorated and arranged for patrons.

MAKES SPLENDID IDAHO TRIP

R. F. Perry, Talking Machine Salesman at Salt Lake for Brunswick, Gets Results

SALT LAKE CITY, UTAH, April 25.—R. F. Perry, of the talking machine sales division of the Brunswick-Balke-Collender Co., of this city, has just returned from a trip through Idaho with splendid results. Increasing demand for Brunswick machines and records is reported.

Among the new accounts being opened in the Salt Lake territory is the Chipman Mercantile Co., of American Fork, Utah, which now handles the Brunswick exclusively. The new Brunswick alphabetic catalogs have been distributed to the dealers, which has resulted in a great increase in record business. Many orders are being taken in this district for the Stratford and business is booming generally for all Brunswick products.

BROWN & PAGE SELL OUT

Well-known Charlotte Phonograph Dealers Turn Over Business to Howard L. Hopkins

Brown & Page, Edison dealers and office supply agents of Charlotte, N. C., have sold out all their stock, fixtures and good will to Howard L. Hopkins and associates of that city. The business is located at 231 South Tyron street, that city. The new owners of the store will not change the name of the enterprise. Hampton S. Brown, member of the old firm, will remain as a director and stockholder. In the near future the capital stock will be increased.

No man can discredit his employer or his co-workers and escape the shadow himself.

Increased Record Business Is Here

You Will Get It With

**Okeh
Records**

The Record of Quality

KIEFER-STEWART CO.

Distributors of Okeh Records

Capitol Ave. and Georgia St.

Indianapolis, Ind.

our mark
6

LOUIS A. SCHWARZ, Inc.

MANUFACTURERS REPRESENTATIVES
NOW OFFER NATIONAL SERVICE

CHICAGO
59 E. VAN BUEREN ST.

ATLANTA
74-76 N. FORSYTH ST.

NEW YORK
1265 BROADWAY

AMERICAN DEVICE MANUFACTURING CO.
SAINT LOUIS, MISSOURI
February 11th, 1921.

Peerless Album Company
43 TO 49 BLEECKER STREET
NEW YORK CITY

Penn Photograph Company, Inc.
ESTABLISHED 1888
WHOLESALE EXCLUSIVELY

Lansing Sales Co.
ELIOT AND WARREN STREETS
BOSTON 15, MASS.

E. T. GILBERT MANUFACTURING CO.
228-236 SOUTH AVENUE
ROCHESTER, N. Y.
May 7, 1920.

VICTROLENE COMPANY
39 PEARL STREET
BOSTON, MASS.
Feb. 1, 1921.

Alto Mfg. Co.
METAL SPECIALTIES, AUTO AND PHONOGRAPH ACCESSORIES
1801 S. CHICAGO AVE. CHICAGO, ILL.
Chicago, Mar. 11th, 1921

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.
September 18, 1920.

A PARTIAL LIST OF THE MANUFACTURERS WE REPRESENT

of stock bottles but some were obliged to buy to take care of our immediate needs. Our bottle man failed to give us shipment at the promised time and accordingly we were placed in a position where it was necessary to make a substitution.

Our printer advises us that we will have a supply of circulars for your use in a few days.

Regarding our advertising in the Talking Machine World would say that this matter is in the hands of our advertising agent who is preparing the copy for the March issue. We were unable to get the copy ready for the earlier term.

ALTO MANUFACTURING CO.,
By,
Mr. L. A. Schwarz,
1265 Broadway, N. Y. C.
Dear Mr. Schwartz,

...for their Den Hoines and Canada Convention you are booked for a table. Unhappily you see as getting this propaganda and may be you have noticed Mr. J. J. Rockwell, Advertising Counsellor of my organization, is likewise booked for a talk.

May I please, should you decide to stop off in Chicago on your way west, extend to you an invitation to call on us. I assure you I am not selfish in this request. I really believe we could have an hour here together which should be of value to both of us.

The Art of Developing the Thing Called "Punch" in "Talker" Salesmanship :: By Lee Prior

What is there about this idea of a punch that makes it a quality that seems to mark the difference between selling methods that almost succeed but fail and selling methods that really succeed?

We have all seen salesmen who could have put their sales across if they had not been entirely lacking in force—in the ability to put a punch into their selling talk. Naturally, punch makes a listener sit up and take notice. But noise is not a punch. Gesticulation is not a punch. Standing in front of a customer and waving the arms as one talks does not strengthen the presentation of the argument. We are also familiar with the salesman who seems to have the idea that the louder he talks the more impressive he becomes. Noise may represent a kind of force, but it is not the kind that will influence the customer. Any kind of force is a detriment when not controlled.

There are all kinds of folks among talking machine customers. In selling some customers it may be found wise to repress some of the appearance of physical force. Now and then we encounter a man who really seems offended at surplus vitality in somebody else. There are others who take more kindly to the type of salesman who, though on his tiptoes, gives evidence of it only in intensity and in forceful presentation of his talk. Of course, a salesman cannot deliver a mental or physical punch without being able to put something in the way of force behind it. But oftentimes a salesman can overdo the physical effect. One cannot handle this salesmanship punch idea on the same basis as the prizefighter handles his punching program. It will not help the salesman to bound

into the customer's presence like an athlete, with one's thought all for physical exuberance and none for mental grasp of the situation and its finer opportunities.

The value of the sales punch lies not in the fact that it is a punch, but in the fact that what you have to offer is the better for being delivered with a punch. The trained orator knows that he

Good Selling Arguments Frequently Fail Because They Lack the Necessary Compelling Force or "Punch"

cannot hold his audience up to a high pitch all the time. He knows how to handle the punch. There must be points when the listeners can rest, when a story or a quiet period of talk forms a relief from the demand for keen attention. Taking the orator's example of punch we can by thought put punch into our sales talk.

However, with all the good intentions in the world, if a man lacks energy he cannot develop any punch. The foundation of punch is vital energy—the physical force that enables us to put our best efforts into our selling work and

to keep up the force through the whole work. We often hear a salesman who lacks punch tell his story without feeling any interest in what he has to say. This sort of salesman may now and then land a sale by the sprint method, but successful selling is not a sprint; it is a long-distance race and takes a good physique as well as ambition to succeed. And in order to make a real success he must put energy into every selling effort rather than into an occasional one, when he feels like it. The development of successful salesmanship is not dependent upon a spurt or two.

On the other hand we see a lot of fellows with a good line of selling arguments. They give the customer abundant good reasons for buying. The reasons are logical enough. The goods are all right, but somehow they are not presented in a compelling fashion. They do not make the customer feel that he just had to buy, so they are turned down. Punch is a wonderful thing when administered properly. Study the line of the trained orator. See if the technique can't be applied to ourselves to develop real punch.

BUYS DYKEMAN GRAFONOLA SHOP

Joseph Donlan, proprietor of the Ridgewood Talking Machine Co., of Ridgewood, N. J., has purchased the Dykeman Grafonola Shop, 550 West 207th street, New York, from Joseph Seigel, the former owner. The establishment is now undergoing alterations and in the future will be known as The Dykeman Music Shop, and will handle Victor talking machines and records exclusively. A number of demonstration booths will be installed.

The Latest Jewett Model

In its delightfully simple yet elegant design, this charming console model is a particularly handsome specimen of what expert craftsmanship has achieved in the creation of exquisitely beautiful phonographs.

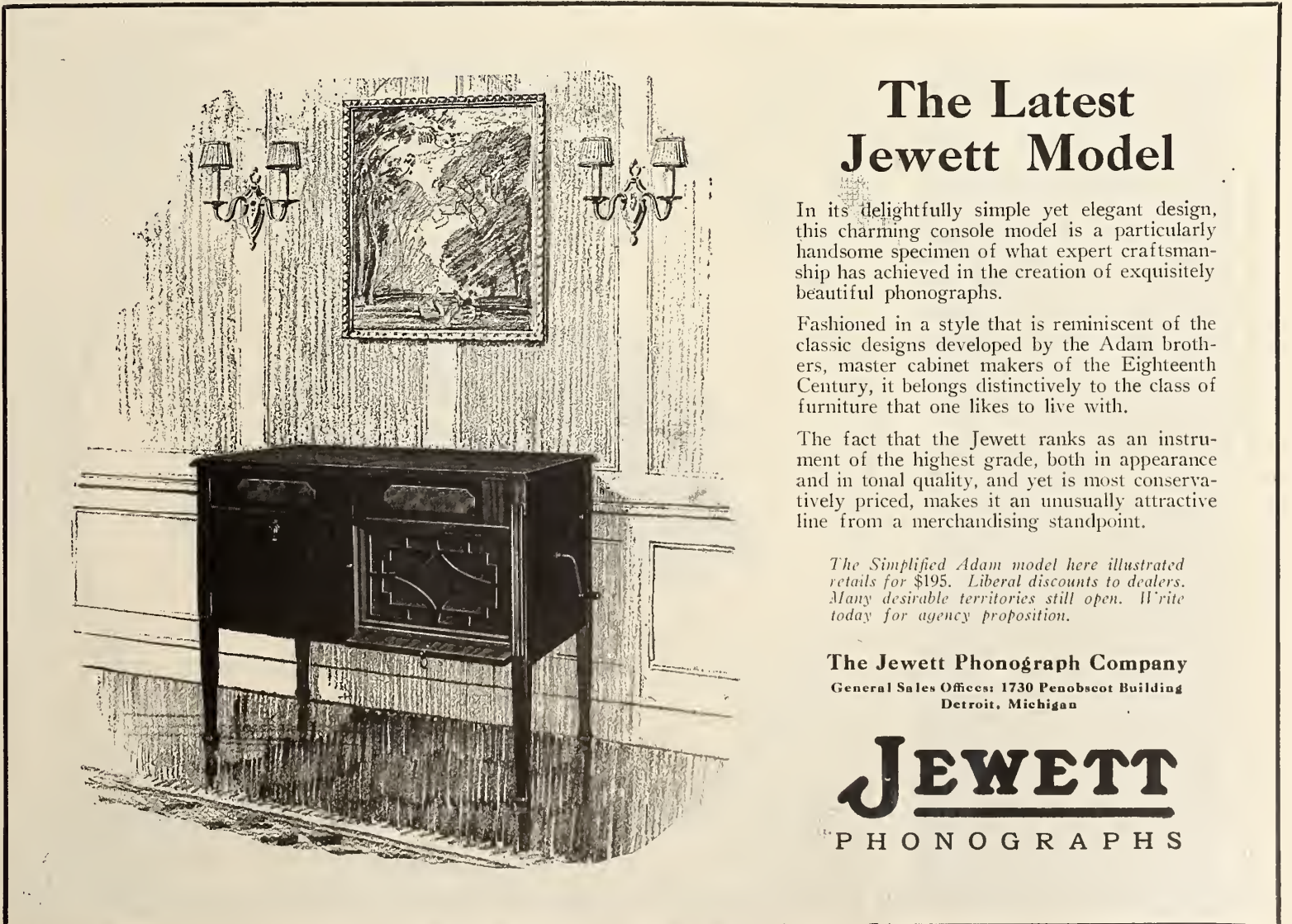
Fashioned in a style that is reminiscent of the classic designs developed by the Adam brothers, master cabinet makers of the Eighteenth Century, it belongs distinctively to the class of furniture that one likes to live with.

The fact that the Jewett ranks as an instrument of the highest grade, both in appearance and in tonal quality, and yet is most conservatively priced, makes it an unusually attractive line from a merchandising standpoint.

The Simplified Adam model here illustrated retails for \$195. Liberal discounts to dealers. Many desirable territories still open. Write today for agency proposition.

The Jewett Phonograph Company
General Sales Offices: 1730 Penobscot Building
Detroit, Michigan

JEWETT
PHONOGRAPHS



GRAFONOLAS FOR SCHOOL WORK

Columbia Graphophone Co. Makes Excellent Exhibit at Recent Convention of Music Supervisors—Columbia Artists Also Appear

At the annual meeting of the Music Supervisors' National Conference, held at St. Joseph, Mo., recently, there was an exhibition of Grafonolas and records for school work in music by the educational department of the Columbia Graphophone Co. The special recordings of this company for educational purposes have awakened great interest among school superintendents and music supervisors and the Columbia product is finding its way into thousands of schools.

Six representatives of the department were in attendance, including W. A. Willson, manager. All of them were kept busy all day long playing educational records and discussing methods with the numerous supervisors who came to the exhibit room to learn about the work and material of the Columbia Graphophone Co.

Among the interested visitors at the conference were E. A. McMurtry, manager of the Kansas City, Mo., branch of the Columbia Graphophone Co., and R. L. Wilder, manager of the Omaha branch. Both of these gentlemen expressed great surprise at the character of the work demonstrated at this conference and were aroused to the importance of building up interest and work in school sales on the part of dealers.

Thomas Devine, one of the salesmen of the Omaha branch, also attended the convention and secured many ideas of interest and importance to communicate to dealers. It is suggested that more talking machine salesmen should attend such conventions in order to get first-hand information regarding the great work that is being done to-day in advancing the cause of music in the public schools. The school children of to-day are the future customers of the musical product of to-morrow.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS {	TURNABLES	Stylus Bars
TONE ARMS		MOTOR FRAMES	
REPRODUCERS	Grey Iron	TONE ARMS	Talking Machine Hardware
	and Brass for	HORNS and THROATS	

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO. **D. R. DOCTOROW**
IRONCLAD MOTORS
Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462

One of the features of great interest at the meeting was the appearance of Margaret Romaine, of the Metropolitan Opera Co., in concert. Her quality and range of voice and charming personality captivated the large audience of music supervisors and citizens of St. Joseph which crowded the Coliseum. On her program were several songs which she sang specially for the school children assembled, and with them, in her gracious manner, she won the hearts of all. Margaret Romaine makes records exclusively for the Columbia Graphophone Co. and the teachers present were much interested in these recordings.

On the last night of the conference was the joint appearance of Florence Macbeth, of the Chicago Opera Co., and Oscar Seagle, American baritone, also exclusive Columbia artists. Their work was a fitting climax to the feast of music of the week and to the remarkable achievements of this important educational convention and association.

PATHE RECORD PRICES REDUCED

Announcement has been made from the headquarters of the Pathé Frères Phonograph Co., in Brooklyn, that, effective April 25, 1921, the list price of Pathé records, series 22000; Actuelle records, series 022000, and both Pathé and

Actuelle ten-inch foreign records, was made 85 cents, subject to the regular discount. The May releases contained thirteen of the 85-cent numbers—two standard, one instrumental, four popular vocal and six dance numbers.

OPENING OF NEW BRUNSWICK SHOP

DUBUQUE, IA., May 2.—The formal opening of the new Brunswick Music Shop, at 648 Main street, this city, occurred recently and attracted a great number of people, who were enthusiastic about the artistic equipment of this establishment. To the right extending the full length of the building are twelve demonstrating booths, while in the rear is a large piano demonstrating room, to the left are the music counters, offices and other display rooms. A handsome mahogany stairway leads to the second floor, which is also devoted to a complete display of Brunswick phonographs, as well as pianos, player-pianos and sheet music. This establishment is under the management of J. B. Grant, a man of great executive ability, who has surrounded himself with an able staff of assistants. A feature of the store is the handsome display window which affords opportunities for the dresser.

W. S. Calhoun has opened an exclusive Victor store at Dillsboro, Ind.

**The General
Phonograph Mfg. Co.
Model "E" Table Phonograph
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY**



New Model "E"
Plays-All Makes of Records Superior Tone Quality
Write for our Proposition
**The General Phonograph Mfg. Co.
ELYRIA, OHIO**

*Smooth
Soft and
Brilliant of Tone*

Saves as it plays

RED BIRD CONCERT TIPS

The Needle of Infinite Charm



IN the Red Bird Concert Tip there has been obtained the phonograph needle *par excellence* containing the three essential factors of the perfect needle—

- perfection in reproduction, bringing out with absolute fidelity to tone and expression all the virility and naturalness of the original instrument or voice.
- positive elimination of scratching and surface noises, passing over the delicate surface of the record with the smooth softness of new velvet, bringing out clearly the fine overtones so essential to purity of tone.
- absolutely non-injurious to the record, being by virtue of its special composition incapable of destroying the playing qualities in the slightest particular.

Red Bird Concert Tips possess these three qualities to their highest attainable degree because in principle, process and material every Red Bird Concert Tip produced is scientifically correct.

RED BIRD CONCERT TIPS

“The Needle of Infinite Charm”

as they have been called, is the perfect needle—the needle your customers have been seeking both from the standpoint of reproductive qualities and economy. Several playings are obtainable from each needle. Used in conjunction with our special patented repointer, however, which we recommend from the standpoint of economy to phonograph owners, approximately 100 playings are obtainable from each Concert Tip.

And, too, by using the Red Bird Concert Tip on their records your customers will not only obtain more real enjoyment from their phonographs than ever before, but the life of their records will be prolonged many years.

To Jobbers and Dealers

WE are making a special introductory proposition to jobbers and dealers. We urge you to write today for price list and full information on these superior needles. A liberal supply of samples for demonstrating purposes will be sent with every order.

The CONCERT TIP CORPORATION 29 WEST 34th ST., NEW YORK



IMPORTANT POST FOR OSCAR W. RAY

Appointed General Manager of Wholesale Vocalion Record Department of Aeolian Co.

The Aeolian Co. announces the appointment of Oscar W. Ray as general manager of the wholesale Vocalion record department. Mr. Ray was formerly general sales manager of the Melodee Music Co. and also for the past five years



Oscar W. Ray

has been prominently connected with the phonograph and record industry, serving both as manager of sales and as a distributor. Mr. Ray is a graduate engineer of Norwich University and has had five years' experience in factory construction, factory equipment and sales engineering.

The Aeolian Co. has very extensive plans for the Vocalion record. These plans will be announced in the very near future, but in the meantime Mr. Ray has adopted the slogan of "Every hour on the hour" to cover the service that he is planning to give all Vocalion Red record dealers.

MUSIC SHOP CHANGES ITS NAME

Binghamton Store Brings "Department" Into Its Title

The Music Department Store is the new name of the Venetian Music Shop, for some time one of the well-known musical instrument centers of Binghamton, N. Y. The adoption of the new name was due to a change of policy in the management of the store, according to an announcement of the general manager, C. G. Smythe. The Department Store will conduct its business on a wider scope than ever before and handle the fullest possible line of the better-grade pianos, player-pianos, Victrolas and musical instruments of all kinds.

ARTIST PRAISES PATHE DEALERS

Marion Cox, noted Pathé contralto singer, paid a high compliment to the Pathé dealers in a recent interview. She had completed a cross-Continental tour in which she met Pathé dealers in all sections of the country. Miss Cox stated: "They are a splendid body of men. I tried to visit as many as I could and was pleased with the cordial greeting I received in each case."

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

HARDING'S INTEREST IN MUSIC

President Urges Strong Government Support of Music and the Arts Generally

WASHINGTON, D. C., May 4.—President Harding's interest in music and the arts generally is indicated in a recent letter to Arthur M. Abell, of this city, in reply to one urging support for a movement to develop Washington as a center of all branches of art. In the letter, which was made public recently by Mr. Abell, the President expressed his interest in "the effort to develop interest in and taste for good music, and, indeed, throughout the nation, perhaps in part because I have been a very little of an amateur myself."

"I know it has been said," the letter continued, "that arts have not always been as much favored under republican as under monarchical governments, but I think a fair survey will justify a very frank difference of opinion on that point. Surely, the encouragement of the arts in Greece and in France under the institutions of democ-

racy can hardly be cited in support of such a thesis. Likewise, the history of our own and the other American republics, I think, justifies the opinion that artistic taste and interest may quite as well flourish under the popular as under the monarchistic establishment."

NEW TALKING MACHINE DEPARTMENT

MINERAL CITY, O., April 25.—T. A. Markley, who conducts a general store here, has taken on the agency for the Peerless talking machine and records. He has had specially constructed record booths installed and the music department presents a most pleasing appearance. All the latest Peerless records will be featured monthly.

Fred Spring, owner of the general store at Gnadenhutzen, O., near here, announces he will carry the Edison line of talking machines and records. His store is recognized as one of the largest country stores in Tuscarawas county.

It's what you put into a bottle that makes it valuable. Same way with advertising space.

HARPONOLA

Talking Machines



The New Models are making a big hit

Send for Literature



The new Harponolas, including many rich console designs, have met the instant approval of the trade.

The dealer knows when he finds a line that is high grade. He knows a line that is a quick mover. He knows the profit-producing lines.

If YOU don't know the Harponola line, send for literature and the Harponola dealer proposition.

Good territory and splendid co-operation.

THE HARPONOLA COMPANY
101 MERCELINA PARK CELINA, OHIO

Edmund Brandts, President

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up to-date factory.



Edison Message No. 94

An increase in the Excise
Tax on phonographs would
make it necessary to advance
Edison Phonograph prices.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

The Art of Proper Lighting for the Show Window and the Store Interior :: :: By J. E. Bullard

The skilled photographer is very particular about his lighting effects. Before he makes a portrait or takes the photograph of an object in his studio he arranges his light sources so that they exactly suit him and places screens to control the shadows in such a manner as to give the very best results.

He must do this because the photographic plate accentuates the difference between light and shade. A shadow that does not appear especially dark to the eye may show up as a black mass in the finished photograph. Accordingly, it is necessary to control these shadows with the greatest care and the greatest accuracy, and reflecting screens are used for this purpose.

Polished Surface Like Photographic Plate

Any highly polished surface such as that found on a piano or many talking machines accentuates the difference between light and shade in very much the same manner that the photographic plate does. This means that such an instrument under the direct light of a single lighting unit may not show up at its best. It most certainly will not if that lighting unit is a bare electric bulb equipped with a mirrored reflector. The shadows cast may not only make the surface look far from pleasing, but the shadows of the filament itself will make the surface look blotched. There will be dark and light spots all over it.

If the instrument is lighted only from one side and a number of light sources supply the light the result is not always going to be the very best unless the shadows are controlled by means of screens. In other words, if the dealer is going to make his talking machines or his pianos look their very best he must pay practically as much attention to the control of lights and shadows as does the photographer.

Possibly they look good enough to the dealer under any light; but this does not necessarily mean that they are going to look as well to the prospective customer. And it is the little things that result in a sale.

The Proper Use of Screens

Though the screens are used primarily for the purpose of controlling the lights and shadows, they may also be made to serve as an attractive setting for the machines and in that way as well help sell. The screens should be built somewhat higher than the height of the machines

and of different widths. Some will need to be quite a little wider than the machines and some, to be used at the sides, may be narrower. None of them, however, needs to be large or heavy.

A light wooden frame covered with beaver board and painted the desired color will serve the purpose if the fire laws of the community permit of their use. They may be made as ornate or as plain as wished. If the company has a symbol that it uses in all its advertising it will look well on these screens. The trade-mark of the talking machine company may also be reproduced near the top of screen if desired.

It is easy to see that such screens can be

Polished Surfaces Are Similar to Photographic Plates, and the Reflection Thereof Should Be Properly Overcome

made to make the display of machines itself more attractive than they would be without the use of such screens. So their use in controlling lights and shadows need not be the only purpose for which they are used.

In cases where the light sources are some distance away from the machines displayed and the tops of the machines are, therefore, not sufficiently lighted a canopy screen arranged at the right angle will overcome this difficulty. This screen used in connection with the floor screens will form a setting that can hardly fail to direct attention to that particular machine, and if the screens are all arranged so as to give the best control of the light that machine is going to appear at its very best.

In the window lighted by a row of lights at the front of the ceiling it may be necessary, in order to get the very best lighting results, to equip the shades with diffusing screens in order

to overcome the shadows that otherwise would be cast by the filaments. Though these shadows are not noticed to any great extent when small objects are being illuminated the effect may be disagreeable when the highly polished surface of a high-priced talking machine is being illuminated. Screens also will be needed if the very best results are to be secured because otherwise there is likely to be too much difference between the front and the sides and the shadows cast by projecting decorative portions of the case may be too dense.

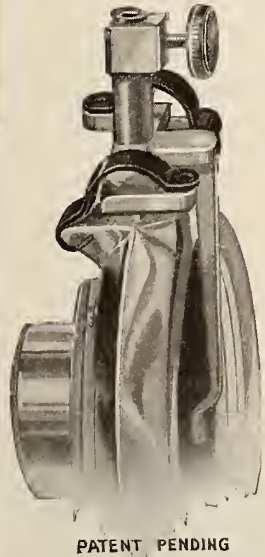
The diffusing screen will cut down the amount of light secured from the bulbs to a certain degree, but, because of the more satisfactory illumination and the better control of the light used that the screens make possible, it will probably not be necessary to use any more current than would be the case if no diffusing screens were used.

Light in the Demonstrating Rooms

In many a demonstration room the machines used do not appear quite as attractive as they do on the floor of the display room. This very often is due to the fact that these rooms, being small, are lighted by means of one center unit. The light is not so well diffused as it is in the display room and as a result the machine does not appear so rich and perfect in appearance as the same machine would under better lighting conditions and the design itself may not seem so pleasing.

Here the skillful use of screens will overcome the defect, if it is desired to make the machine as pleasing to the eye as the records sound to the buyer's ear. It is merely a case of controlling the lights and the shadows more than the actual amount of light that is used.

A visit to any photographic studio and a study of the manner in which the photographer uses his screens will be full of suggestions as to how they can be used to advantage in the sales-room. If there is any doubt as to whether or not the best results are being secured, take a few photographs of the machine under the light in which they are displayed and the photographs will show up lights and shade that may escape the eye of one who is always in the store, but at the same time are bound to have some effect upon the prospective purchasers who enter the store.

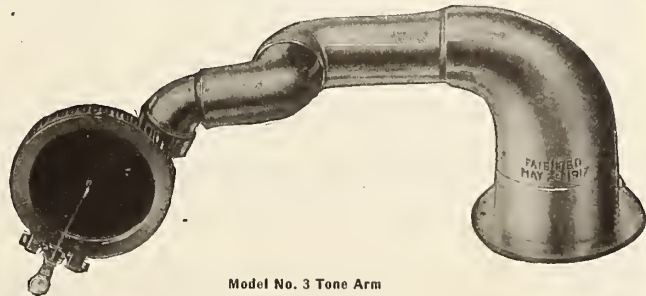


PATENT PENDING

No. 6 Mutual Unique

As the result of closer scientific study of sound boxes, the MUTUAL UNIQUE sound box was constructed.

If you are desirous of being relieved of troubles formerly experienced with sound boxes, GET THE MUTUAL UNIQUE REPRODUCER. It is ABSOLUTELY GUARANTEED free from blast and sound box troubles, due to the patented device of springs which now holds the needle arm on a steel inserted machine cut knife edge.



Model No. 3 Tone Arm

The Mutual No. 3 Tone Arm and the Mutual Unique Sound Box is the finest combination on the market, and it is used on all high-class machines.

The Mutual
TONE ARMS & SOUND BOXES

MUTUAL PHONO PARTS MFG. CORP., Herman Segal, Pres.
149-151 LAFAYETTE STREET NEW YORK CITY

Write for catalogue and prices

A sample will convince you of its merits

Sell the instrument that makes the most profits for you

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



The Highest Class Talking Machine in the World
 is that Phonograph

because it gives the dealer a greater margin of profit than any other reliable or standard phonograph.

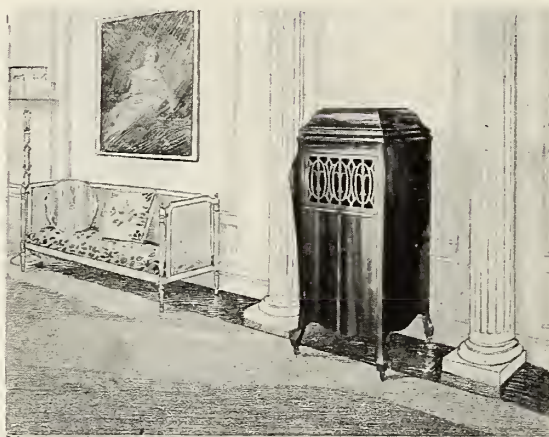
Sonora is the phonograph that *sells* and that's why it is the first choice of dealers everywhere.

The public demands *value* for its money and Sonora, famous for having won highest score for tone at the Panama Pacific Exposition, is

the phonograph which satisfies perfectly the requirements of the most critical music lovers.

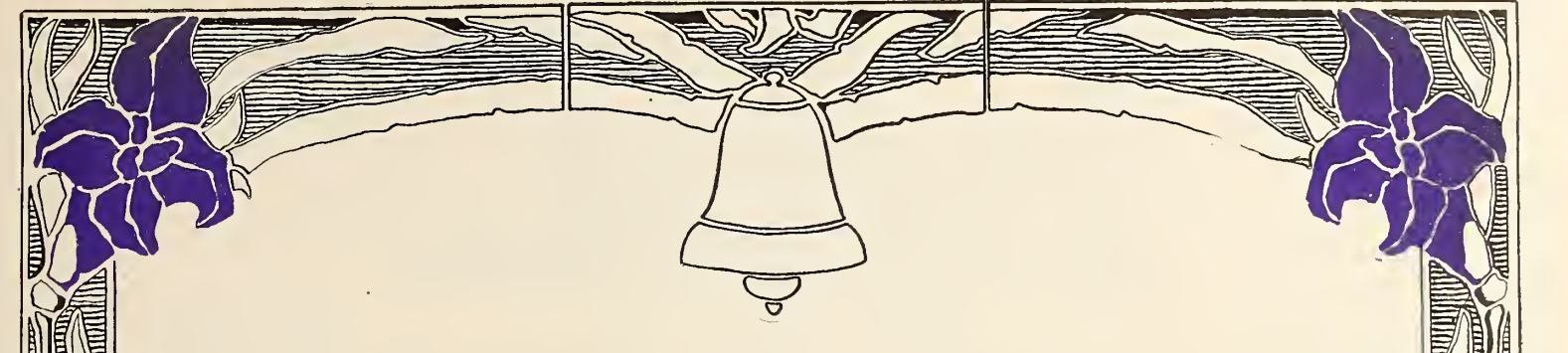
Dealers who handle the Sonora regard it as the mainstay of their phonograph business.

Dealers who have handled other phonographs and who stock the Sonora are invariably amazed at the ease with which it sells, and stays *sold*.



Illustrating the Nocturne, \$160

Sonora has an international reputation for supreme quality. Customers are favorably disposed toward it even before they hear it. It is the phonograph *you need now*.



SONORA was the first phonograph to play ALL disc records perfectly without extra attachments.

Sonora agencies are valuable. We are selecting new dealers for open territory. Write now if you wish to handle the wonderful Sonora. Prices range from \$50 to \$1800. Each Sonora at its price is unequaled in value.

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.

W. B. Glynn Distributing Co.,

Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

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.
Entire State of Indiana.

Lee-Coit-Andresen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M S & E,

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and eastern Massachusetts.

Sonora Phonograph Co. of Pittsburgh,

820 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

The Magnavox Co.,

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

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Phonograph Co., Inc.,

279 Broadway, New York
Distributors for Greater New York and towns on Hudson River below Poughkeepsie.

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.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

Minneapolis Drug Co.,

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

Robinson-Pettet Co., Inc.,

Louisville, Ky.
State of Kentucky.

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.

Strevell-Paterson 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.,

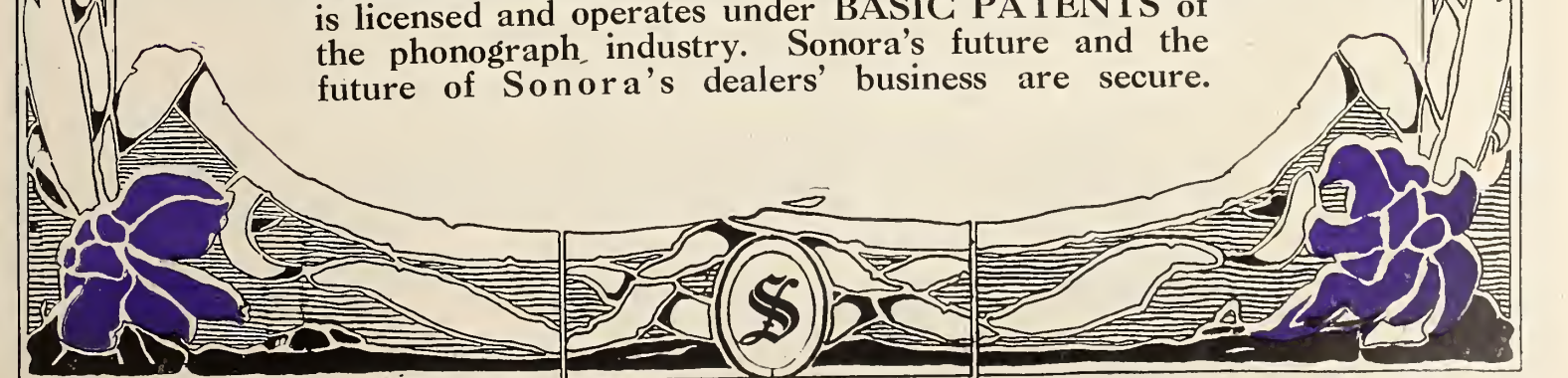
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

Sonora Co. of Phila., Inc.,

1214 Arch St., Philadelphia, Pa.
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.



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.

PROF. FARNSWORTH'S NEW WORK

Noted Authority on Music Education Takes Charge of Edison School Research Department and Will Accompany the Caravan

Professor Charles H. Farnsworth, who is one of the foremost authorities on music education in America, is to accompany the Edison dealers' 1921 caravan convention on its transcontinental tour in June. Recently Professor Farnsworth agreed to undertake the direction of the Edison school research department, and will address those who attend the caravan convention on the subject of the vital part that music should play in the life of children, both in the school and at home. To quote Grove's Dictionary of Music and Musicians:

"Popular education in music has been his main



Prof. Chas. H. Farnsworth

object, and he has specialized in the systematic treatment of public school music and in musical appreciation."

For years Professor Farnsworth has been associate supervisor of music at Teachers' College, Columbia University, and he has been responsible for the training of a great many of the supervisors of music in American public schools. It is a matter of pedagogical history that Teachers' College was one of the first schools to give a four-year course for music supervisors, and Professor Farnsworth has been largely instrumental in developing that course.

Professor Farnsworth made an intensive study of school music in Europe and he has done similar work in various parts of America. He has been especially influential in the standardization of methods. Professor Farnsworth has been president of the Music Teachers' National Association for a number of years and he is chairman of the Educational Council of the National Conference of Music Supervisors. Among

Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that Repair Parts can be bought for less

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO.

Montvale, N. J.

the books which Professor Farnsworth has written and compiled are: "Education Through Music," "How to Study Music" and "Grammar School Songs."

Doubtless Professor Farnsworth will sow seed of lasting benefit in the minds of the audiences which attend the Edison caravan convention in June.

"HOOTCH RECORD" THE LATEST

Volstead Act Evader Hides Liquor in Phonograph and Receives Fine in Court

The "spirituous" phonograph has at last appeared in Manchester, N. H., to the great wonder of local prohibition agents there who thought they had about checked upon all novel and unusual "hootch" containers possible of human conception. Walter E. Young, of that city, was the person charged by the police with concocting the scheme of utilizing the virtuous, law-abiding instrument for camouflaging a violation of the eighteenth amendment. Officers stated in police court that Young concealed in a phonograph a gallon can and four pint bottles of perfectly good liquor. A raid was made on the man's home by policemen who discovered the contraband whiskey hidden in the instrument. A "record" of the case was made in court, but the authorities of Manchester are hoping that it won't prove a very popular sale. Young was fined \$25 and costs.

INTERESTED IN OLYMPIC RECORDS

The Olympic Disc Record Corp., New York City, is now allotting dealer and jobbing territory for Olympic records. E. H. Holmes, sales manager of the company, reports that there has been a great demand for agencies to market these records and territory is being allotted in the order of receipt of applications. Mr. Holmes further states that there is some valuable territory still open and advises both jobbers and dealers to inquire if same is available in their respective communities.

These records were exhibited at the national music convention in Chicago in conjunction with the phonographs produced by the Remington Phonograph Corp.

NEW EMERSON POPULAR ARTIST

Miss Lyllian Brown Will Make Emerson Records Exclusively—Well-known in Vaudeville Field—Large Record Sales Expected

The Emerson Phonograph Co. announced recently that Lyllian Brown, of the vaudeville team of Brown & DeMont, had signed a contract to make Emerson records exclusively. Miss Brown's first record, which will include the popu-



Miss Lyllian Brown

lar hit, "Ever Loving Blues," will be ready very shortly and will probably be released as a special.

The vaudeville team of Brown & DeMont has been a headliner on the Keith Circuit for some time past and Miss Brown is well known in vaudeville circles, being one of the few colored members of the N. V. A., the official organization of the vaudeville artists. She has a deep contralto voice, particularly adapted to the singing of "Blues" and similar selections, and the Emerson Phonograph Co. has been congratulated by its dealers upon adding to its staff an artist whose records should meet with a ready sale everywhere.

Find a way to do it—the best way, if possible, but some way, anyway.

INSIST ON HAVING THE BEST

No store carrying Talking Machines and accessories is complete without them

"SUPERB STYLUS" SEMI-PERMANENT

Each Needle Plays 100 to 200 Selections

Without Scratch or Hiss

Send for samples and let the needle speak for itself If your jobber does not carry them send direct to us

LOUD - - MEDIUM - - SOFT

Retail Price 25c. for card of 4

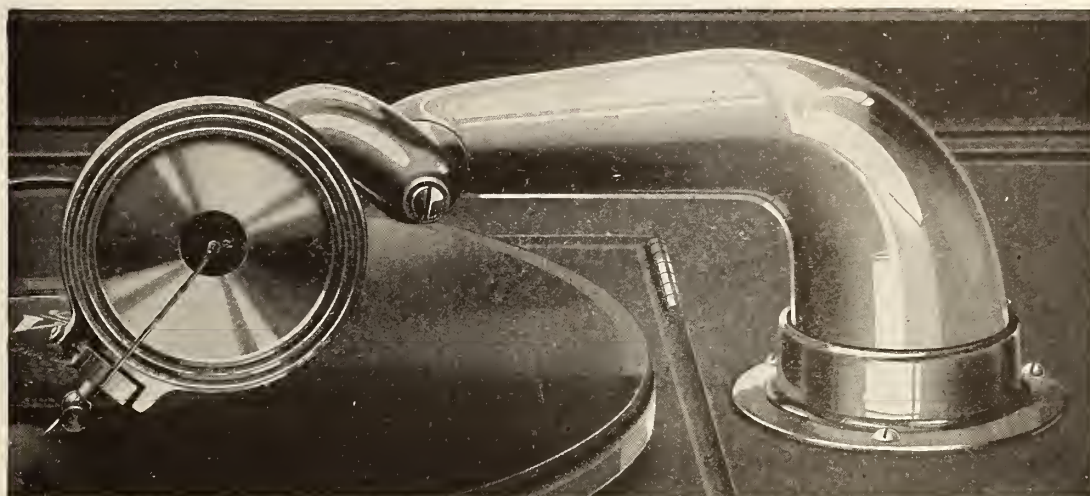
MELLOWTONE NEEDLE CO., Inc. ANSONIA, CONN.

Sole Manufacturers

Jewel

TONE ARM & REPRODUCER

We Have Changed the Name and Improved the Products



All patented products formerly manufactured and sold by this Company under the trade name of "BLOOD" are owned and exclusively manufactured by the JEWEL PHONOPARTS COMPANY, and hereafter will be known under the trade name of "JEWEL".

Phonograph manufacturers have long realized that the average so-called tone modifier is a joke, as it merely muffles or chokes the sound at entrance to tone chamber. Tonal vibrations are retained within limits of arm, causing excessive vibrations, with their resultant distortion of sound waves, harsh and indistinct tones.

THE JEWEL MUTE ELIMINATES all the objectionable features of the "choker" device, makes possible perfect sound reproduction, which can be modified to a softness and clearness really remarkable, and retains the high tonal quality of the JEWEL reproducer.

WHAT THE "JEWEL" ACCOMPLISHES:

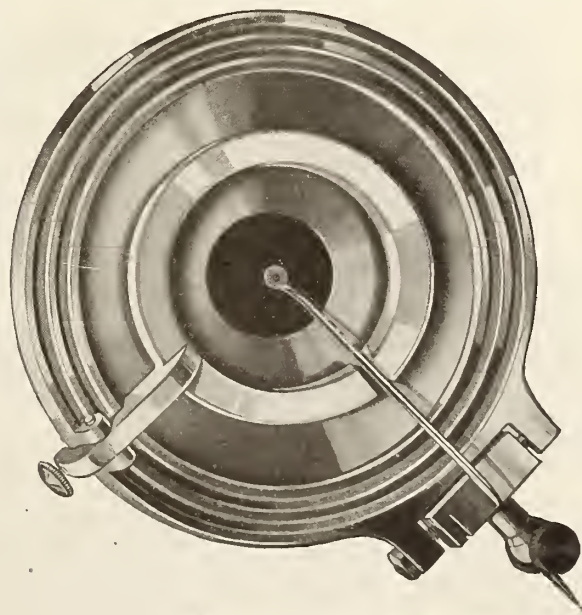
Perfect regulation of volume while the record is being played, without in any way changing character of tone or clear articulation.

Enables you to build throat of tone chamber flush with motor board and makes possible air-tight tone chamber construction.

Eliminates "choker" device and reduces manufacturing costs.

Gives you a phonograph of unexcelled tonal quality.

NO OTHER REPRODUCER HAS IT



SHOWING JEWEL MUTE

Our Engineering Department will be pleased at any time to assist manufacturers to balance up the throat and tone chamber with the tone arm and reproducer of their phonographs so as to get maximum results.

JEWEL PHONOPARTS CO.

154 W. WHITING ST.

CHICAGO, ILL.

(NOTE CHANGE OF ADDRESS)

THE MODERN MUSIC ENTERTAINER

Portable Phonograph Taking the Place of the German Band, Street Fiddler and Singer as a Means of Getting Money From Household

The old-fashioned German band, the wandering violinist, the vocal soloist, who for years have been entertaining the residents of the apartment houses in the uptown part of New York, are being replaced these days by the portable phonograph. It is not uncommon now to hear the strains of an operatic aria ascending from the back yard. The peripatetic music venders are now using these portable phonographs to good purpose. Quite a repertoire of music is carried in the record form and the tastes of the community are served whether it be classic or jazz music, while vocal and violin solos are also on the program. This portable phonograph is certainly an improvement on the old German band and where the machine is a good one and the records selected worth while it certainly has an element of advertising value for the talking machine dealer which cannot be overlooked.

MUSICAL PROGRAM AT ELLIS ISLAND

Columbia Co. Furnishes Immigrants With Excellent Program—Well-known Artists Appear

On Saturday afternoon, May 7, the immigrants at Ellis Island were favored with an all-Columbia musical program furnished by the International record department of the Columbia Graphophone Co. R. F. Bolton, sales manager of this department, was present, together with the members of his staff, and was congratulated upon the splendid character of the program.

All the artists appearing on the program, with one exception, were exclusive Columbia artists, and the selections included the most popular American national anthems, which were placed on the program with the idea of inculcating in the hearts of the immigrants the true spirit of American ideals as expressed in these national anthems. The program also included Russian, Jewish, Greek, Sicilian, Italian and Ukrainian folk songs, and the artists singing these folk songs were introduced by the interpreters.

The concert was a signal success, and among the Columbia artists appearing were the following: Raoul Romito, Fernando Guarneri, David Medoff, Joseph Feldman, Manhattan Quartet and George Georgion. Weiss's Band, making

REYNOLDS
VICTOR MOBILE DISTRIBUTOR
ALABAMA
 Serving Victor Dealers in Mississippi Alabama Florida

VICTOR VICTROLAS VICTOR RECORDS
 Victor His Master's Voice

Columbia records exclusively, played all of the national anthems and Romano Romani, one of the Columbia musical directors, played the piano.

VISITORS AT SONORA OFFICES

Among the recent visitors at the Sonora executive offices at New York were Mr. and Mrs. Adee, of Robinson & Adee, Sonora dealers at Saratoga Springs, N. Y. E. S. White, of the Sonora Co., of Philadelphia, Sonora jobber, was another caller at the executive offices, bringing optimistic reports of business in his territory.

Frank Steers, president of the Magnavox Co., Oakland, Cal., Sonora jobber, who arrived here a few weeks ago, has been calling upon his many friends in the trade and with his keen knowledge of general business conditions is giving practical suggestions to the Sonora sales division regarding plans for the rest of the year.

BUFFALO TRADE HAS GOOD TIME

Supper, Card Party and Dance at Weyland's Restaurant Largely Attended—Interesting Speeches by E. L. Bill and P. W. Willis, Jr.

BUFFALO, N. Y., May 2.—The Talking Machine Dealers' Association of Buffalo held a supper, card party and dance at Weyland's restaurant on Wednesday evening, April 13. Practically the entire Association convened for this affair, about a hundred being present. Two private dining rooms had been engaged for the purpose.

After an elaborate repast W. J. Bruehl, of Neal, Clark & Neal, who presided, introduced E. Lyman Bill, of The Talking Machine World, who gave a short address on the value of stimulating sales by increasing the outside sales force and by putting forward forceful campaigns to make the people visit the dealer's shop.

Park W. Willis, Jr., representative of the Victor Talking Machine Co., who was the next speaker, made a splendid address, showing how sales could be increased if the dealer would put added effort behind his work. He cited several examples and imbued his listeners with the same enthusiasm which he himself displayed.

After the banquet card tables were set up for those who wished to play, while the others danced to an orchestra which was playing continuously in an adjacent room.

Prizes were offered both for the best dancers and the best card players. Mrs. W. J. Bruehl won first prize at cards and Miss L. Koskie, of the Koskie Music House, of Hornell, N. Y., won second prize, among the ladies. Among the gentlemen, Carl A. Kaepfel, of Kaepfel Bros., won first prize, while T. A. Goold, of Goold Bros., won second. For dancing, Mrs. T. A. Goold won first prize awarded the women, while Edward Rosenhahn, of Clark Music Co., won first prize among the men. The affair broke up in the early hours of the morning, with everyone congratulating Mr. Bruehl on his splendid management of the program.

Among those present were: Mr. and Mrs. C. E. Siegesmund, president of the Talking Machine Dealers' Association, of Buffalo; Mr. and Mrs. C. N. Andrews; Mr. and Mrs. V. W. Moody and Mr. and Mrs. O. L. Neal.

Salesmanship is strong medicine. You have to go out and wrestle with a cold and hostile world. You are confronted with indifference, often contempt. That is the time to go in and win.



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 1921-1922 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

"Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of **Magnola** and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices: 711 MILWAUKEE AVENUE, CHICAGO
 Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

EDISON DEALERS IN CONVENTION

Retailers in Eastern New York District Hold Sales Conference in Albany, N. Y.

The Edison phonograph dealers of eastern New York, western Massachusetts and Vermont met in convention on April 13 at the Hotel Ten Eyck, Albany, N. Y., about seventy-five dealers attending the sessions under the direction of H. R. Skelton, local supervisor, and the American Phonograph Co., local Edison jobber.

William Maxwell, vice-president of Thos. A. Edison, Inc., and J. B. Gregg, advertising manager of the company, were among the speakers, as were P. R. Hawley and Nathan D. Griffin, of the American Phonograph Co. A special luncheon was served between the morning and afternoon sessions and in the evening there was an elaborate banquet at the Ten Eyck.

SALES SHOW HEALTHY GAIN

ANSONIA, CONN., May 5.—The Mellowtone Needle Co., of this city, manufacturer of Superb semi-permanent stylus, reports that its first year of business is proving entirely satisfactory. Its semi-permanent needle has already established for itself a place among the recognized talking machine accessories in the field and the needle now enjoys distribution in all sections of the country.

ANNOUNCE NEW VICTOR DEALERS

The Koerber-Brenner Co., of St. Louis, Mo., recently opened three exclusive Victor accounts in Illinois: The Hindman Drug Co., of Benton, which held its formal opening April 15 and 16; the West Frankfort House Furnishing Co., Frankfort, which held its formal opening late in the month, and the J. N. Johnson Co., Mt. Vernon, with Miss Grace Maxey in charge.

The Puri-tone Phonograph Co., New York, has been incorporated with capital stock of \$5,000 by R. and E. Sergio and R. Thyssen.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

RETURN PRIVILEGE ON OKEH AND EMERSON RECORDS

Announcement Regarding New Return Privilege Made at Recent Meeting of United Phonograph Dealers—Lambert Friedl Talks on Summer Business—To Draft Uniform Contract

The regular semi-monthly meeting of the United Phonograph Dealers was held April 22 at the Hotel McAlpin, New York, and was marked by important announcements to the effect that two well-known jobbers had completed arrangements whereby the dealers handling their records would be entitled to return 10 per cent of their month's purchases. These announcements were received with enthusiasm and applause, as they marked the consummation of two weeks' hard work instituted by the executive board of this new dealers' association.

Lambert Friedl, manager of the New York distributing division of the General Phonograph Corp., Okeh jobber in metropolitan territory, and H. G. Neu, president of the Emerson record Sales Co., Emerson jobber in New York, were present at this meeting and announced personally the 10 per cent return privilege for the dealers handling Okeh and Emerson records. These announcements, which were made in behalf of these jobber organizations, represent something distinct and new in the merchandising of talking machine records and presage one of the most important developments in the industry in recent years.

The executive board of the United Phonograph Dealers was congratulated upon the success of its efforts in behalf of the local dealers, and Messrs. Friedl and Neu were given a rising vote of thanks for the granting by their organizations of the 10 per cent return privilege. This privilege goes into effect immediately and, according to present plans, the dealers will be permitted to return 10 per cent of their month's purchases and these returns will be applied to their purchases for the coming month.

Owing to the illness of President Tytkoff, Jos. Mayer, of the executive board, presided at the meeting and introduced Mr. Friedl, who gave an interesting and practical talk under

the heading of "How to Improve Business During the Summer Months." Mr. Neu also made a timely address along similar lines.

Irving Levine, attorney for the Association, presented a resolution that he had prepared, stating why the United Phonograph Dealers' Association is in favor of the 10 per cent record return privilege. In this resolution Mr. Levine pointed out that the Gramophone Co. of Canada had adopted this method of merchandising with signal success. Accompanying the copy of the resolution were copies of letters intended to be mailed to the secretaries of all of the talking machine dealers' associations in the country and to the manufacturers of records. The associations will be asked to endorse the 10 per cent return plan and the manufacturers will be asked to adopt it at the earliest possible date. The resolution and the accompanying letters were given careful attention and were then referred to the executive board for revision and adoption.

Mr. Levine stated that the Association had a number of important and practical plans in mind, particularly the preparation of a uniform contract which would eliminate any possibility of technical annoyances and protect the dealer in every possible way. An investigation is now being made for the purpose of establishing a central bureau for the exchange of records and the executive board will give details of this plan at an early meeting.

Mr. Mayer stated that Browndorff and Goell, certified public accountants, acting for the Association, had conferred with the State Banking Department and at the next meeting of the Association will tell the dealers just how they can finance themselves in handling talking machine paper.

Every young man should some time in his life have experience in salesmanship.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES

are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new jobbing proposition

Progressive Phonographic Supply Co.

145 West 45th Street
 New York City

Nestle In Your Daddy's Arms



"YOU CAN'T GO WRONG
WITH ANY FEIST SONG."

**A LULLABY
FOX-TROT**

Published by **LEO. FEIST Inc.**
FEIST Bldg N.Y.C.

THE VALUE OF WAREROOM EQUIPMENT

By **ARTHUR L. VAN VEEN**, President, Van Veen Co., Inc.

In many foreign countries the movement of merchandise is represented by "store keeping"—which is literally all that it amounts to. The dealer decides to keep a shop, buys his merchandise, sets up a store, sticks up a sign of the variety of goods "on sale" and then waits for customers.

It is well known that foreigners pay little or no attention to shop equipment. What is a necessity to any up-to-date American store appears to them a foolish extravagance. Literally, they are the flagrant examples of the old adage, "Penny wise and pound foolish." Thus the foreigners' sales per capita are only a fraction of the average American's.

American Retailer Sells

The distinctive feature of American merchandising is that the retailer "sells" and does not "offer for sale." Witness the present type of high-grade specialty shops or modern department stores located in the most expensive districts in town, with equipment and service of a most elaborate nature, yet enormously profitable, simply because it pays to remove every obstacle from the path of the customer and to add every attribute to the merchandise itself.

There is probably a direct comparison in your locality. Take, for instance, the old-fashioned, downstairs barber shop situated on a side street, unventilated and unsanitary, unclean wooden floors and poor appurtenances—uninviting to say the least.

On the main street, by contrast, you find the barber shop in the new hotel, white tiled and glistening under many lights, white-coated barbers using sterilized instruments. And there are all sorts of special services, the bootblack, the manicure and the wash-room, and one may even buy a collar if needed.

Why do you go to the hotel when you want a barber's services? Simply because you respond to the attraction of the surroundings. They make the business of getting shaved more desirable. Therefore, because American fashion, the hotel is far-sighted enough to surround its patrons with every up-to-date sanitation and comfort and show this service at its very best it does a rushing business and makes a larger profit, in spite of the extra cost of operation.

Proper Background Influences Sales

We have digressed far from the music business. Our object has been to illustrate how

successfully a background to merchandise can be developed to actually influence the sale itself. As an illustration, we selected one of the most remote and limited of possibilities—one of the most difficult fields in which to build an "attraction" or "atmosphere"—to more forcibly bring home to you the simply wonderful possibilities for your business.

Your business is directly associated with music—the major of the two greatest arts, and, like its companion art, painting, it requires a suitable frame to set off its full beauty.

You are offering for sale merchandise which is primarily intended to carry pleasure and entertainment into the people's homes. Therefore, the business of buying instruments or records should be made a happy one.

Surround Merchandise With Beauty

And by making it a happy business we mean surrounding the merchandise itself with quiet beauty and attractive dignity, befitting its association with the art of music. It's just another way of prompting the customer's imagination to add to the instrument or record. Every one knows that even grand opera given without scenery suitable to stage it or costumes for the singers would lose its "atmosphere" and in consequence its attraction to the public.

Every human being likes some kind of music. Likewise each person appreciates beauty of surroundings. Combine these two in your shop and you will link the two greatest human appeals.

Aims of High-class Equipment

These, then, are the aims that should dominate in musical merchandising equipment, which embraces hearing rooms, record racks, counters and the general scheme of interior decoration. To surround your business with unobtrusive atmosphere of music stimulates your customer's imagination and receptiveness. It acts as a background accentuating the beauties of the instruments on display and concentrates the customer's listening faculties on the music of the record. You are thus able to encompass your patrons with such pleasant surroundings, with such convenience and speed, that they will leave your store having found a new experience in the buying of their music. In working for these ends select equipment that has been designed and constructed to furnish your store scientifically, so that your capacity for making sales will be enlarged to the utmost.

There is to be had equipment for these purposes that will afford maximum economy of floor area and maximum of convenience to your sales people, thus lowering your cost of operation and enabling you to render better service.

The writer of this article who has devoted years of labor and study to the designing and production of proper display and selling equipment for the musical merchandise trade regards it as a duty of the dealer to himself to place the demands of his store in the hands of those whose qualification for executing the work successfully will eliminate the element of chance.



No. 1265 Cup

**Needle Cups
Lid Supports
Tone Rods
Lid Hinges
Automatic Stops**



**Door Catches
Door Knobs
Crank Extensions
Needle Rests
Sliding Casters
—etc.—**

WEBER-KNAPP CO.
JAMESTOWN, N. Y.

TELLS OF BUSINESS BETTERMENT

Reports Successful Representation of Remington Phonograph Corp. in Eastern Territory

Ernest C. Leonard, who covers the Eastern territory for the Remington Phonograph Corp., has just returned from a most successful tour of his territory. He states that business conditions have shown a considerable improvement and future prospects are very good.

He is of the new progressive type of sales-



Ernest C. Leonard

man, due to his sincerity and the straightforward presentation of his product; he inspires confidence in his dealers and renders a real service to them by bringing them in close accord with the manufacturer.

Mr. Leonard has established a large number of dealers for the Remington Phonograph Corp. and reports that the Olympic records have found a ready sale, owing to the demand for quality records by the dealer and public.

MAKING STEADY PROGRESS

Racine Phonograph Co. Well Pleased with Success of Blandin Phonograph—Preparing for Active Trade—Export Demand Grows

RACINE, Wis., May 5.—The Racine Phonograph Co. of this city, manufacturer of the "Blandin" phonograph, reports very gratifying progress in the development of the distribution of this line. The company has been successful in securing a healthy percentage of new accounts and a large export business is now pending, which will necessitate increased production.

The company expects its factory to be running at full capacity within two weeks and representatives of the company, now traveling through various territories, are sending in repeat orders from the dealers with pleasing regularity. The quality of the Blandin phonograph has been the paramount factor in its success, and the officials of the company are confident that the year will produce a healthy, active business, based upon the satisfying qualities of its products.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City

VALUE OF EDISON MOOD CHART

Public Interest Widely Manifested in Latest Medium for Featuring Edison Line

The results which have been obtained from the now famous mood charts, introduced by Thos. A. Edison, Inc., are thoroughly interesting. The number of replies that have been received as a result of the national advertising devoted to this theme by the Edison Co., as well as through the medium of Edison dealers, is exceedingly large, and the data which are available through them are extremely valuable.

Wm. A. Maxwell, vice-president of Thos. A. Edison, Inc., recently stated to The World that the mood chart idea has resulted in more direct correspondence between the Edison Company and its active and prospective clients than any other idea of a similar character. The replies, he stated, have not been confined to any one class of people, but, on the contrary, have ranged from the very poorest to the wealthy and highly intellectual.

One fire chief, for instance, was so impressed with the mood chart that he is now using it as a basis for determining the fitness of men to serve in the fire department. Entirely diverse from this is the fact that practically every university in the country is making use of the Edison mood chart in its psychology courses, as well as in many other departments of its institution.

Mr. Maxwell feels that the Edison mood chart is performing an invaluable service to the Edison industry, because it is causing the public to take a more serious view of the New Edison and to cease to look upon these instruments as a toy or as a luxury, which can be dispensed with when spending money is not in great abundance.

INCREASED ITS CAPITAL

The Grafonola Co., of Louisville, Ky., has lately increased its capital from \$25,000 to \$50,000 and changed its name to the Louisville Music Co.



ODEON

RECORDS

Have Rapidly Created Big Demand

STOCK OUR EXCELLENT HITS

LATEST VOCAL RECORDS	
Od20029	<p>BRIGHT EYES (Smith-Motzen-Jerome) Tenor with Orchestra Sam Ash</p> <p>GIVE ME A MILLION Beautiful Girls (But Give Me Them One At a Time) (Harry Pease—Ed. G. Nelson & Mitchell Parish) Tenor with Orchestra Billy Jones</p> <p>BABY DREAMS (From the Musical Play, "Jim-mie") (Harbach—Hammerstein 2nd—Stothart) Tenor with Orchestra Charles Hart</p> <p>MY MAMMY (Joe Young—Sam Lewis & Walter Donaldson) Contralto with Rega Orchestra Vaughn De Leath</p> <p>THE LITTLE BOOK (From the Musical Play "The Half Moon") (W. Leo Baron—V. Jacobi) Soprano-Tenor Duet with Orchestra Elizabeth Spencer-Charles Hart</p> <p>DEEP IN YOUR EYES (From the Musical Play "The Half Moon") (W. Leo Baron—V. Jacobi) Baritone with Orchestra Elliott Shaw</p>
Od20030	<p>SWEET MAMMA (Papa's Getting Mad) (Rosette-Little-Frost) Fox-trot Green Brothers' Novelty Band</p> <p>PEKIN (Norman Wilbur) Fox-trot Lanin's Roseland Orchestra</p> <p>ANSWER (Intro. Chorus of "Happy Hottentot") (Norman J. Vause—H. Von Tilzer) Fox-trot Lanin's Roseland Orchestra</p> <p>ORANGE BLOSSOMS (A. Piantadosi-Glogau-S. Green) Fox-trot Harry Raderman's Jazz Orchestra</p> <p>THERE COMES A SOME OAY (Introducing Chorus of "That's Me") (From the Musical Play, "The Rose Girl") Medley Fox-trot Harry Raderman's Jazz Orchestra</p> <p>I LOST MY HEART TO YOU (The Day I Looked Into Your Eyes) (E. Davis—J. L. Merkur) Fox-trot Harry Raderman's Jazz Orchestra</p>
LATEST DANCE RECORDS	
Od20028	<p>LOOK FOR THE SILVER LINING (From Musical Play "Sally") (Jerome Kern) Fox-trot Lanin's Roseland Orchestra</p> <p>HEY PAW! (Guy Shrigley) Fox-trot Jos. Samuels' Jazz Band</p>
Od20035	<p>NESTLE IN YOUR OAOOY'S ARMS (L. Herscher—J. Burke) Fox-trot Harry Raderman's Jazz Orchestra</p> <p>OENAH (Henry Scharf) Fox-trot Lanin's Roseland Orchestra</p>

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK

OKeh Records

The Record of Quality

OKeh Records represent the finest recordings on the market today.

A large monthly release of most popular hits is an achieved feature on OKeh Records

OKeh Records excel because of their round full tones.

OKeh Records satisfy because the dance music is brilliant and vigorous.

Your customers will enjoy OKeh Records because the rhythm and time remain accurate throughout.

SERVICE IS SUCCESS

Only by giving service is success attained.

Service creates satisfaction.

Satisfaction sponsors a reliable, steady trade.

You can't give effectual service unless you receive the same.

We guarantee satisfaction.

Consolidated Talking Machine Co.

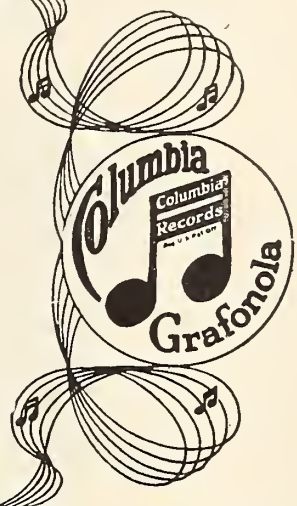
OKeh Record *Distributors*

227 W. Washington St.

Chicago, Ill.

There's "black magic" in "Voodoo Scenes (Priestess Dance)" and South Sea romance in "Tropical Dance No. 4," played by the Haytian Orchestra. For "plus" sales push this latest Columbia Novelty Record. E-7072.

**Columbia Graphophone Co.
NEW YORK**



ARTIST HELPS RECORD SALES

Bert Williams Assists Columbia Dealers in Stimulating Business—Autographs His Records

DETROIT, MICH., May 5.—Bert Williams, popular musical comedy star and exclusive Columbia artist, appeared in this city recently at the Shubert Detroit Opera House in connection with "Broadway Brevities." During his two weeks' stay the house was packed and the show was enthusiastically praised by the public and the newspapers.

Bert Williams co-operated with the local Columbia dealers in every possible way and one of



How Bert Williams Was Featured

the features of his appearance here was the autographing of his own records. Mr. Williams visited the different stores and wherever possible assisted in stimulating the sale of his autographed records.

Crowley-Milnor & Co., local Columbia dealers, by having special window displays, including an attractive poster and a huge Columbia record four feet in diameter, featuring "Bright Eyes," secured valuable publicity and increased the sale of Bert Williams records materially.

EXHIBITORS AT ANNUAL STYLE SHOW

At the first annual Style Show and Merchants' Exhibit held in the Jefferson Armory in Louisville, Ky., last month musical instruments were well in evidence. The Baldwin Co. showed a line of pianos, as well as Edison phonographs; the L'Harmonie Co. displayed a large line of Victrolas, including the period models; the Louisville Talking Machine Co. and the Columbia Co. showed the Columbia and Vocalion lines. An added feature was a Victrola shown by the L'Harmonie Co. equipped with a Magnavox, which could be heard in any part of the building. The Style Show lasted a week and attracted thousands of people.

DISTRIBUTION IS INCREASING

ANSONIA, CONN., May 6.—J. H. Bartholomew, secretary of the Duo-Tone Co., Inc., of this city, sole manufacturer of the De Luxe semi-permanent needle, reports that he finds the needle business throughout the country keeping up in a satisfactory manner and that the Duo-Tone Co. is increasing its distribution.

MUSIC EDUCATION IN MANSFIELD, O.

Interesting and Unique Methods Adopted to Teach Music Appreciation in Schools of That City With the Aid of the Talking Machine

MANSFIELD, O., May 5.—The public schools of this city are attracting much attention among educators all over the country because of the unusual pioneer work being done in public school music and the unique methods employed by the supervisor of music in securing musical instruments which the Board of Education could not supply.

R. O. Chubb, supervisor of music in the public schools, has the distinction of being the first man in this section of the country to study the advanced method of music appreciation and of installing it in the schools under his direction. Through the medium of the Victrola Mr. Chubb is teaching music appreciation, including harmony and history of music to the lower grades, while the upper grammar grades and junior high school classes are having courses in opera appreciation two mornings a week. With thirty-seven Victrolas in the seven Mansfield schools, and a separate library of records in each room, guided by an appreciation text prepared by Mrs. Frances E. Clark, the regular teacher in each room gives the pupils music training which it is impossible for the music supervisor to give in his hurried visits.

Mr. Chubb believes that jazz will be short-lived if music appreciation courses are installed

in rural as well as city schools. When he came to Mansfield two years ago the high school orchestra played practically nothing but jazz music; now they seldom do.

"If school children have the right beginning in public school music and learn to know good music, its history and the biographies of the composers, they will never want jazz music. It is only because the past generation has not been properly trained that it even knows what jazz is," said Mr. Chubb.

"Ever since I first heard a Victrola, and learned something of the method of making records, I have known that its use in the public school was destined to mark an epoch in public school music," he added.

Under Mr. Chubb's direction the high school music study club of 600 boys and girls has bought and paid for between \$5,000 and \$6,000 worth of Victrolas, to say nothing of the hundreds of records used in the schools.

Much credit for the success of the work here is due to local music teachers, who have co-operated with the supervisor, and to Charles Zitzer, local representative of the Victor Talking Machine Co., who practically financed the project by advancing machines to the different buildings until the club was able to pay for them.

The property at 124 Richmond avenue, Port Richmond, N. Y. has lately been purchased by F. F. Hermann, of Stapleton, N. Y., who will establish there a modern Victor music shop, which will be splendidly equipped.

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES
(Trade Mark)

Have we solved the above problem correctly?
Write to-day for prices and sample and see for yourself
Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc. **TROY, N. Y.**
New York Office, C. E. Peabody & Co., 186 Greenwich St.
Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

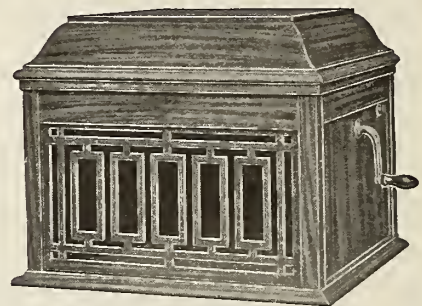
Manufacturers of
Arietta Phonographs

ROUNTREE CORPORATION, Richmond, Va.

Distributors of
Emerson Records

Order Now at These Reduced Prices! ARIETTA PHONOGRAPHS

MODEL	FORMER LIST PRICE	PRESENT LIST PRICE
No. 1	\$70.00	\$60.00
No. 2	\$115.00	\$100.00
No. 3	\$150.00	\$130.00
No. 4	\$175.00	\$150.00



Arietta—Model I

These reductions definitely answer the buying public's demand for lower prices and bring the ARIETTA down to the lowest scale of any strictly high-grade machine.

Reductions in wholesale prices are in proportion to the reductions

indicated in List Prices, allowing the dealer the same liberal percentage of profit as formerly. Now, more than ever before, you need the ARIETTA. The lowered prices mean more sales, **MORE PROFITS**. Write today for our exclusive agency proposition.



Arietta
Model IV



Arietta
Model III



Arietta
Model II

EMERSON RECORDS FOR JUNE—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c.

All 12-inch Records Now \$1.25

(List prices subject to usual trade discount).

Releases for June now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.

All Phonograph Accessories Reduced!

ROUNTREE CORPORATION

Manufacturers of
ARIETTA PHONOGRAPHS

Distributors of
EMERSON RECORDS

Richmond, Virginia



THE THEORY AND PRACTICE OF CORRECT LUBRICATION OF THE TALKING MACHINE MOTOR

By E. F. HARTZELL,
Mechanical and Lubrication Engineer, Member A.S.M.E. and S.A.M.E.

"The life of a talking machine depends upon the lubrication of the motor." It has been said in truth that the heart of the talking machine is the motor. Let us go a step farther and say that a motor is only as good as its lubricant, for, without the proper lubrication, the motor is useless.

A canvass of the different dealers and jobbers and some manufacturers of talking machines will show that the matter of correct lubrication has been given very little attention, when a little study and thought on the matter will bring out the point that upon this one thing, more than any other, the very life of the machine depends. A manufacturer or dealer is prone to dwell upon the tonal qualities of his product, overlooking the fact that a smooth, silent-running motor is absolutely essential to that very thing.

In the early days of the talking machine the motors were, in a great many cases, packed with graphite in powder form, this method of lubrication soon giving way to the application of a grease blended with the graphite. The most important thing in connection with motor lubrication is the consistency of the lubricant.

This is a point that is frequently misunderstood by dealers. The consistencies of lubricants on the market vary from the lightest of lubricating oil to the heaviest of greases, and not all of these lubricants will do effective work. Notwithstanding the importance of using the right lubricant, there have been instances of dealers using a heavy, sticky graphite compound, prepared for the chains on motor trucks!

Oil applied to the springs of a motor is, in

most cases, unsatisfactory, as in the built-up type of motor the oil runs out of the spring barrel, leaving the spiral spring dry.

When a too heavy grade of grease is applied to the motor it acts as a retardant, using a great deal of the power of the spring to overcome the resistance, causing the motor to lag and causing the "jumping" and "knocking" when the coils of the spiral spring separate as the motor runs down. Not all graphites should be used for lubrication purposes, the flake or crystalline form being the best.

A poor grade of graphite, mixed with an impure or cheap grade of grease or oil, will cause the lubricant to grow hard and pack or cake upon the spring, giving the motor a jerky movement, the lumps acting as a lever which, when the motor is wound, breaks the spring. A lubricant must be mobile enough to thoroughly cover the spring leaf, while allowing the spring to wind and unwind freely, reducing to a minimum the resistance on the spring. A "stringy" lubricant of a vaseline or sticky nature will not give satisfaction in service in a motor and should be discouraged as much as possible for this purpose. Further, a grease must be absolutely free from any foreign substance that will cause it to grow hard or rancid in the spring barrel. It follows that the highest grade of pure mineral grease, scientifically blended with the purest flake graphite, will approach as far as practical the ideal system of lubrication for the talking machine motor, which is essential to give the longest and best service to the owner of the machine. There is no such thing as a good, cheap, graphite lubricant.



BLANDIN

HEARING one violinist today and another tomorrow, it is difficult to judge the more talented of the two. But hearing them play the same selection, one immediately following the other, you can easily determine which is the greater artist. So it is with Blandin reproduction. You must *compare*—and when you do, no other Phonograph will entirely satisfy you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear
a Piano
Record
on the
Blandin

EDISON DEALERS IN CONVENTION

Retailers in Texas-Oklahoma Territory Hold Meeting in Oklahoma City

OKLAHOMA CITY, OKLA., May 2.—A convention of Edison phonograph dealers in the Texas-Oklahoma territory was held at the Huckins Hotel here, on Monday and Tuesday, April 18 and 19, with between fifty and sixty dealers in attendance. A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Edison jobber, presided at the meeting, and addresses were made by W. F. Taylor, advertising manager of the company, and J. M. Callahan, of Thos. A. Edison, Inc., Orange, N. J. The big social feature of the convention was the banquet on Monday evening, which was a fitting close to a most enjoyable and profitable reunion.

PROGRESSIVE HALIFAX STORE

Taylor Music Co.'s Exclusive Talking Machine Store Attractively Arranged

HALIFAX, N. S., May 3.—One of the most attractive music emporiums in this city is the exclusive talking machine establishment of the Taylor Music Co., located at 434 Barrington street, this city. Victrolas and Victor records



Partial View, Interior Taylor Co.'s Store are specialties of this house, and the double store front is always artistically decorated with literature and displays that never fail to attract those interested in music. The view of the interior of this establishment, shown herewith, gives an idea of the attractive way in which this store is arranged.

CONTAINS PRACTICAL DATA

Current Issue of Pathé House Organ Has Many Helpful Ideas—Timely Sales Hints

The April issue of Pathé News, the Pathé house organ, is true to form in the volume of helpful hints placed before the Pathé dealer. Suggestions to the dealer on how to get the most out of the many ideas contained in this paper were given. Many dealers call sales conferences following the receipt of each issue of Pathé News, and these conferences are found to be very helpful from a sales standpoint.

Capitalization of the appearance of popular Pathé artists in the dealer's home city is the subject of several items and a schedule of the bookings of Pathé artists is printed.

The appearance of a popular Pathé artist in a New England city recently resulted in one of the largest piano houses in that city taking on the Pathé representation. In addition to the usual monthly advertising suggestions, eight cuts for the illustrating of the dealers' local advertising were shown. A particularly timely sales idea was given for the outdoor season by suggesting that the Pathé Outing or Army and Navy model be featured extensively.

Hoover knows the power of the business press. That's why he recently called a conference of business press editors.



PHONOGRAPH CASES Reinforced 3-ply Veneer

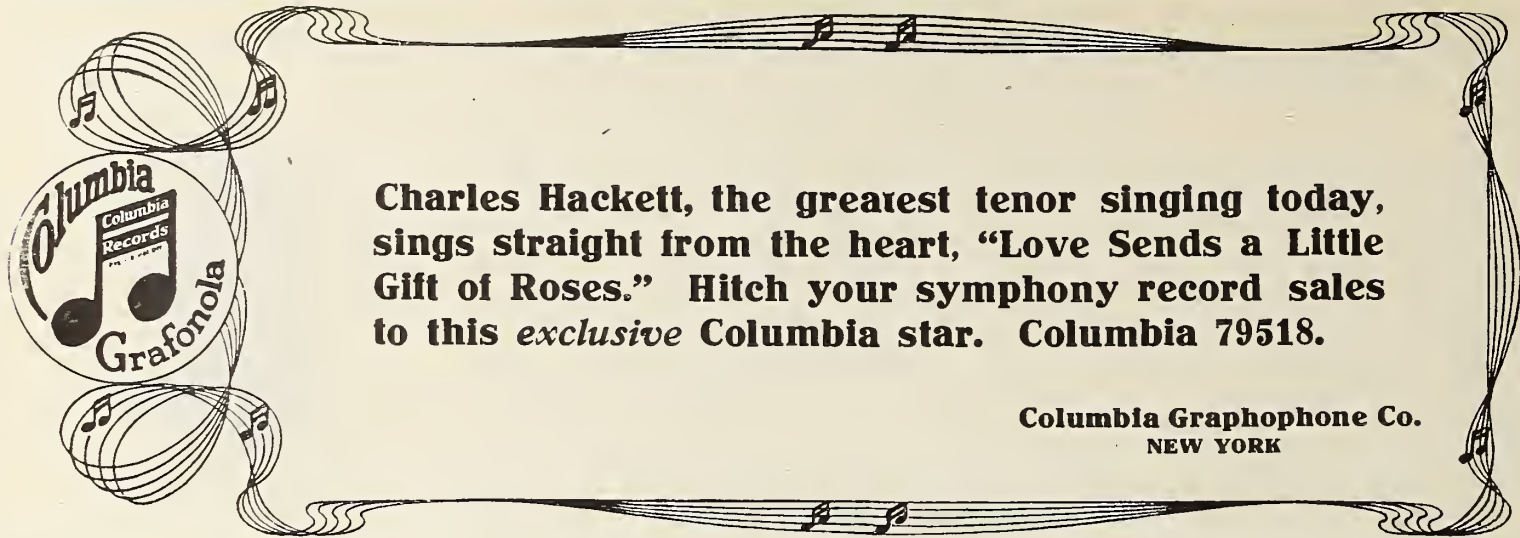
The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.



Charles Hackett, the greatest tenor singing today, sings straight from the heart, "Love Sends a Little Gift of Roses." Hitch your symphony record sales to this exclusive Columbia star. Columbia 79518.

**Columbia Graphophone Co.
NEW YORK**

COMMENTS ON THE FEATURING OF SYMPHONY RECORDS

M. Lincoln Schuster, in Discussing a Recent Article in Printers' Ink Relative to the Marketing of Red Seal Records, Expresses Regret That the Classics Are Not Presented More Strongly—An Interesting Informative Reply From Ernest John, of the Victor Co.

Reference was made in last month's World to an interesting article by Roland Cole, in Printers' Ink, in which he described the methods used by the Victor Talking Machine Co. for teaching its dealers how to increase the sale of Red Seal records. This article caught the eye of M. Lincoln Schuster, of New York, who wrote the same publication under date of April 13 as follows:

"Roland Cole's article in the March 31 issue of Printers' Ink on musical records was unusually interesting. It suggested several lines of thought.

"A little informal interviewing among many of my friends and acquaintances, including those who are deeply interested in so-called classical music, indicates that most of them associate the Victrola and other talking machines with (1) dance or jazz records; (2) soloists of the type of Caruso, Galli-Curci and Kreisler. This is all good enough so far as it goes, but a third class should be added, (3) orchestral or symphonic music.

"For a long time I did not realize that it was possible to render orchestral music adequately on the talking machine. Quite by accident I made the discovery, and for the last two years have been building up a rather complete library of symphony records. They are rendered in an astonishingly effective manner. Many students and critics hold that the highest form of absolute music is the symphony or the string quartet. Both of these types are rendered particularly well on the talking machines, and yet the average music lover does not know this. I have confirmed this impression by frequent talks with talking machine salesmen. I can play at home on my Victor the complete C Minor symphony of Beethoven, the 'Rienzi' overture by Wagner, 'The Invitation to the Waltz,' 'The Unfinished Symphony' and single movements from various other symphonies and symphonic suites, from Gluck to Tschaiakowsky. The Fifth symphony of Beethoven consists of four double-face records. The exact total of playing time of these is thirty minutes, only one minute less than the playing of the Philharmonic or New York Symphony Orchestra at Carnegie Hall. Despite the obvious mechanical limitations, the rendition is astoundingly realistic.

"It seems to me the advertising managers and salesmen should give more attention to these phases of the subject. Here is a field worthy of the most intense cultivation. Witness the audiences attending in New York City, the

Philharmonic, National and New York Symphony Orchestras and the visiting ones from Philadelphia, Boston, Milan and other cities. Cities like Cleveland, Chicago, Philadelphia, Boston, Minneapolis, Cincinnati, Los Angeles and San Francisco maintain and support symphony orchestras. Many others can be mentioned.

"Why not sell the symphony idea? It should not be relegated to second fiddle in the orchestration of the talking machine company's educational, selling and advertising plans. On the contrary, it is clearly entitled to the concertmaster's chair."

In a reply to this letter the editor of Printers' Ink pointed out that: "The article did not deal with the character of the musical selections themselves, as to whether one form of selection, such as a vocal or instrumental solo, was a higher or lower form of music than a string quartet or orchestral rendition of a symphony.

"In regard to the point raised by Mr. Schuster, however, Ernest John, manager of the advertising department of the Victor Co., has this to say:

"As to our advertising, yes, we have, by newspaper and magazine space, by posters, and by our supplement, given about as much space to the symphonies as to any other branch of music. Reference to our symphony records is made in almost every advertisement we use touching on the music the Victrola makes available, but the symphony has never of itself contributed a headline advertisement.

"You will be interested in knowing that until we brought out the first records by the Boston Symphony Orchestra some four or five years ago, then under the direction of the famous Dr. Muck, no complete orchestra has been recorded by any talking machine (to the best of our knowledge). It was a decided step forward and has much to do with the discoveries your correspondent has made in the history of music.

"We are pretty sure the symphony section

of "How to get the most out of your Victrola" embodies the keynote of our presentation of records of this type to the salesmanship class."

"We do not believe the Victor Co. has been missing any bets in its advertising by not having put greater stress upon string quartets and symphonies. The percentage of the public capable of appreciating such music is very small in comparison with those who buy musical instruments for the sake of enjoying the lighter forms.

"Despite the many impressive audiences at Carnegie Hall the Victor people know, that it will pay them better to get the ear of 95 per cent of the public rather than 5 per cent. Herein is a good point for most other advertisers: Follow the line of least resistance! Once in a while it will be good policy to cultivate the minority, but most of the advertising should be directed at the most responsive and easiest sold market. Set your traps where the mice run."

* * * *

The World is in entire sympathy with the closing sentences of Mr. Schuster's letter. There is a distinct opportunity for sales promotion in the symphony and quartet fields—in fact, in high-class records generally—but the point has not been emphasized, as it should be, that the Victor Co. has realized the importance of this situation by conducting a school for salesmanship in which salesmen are instructed regarding the history and importance of these records and their makers so as to fit them to handle them intelligently.

We cannot subscribe to the idea that the majority of the American people will be supporters forever of the so-called jazz or popular type of music. The time will come—thanks to the talking machine, which is proving a most liberal and educational factor in the musical field—when a larger number of people in the United States will buy records of the noted symphony, quartet and other musical organizations, which interpret the works of the great masters in the field of composition.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE . . . TENNESSEE



QUALITY

Oké

ANNOUNCES

The World-Famous Irish Tenor

John McCormack

In Two Famous Irish Songs

70001 { DEAR LITTLE SHAMROCK,
10¾ in. { John McCormack, Orchestra } Accompaniment
\$1.00

70002 { A NATION ONCE AGAIN,
10¾ in. { John McCormack, Orchestra } Accompaniment
\$1.00

These Records Are John McCormack Himself
No More Need Be Said

Production of these records is completed. Orders placed now will receive immediate shipment.

These recordings were made in London for the International Talking Machine Company. We have secured at great expense a license to offer them to the American public.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street
NEW YORK

Oké Records



Does your Phonograph Department Dominate—or *Drag*?

A DALION franchise may *double* your present profits in your phonograph and record business. Our selling plans are progressive. They get you somewhere—in short order. Superbly made instruments and interesting sales methods are the combination that *wins*.

Beautiful Cabinets

Customers are instantly attracted by the artistry of Dalion design and super finish. To see the stunning exteriors secured in these fine instruments is to realize their solid worth. Auto-file for convenient record filing; universal tone-arm plays all records; wonderfully smooth motor mechanism. Write for particulars.



We have just checked up on several *hundred* Dalion agents appointed this year. The Dalion line has without exception increased sales, notwithstanding the depression from which we are emerging! In lots of instances taking on the Dalion line has *doubled*—and *tripled*—previous totals in this department.

Get a well-rounded assortment of really beautiful instruments. With a price range that includes all classes around you. Built by a factory that

is coming strong! Backed by an organization that gives you practical, localized selling help.

You can put Dalion instruments in your store and build a phonograph trade which will not swallow your identity. You will find them easier—not harder—to sell.

Once more, let us remind you that no phonograph on the market today offers more practical advantages or more perfect cabinet-work and finish.

Milwaukee Talking Machine Mfg. Co.

Milwaukee, Wisconsin, U. S. A.



BUSINESS-GETTING IDEAS IN NEW YORK'S EAST SIDE

Joseph H. Mayers, Owner of the International Phonograph Co., Demonstrates His Hustling Ability by a Number of Aggressive and Progressive Plans for Developing Business

"Keep the customers you've got." This is the telling slogan that the International Phonograph Co., of 103 Essex street, New York, is converting into hard practice these days when the slow-moving themes are predominating, for the while, in the talking machine business world.

Joseph H. Mayers, owner of this big retail establishment who conducts another one as well at 208 Essex street, is a firm believer in modern, effective ways of bringing business inside his door and such mediums for accelerating trade as circularizing, canvassing, following up, periodical concerts, etc., are taken as a matter of course by him. It is in the newer and self-developed ideas for helping business along that Mr. Mayers excels. Two illustrations of the latter, which were lately effective and which originated in this proprietor's merchandising mind, are to the point:

The International Phonograph Co. for fifteen years has enjoyed a clientele almost exclusively among the Jewish and Italian constituency of the east side of New York. These thrifty, music-loving people are inveterate talking machine fans and show consummate taste both in their selection of machines and in the buying of records. Whether the latter be of the operatic variety or otherwise, taste and a definite knowledge of what they want are the outstanding characteristics of these classes of buyers. Faithful observers of their holidays, they make these festive times the occasions for musical expression if any excuse whatever exists for doing so.

Some few years ago Mr. Mayers changed the practice of sending each one of his store patrons and friends, a fortnight before every Jewish or Italian holiday, an intimate letter of greeting, expressing his personal sense of appreciation for their good will and wishing them the compliments of the season. These letters are always typed and sent as first-class mail—like any other private, friendly communication. Though the ultimate business results of these letters were not entirely foreseen by Mr. Mayers and though their origination was not entirely due to business-getting instincts, their reaction on trade at the International Phonograph Co.'s store was amazing. Year by year they have been increasingly effective in bringing much extra business to this house at the holiday periods and the felicitous contacts they have achieved between store owner and patron have been very real.

Another and more recent case:

Casting about for an entirely new idea as to the best and quickest way to get his friends acquainted with his present new establishment at 103 Essex street, whither he moved from 101, on the same street, on October 2 last, Mr. Mayers devised the following scheme:

Through large newspaper advertisements in the Jewish and Italian press he made known his new whereabouts and issued a cordial invita-

tion to all to visit his place of business. He did not stop there, however, like a less thoughtful and less resourceful store owner might do. No, sir! His advertisements contained a most generous offer to award prizes consisting of talking machines, records and cash for the best letter expressions relative to the virtues of his new store coming from those who might visit it.

The prizes put out by Mr. Mayers were: First prize, Victrola; second prize, Grafonola; third prize, \$50 worth of records (to be selected by the winner); fourth prize, \$25 in cash; twenty-five prizes of \$5 and 250 prizes of \$2.

The contest, which closed less than a month

BELIEVERS IN ADVERTISING

How the Imfeld Music Store Brings the Victrola to the Attention of the Public

HAMILTON, O., May 6.—This isn't a real Victrola, but there's one on the inside and someone to keep it playing, too. The Imfeld Music Store, Victor dealer of this city, is a firm believer in advertising. This plan of featuring the new



How Imfeld Featured the Victrola monthly records has met with great success. Concerts are given each noon at the factories and along the main streets of the city, and many new customers have been brought to this exclusive Victor store through music played on "The Big Victrola."

LYRIC MUSIC SHOP TO OPEN

The Lyric Music Shop is shortly to open in the new Kavovitz Building on South Main street, Portchester, N. Y., under the direction of Fred H. Ponty. The structure is now nearing completion. Mr. Ponty, who has been a dealer in Victor talking machines and records for many years, will continue these popular lines as well as his art stocks in his new establishment.

ago, brought to his new store by actual count over 11,000 letters, which, of necessity, of course, meant that number of visitors to his place of business. As a matter of fact more than twice this number made their pilgrimage to the shop during the opening weeks when the contest was running, the bulk of those doing so neglecting to send in their epistolary opinion of the store and thus take part in the race.

Mr. Mayers called this a "Literary Contest," and so it was advertised in the newspapers. The winners were notified of their success by mail and neatly engraved certificates were enclosed in the letters telling of their rewards when they came to the store. The contest proved of unprecedented value as a business and friend getter and Mr. Mayers' friends and clientele haven't yet stopped talking about the big hit this unique advertising venture made with them.

HEMPEL SINGS FOR WIRELESS

Edison Artist Makes Interesting Experiment While in San Francisco

Frieda Hempel, the noted Edison artist, recently gave her first concert via wireless while in San Francisco, and the tones of her voice were picked up from stations as far away as Honolulu, 2,100 miles; Point Loma, 1,500 miles to the south, and even in Alaska. Mme. Hempel selected for the test two well-known melodies, "The Blue Danube" and "Home, Sweet Home."

The radio concert was arranged by the San Francisco Call and was given in the radio room of the California Theatre, the DeForest radio phone being tuned to 1,260 meters wave length. Lieutenant Ellery Wheeler Stone had full charge of the scientific end of the concert. He assured the prima donna she had a perfect "wireless voice."

Mme. Hempel's tour with the Chicago Opera Company to the Pacific Coast has been a series of triumphs in her famous rôles. She closed her engagement with the company late last month in Denver, and soon after her return to New York will sail for Europe to spend her vacation in the Alps.

GRAFONOLA HELPS SHRINE WEEK

E. A. Taylor & Co.'s Shop Features Instrument in Unique Window Display

Shrine Week, in Helena, Mont., was observed uniquely by E. A. Taylor & Co.'s Grafonola Shop there, which gave a real Oriental atmosphere to its show window. "Siam Soo," an Oriental dancing girl, who dances to the music of the Grafonola was the big attraction. The Shrine colors were also given place in the window.

FOOD FOR THOUGHT

There is food for thought in the list (and success) of the concerns who keep on advertising. The World reaches a lot of your prospects oftener than your salesmen do.

The Needle of The Century
A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, soft, natural tones; eliminates surface noise; brings out all subtle details of the music, and preserves the records.

Needles can be repointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars Write to

THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA

Emerson

PHONOGRAPHS

(Properly Priced)

The dealer who has finally cleared his floor of "unknowns" will find the Emerson Phonograph line decidedly interesting.

There are nine handsomely designed models, each an example of excellent craftsmanship, all evidencing VALUE!

Several special features impress the prospective purchaser. Chief and exclusive among them is the Emerson Music Master Horn with which every model is equipped, even the lowest priced.

Science Says "Round"

The world's greatest authorities on acoustics declare that SOUND travels in spiral waves, similar to the ripples formed when a stone is thrown into a pool of water.

It is in recognition of this scientifically proven principle that the famous Music Master Horn, *round and trumpet shaped*, is built into the Emerson Phonograph, taking the place of the conventional type of-sound chamber in other makes of machines.

This Horn is not veneered, but SOLID SPRUCE, most resonant and sound amplifying of all woods.

The resultant production is startlingly clear and mellow, appealing instantly to the trained musical ear. It is this advantage which the EMERSON has over all other machines, that has so steadily increased demand.

Write for catalog illustrating and describing the nine different attractively priced Emerson models. It will be worth your while!



RECORDS

Oh happy day, oh joyous hour,
Oh time of bliss and cheer,
Again the door swings merrily,
They come from far and near.

They throng into his store in crowds,
Each booth is quickly filled,
The air with melody resounds—
NEW EMERSONS ARE HERE!

Each selection replete with that character, atmosphere, snap and attention to detail that makes every purchaser an Emerson fan.

Popular Songs

- | | | |
|-------|---|---|
| 10366 | { | IF THAT'S WHAT YOU WANT HERE IT IS. "Blues." Character Song,
<i>Lillyn Brown and Her Jazz-Bo Syncopators</i> |
| | | EVER LOVIN' BLUES. "Blues." Character Song,
<i>Lillyn Brown and Her Jazz-Bo Syncopators</i> |
| 10367 | { | MY MAMMY'S TEARS. Ballad..... <i>Noble Sissle and His Sizzling Syncopators</i> |
| | | ROYAL GARDEN BLUES. "Blues." Novelty Song..... <i>Noble Sissle</i> |
| 10377 | { | DOWN YONDER. Character Song..... <i>Al Bernard and Ernest Hore</i> |
| | | I AIN'T AFRAID OF NUTHIN' DAT'S ALIVE. Character Song.... <i>Al Bernard</i> |
| 10375 | { | SHE KNOWS IT. Character Song..... <i>Arthur Fields</i> |
| | | OH BOY. Comedy Song..... <i>Arthur Fields</i> |
| 10374 | { | PEGGY O'NEIL. Tenor Solo..... <i>Hugh Donovan</i> |
| | | ROSE OF ATHLONE. Tenor Solo..... <i>Hugh Donovan</i> |
| 10376 | { | IRELAND—OUR LAND! Tenor Solo..... <i>Hugh Donovan</i> |
| | | THAT TUMBLE DOWN SHACK IN ATHLONE. Tenor Solo.... <i>Hugh Donovan</i> |

Latest Dance Hits

- | | | |
|-------|---|--|
| 10368 | { | REBECCA. Fox-trot..... <i>Lomin's Roselond Orchestra</i> |
| | | CHURCH STREET SOBBIN' BLUES. Fox-trot..... <i>Plantation Dance Orchestra</i> |
| 10369 | { | SWEETHEART. Fox-trot..... <i>Joseph Somuels' Music Masters</i> |
| | | MADELINE. Fox-trot..... <i>Joseph Somuels' Music Masters</i> |
| 10370 | { | PUCKER UP AND WHISTLE. Fox-trot..... <i>Merry Melody Men</i> |
| | | CLOCK OF LOVE. Fox-trot..... <i>Lamin's Roselond Orchestra</i> |
| 10371 | { | MAYBE. Fox-trot..... <i>Selvin's Novelty Orchestra</i> |
| | | SWEET LOVE. Fox-trot..... <i>Selvin's Novelty Orchestra</i> |
| 10372 | { | WHAT COULD BE SWEETER. Fox-trot..... <i>Erdody's Famous Orchestra</i> |
| | | MY DREAM ROSE. Fox-trot..... <i>Erdody's Famous Orchestra</i> |
| 10373 | { | STARS OF NORMANDY. Fox-trot..... <i>Green Brothers' Novelty Band</i> |
| | | SAY YOU'LL BE MINE. Waltz..... <i>Green Brothers' Novelty Band</i> |

Standard Instrumental

- | | | |
|-------|---|--|
| 10378 | { | VIENNESE POPULAR SONG (Kreisler). Violin Solo..... <i>Morie Dawson Morrell</i> |
| | | SOUVENIR (Drdla). Violin Solo..... <i>Morie Dawson Morrell</i> |

Emerson Records in German, Polish, Italian and Hebrew-Jewish are a big asset to the dealer catering to these nationalities.

EMERSON PHONOGRAPH COMPANY, Inc.

New York
206 Fifth Avenue

Chicago
315 So. Wabash Avenue

USES AN EFFECTIVE ROAD SIGN

MEMPHIS, TENN., May 6.—Reinhardt's, 52 South Main street, Columbia dealer, is using a road sign in the country territory as a medium for effective publicity, featuring the Columbia line.



How Reinhardt's Booms the Columbia

This road sign is reproduced herewith and its attractiveness has served to produce tangible results and invaluable advertising for Reinhardt's and the Columbia product.

ISSUE RECORD OF "MON HOMME"

Odeon Record of Famous Popular Song in Hands of Dealers—Well Received by Trade

The American Odeon Corp., New York, manufacturer of Odeon records, has announced to the trade that it is the first company in the industry to issue a record of the famous French selection "Mon Homme," which is one of the musical sensations of Europe and America. Odeon records of this number are now in the hands of the dealers and the company is being congratulated upon its enterprise in issuing at such an early date a record of one of the most popular hits of the year.

The Odeon record of "Mon Homme" is sung by Vaughn de Leath, a well-known contralto, and Odeon dealers are placing orders for this record in large quantities in recognition of the fact that "Mon Homme" is being advertised extensively through every possible medium.

REFLEXO PRODUCTS IN FAVOR

The new Gilt Edge needle, made by the Reflexo Products Co., New York, is proving very popular and has already received excellent distribution throughout the entire country. The fact that this needle has a Bagshaw base is an assurance of its quality and has been an important factor in the dealers' decision to handle this new needle. Julius Roos, of the Reflexo organization, has completed a trip in the interest of the various Reflexo products that has proved profitable from every angle.

The Reflexo Products Co. has recently sent out to its many friends a leather bill fold, the inside flap of which appropriately calls attention to the fact that if Gilt Edge needles are sold the bill fold will be kept filled.

GRANBY PHONOGRAPH IN INDIA

NORFOLK, VA., May 2.—India, or a portion of that large country, is shortly to have the opportunity of hearing music rendered through the medium of the Granby phonograph. The Granby Phonograph Corp., of this city, has just shipped a Queen Anne model Granby phonograph from its factory at Newport News to a Rev. and Mrs. Goedke, missionaries to India. These good people plan to make efficient use of this instrument in their evangelical work in that country.

N. V. A. BUYS BRUNSWICK

Well-known Vaudeville Association Purchases Period Model—Placed in Foyer of Club

Edward Strauss, manager of the New York branch of the Brunswick-Balke-Collender Co., stated this week that the National Vaudeville Artists, 229 West Forty-sixth street, New York, had purchased a Brunswick period phonograph, which had been placed in the main foyer of the clubrooms, for the use of its members. The organization selected a Stratford model, which is one of the most attractive designs in the Brunswick period line.

Mr. Strauss is keenly delighted over this sale, owing to the fact that the National Vaudeville Artists, the N. V. A., as it is popularly known, is the official organization of the vaudeville artists of America. It includes in its membership every vaudeville actor of note, and the fact that the club selected a Brunswick for use in its clubrooms is a striking tribute to the qualities of the instrument which is steadily growing in favor in the New York territory.

A PLAN TO EXPAND RECORD SALES

Doty-Salisbury Co., of Flint, Mich., Appoints a "Board of Four" to Pass on Records

FLINT, MICH., May 4.—A rather original plan to develop interest in record trade was recently devised by the Doty-Salisbury store at 520-22 South Saginaw street, this city, dealer in Columbia Grafonolas and records. In a recent issue of the daily papers this company had an attractive advertisement, which read: "With a view to aiding the many patrons of our record department to a quicker and better selection of the leading Columbia record hits, we have created a 'Board of Four' which will make public what they consider to be the 'hits' in dance, song and classics. The respective positions and vocations of the board duly qualify them as efficient judges and their opinions, we are assured, will be of material benefit to our many patrons." The "Board of Four" consists of Raymond Cook and Bill Mills, orchestra leaders; Miss Grace St. Denis, who is in touch with the latest musical hits, and Miss D. A. Thompson, music critic.

An Investment

THERE is no use gambling with your life's work. Make it a sure investment instead of a speculation. If you center on Victor merchandise as the line of goods which you will handle, you are certain to build up a thriving business, as Victor supremacy spells satisfaction for the dealer.

And as for satisfactory service from your jobber—well, are you on our mailing list receiving business building bulletins?

Buffalo Talking Machine Co.

Buffalo, N. Y.



Two new blues-chasers by Frank Crumit are, "I Used to Love You But It's All Over Now" and "No Wonder I'm Blue." They'll put your customers in good humor—and that's buying humor—every time you play them. A-3388.

Columbia Graphophone Co.
NEW YORK

SOUTHERN VICTOR DEALERS TO MEET IN NEW ORLEANS

Arrangements Have Been Consummated for a Great Gathering on May 18 and 19—Notable Committee Appointed—How Jazz Records Sell—J. A. Hofheinz Gives Reasons for Optimism

NEW ORLEANS, LA., May 6.—While conditions in talking machine circles in New Orleans, to use the old expression, "could be much better," they could be much worse. Some dealers are not inclined to view the present conditions in a pessimistic way. Most of them are showing a fighting spirit in getting business, and quite a number of them will show an increase at the end of the month—so they say.

Preparations are being made for the annual meeting of the Southern Victor Dealers' Association in New Orleans, May 18 and 19, and a big attendance is looked for from the Southern States. A local committee, composed of J. V. Dugan, of the Dugan Piano Co.; Ned Wilson, of the Collins Piano Co., and John A. Hofheinz, manager of Werlein's wholesale Victor department, has been appointed by President B. B. Burton, of the Association. Many good features will be introduced that will be of much interest to all who attend. This committee is also not overlooking the social features that always play such a nice part at these gatherings. The meeting is designed to show that there is much to be derived from unity of effort and purpose, particularly at this time, and it is certain that every dealer who comes to the convention will be well repaid for time and money spent.

The trade is enjoying a visit from E. M. Satterthwaite, the Victor Co.'s representative in this territory. Mr. Satterthwaite is an old experienced Victor man in every sense of the word, and he is receiving a cordial welcome from the six Victor dealerships in the city.

H. Perloff, Columbia dealer in New Orleans, made a sale of Marion Harris' "St. Louis Blues" to a negro; in wrapping the record, Perloff remarked to his wife that there were but two more of the records in stock. The negro, overhear-

ing the remark, was thoughtful for a moment, then, according to the dealer, the following conversation took place:

"Boss, you better gimme all three of dem records."

"All right; it's a good idea to take them now. I suppose you have some friends to whom you want to present them."

"No, suh; but it's dis way, youse only got two mo' left an' I'se had a hawd time gittin' one. I mout break one. I knows I'se gwine to ware out one an' I shore has to have one in dc house permanent."

John A. Hofheinz, recently installed as manager of the Werlein wholesale Victor department, has just returned from a two weeks' trip through the territory, calling on the trade. He finds things far from discouraging, as reported from other sections of the country, and feels that talking machine dealers are very fortunate in having a commodity to offer that supplies the need of every home, such as music does to-day.

HORACE M. HULL IN NEW YORK

Manager of the Aeolian Co., San Francisco, Brings Good Report From the Coast

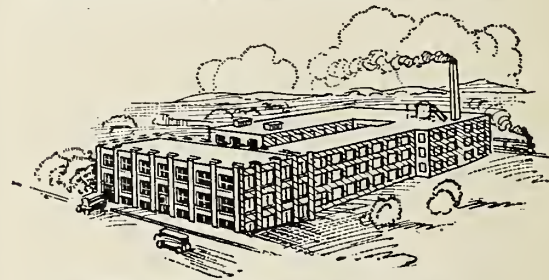
Horace M. Hull, manager of the Aeolian Co. of California, with headquarters in San Francisco, arrived at Aeolian Hall, in New York, recently on a visit. Mr. Hull said that the Southern section was in particularly good shape. Mr. Hull has been on the Coast for a year and during that time has opened a number of excellent accounts for the Vocalion and Vocalion records and the Melodee rolls, all of which are steadily growing in popularity in his section of the country.

COMPLETE FACTORY ADDITION

Seaburg Mfg. Co. Increases Manufacturing Facilities—Issues Attractive Folder

JAMESTOWN, N. Y., May 5.—The Seaburg Manufacturing Co., of this city, manufacturer of Librola phonographs, has recently completed an addition to its factory, giving its manufacturing plant an area of 225 feet by 75 feet. The factory is a three-story building and new machinery of the most up-to-date type has been installed recently in order to give the company efficient manufacturing facilities.

This company has also adopted a distinctive trade-mark, featuring the word "Librola," with a



The Big Seaburg Plant Now Occupied

line underneath reading "A library table-phonograph." This trade-mark is being used to advantage in the company's publicity and in the advertising used by its dealers.

There has just come off the press a four-page folder showing all of the Librola models, and the attractiveness of this folder has been commented upon most favorably by the company's dealers. Among the instruments featured are the new Librola period models, including the Louis XVI and Queen Anne, which have attained signal success. The Louis XVI is manufactured in two types, known as numbers 225 and 175, and there is also a period model known as number 125, which has been very well received. Other popular models are numbers 65 and 110, the latter an Adam upright design.

AT YOUR SERVICE!

Werlein's

South's Foremost
Jobber



New Orleans

South's Foremost
City

PHILIP WERLEIN, Ltd., New Orleans, La.

\$15 Tonofone Window Display

FREE

Another big sales winner for Tonofone dealers—Send coupon for special order of Tonofone Needles and get this FREE window display

Each year we spend thousands of dollars to help dealers increase their Tonofone Needle sales and profits.

Pictured at the right is a big new feature. The new Tonofone Window Display is being used by progressive stores on Michigan and Wabash Avenues, Chicago; on Broadway, New York, and on other prominent streets in these and many other large and small cities, where window space is so valuable that only powerful displays can gain a place.

The Tonofone Window Display, which we can now supply to dealers everywhere, is valued at \$15.00. Yet it is sent you free. You simply mail the order blank. We will send you the free display and the Tonofone Needles, so that you can supply the immediate demand which the display has never failed to create.

You take no risk. The display is a proved sales producer, not only of Tonofones, but also of records and machines. For example, the Utley Piano Company, Buffalo, N. Y., sold an average of nearly two cartons of Tonofone Needles each day the display was in place. Besides, sales in their record department were greatly increased.

The Grafonola Shop, Chicago—Central Piano Co., Chicago—Mabley & Carew Co., Cincinnati, and scores of others give similar testimony. Tonofone satisfies music lovers and they are the people who make the phonograph business profitable and permanent.

The Tonofone Flexible Point a proved success!

Over 3,500 dealers know the perfection attained in Tonofone Needles. They sell them and use them in demonstrating, because they give more accurate reproduction of original tone and expression. Due to their soft, flexible point, they get every tone pure and true and actually prolong the life of records. Made in only one tone—all tones (loud, soft and medium) with the same needle. Each needle plays 20 to 50 records—any disc record on any phonograph. There are two sizes of packages—the popular "12 for 25c" package and the "4 for 10c" package. Either size comes 100 packages to the carton.

Just clip the coupon below, sign and mail today. No merchandising move you ever made will pay you a bigger proportionate profit.

R. C. WADE CO., 110 S. Wabash Ave., Chicago, Ill

Send your orders to one of our Wholesale Distributors



TONOFOONE WINDOW DISPLAY shown above includes dummy carton, 1 handsome 18 x 25 Display Card in oil colors, 2 smaller embossed cards in 5 colors, 1000 genuine TONOFOONE needles, and other valuable advertising helps. Easily and quickly installed. Sent FREE with order amounting to \$40.00.

TONOFOONE Wholesale Distributors

- | | | |
|---|---|---|
| <p>ATLANTA, GA.
Atlanta Hiawatha Phono. Co.
607 Austell Bldg.</p> <p>BOSTON, MASS.
Kraft, Bates & Spencer,
1265 Boylston St.
Lansing Sales Co.,
Eliot and Warrenton Sts.
The Phono. Supply Co.,
27 Court Sq.</p> <p>BUFFALO, N. Y.
Iroquois Sales Corp.,
14 N. Division.</p> <p>CAPE GIRARDEAU, MO.
The Excelsior Music Co.</p> <p>CELINA, OHIO.
The Harponola Co.</p> <p>CHICAGO, ILL.
Chicago Music Supply Co.
208 N. Wabash.
Consolidated Talk. Mach. Co.
227 E. Washington St.
Emerson Phono. Co.,
315 S. Wabash.
Fuller-Morrison Co.,
340 W. Randolph St.
Humiston-Keelling Co.,
312 W. Randolph St.
Lakeside Supply Co.,
416 S. Dearborn St.
Wm. H. Lyons,
17 W. Lake St.
Henry Paulson & Co.,
37 S. Wabash.
Tonk Bros. Co., 323 S. Wabash</p> <p>CINCINNATI, OHIO.
The Aeolian Co., 25 E. 4th St.
Sterling Roll & Record Co.,
137 W. 4th St.</p> <p>CLEVELAND, OHIO.
Kennedy-Green Co.,
1863 Prospect Ave.
Western Musical Sales Co.,
2579 E. 55th St.</p> <p>COLUMBUS, OHIO.
Emerson Ohio Co., 36 W. State</p> <p>DALLAS, TEXAS.
Geo. W. Stolte Co.,
601 Elini St.
Texas Talking Machine Co.,
907 Commerce St.</p> <p>DAVENPORT, IOWA.
Arthur P. Griggs Piano Co.,
121 E. 2d St.</p> | <p>DAYTON, OHIO.
The Meteor Phono. Co.,
123 E 5th St.</p> <p>DES MOINES, IOWA.
Des Moines Drug Co.</p> <p>DETROIT, MICH.
Burham Stoeckel & Co.
Lind & Marks Co.,
Cor. Congress and Bates.</p> <p>FARGO, N. D.
Stone Piano Co.</p> <p>FT. SMITH, ARK.
John Schaap & Sons Co.</p> <p>INDIANAPOLIS, IND.
Capital Paper Co.,
Ladrop-McFarland Co.,
Mooney-Mueller-Ward Co.</p> <p>IOWA CITY, IOWA.
The Masterphone Co.</p> <p>KANSAS CITY, MO.
Acme Phono. Co., Ozark Bldg.
The McPike Drug Co.
The Steinola Co.,
14th & Michigan.</p> <p>MEMPHIS, TENN.
Ellis-Jones Drug Co.</p> <p>MILWAUKEE, WIS.
E. R. Godfrey & Sons Co.
Hocfler Piano Mfg. Co.,
The Yahr & Lange Drug Co.</p> <p>MINNEAPOLIS, MINN.
Stone Piano Co., 828 Nicollet.</p> <p>MONROE, LA.
Monroe Furniture Co.</p> <p>MONTGOMERY, ALA.
Jesse French & Sons Piano Co.</p> <p>MONTPELIER, VT.
Buswell's Book Store.</p> <p>MT. VERNON, OHIO.
The L. C. Penn Co.</p> <p>NEW YORK CITY.
Cabinet & Accessories Co.,
145 E. 34th.
Cardinal Phono. Co.,
106 E. 19th.
Eastern Phono. Corp.,
100 W. 21st.
Emerson Record Sales Co.,
206 5th Ave.</p> <p>OKLAHOMA CITY, OKLA.
Alexander Drug Co.</p> | <p>OMAHA, NEB.
Carpenter Paper Co.,
Faxon & Gallagher Co.,
PHILADELPHIA, PA.
The Dutton Corp.,
1025 Arch St.
M. D. Swisher, 115 S. Tenth.</p> <p>PITTSBURGH, PA.
Shipley-Massingham Co.,
943 Penn.
Sterling Roll & Record Co.,
436 Fourth Ave.</p> <p>POPLAR BLUFF, MO.
Bluff City Mfg. Co.</p> <p>PORTLAND, ORE.
L. D. Heater, 614 E. 28th St.</p> <p>RICHMOND, VA.
Rountree Corp., 111 W. Broad.</p> <p>ROANOKE, VA.
Roanoke Cycle Company.</p> <p>SALT LAKE CITY, UTAH.
Columbia Stores Co.</p> <p>SAN FRANCISCO, CAL.
Walter S. Gray Co.,
942 Market.</p> <p>SCRANTON, PA.
Milton G. Schiller Co.,
308 Lackawanna.</p> <p>SEATTLE, WASH.
Vaidophone Corp.
Empire Bldg.</p> <p>ST. LOUIS, MO.
The Aeolian Co.,
1004 Olive St.
The Artophone Co.,
1183 Olive St.
Associated Furniture Mfrs.,
1209 Washington Ave.
Nurmann Phono. Co.,
1318 Olive St.
Shipley Hardware Co.,
Val's Accessory House,
1000 Pine St.</p> <p>ST. PAUL, MINN.
Farwell, Ozmun, Kirk & Co.
Northwestern Phono. Supply
Co., 27 E. 7th St.
G. Sommers & Company.</p> <p>WALDEN, N. Y.
Steer & Steer, 59 Main St.</p> <p>WASHINGTON, D. C.
O. J. DeMott & Co.,
12th and G Sts., N. W.</p> |
|---|---|---|

ORDER BLANK

R. C. WADE CO., 110 S. Wabash Ave., Chicago

Gentlemen: Please send free all material necessary for the Tonofone Window Display. Also enter our order as follows for Tonofone Needles to supply the immediate demand created by the window display:

Two cartons (100 pkgs. ea.) "4 for 10c" size at \$ 6.00—\$12.00
Two cartons (100 pkgs. ea.) "12 for 25c" size at 14.00—28.00
\$40.00

Firm Name

Street

City

State

The above needles retail for \$70.00, giving you a very unusual profit. Needles are positively guaranteed. Terms: cash with order, less 2%, or 30 days net on approved references or established credit rating.

Tonofone

The Phonograph Needle With the Flexible Point

PRONOUNCED TRADE ACTIVITY IN CLEVELAND TERRITORY

Columbia Model Store Rendezvous for Orchestra Leaders—Windsor-Poling Co. Opens—H. L. Coombs Brunswick Manager—New Concert Hold Openings—Miss Garrison Entertained

CLEVELAND, O., May 4.—Model store as a meeting place for the bright lights in the world of music of Cleveland is the use to which the Cleveland headquarters staff of the Columbia Graphophone Co. is putting its establishment here. Periodically the orchestra leaders of the city and vicinity are invited to this model store to hear the new Columbia records, listen to a short talk about the records, their music and



A Model Store of the Columbia Co.

the artists who made them, and then depart smilingly with not less than \$10 worth of orchestrations of these pieces, ready and willing to play them the following evening at theatre, restaurant or dance. This is the plan recently put into effect by George Krauslick, head of the Columbia record department here and himself an orchestra leader of local fame. Already fifty orchestra leaders are taking advantage of this plan, as it means a considerable saving to them in the conduct of their orchestras, to say nothing of additional savings where they have more than one instrument of a kind for which additional orchestrations are provided. The movement not only increases public interest in music, but develops that interest particularly for Columbia records and music, as well as

making these pieces hits before they actually become hits, explains Stanley B. Lee, publicity manager of the Columbia here.

Columbia headquarters here have just completed a successful "Siam Soo" Week, in which the dancing doll that performs on Columbia instruments while the record is playing has been featured at all dealers' establishments in the territory. Initial dolls made such a hit wherever shown that it was decided to bring them out in force when quantity production could be assured. The week's event was under the personal direction of J. L. Du Breuil, general manager for the territory; H. C. Schultz, sales manager, and H. C. Cooley, headquarters manager. The dolls were formally introduced by dealers in conjunction with a Frank Crumit record made especially for this novelty. Marked increase in Columbia record demand and more prospects for Columbia instruments for all dealers were the direct result of this campaign.

Opens a New Victor Establishment

Another new exclusive Victor retail establishment for northern Ohio is announced this week in the organization of the Windsor-Poling Co., which will open May 28 at Howard and Mill streets, Akron. Earle Poling will be the active manager. Mr. Poling has been associated with the Eclipse Musical Co., Victor jobbers in northern Ohio, for several years and has spent practically all his business life in the music industry in this section. The new store will open with eight demonstration rooms and provision has been made for six more to be added later. Interior decorations will be conservative and harmonious. Mr. Poling is well known throughout the talking machine trade in this territory and the successes he has helped to make for others as traveling representative for the Eclipse will be duplicated in his own business, friends and associates predict. His only break in a long period

NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3/4-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.

of active service in this trade was for two years during the war, when he was with the American Army in France.

A New Brunswick Store

Another new retail store to open here and the first exclusive Brunswick establishment for Cleveland is that of Charles H. Connors, Detroit-West Sixty-fifth, in the new Gordon Square Market House section. The new store will have three demonstration rooms for the present. Advertising campaigns in West Side and local newspapers will be a part of the early activities of the new firm, with a view toward interesting the people of those sections of the city. The active manager will be Mrs. Eva Hanchett, who for a long time has been assistant manager, with Dan E. Baumbaugh, of the May Co. talking machine department.

Using Billboard Advertising

What is believed to be the largest billboard campaign ever attempted by a talking machine retailer in this section will be put on presently by the Reichlin-Reidy-Scanlon Co., of Lorain. This firm has taken nine boards, half of the quota assigned to Lorain, in a new campaign. The boards will be painted, showing the Victrola, a dance scene and carrying the firm name in large type.

Some of the sensational record sales gains in this territory during the last few weeks have been accounted for. During that period, when records were scarce, names, addresses and the records desired were compiled by retailers and their assistants. These lists now are being referred to since the records have begun to arrive and are swelling the sales of all who have been prepared in this way.

An Anniversary Offer

The fact that one could buy a Victrola for 51 cents has been quickly seized upon by people who did not own these machines already and a marked increase in machine and record demand at William Taylor Son & Co., which made this unique offer, has followed, according to T. A. Davies, department manager. The offer was made during the fifty-first anniversary week of the company. Of course, the 51 cents was simply the initial payment, 10 per cent of the total cost being required within a month and the balance being payable in eleven months.

E. H. Shartle Holds Opening

E. H. Shartle is the new Edison dealer at Meadville, Pa., a formal opening being held April 30. The event was assisted in by L. M. Bloom, general manager; Harry Tucker, sales manager, and John Eich, wholesale manager, of the Phonograph Co., of this city.

Gives Victrola to Tris Speaker

In matters of publicity, friends of E. A. Friedlander, Bailey Co. talking machine department manager, believe he put over a good one on baseball opening day here. Presents galore

THE PHONOSTOP

In its fifth year.
Best and most popular.
Set in one second. Better than any Non-Set stop yet invented.
Perfect Service and Satisfaction. Made in Gold and Nickel Plate. Universal.

Order early—we will ship promptly

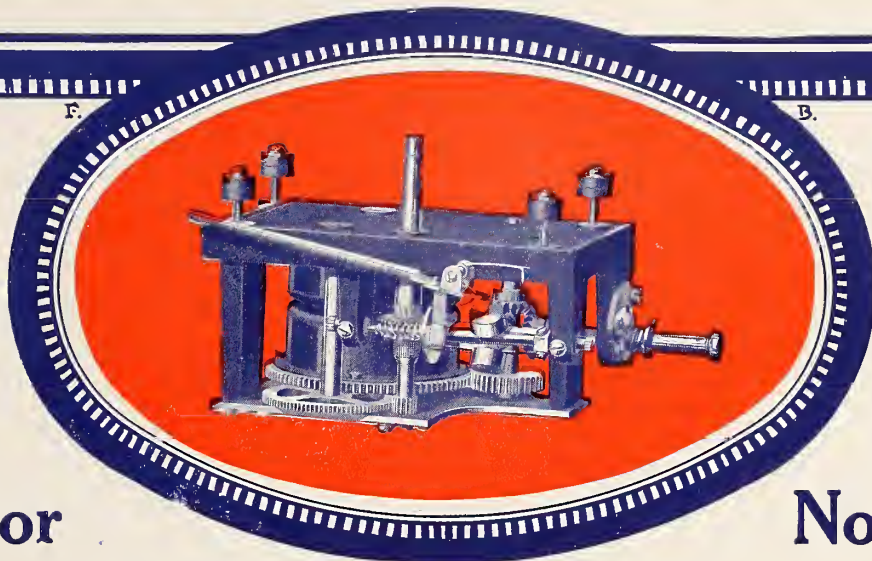


Give us your trade—we will hold it by MERIT

THE PHONOMOTOR CO.

121 WEST AVENUE
ROCHESTER, N. Y.

QUALITY



Motor

No. 77

Noiseless, powerful, steady and continuous—the “backbone” of all

HEINEMAN QUALITY MOTORS

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street - - - New York

HEINEMAN



MEISSELBACH

were showered upon Tris Speaker, Cleveland ball club manager, and among them was a Victrola from the Bailey Co. Between 10,000 and 20,000 persons, attending the opening game, saw the machine, which shared in the glory of the event.

H. L. Coombs New Brunswick Manager

Increase in both machine and record sales is traced to the national campaign of the Brunswick-Balke-Collender Co. in featuring music as



H. L. Coombs

a proper recognition of Mother's Day. In the Cleveland district H. L. Coombs, new phonograph division sales manager, co-operated with dealers, who took additional advertising in their local papers and boosted their sales accordingly.

The arrival in Cleveland of Mr. Coombs as phonograph division sales manager for the Brunswick here is one of the important changes of the month in the trade. Mr. Coombs is well known in various parts of the country for his work in the talking machine industry, particularly as Boston sales manager of the Emerson Phonograph Co., with six New England States under his management, and as Western sales manager of the General Phonograph Corp. Mr.

Coombs takes the place of P. H. McCulloch, who, as phonograph division sales manager here, has made a record for himself and Brunswick during his stay in the Cleveland district. Mr. McCulloch returns to Chicago headquarters.

Two New Retail Concerns

Informal opening for the S. Kohn & Sons Co., which some time back took over the Eclipse Musical Co.'s retail account, was held in the new location at St. Clair-East 105th. Early in May a formal opening was being planned by Manager Norman H. Cook. This establishment, one of the handsomest in the Middle West, has ten demonstration rooms, is equally as large in its other branches of the talking machine department, and is starting off with a larger number of new prospects than was anticipated for it.

Still another new establishment to make its bow during the period is the Gordon Square Music Shoppe, in the new Market House on the West Side. This is owned and operated by Harold and Norma Rohrdanz, who previously were established on the east side of town. They will feature Granby phonographs and Okeh records. The opening of this establishment marked the end of a ten-day campaign on Okeh records conducted by the Kennedy-Green Co., jobbers, in which a dozen accounts were lined up, according to C. H. Kennedy, head of the firm.

100 Per Cent Association Membership

The Cleveland talking machine trade is expected to have the distinction of being the first local group to report a 100 per cent membership in its local organization. In a campaign conducted this month by President Grant Smith, of the Euclid Music Co., practically every Victor dealer not already a member of the Northern Ohio Talking Machine Dealers' Association agreed to join. Applications of the Colonial Music Shoppe, the Joe Phillips Music Store and the S. Kohn & Sons Co. will be accepted.

Miss Mabel Garrison Entertained

The Cleveland Talking Machine Co. was host to Miss Mabel Garrison, Victor artist and soloist with the Cleveland Symphony Orchestra. She was accompanied by her husband, George Selman, pianist. Miss Garrison met representatives from all the talking machine establishments in Cleveland, eighteen of whom attended the concerts at which Miss Garrison sang. Miss Garrison approved of the meeting of makers and sellers of records on the ground that each gets the viewpoint of the other, making for better record production and better selling of music to the public. Miss Garrison autographed photographs of herself and sent these to Miss Grazella Puliver, publicity director of the Cleveland Co., who in turn distributed them among those attending the meeting.

Miss Dorothy Jardon Asks Questions

Miss Dorothy Jardon, singer and record maker, conducted her own tour of inspection of talking machine departments and personal interviews with sellers of records, by calling incog. at the May Co. talking machine department and asking questions about records, including those by herself. She had quite a good time with the young women in the department and then singled out Manager Dan E. Baumgaugh, to whom she revealed her identity.

Eight Famous Artists Heard Again

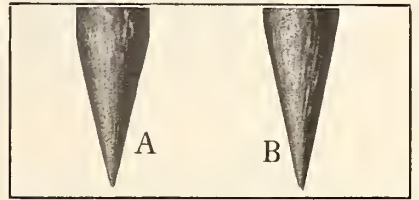
The Eight Famous Victor Artists were in this vicinity again this month, appearing under the direction of the C. J. Schmidt Piano Co., at Tiffin. C. K. Bennett, general manager, the Eclipse Musical Co., and Ed B. Lyons, sales manager of the Eclipse, and now recognized as official manager of the artists, in their appearances in Cleveland, assisted Mr. Schmidt in putting on the event in Tiffin. The house was sold out and a reception to the artists and friends of the firm was given by Mr. Schmidt.

Starts a Furniture Service

Demand for fibre furniture, emanating from the original cabinets that were designed to hold the small models of Victrolas, has resulted in a new service being established for customers of the Euclid Music Co. Orders are taken for any kinds of furniture, samples of which are used to furnish the three stores of the Euclid.

A—New ordinary steel needle.

B—Ordinary steel needle after playing one record. Note flat shoulder which cuts side walls of record grooves and shortens the records' life.



The name Sonora makes them easy to sell. Extensively advertised, they are well known, they are in demand, and their quality is such that you are sure of repeat business.

Each Sale 25c or more



Semi-Permanent

NEEDLE

sales are profitable. Each sale is for a quarter or more. It pays you to build up this trade.

You can sell Sonora Semi-Permanent Needles to owners of all makes of phonographs. Bring these high-class needles to the attention of everyone who enters your store. Place them in the conspicuous position they deserve.

Order your stock now

Loud — Medium — Soft

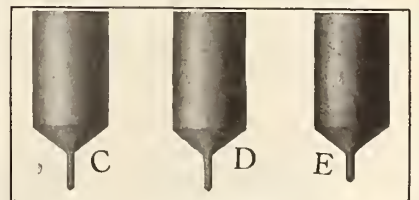
25c. a package
(40c. in Canada)

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway NEW YORK

Canadian Distributors
I. Montagnes & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

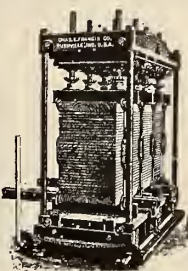


C—New Sonora Needle.

D—Sonora Needle after playing one record. No perceptible wear.

E—Sonora Needle after playing many records. Needle is worn down, but is still in perfect playing condition.

Progressive Piano and Cabinet Factories Need
Francis Glue Room Equipment



Complete Veneer Press With Clamps

Demonstrated Daily in Representative Factories the World Over

This Press is the Pride

of many Piano, Phonograph Cabinet, Furniture, Table, Desk and other woodworking factories.

Ask Why

It has heavy cast iron base—planned true; has screws adjustable lengthwise and crosswise; and other features.

Glue Heaters

All Copper or all Iron, or Iron and Copper. Many styles and sizes. (Steam, Gas or Electricity.)

Glue Spreaders

For animal glue, vegetable glue and other adhesives.

Hydraulic Veneer Presses

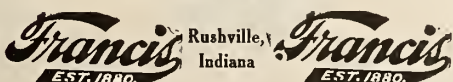
With retainers, etc. 216-Page Catalog on Request



Copper Glue Cooker

Ask About Our New Electric Glue Pots

Main Office and Factory



5 Significant Facts

that put the Pathé dealer on
a plane beyond competition

The Actuelle

a Pathé Frères invention, represents the biggest forward stride in sound reproduction in 25 years.

The Pathé Phonograph

renders the tone supreme and plays every make of record better.

The Pathé Electric Motor

with only two moving parts is a marvelous new improvement in electric motors equipped in Pathé machines at the same retail prices as spring motor machines.

Pathé Sapphire Records

played with the famous sapphire ball do not scratch or wear out, and because the ball fits the groove perfectly render a full, round, natural tone.

Actuelle (steel-needle) Records

are the only steel-needle records made with the supreme Pathé tone.

These are invaluable assets belonging only to the Pathé dealer. They are his exclusively to enjoy and profit by on a wide, liberal margin. Perhaps the Pathé franchise for your territory is open. Write us.



Pathé Frères Phonograph Company

10-34 GRAND AVE.

BROOKLYN, N. Y.





RECORDS

Sapphire or Actuelle

STEEL NEEDLE

OFFER THE WIDEST POSSIBLE REPERTOIRE. PLAY ON ANY PHONOGRAPH.
PLEASE EVERY EAR. MAKE MONEY FOR EVERY PATHE DEALER.

Sapphire Record No.	LATEST DANCE HITS	Actuelle Record No.
20540	{ MON HOMME (My Man)—Fox-trot... Joseph Samuels' Music Masters LIPS—Fox-trot... Joseph Samuels' Music Masters }	020540
20536	{ SNUGGLE—Fox-trot... Selvin's Novelty Orchestra SUNSHINE—One-step... Selvin's Novelty Orchestra }	020536
20543	{ CHERIE—Fox-trot... Waldorf Astoria Dance Orchestra IN A BOAT—Fox-trot... Waldorf Astoria Dance Orchestra }	020543
20538	{ MOONLIGHT—Fox-trot... Casino Dance Orchestra WOULD YOU?—Fox-trot... Casino Dance Orchestra }	020538
20537	{ WITHOUT YOU—Fox-trot... Selvin's Novelty Orchestra JUST LIKE A RAINBOW—Fox-trot... Selvin's Novelty Orchestra }	020537
20539	{ SWEETHEART—Fox-trot... Casino Dance Orchestra I'LL KEEP ON LOVING YOU—Fox-trot... Casino Dance Orchestra }	020539
20542	{ PUSSY WILLOW WALTZ—Waltz... Jack Glogau, Piano Solo SOMEWHERE IN POPPYLAND—One-step... Jack Glogau, Piano Solo }	020542
POPULAR VOCAL HITS		
20533	{ DOWN YONDER... Ernest Hare JABBERWOCKY—Dance Rhythm... Ernest Hare }	020533
20534	{ I LIKE IT... Lester George & Walter Lange HONOLULU EYES... Lester George & Walter Lange }	020534
20535	{ MY OLD NEW JERSEY HOME... Jack Norworth VAMPING ROSE... Jack Norworth }	020535
20530	{ I WAS BORN IN MICHIGAN... The Harmonizers REBECCA (Came Back from Mecca)... Billy Jones }	020530
20531	{ SHORES OF THE SHANNON... James & Shaw SOMEBODY'S MOTHER... Orpheus Trio }	020531
20532	{ THINKING OF YOU... Grace Greene THE LAST LITTLE MILE IS THE LONGEST... Robert Bruce }	020532

Some of the best selling numbers from the generous Pathé foreign record catalogue are now available on Actuelle (steel-needle) Records. Additional Actuelle Foreign Records to be released at intervals.



Pathé Frères Phonograph Company

10-34 GRAND AVE.

BROOKLYN, N. Y.



COLUMBIA MANAGERS CHANGE

L. A. Ackley Takes Charge in San Francisco Branch While W. H. Lawton Goes to Seattle

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced last month that N. J. Wilcox, manager of the San Francisco branch, has resigned from the company's service. Mr. Wilcox's plans for the future have not yet been announced.

L. A. Ackley, manager of the Columbia Co.'s Seattle branch, has been promoted to the management of the San Francisco headquarters, and W. H. Lawton, manager of the Buffalo branch, has been promoted to the management of the Seattle branch. Mr. Ackley and Mr. Lawton are well entitled to this promotion, as they attained signal success in their former posts. Mr. Ackley returns to California territory, where he is well known, as prior to becoming manager of the Seattle branch he was a member of the sales staff of the Los Angeles branch.

Both of these managers have accomplished constructive work in their territories and co-operated with Columbia dealers in every possible way. They are most enthusiastic regarding their new fields of endeavor and will leave nothing undone to assist their dealers in developing Columbia business. Mr. Hopkins is not yet ready to announce the new manager of the Buffalo branch.

TALKING MACHINES AT BIG MARKET

First Evansville Exhibit of the Kind Gives Worthy Place to Musical Instruments

EVANSVILLE, IND., April 25.—Talking machines and allied musical instruments ranked high among the exhibits of the first market held by the Evansville Furniture Manufacturers' Association, April 4-9. The market, which was patterned after the furniture markets at Chicago and Grand Rapids, Mich., achieved all the success expected of it.

Dealers of retail furniture and talking machines in every State in the country to the number of 20,000 received invitations to the affair and those sent into Canada received wide response.

CONCERN MAKES IMPROVEMENTS

New Talking Machine Room for Northern Home Furnishing Co. Has Artistic Effects

The Northern Home Furnishing Co., of Brainerd, Minn., has installed a new phonograph room of high artistic merit and equipment, finished in mahogany and hung with blue silk draperies. Many demonstration booths of the latest sound-proof type are provided in the room, one section of which is given over to exhibiting the inner working of the talking machines and their wonderful silent motors. The celebrated Brunswick instrument is exclusively handled by this house.

FINE NEW MUSIC SHOP FOR BUTTE

Big Montana City Adds A. W. Hunt Piano Co. to Its Enterprises

BUTTE, MONT., April 25.—A new music store, which bids fair to rank high among the best in the great Northwest, was lately opened here by the A. W. Hunt Piano Co., under the management of Leonard Waters, well known in local musical merchandise circles. The shop occupies the premises at 115 West Park street. The entire lower floor of the building, which has undergone extensive repairs to house the Hunt equipment, is given over to sheet music, talking machines and records and six sound-proof Victrola booths. The floor is beautifully and appropriately furnished throughout. On the mezzanine floor of the establishment are the pianos. On its opening day the store was the Mecca for thousands of music lovers who listened to orchestral renditions of the latest hits which the Hunt Co. has so well helped to boost. Work was begun on the store two months ago.

The Sonora Shop, 203 West Broadway, is now being run as a branch store under the management of R. J. Hunt, a brother of the owner of the new store.

HOW A "SINGER" TOOK THE COUNT

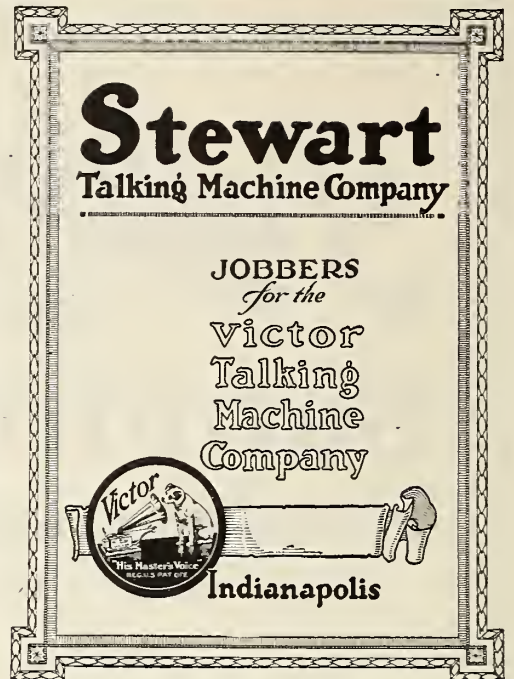
Girl With Raucous Voice Silenced by Talking Machine, Which Shows Her How to Sing

The girl who thought she could sing generally began to tear the atmosphere to pieces in the apartment house court after dinner. Operas were her most accustomed points of attack at such periods.

A mere man in the flat above really knew good music and what he heard after the midday meal caused him great pain. In retaliation and for the purpose of example he hit upon the scheme of having Farrar, Sembrich, et al., help him out at such times when the girl insisted on being heard. When the latter essayed to sing "Carmen," he would put one of Farrar's records from this opera on his talking machine. So great was the effect of this means of "retaliation" and so severe were the results of competition on the girl that she left off singing altogether. The neighbors are rejoicing and are now hopeful for her future.

NEW CATALOG IN PREPARATION

Everybody's Talking Machine Co., 38 North Eighth street, Philadelphia, Pa., has now on the press a new up-to-date catalog carrying illustrations of its products and current prices. This will be forwarded to the trade at an early date. The firm makes a specialty of main springs, repair parts and accessories, and is becoming nationally known for the quality of its products and the prompt service it gives the trade.



DEALERS REPLENISHING STOCK

Bubble Book Sales Executive Finds Conditions Steadily Improving—Dealers Are Co-operating in Bubble Book Campaigns

G. A. Foster, general manager of the Bubble Book Sales Service, New York City, returned recently from a trip to the Middle West, and in a chat with *The World* stated that the talking machine dealers have liquidated their stocks to a point where they are again in a position to replenish them and, consequently, the sales have shown a decided increase. Mr. Foster attended the Toy Show in Chicago, where Bubble Books created considerable interest, and good-sized orders were obtained as a result of the exhibit at this show.

The company is enthusiastic regarding the splendid co-operation extended by the talking machine dealers, and this close co-operation is reflected in the fact that Bubble Books are constantly increasing in popularity. Mr. Foster and the members of his organization have issued attractive advertising material and practical sales helps for the dealers, which are being used to advantage and which are assisting the dealers materially in developing Bubble Book business.

Mr. Foster states that as a result of this campaign talking machine dealers are beginning to realize that Bubble Books are not a holiday product, but, on the contrary, must be considered an all-year-round product that can be merchandised profitably at all times by the use of efficient and aggressive sales methods.

Eccentricity is considered abnormal. And only normal things can appeal to normal minds.

Victor Dealers,

"You Will Do Better in Toledo"

This is Toledo's motto as well as our slogan.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

NEW YORK'S SECOND MUSIC WEEK A GREAT SUCCESS

Attention of the Entire Population of the Metropolis Directed to the Value and Benefit of Music in a Most Forceful Manner During Music Week Celebration Recently Held

New York's second Music Week, from April 17 to 23, proved an unqualified success and exceeded in every respect, both in interest and results, a similar celebration held last year. Millions of people participated in the observance of the slogan, "Give More Thought to Music," and every indication was given that the Music Week idea had become a permanent annual feature.

Opinions may differ as to which aspects of the drive did most to focus public attention on music and the fundamental truths about its usefulness to man. Some, no doubt, consider that the special features arranged in honor of the occasion, like the massed choir sing in Central Park, the daily noon-hour concerts for working people arranged in Aeolian Hall by Charles D. Isaacson, and the school children's mass meeting at the Capitol Theatre with prominent artists and an address by the president of the Board of Education were the most helpful. Others may believe that the widespread assistance of the clergy, the organists, the music teachers, the women's clubs, the public and private schools and colleges, the welfare organizations, hotels, industrial plants and motion picture houses, though not usually spectacular, had the most far-reaching influence. To still others the remarkable Music Week publicity in nearly all the city papers and many outside the city may seem to have brought the subject of music most effectively before the people.

The point of most interest to the music trade is, of course, the hearty response from all sides, musical as well as non-musical, educational, civic, religious, artistic. Great numbers of people who held aloof last year rendered valuable assistance this time and this is particularly true of some of the musical profession. The movement had established itself; there was no longer question as to its wisdom, its value, its purpose. All were willing to do what they could to advance its aim. Many leading artists were not only glad to give their names on the advisory committee, but also to help actively in the Music Week events. A substantial proportion of the return postals on which organizations and individuals indicated their participation to the committee contained, in addition to this information, such entirely unsolicited remarks as "Splendid idea," "Consider this a most effective way of increasing the number of music lovers," etc. Certain prominent citizens, too, not directly concerned with music at all except as they saw its growing importance in community life, were willing to lend Music Week their financial aid. It is certain that the movement has now enlisted such general sympathy and co-operation that the next time Music Week is observed there will be no one unwilling to admit its helpfulness and to aid it according to his ability.

The clear understanding of the meaning of Music Week is not confined to New York City. This is borne out by the many congratulatory letters and telegrams received by the committee from mayors of other large cities and governors of some of the States.

Even more tangible evidence of the favor the movement is meeting is the large number of cities that are planning Music Weeks modeled upon that in New York. This, however, will require a story for itself.

It is impossible to measure exactly the attention given Music Week in the papers in and out of New York, as clippings are still coming in every day to C. M. Tremaine, secretary of the committee. It is estimated that the publicity in the New York City papers alone, including Brooklyn and the Bronx, but not the suburban territory, totaled over one hundred columns. This is all in news articles, feature stories and cartoons. The most important part of the publicity, however, was the editorial comment, for this reflected the real impression made. Editorials on Music Week and the importance of its object appeared in nearly every metropoli-

tan daily. One of the best of these editorials was that in the Evening Journal, read by great masses of the city's population, which was entitled "This Is Music Week." This was syndicated in the Hearst chain of papers throughout the country. Among its statements of most significance to the trade were the following:

"Join in this national Music Week by interesting yourself in music. Fortunately for the world, marvelous human invention has done for music what Gutenberg with his printing press did for the knowledge written in books. * * * The greatest musicians can be summoned to sing and play before you as though by the power of Aladdin's lamp. * * * Take your family to hear good music and bring the best music into your home—make it part of their daily life."

Other papers in which excellent editorials appeared, usually in large type, double column, were the Herald, Tribune, Evening World, the

Mail, the Evening Post, Brooklyn Eagle, Evening Sun and the Globe, which issued a sixteen-page Music Section in honor of the event.

NEW COLUMBIA RECORD BAG

The Dealer Service department of the Columbia Graphophone Co. has recently announced a new record bag printed by the rotogravure process, which has been favorably received by Columbia dealers. This new gravure bag features artistic photographs of many of the exclusive Columbia artists and the use of rotogravure makes these photographs exceptionally attractive.

SCORE SUCCESSES ON TOUR

The Eight Famous Victor Artists, who gave a concert at the Auditorium, Louisville, Ky., on April 8, scored a tremendous success. The affair was successfully handled by the Krausgill Piano Co. This organization was heard in Centralia, Ill., April 11, and the entire house was sold in two hours; Haussler Bros. managed the concert.

How Many Children Are Working for You?

NO, we don't mean in the store but outside, in your customers' homes.

The dealer that sells Bubble Books has one or more persistent salesmen in every home in his town.

BUBBLE BOOKS "that Sing"

Bubble Books are children's books. They are so fascinating that children won't give the grown-ups any rest until they get them all. The fairy stories, the colored pictures, the verses and the three real phonograph records make them come back for more.

Just let your customers see your Bubble Books displayed. Let the children know you have the series of twelve. They have read the national advertising—they know what they want.

We are ready to furnish selling helps that sell. Try us!

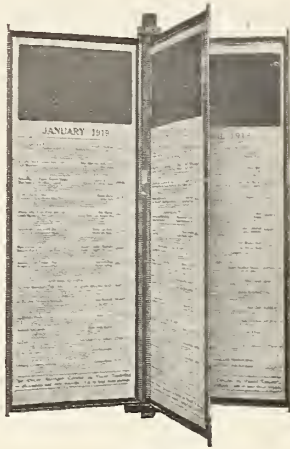
HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York City

Universal Self-Service Record Displayors



No. 558

THE SILENT SALESMAN

"Every dealer has records in stock that he would like to move. Place a dozen or more of the number on a table or rack in the front of your store where customers can look them over and select one or more to be played.

A slow-moving record may have more music value than those records around which popular demand is centered.

Remember that the Victor Company passed on the desirability of the record before it was pressed for sale.

Give your customers a chance to sell records to themselves.

This plan is not experimental. Stores that have tried it record good results."

(The above is a copy of an advertisement of the New York and Chicago Talking Machine Companies appearing in an issue of The Talking Machine World.)



No. 550

Now is the time to increase your sales and cut out your overhead

Make every bit of your store, booth or window space produce more business.

Universal Displayors are effective salesmen—they earn their cost in a week, but keep on earning profits for years.

The Value of Display

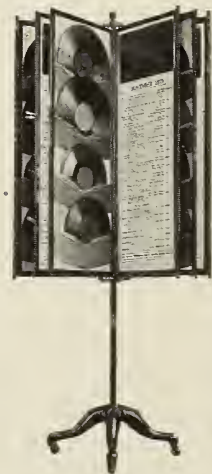
F. W. Woolworth made millions of dollars in his 5 and 10 cent store business. He built the Woolworth Building downtown in New York, the tallest office building in the world, which stands as a monument to his success.

His success was accomplished by displaying the goods he had to sell.

Properly displaying goods is one of the sure methods of making a sale.



No. 563



No. 561

Universal Displayors

Save room and present your records to your customers in a most appealing way.

They move the records which have been pigeonholed and forgotten.

They sell new goods without the aid of a salesman.

They offer a self-service to your trade which your trade likes.



No. 527



No. 525

Universal Fixture Corp.

135 West 23rd St.

New York

OFFERS 10% RETURN PRIVILEGE

Okeh Jobber in New York Formally Announces 10 Per Cent Record Return Privilege—Important and Interesting Trade Message

Under the heading of "Ten Per Cent Return Privilege," Lambert Friedl, manager of the New York distributing division of the General Phonograph Corp., sent out a notice to Okeh dealers in metropolitan territory recently advising them that, effective immediately, this jobber would accept a return of 10 per cent of the records purchased by the Okeh dealers during the previous month, subject to certain minor conditions. This important announcement reads:

"In order to co-operate with Okeh dealers and to render further proof of the fairness of the policies of the General Phonograph Corp. we beg to make the following announcement:

"Effective at once, we will accord to Okeh dealers the privilege of returning to us 10 per cent of the number of records bought from the New York Distributing Division during a previous month, the value of which records will apply to the credit of the dealer's account in the month in which the return is made.

"The conditions under which this return privilege may be maintained by the dealers are as follows:

"1. Records may be returned in first-class condition only and in original cartons containing ten or multiples thereof of any record.

"2. The dealer will be asked to pay a charge of five cents per record returned to take care of the expense incurred in handling the transaction.

"3. At the time return is made the dealer will be required to purchase an equal amount of Okeh records to those returned.

"4. In no instance will records be accepted for return unless the transaction be based upon the previous month's purchases and that only.

"We are proud to be the first manufacturers in the United States to make this announcement.

We are convinced that this is a move in the right direction and that it will in its results greatly benefit the trade in general and Okeh dealers in particular.

"It is now, as it has always been, our aim to serve you and co-operate with you to the fullest possible extent, and we hope to merit your appreciation by a much greater volume of Okeh record business with you from now on."

LONG TRIP FOR EDISON PHONOGRAPH

Diamond Disc Machine Carried 700 Miles on Camel Back in Course of 1,400-Mile Trip From Adelaide to Hermannsburg, Australia

Even in the wilds of Australia the Edison Diamond Disc phonograph has its devotees, and the South Australian Phonograph Co., Ltd., of Adelaide, is frequently called upon to send Edi-



Camels Arriving at Hermannsburg

son machines far into the interior of the country. What is believed to be a record journey for an Edison, however, occurred recently when a Diamond Disc phonograph was transported 1,400 miles from Adelaide to Hermannsburg, in the heart of the "Never Never" country, where the temperature with the sun shining is always above 100 degrees and there is little shade.

The machine was carried 690 miles by rail to the terminus at Oodnadatta. From that point the only means of transportation was afforded by camel trains, which make the 700-mile journey to Hermannsburg about twice a year. The ma-

chine was shipped from Adelaide in September and did not reach its destination until December 24, although it arrived in perfect condition.

The accompanying photographs show the camel train on its weary journey across the



Unloading Phonographs at Hermannsburg

desert and the arrival at Hermannsburg. It will be seen from the pictures that the aborigines are still quite plentiful. The photographs were sent to The World direct from Adelaide.

COLUMBIA ARTIST IN CONCERT

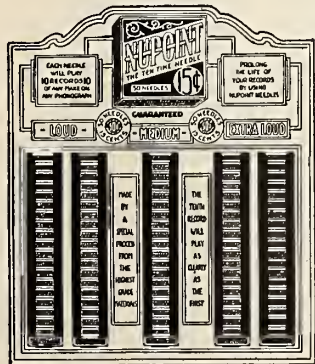
Miss Barbara Maurel Attends Opening of Snyder Music Co.'s New Store

WILKES-BARRE, PA., May 9.—Miss Barbara Maurel, well-known soprano and exclusive Columbia artist, appeared in this city recently at the opening of the Snyder Music Co.'s "Wilkes-Barre Temple of Music." The Snyder Concert Hall, which was designed for the free use of teachers, music clubs and others interested in music, was crowded to capacity for Miss Maurel's concert, and, in fact, she was received so enthusiastically that she gave a second concert in order to satisfy the demands of Wilkes-Barre music lovers.

The program Miss Maurel rendered consisted of two parts, "La Habanera" from "Carmen" occupying the first, and the second part being a combination of selections known by all, "From the Land of Sky Blue Water" (Cadman), "By the Waters of Minnetonka" (Lawrence) and "Love's Old Sweet Song" (Molloy).

Made in America

**Money Back
If You Want It**



Metal Display Stand

FREE A beautiful display stand in colors, holding 100 boxes of NUPOINTS, Free with trial outfit. This makes a practical silent salesman for the dealer's counter.



Quality

MR. JOBBER—Here Is the Ideal Dealer Outfit

Dealer's Price

\$7.00

NUPOINTS ARE ATTRACTIVELY PACKED
50 needles to the box
(100 boxes to the Carton)
Handsome Metal display stand free

Free sample envelopes of NUPOINTS furnished dealers to be distributed to their customers.
Window strips, display cards and envelope enclosures—FREE

Retail Value

\$15.00

JOBBERs—Write or Wire for Samples and Attractive Proposition

Made in America

**This Is Our
Guarantee**



NUPOINT MFG. CO.

1208 W. 59th ST.

CHICAGO

Factory Representatives: LOUIS M. SCHWARZ, Inc. 1265 Broadway, N. Y.; 525 Forsythe Bldg., Atlanta

NEW DEVICE IS WELL RECEIVED

Trade Evincing Keen Interest in Masterphone Attachment—I. Smullyan, President of Masterphone Corp., Well Known in Business Circles

The Masterphone Corp., with executive offices in New York and a factory in Jersey City, N. J., has recently placed on the market the "Masterphone," an attachment which can be used on all types of phonographs, and which, the company states, will amplify and improve the tone of the instrument. The first announcement to the trade regarding this new attachment appeared in the April issue of *The World*, and since that time many samples have been forwarded to the dealers. According to the executives of the company, the trade and the public have evinced keen interest in this new device and shipments have been made to all parts of the country.

Referring to the technical features of the Masterphone, an officer of the company said: "The Masterphone is not a sound box, but an attachment for a sound box which depends for its performance upon a vibrative disc of special composition and dimension acting in conjunction with the finest-pointed and softest-toned needle yet to be evolved, which sets up vibrations which in turn are transmitted through the vibrative disc of the Masterphone to the disc of the permanent sound box. This principle of the transmission of sound by relays, as it were, secures the maximum volume of tone equal to that of the loudest-toned steel needle when desired, without losing any of the softer shadings of tone and expression that makes music worth hearing.

"In addition, the Masterphone also prevents injury to the record, and besides its mechanical merits is attractive in appearance, adapting itself readily to counter and window displays."

I. Smullyan, president of the Masterphone Corp., is enthusiastic regarding the cordial reception accorded the Masterphone by the dealers, and in a chat with *The World* stated that

the results to date have fully substantiated his confidence in the Masterphone.

Mr. Smullyan is widely known in commercial circles and a brief account of his career was printed in the *Forbes Magazine*. This article called attention to the fact that Mr. Smullyan was formerly president of the W. J. Crouch Co., Inc., first vice-president and managing director of Rowson, Drew & Clydesdale, Inc. (a house nearly 100 years old), president of the Hardware House of America, Inc., and a director of other important enterprises. He is a Belgian by birth and a graduate of the University of Antwerp. His international activities have given him considerable prominence, and as president of the Masterphone Corp. he is in a position to utilize his executive ability to excellent advantage.

VICTOR ARTISTS IN CONCERT

Give Performance in Person in Toledo Under Direction of Local Music Dealers

TOLEDO, O., May 4.—Fostered by eight enterprising music dealers, the Eight Famous Victor Artists appeared one evening recently at the Coliseum, as follows:

Henry Burr, Billy Murray, Albert Campbell, John Meyer, Frank Croxton, Monroe Silver, Fred Van Eps and Frank Banta. The concert was successful from every angle and was well attended. The following music dealers co-operated in making the concert a success: Cable Piano Co., the William B. Duck Co., J. W. Greene & Co., Grinnell Brothers, the Lasalle and Koch Co., the Lion Store, People's Outfitting Co. and the Talking Machine Shop. Local newspapers carried a combination advertisement of the artists and small advertisements of the eight music dealers who were instrumental in bringing the artists to Toledo.

W. V. Goff and Bert Ranger, formerly with Frank E. Bolway & Son, Inc., have engaged in the phonograph repair business at 153 James street, Syracuse, N. Y.

MODEL SHOP IDEA GROWS

W. L. O'Brien, of Hudson, Mass., Installs Van Veen Equipment in His Store

Leon Tobias, of the sales staff of Van Veen & Co., Inc., manufacturers of equipment for the talking machine wareroom, has lately covered the New England territory. While there he secured a contract for a large and handsome installation in Hudson, Mass., which is a manufacturing town of 8,000 population. Walter L. O'Brien, who ordered this installation, is a Columbia dealer, and it serves as an indication of the strong faith in the immediate future of the talking machine trade that is developing throughout that section. Manager Mann, of the Boston distributing branch of the Columbia Co., it was reported, is fully as enthusiastic over this installation as the owner himself, as it is constructed after the model shop shown at the Columbia Boston headquarters. Mr. Mann expects that within the very near future a large number of other dealers who have seen the model shop will follow the example of Mr. O'Brien.

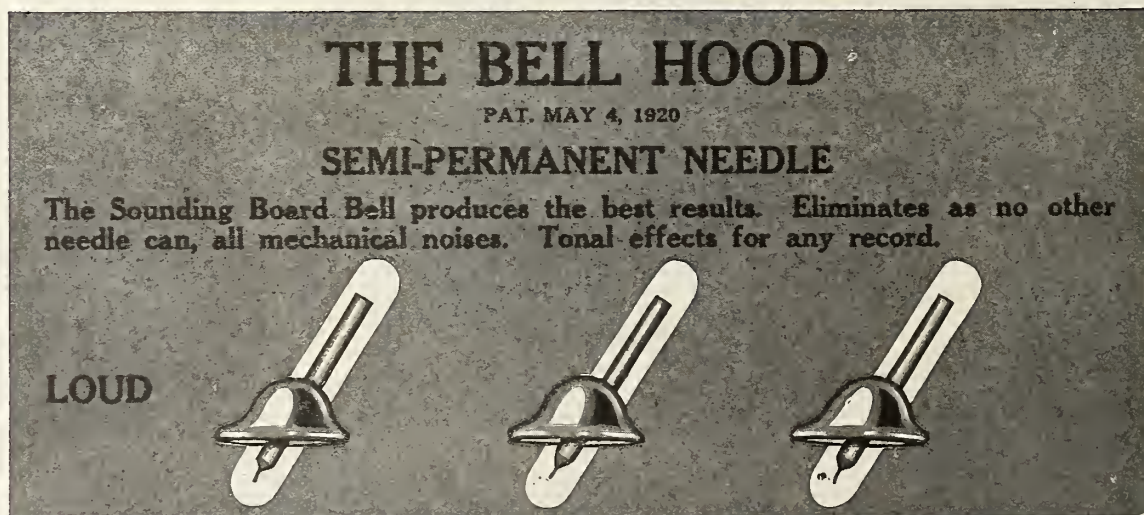
DEMAND FOR WAX INCREASING

The Wax & Novelty Co., Newark, N. J., is now concentrating its efforts upon the manufacture of wax for talking machine records. Heretofore this company has also been manufacturing wax for business blanks, but, due to the increase in the demand for talking machine record wax, it will devote its entire equipment to the manufacture of record wax. New machinery has been ordered and will be installed as soon as possible, so that the company may be able to take care of its growing business.

The most expensive thing you can do is to guess. The most profitable thing you can do is to know—and to know all the time as you go along. This is commonplace advice, but it is worth while considering.

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Is less Rasping, Consequently less Mechanical and Reproduces Purer Tone

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. Most all dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.



The Isham Jones' Orchestra of Chicago

which makes Brunswick records—and Brunswick only—was selected to furnish music for the Banquet and Dance on May 11th, of the National Association of Music Merchants, at

The National Music Trades Convention Drake Hotel, Chicago

Just another tribute to Brunswick Phonographs and Brunswick Records.

The Phonograph of the Musical World

The Brunswick is the *preferred* phonograph among schooled musicians—the most critical judges of good music.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in the Principal Cities of United States, and in Mexico, Canada, Cuba, France and South America

New England Distributors: Kraft, Bates & Spencer, Inc.
1265 Boylston Street, Boston, Mass.

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

The Brunswick-Balke-Collender Co., La Calle De Capuchinas No. 25,
Mexico City, Mexico



The Oxford

Brunswick

PHONOGRAPHS AND RECORDS



The Stratford

Art Hickman's Orchestra plays nothing but hits. "Siren of a Southern Sea" and "Day Dreams" are its latest delightful fox-trots just recorded in San Francisco. Are your customers going to dance this Summer? We'll say they are! A-3387.

**Columbia Graphophone Co.
NEW YORK**



COURT REFUSES REHEARING

Court of Appeals of District of Columbia Refuses Victor Co.'s Petition in Case of Browning vs. Johnson—President Bensinger, of Brunswick-Balke-Collender Co., Issues Statement

WASHINGTON, D. C., May 6.—The Court of Appeals of the District of Columbia handed down a decision on Saturday, April 30, refusing to grant the petition of the Victor Talking Machine Co. for a rehearing in the patent case of Browning vs. Johnson, involving Johnson patent No. 946442. This court rendered a decision on April 4 in favor of Browning, and the petition for a rehearing was filed on April 21.

The Brunswick-Balke-Collender Co., Chicago, Ill., which owns the controlling interest in the Browning patents, states that it will now prosecute applications for patent on Browning inventions, and B. E. Bensinger, president of the Brunswick-Balke-Collender Co., has issued the following statement in connection with this important case:

"The decision of the Court of Appeals of the District of Columbia in the interference between Eldridge R. Johnson, president of the Victor Talking Machine Co., and John B. Browning is of the most far-reaching importance. The court not only held that Browning was the prior inventor of the enclosed horn talking machine with doors, but also held that the evidence overwhelmingly discloses that Johnson derived the invention from Browning.

"This interference has been fought through the Patent Office by the Victor Talking Machine Co. with all the resources at its command, and no effort or expense was spared in contesting Browning's claims. Browning was and still is a poor man and it is a great tribute to genius that his persistent struggles for his rights have been crowned with success.

"The court refers to a drawing made by Browning in 1897 on the back of a dance card as showing a complete conception and disclosure of his invention. Another more elaborate drawing made by Browning was submitted to Mr. Johnson through his attorney in 1900 and other disclosures of the invention were made by Browning to officers of the Victor Co. between 1901 and 1905. These sketches show the enclosed horn type of machine, the doors for modifying or varying the sound, the tapered tone arm and continuously tapered sound conveyor and the sound box throw back.

"According to this decision of the Court of Appeals the Browning drawings and testimony are fully corroborated and these drawings clearly prove the invention by Browning of all these features of the modern cabinet machine long prior to Johnson.

"Mr. Browning brought his case to the attention of our company several years ago and solicited our help. We thoroughly investigated the matter and, having convinced ourselves beyond a question that Browning's story was true, undertook to carry on the litigation to a suc-

cessful conclusion, having acquired a controlling interest from him in his invention.

"It is the purpose of this company to avail itself of every possible advantage afforded by this decision of the Court of Appeals of the District of Columbia in seeing justice done Mr. Browning.

"THE BRUNSWICK-BALKE-COLLENDER CO.,
"B. E. Bensinger, President."

NOW AN INDEPENDENT COPY WRITER

John W. Desbecker, Well Known in the Talking Machine Trade, Starts an Advertising Copy Service of His Own in New York City

John W. Desbecker, for many years connected with such leading advertising agencies in New York as the Federal, Frank Presbrey and Redfield, who has been well known throughout the music trade for the last five years as the man who has written the advertising for the Sonora Phonograph Co., and has been editor of its widely read house organ, the Sonora Bell, has recently left the Sonora Co. to act as an independent copy writer, serving manufacturers and dealers. His office is located at 415 Candler Building, 220 West Forty-second street, New York City, and because of his wide general advertising experience and his specialized training in musical instrument advertising he is qualified to be of great assistance to those in the industry who wish advertisements, booklets, house organs and the like, of a distinctive,

original and effective character. Three years ago Mr. Desbecker wrote one of the prize-winning essays published in The Music Trade Review, of New York City.

There are very few expert advertising men knowing the musical instrument business intimately whose services are available to others beside a single employer, and the coming of Mr. Desbecker into this field of endeavor is most welcome news.

EXTENSIVE BRUNO ALTERATIONS

The executive offices of C. Bruno & Son, Inc., New York City, Victor wholesalers, are being extensively remodeled. These changes will allow not only for increased efficiency in the transacting of their large business, but will, at the same time, make room for an attractive Victor display room. This section will be located immediately opposite the elevator entrance and will be very attractively fitted out. A part of the display will include a model demonstration room where the latest ideas in Victor merchandising will be presented to the dealer.

Miss H. Marjorie Brown, who joined the Bruno organization last month and was formerly manager of the Victor Idea Shop in Camden, will have her desk in this new room and will be ready at all times to confer with visiting dealers on selling ideas. This room has been established solely in the interest of the Victor dealer and it is believed that it will be of genuine aid to him in his merchandising.

Co-operation—A Vital Factor in Business!

As Victor Dealers and Victor Wholesalers are mutually interested in promoting the sales of Victor Products, is it not obvious that the more closely they co-operate with one another the richer the harvest will be for both?

A conspicuous element of the Mellor organization is the spirit of co-operation.

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.



The New Unico Establishment of The Ideal Music Co., Newark, N. J.

THE IDEAL EQUIPMENT

IS

UNICO EQUIPMENT

A modern department—Sales Settings of Artistic, Distinctive Appearance, yet Efficient and Practical to the last degree—plus Speed—these were the requirements.

Unico Service functioned with customary satisfaction—a beautiful, efficiently equipped, profit-producing store was created in ten days from receipt of order.

Unico Equipment is permanent, distinctive advertising which does not involve continuous expense.

Unico patented construction renders it an asset of permanent value because of no depreciation in moving.

Unico Specialized Service assures satisfaction—speed where necessary without jeopardizing quality. It will meet your needs—small or large—from the selection of proper service units for a small department to the complete installation of the most elaborate store.

Immediate shipment—Rooms, Racks, Counters.

Unico Service is at your command!

The World's Standard System of Musical Merchandising!

Unico Construction is Patented.

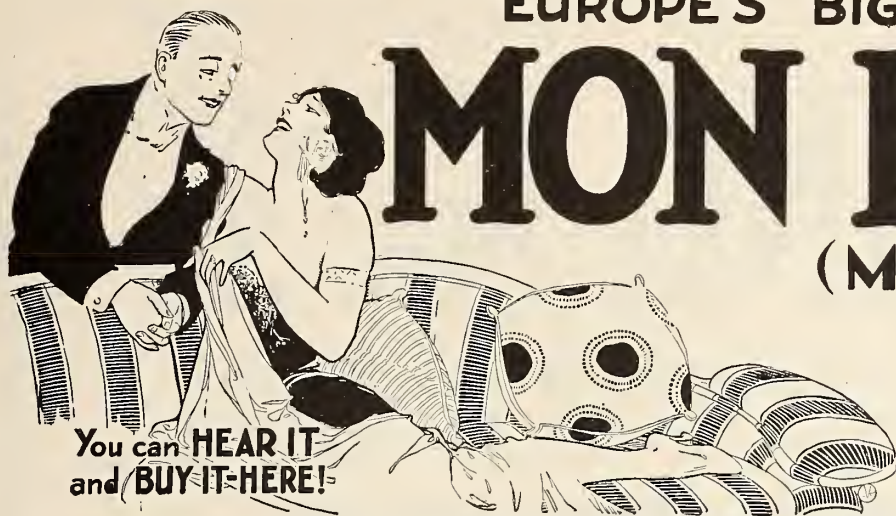
Unico Designs are Patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
130 North Michigan
Avenue



You can HEAR IT
and BUY IT HERE!

EUROPE'S BIGGEST DANCE HIT

MON HOMME

(MY MAN)

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

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PUBLISHED IN AMERICA
By LEO FEIST Inc New York

**MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING
AMERICA AS IT ALREADY HAS WON EUROPE**

VICTROLA DEPARTMENT REMODELED

Taylor Carpet Co., of Indianapolis, Receives Congratulations on the Artistic Appearance of Its New Warerooms in That City

INDIANAPOLIS, IND., May 5.—The recent opening of the newly remodeled Victrola department of the Taylor Carpet Co., on Washington street, was an event of considerable importance. It brought congratulations from a host of friends on the progress of this company, which is under the competent management of Miss Minnie



Interior of Taylor Co.'s New Department
Springer, who was formerly with the Pearson Piano Co. Formal invitations were issued and hundreds of people were in attendance at the opening, everyone having some good word to say for the admirable arrangement and artistic appearance of the establishment. The department has been completely rearranged with an island type rack and counter, which supplies in a most efficient manner the fourteen record booths with which the department is equipped.

INTRODUCE NEW PACKAGE

U-Sav-Your Cleanser in a New Form of Dress
—Product Meeting With Success

WARREN, MASS., May 6.—The U-Sav-Your cleanser and dressing, produced by the U-Sav-Your Mfg. Co., of this city, is now being presented to the trade in a new package. Included with the bottle is a piece of flannel and cheesecloth for polishing purposes. It is expected that this complete polishing equipment will provide an attractive additional selling point for the dealer. The containing carton has been very artistically prepared and depicts the ease and facility with which this cleanser and dressing is used on the talking machine, the piano, etc. The new package will undoubtedly prove very popular and is the package which will be featured in an intensive national advertising campaign in the near future.

B. D. Perkins, manager of the U-Sav-Your Mfg. Co., states that U-Sav-Your polish has already met with a success far beyond the optimistic predictions made when first presented.

BETTER CONDITIONS EVERYWHERE

Sales Manager Morrison, of the Emerson Phonograph Co., Returns With Optimistic Reports—Jobbers Are Enthusiastic Regarding Outlook

H. E. Morrison, sales manager of the Emerson Phonograph Co., returned to New York recently after a Western trip, which he states was encouraging and productive of results far beyond expectations. Mr. Morrison spent quite some time in Chicago, where he found the Chicago branch of the Emerson Phonograph Co. closing a substantial and healthy business. Three new salesmen have recently been added to the sales staff of this branch, and a force of seven men is now co-operating with the dealers to advantage. The demand for Emerson phonographs is steadily increasing in Chicago territory, and Mr. Morrison was delighted with the enthusiastic comments of the Emerson dealers in this section.

At Omaha, Neb., the Carpenter Paper Co., Emerson jobber, stated that it had added sixty new accounts since the first of the year, and that the outlook for the future was brighter than it had been for several months.

At Indianapolis the Lathrop-McFarland Co., Emerson jobber, spoke most optimistically of the situation in its territory, stating that one of the Emerson dealers in Indianapolis had sold eight Emerson phonographs in four days as a result of intensive work by a corps of canvassers.

At Columbus, O., S. W. Goldsmith, general manager of the Emerson-Ohio Co., Emerson jobber, stated that the dealers seem to be imbued with renewed confidence in Emerson product and were placing substantial orders. This jobber has been very successful with the Emerson line, and in recognition of its efforts it has been appointed a jobber for Emerson products throughout the entire State of Ohio.

INSTALLING UNICO EQUIPMENT

M. Rothstein, Victor dealer, is installing new Unico equipment in his warerooms on Tenth avenue between Forty-second and Forty-third streets, New York City. Mr. Rothstein predicts good business ahead and is planning to make good use of his new equipment in developing this business.

A MANHATTAN INCORPORATION

The Table Phonograph Corp. of Manhattan has been incorporated in the State of New York with a capital stock of \$15,000 for the purpose of engaging in a retail talking machine business. Incorporators are: S. D. Muney and A. N. Birenbach.

Paul Coleman and Sid Smith have opened a phonograph shop on North Main street, Bonham, Tex. They will specialize in New Edison phonographs and Re-creations.

THE OLYMPIC DISC THROWER

The Olympic disc thrower, who has become familiar throughout the talking machine trade through the advertising matter of the Olympic Disc Record Corp., of New York City, is now appearing in statue form. Great care has been used in the sculpturing of this figure and the result is almost lifelike. The statue is fifteen inches high and is in white, with the exception of the Olympic disc, which is a colored miniature reproduction of the original Olympic record. This new statue will doubtlessly prove very popular with the Olympic dealer in featuring the records which are carried.

RECORDING PLATING PRESSING

The New York Recording Laboratories offer thoroughly up-to-date facilities for Recording, Plating and Pressing 10-inch Disc Records.

Recording and Plating in Studio and plant in the heart of New York's musical life.

Pressing and manufacturing facilities at Port Washington, Wis.

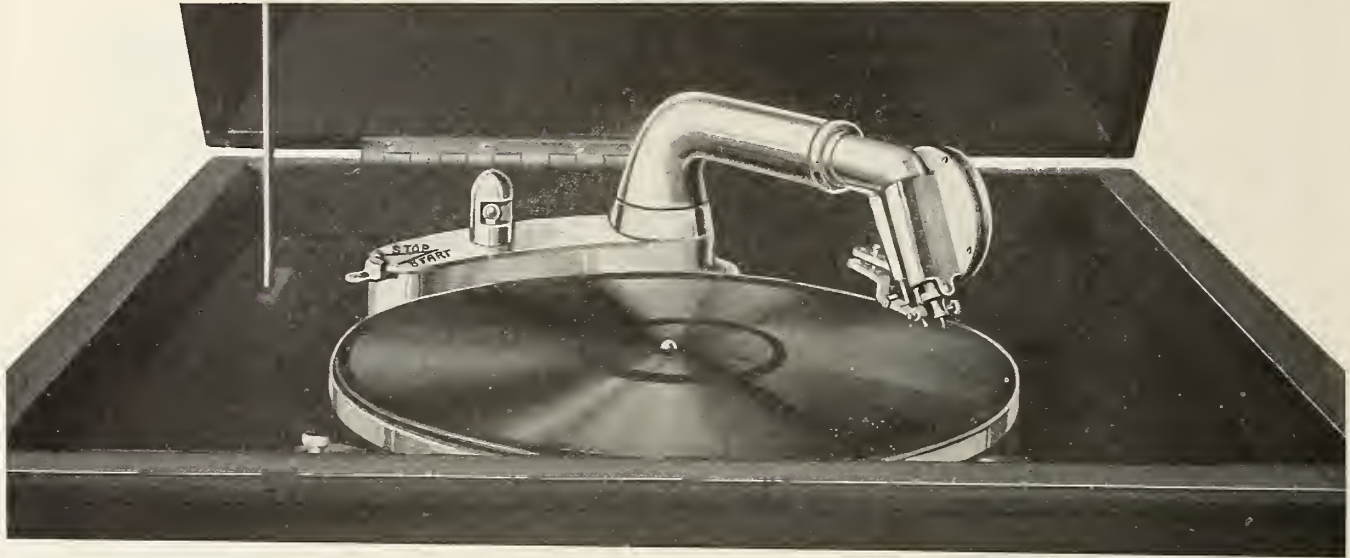
Inquiries regarding recording, selection of artists, songs, etc., invited.

**The New York Recording
Laboratories, Inc.**

1140 Broadway
NEW YORK, N. Y.

STERLING TONE ARM No. 31

A Five-in-One Combination of features that
have made history for the Phonograph



May be attached to any Phonograph

The gratifying response to our full-page advertisement in the April 15th issue of this publication assures us that there is a real demand for the Sterling No. 31 Tone Arm with Non-Set Automatic Stop. The interest shown by the many inquiries received speaks well for the success of this new member of the Sterling family.

The Sterling Tone Arm No. 31, a combination of practical features unique in phonograph construction and design, consists of the following:

- No. 1—The celebrated Sterling Tone Arm, non-taper and therefore non-infringing, ball-bearing, designed with the least possible number of bends or elbows and offering, therefore, the least obstruction to the sound, and thus preventing muffling and "metalizing" the tone.
- No. 2—The celebrated Sterling Universal Reproducer which plays all records, hill and dale or lateral, with Stylus mounted and attached to the inside of the diaphragm where it can not be injured or tampered with.
- No. 3—The Sterling Automatic Non-Set Stop which sets the brake when the record has run its course; plays long or short records, requiring no adjustment except that of placing the needle in position.
- No. 4—A soft brush forming an integral part of the stop mechanism cleans the groove of the record immediately in advance of the needle.
- No. 5—An electric Flash Light controlled by a convenient switch helping the operator to set the needle quickly and accurately.

Send for Sample and Prices

STERLING DEVICES COMPANY

Manufacturers of the No. 11 Sterling Tone Arm, The Sterling Reproducer, and Columbia and Edison Attachments.

534 Lake Shore Drive

CHICAGO

BALTIMORE REPORTS GREATLY IMPROVED TRADE OUTLOOK

Distributors' Activity Tells the Story That Dealers Are Buying—Many New Stores Opened—Elmer Walz's "First Run" Victrola Night a Success—Columbia Sales Conference—Other Live News

BALTIMORE, Md., May 10.—A canvass of the local trade shows that while there is a great difference in opinion regarding business conditions and the outlook for the future, the majority of houses say business is improving generally and cite increases in sales over the previous month to substantiate the claim. This is particularly true of the large wholesale houses, and if they are doing business the retailer certainly must be getting his share of the trade. The manager of one supply house stated that the demand for some popular records exceeds the supply.

Manager W. S. Parks, of the Columbia Graphophone Co., has just returned from a ten-day trip through Virginia and reports a better business than in 1918, which was the banner year in this section. He also spent a couple of days at the home office in New York and submitted a plan which, he says, will result in greatly increased business for the dealers when it is put into effect.

The Bursfield, Motley Co., of Danville, Va., has opened an exclusive Columbia Grafonola Shop, which is one of the show places of the town and is under the management of Mr. Gibson, formerly of the Frank Piano Co. It is handsomely finished in white and gold and has one of the most attractive fronts in the town.

Emmitt Thompson, of Warsaw, Va., was in town the past week and reports business as excellent. He has two trucks in operation and bought another while here, stating that he planned to put on five trucks in the near future. Warsaw is a town of only 300 population, but in the three years that he has been in business there he says his sales average about \$15 a person.

Salesman Swartz, of the Washington branch of the Columbia Graphophone Co., paid a flying visit to the local house this week and while here told of a sale which was made in a peculiar way. He said a woman living on Sixteenth street called up Harry C. Grove, one of the Columbia dealers there, and told him that she had seen his truck passing her house so often with machines that she had come to the conclusion that he must sell a good instrument and would he send one of his salesmen out to see her. Mr. Grove naturally was only too glad to accommodate her and the outcome was the sale of an 82 Grafonola.

O. F. Banz, supervising sales manager, attended the April sales conference of the Columbia Graphophone Co. here and said he was much pleased with results so far this year and the outlook for the future. Those attending the conference, in addition to Manager Parks and Assistant Manager Cook, were: W. H. Peplow, Z. A. Jones, C. E. Lorman, A. M. Calais, H. W. Dutton and W. H. Swartz. Supervisor Jarvis, J. C. Nace, record manager, and J. H. Marshall, Dealer Service manager of the Baltimore branch, reported progress being made in their branches of the business.

A new exclusive Victrola shop opened for business to-day, when the firm of Berlin & Lewis threw open the doors of a handsome showroom at 1317 West Baltimore street.

The Hammann-Levin Co. is making a special drive on the IV and VI Victrolas and has a very attractive window display of the instruments at 412 North Howard street.

W. C. Roberts, manager of E. F. Droop & Sons Co., 231 North Howard street, reports April business better than last year and says it is almost impossible to keep the demand supplied for some of the records.

George W. West, manager of the talking machine department of Hecht Bros. & Co., 681 West Baltimore street, says business is good and getting better all the time, last month's business being about 30 per cent above that of April, 1920. Mr. West is just teeming with optimism over the future and says all indications point to 1921 being one of the best years in the history of the talking machine business. William Holtz, formerly with Post, of Newport News, Va., is

now working with Mr. West as outside salesman.

Elmer Walz, manager of Cohen & Hughes, 227 West Saratoga street, has inaugurated the plan of having a "first run" Victrola night for the dealers once a month, when the new records come out. It is meeting with great success and is eagerly looked forward to by the trade. All the new records are put on machines and played and after a short talk by Mr. Walz on some topic of interest to the trade a buffet luncheon is served. That the dealers appreciate this innovation is proved by the constantly increasing numbers of them who attend the affairs. Another feature of this firm is a complete repair department, which is in charge of George Cook, one of the most expert repairmen in the business, and in which is carried every part of a machine, thus obviating any delay in sending back to the

factory for some part that may be necessary to repair an instrument.


Paul E. Merker, who took a course in salesmanship at the local branch of the Columbia Graphophone Co., has written to Manager Parks from Charlotte, N. C., where he is with the Meloy Piano Co. as outside salesman, stating that he sold five machines the first day he started out.

APPOINTED SONORA JOBBER

The Long Island Phonograph Co., Jamaica, L. I., has been appointed a distributor for the products of the Sonora Phonograph Co. The company will carry a complete line of Sonora phonographs and will co-operate with the dealers in its territory along practical and efficient lines.

R. H. Keith, who is president and general manager of the Long Island Phonograph Co., is keenly enthusiastic regarding the possibilities of developing Sonora business on Long Island and his organization will have every facility for giving Sonora dealers maximum service.

Quality Makes Satisfaction

O dealer can successfully merchandise any line of goods unless quality is imbedded in it. The best of bargains, from a price standpoint, are often the most expensive in the end, because the quality is lacking. The public soon realizes this fact.

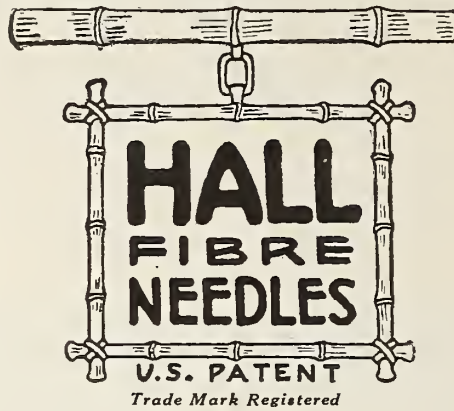
The dealer who sells the Victrola and Victor records handles quality in its highest form. He therefore handles satisfaction. This satisfaction, which his clients receive, builds bigger business for him.

Watch the Victor dealer grow.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK



Warning:—

The reputation which has been built by the HALL FIBRE NEEDLE and the universal use into which it has come have been due to the special process of manufacture developed by this concern.

The HALL MFG. CO. intends to protect that reputation and assures its dealers that it will prosecute, under Letters Patent 870723, any firm which illegally attempts to duplicate the HALL FIBRE NEEDLE.

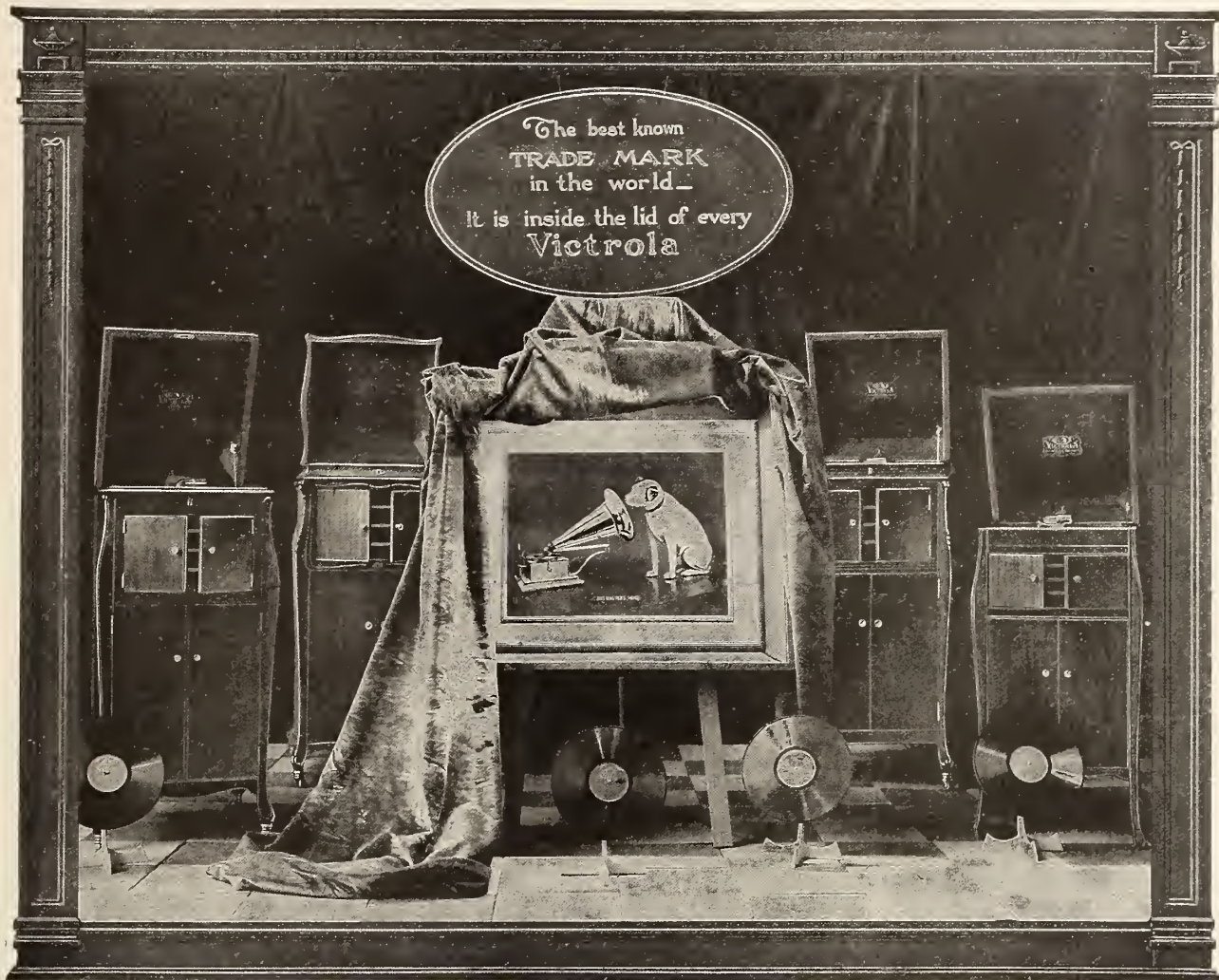
HALL MANUFACTURING CO.

(Successors to B & H Mfg. Co.)

33-35 W. Kinzie St., Chicago, Ill.

WINDOW DISPLAY SUGGESTION FOR DEALERS THAT COMBINES FORCE AND RICHNESS

The accompanying illustration shows a window display recently designed by the advertising department of the Victor Co. for the use of executive offices in Camden. This reproduction is now being manufactured for the benefit of Victor dealers, and constitutes a very high class on a wooden stretcher and handsomely framed in antique gold. It can hardly be distinguished from the original painting. As used in the win-



Artistic Window Display, Featuring Victor Trade-mark in Oil for Use of Dealers

of Victor retailers. In the center, on the mounting, is a reproduction of the famous oil painting of the Victor trade-mark which adorns the

type of display, either for use in the window or for interior decoration.

dow shown herewith, the reproduction of the painting is set up in the rear of a shadow box and the lighting arrangements are effective.

ARRANGE "BLUE JEANS" WINDOW

P. W. Simon's Victor Store in Uniontown Makes Display That Is Cleverly Arranged—Has Excited Considerable Attention

UNIONTOWN, PA., May 9.—P. W. Simon's Victor store in this city, of which E. F. Gebhart is manager, has recently prepared a very clever window featuring the Victor record in the May release entitled "Blue Jeans," sung by the Peerless Quartet.

In the center of the window is a Victor dog clad in blue overalls. On either side of the dog is a pyramid of "Blue Jeans" Victor records, and at either end of the window is a little shimmie doll dressed in blue jeans. Hung across the top of the window are three pairs of overalls, and in front of these there is a banner strip featuring the name of the selection.

This window is strikingly original and is attracting a great deal of attention from the residents of Uniontown.

EDUCATIONAL VALUE OF RECORDS

Writer in Chicago Tribune Impressed With Airs Boys Whistled on Way to School

A writer in the Chicago Tribune, in commenting upon the educational value of the talking machine record, declares that one morning recently he passed, at different times, three boys, aged about ten years, on their way to school. One was whistling the "Barcarolle," another "O, Sole Mio" and the third Rubinstein's "Melody in F." When asked why it was they were so fond of this type of music the boys re-

plied that they heard this music in school by means of the talking machine and preferred it to ragtime and other silly music which they

heard in other places. This is a tribute to the value of good music in the school that points a moral.

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

PITTSBURGH DEALERS TAKE AN OPTIMISTIC VIEWPOINT

Large Industrial Plants Resuming Work—Advertising Campaign Started—New Hamilton Store Opened—Important Fictitious Names Decision—Galli-Curci's Visit an Event—Live News of Month

PITTSBURGH, PA., May 5.—An optimistic view of the future as far as the talking machine industry in the Pittsburgh district is concerned is taken by the various dealers. One of the hopeful signs is the gradual resumption of the various iron and steel mills and other industrial plants that have been more or less idle for the past six to eight months.

The Pittsburgh district to-day is one of the brightest spots on the industrial map of the Nation and there is bound to be a continuous revival of trade, if the statements made by the heads of the large operating departments of the steel trade can be accepted as a criterion.

There are less idle men in the Pittsburgh district at this writing than there were a month ago, according to a report of the State Employment Bureau, whose representatives keep a very close watch of the industrial and labor situation.

One of the features that indicates that the talking machine business is bound to show a marked increase this month is the very attractive advertising and publicity campaigns that are being carried on by such enterprising and progressive firms as the C. C. Mellor Co., the Standard Talking Machine Co., and the W. F. Frederick Piano Co., all Victor jobbers, and such leading retailers as the S. Hamilton Co., the Rosenbaum Co., Kaufmann's, Boggs & Buhl, Joseph Horne Co., the Lechner & Schoenberger Co., Kaufmann & Baer Co., the Rudolph Wurplitzer Co. and Johnson & Co.

Hamilton Co. Opens New Store

T. E. Shortell, manager of the S. Hamilton Co.'s talking machine department, assisted last Saturday at the formal opening of the new store of the Hamilton Co., on Lincoln avenue, Bellevue, one of the pleasant residential suburbs of the Steel City. The new store is well located

and, in addition to a full line of Victrolas and Victor records, also has on sale some pianos and sheet music. The opening was a very successful one, as hundreds of persons visited the new place of business and inspected it. Souvenirs were given to all callers. The manager is Harry Buck, who was formerly connected with the East Liberty store of the S. Hamilton Co.

Galli-Curci Accorded Great Ovation

One of the striking musical events of the past month was the appearance of Amelita Galli-Curci at Johnstown, Pa. The brilliant Victor artist sang to a large and appreciative audience. The Johnstown Tribune in commenting on the recital said: "Completely captivating a large audience in the Cambria Theatre, Amelita Galli-Curci sang her way into the hearts of the music lovers of Johnstown and vicinity, being accorded an ovation which seldom has been equaled here. In splendid voice and presenting an unusually interesting and well-balanced program, Mme. Galli-Curci was delightful in her lighter numbers, exquisite in her encores, all old-fashioned songs, and rose to remarkable heights of vocalization in her operatic selections."

Galli-Curci Autographs Victor Records

During her stay in Johnstown Galli-Curci was tendered an informal reception in the Victor salesrooms of the Penn Traffic Co., where over 250 persons, including the various sales persons from all of the Victor shops in Johnstown and the immediate vicinity, were present. Galli-Curci was presented with a large bouquet of American Beauty roses by B. W. Phillips, of the Penn Traffic Co. Miss Lillian A. Wood, the well-known director of the educational department of the C. C. Mellor Co., who was present, had Mme. Galli-Curci autograph two Victor

records that the noted singer said she preferred above all others of her songs. They were "Lo, Here the Gentle Lark" and "La Capinera." These autographed records will be presented to the winner of the Victor record sales contest that is on in Johnstown. Miss Wood spent several days in Johnstown under the auspices of the Victor dealers of that city and demonstrated the educational and sales promotion work for the benefit of the sales staffs of the Victor dealers.

Joseph Horne Co. Adds Cheney Phonograph

The Joseph Horne Co. has added the Cheney phonograph to its talking machine line. The other two makes on sale are the Victrola and the Columbia Grafonola. The department is an extensive one and is under the able management of A. R. Meyer, who is also secretary of the Talking Machine Dealers' Association of Pittsburgh.

Columbia Featured in Anniversary Sale

In honor of the fiftieth anniversary of the founding of the Campbell department store there were anniversary sales in all departments. The Columbia Grafonola department, in charge of A. L. LaGrange, was elaborately decorated.

Miller Optimistic Regarding Sonora

H. Milton Miller, general sales manager of the Sonora Phonograph Co., of Pittsburgh, wholesale distributor of the Sonora, is most optimistic concerning the future of the Sonora line in the Pittsburgh territory. Mr. Miller said to The World representative: "In my judgment the sales of Sonora this year will far exceed sales of any previous year since the Sonora was placed on the market here. We are receiving many applications from dealers of standing in Western Pennsylvania who wish to handle the Sonora line. Dealers who have been selling the Sonora report sales as most satisfactory and this has been largely due to the work of our service bureau, which has been established for the best interests of all of our dealers."

New Sonora dealers reported by Mr. Miller

The Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

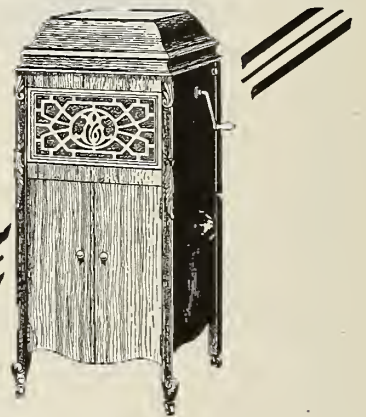
A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M" enable the Manophone Dealers to accommodate every taste—and every price.

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.



The Wonderful Tone of the Manophone

The secret of this remarkable accomplishment lies in the unique and original design of the tone chamber, as featured in our Trade-Mark. "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like qualities so distinctive of THE MANOPHONE.



are as follows: Wallace H. Bowser, Ford City, Pa.; H. C. Wolfe, Verona, Pa.; Russell & Riggs, Altoona, Pa.; F. S. Roadman, Clinton, Pa.; W. W. Martin Drug Co., Shinglehouse, Pa.; Dolan Brothers, Kane, Pa.; Erie Supply Co., Burgettstown, Pa., and the Standard Drug Co., Grafton, W. Va.

Join Music Industries Chamber of Commerce

At the April meeting of the Talking Machine Dealers' Association of Pittsburgh, the organization unanimously voted to affiliate with the Music Industries Chamber of Commerce. A report on the question of affiliation with national bodies was submitted by the special committee consisting of French Nestor, of the Standard Talking Machine Co., chairman, and Leon Half and Clark Wright.

Modernola Plant Destroyed by Fire

Early on the morning of April 25 the new, modern plant of the talking machine manufactory of the Modernola Co., at Johnstown, Pa., was destroyed by fire, entailing a loss of over \$100,000. The fire is believed to have started in the paint and varnish department. A large quantity of finished Modernolas ready for shipment was also destroyed. It is understood that the management has taken steps to rebuild.

A Decision of Wide Interest

The Superior Court of Pennsylvania, in session here, filed an opinion in which the so-called "Fictitious Names" act of 1917 was upheld. The ruling of the court, as written by Judge F. M. Trexler and concurred in by a majority of the justices, broadly interpreted, made it a misdemeanor for a firm to have a silent partner whose name was not registered with the Secretary of the Commonwealth and the Prothonotary of the county in which it does business. The suit in question came to the Superior Court in an appeal from the lower court in Philadelphia, where two partners sued a third partner on a book account. The sued partner, instead of defending the merits of the case, relied on the fact that the plaintiff firm had not registered in accordance with the 1917 act, and therefore was engaged in an unlawful business on which they could not enter suits. The lower court upheld this view. On the appeal being taken, the Superior Court affirmed the ruling of the lower court. This case is of vital importance to talking machine firms and others who have "silent" partners whose names are not registered.

Shipping "Talkers" by Airplane

In addressing the Pittsburgh Association of Credit Men, Robert E. M. Cowle, vice-president of the American Railway Express Co., stated that commercial airplanes carrying merchandise will soon be operating between New York and Chicago. He stated that he had been endeavoring for the last two years to have his company operate them and that the wisdom of it would be demonstrated quickly in the event of this country being engaged in war again. He also contended that quick service made possible by commercial airplanes would help merchants materially in increasing their business.

Sending Questionnaires to Edison Owners

Miss G. G. Brainerd, in charge of the Edison Music Research department of the Division of Applied Psychology, Carnegie Institute of Technology, is sending out a questionnaire to new Edison owners. There are two divisions of questions, thirteen in one and eleven in the other. It deals with advertising psychology and its effect on the Edison owner as to making up his or her mind to own an Edison phonograph. The Buehn Phonograph Co. is co-operating in the plan.

Some Trade Brieflets

Earl W. Crawford, of Graysville, O., is a new Edison Amberola dealer who is served by the Buehn Phonograph Co., Edison distributor.

E. E. Koontz, of Cameron, W. Va., has opened an Edison shop. He also is a Buehn Phonograph Co. client.

Clyde Ament, of Apollo, Pa., who conducts an Edison phonograph shop there, is now the owner of a second Edison shop, the latest being located at Vandergrift, Pa.

GRAND OPERA STIMULATES BUSINESS IN LOS ANGELES

Record Demand Exceeds Supply—Notable Men Attending Convention in Chicago—Vocalions for Steamships—Barker Bros. Changes—Southern California Co. Windows Admired—Other News

LOS ANGELES, CAL., May 4.—The week's performance of opera by the Chicago Opera Association early in the month was magnificently presented, and surpassed anything of the kind ever seen and heard in Los Angeles. Unfortunately, from the talking machine record department's point of view, there was a scarcity of records from the operas which were given, as these records were out of stock, and consequently a great deal of business was lost. Then, too, there were two operas, "The Love of the Three Kings" and "Monna Vanna," from which there have been practically no records made. Very fine support, in the shape of advertising in the newspapers, was given by all the music houses, and some excellent window displays were made.

Little Rock Talking Machine Man Here

S. M. Field, manager of the talking machine department of Blass Co., Little Rock, Ark., attended the monthly meeting of the Music Trades

Association of Southern California. Mr. Field, who is making quite a long stay in Los Angeles, is a very enthusiastic talking machine man and a great believer in association ideas.

Open Branch Store

The Platt Music Co. has opened a branch store at 903 Temple street. The Victrola and Victor records are carried exclusively and special attention is paid to foreign records, particularly Jewish, as there is a very large colony of the latter in that section of the city. The branch manager reports that from the day of opening business has been very good and the fullest appreciation shown, by the residents in the vicinity, for the opening up of this new store.

J. W. Boothe Leaves for East

J. W. Boothe, general manager of the music department of Barker Bros., left two weeks ago for New York and will return via Chicago, in (Continued on page 76)

**HONEST QUAKER
MAIN SPRINGS**

*Length—Width—Gauge—
Temper Guaranteed*

We are in a position to quote special prices to motor manufacturers and jobbers, placing quantity business, either from sample, or specifications.

A FEW NEW SIZES:	Lots of—				
	6	12	25	50	100
No. 51 7/8" x .022 x 10 feet. For Talk-O-Phone, Koch, Alura, etc. Pear shape holes.....	\$.47	\$.46	\$.44	\$.42	\$.40
No. 32 1" x .020 x 13 1/2 feet. For small Victors. Pear shape holes54	.52	.50	.48	.45
No. 48 1" x .020 x 15 feet. Bent arbor for Victrola No. 4A65	.63	.60	.55	.50
No. 43 1 1/4" x .020 x 9 feet. Bent arbor for Victrolas Nos. 6A and 8A.....	.55	.53	.50	.45	.40
No. 44 1 1/4" x .020 x 9 feet. Bent arbor and bent up end for Victrolas Nos. 6A and 8A.....	.55	.53	.50	.45	.40
No. 45 1 1/4" x .020 x 12 feet. Bent arbor for Victrolas Nos. 14A, 80 and 90.....	.67	.65	.62	.57	.52
No. 46 1 1/4" x .020 x 17 feet. Bent arbor for Victrolas Nos. 9A, 10A, 11A and 16A.....	.75	.73	.70	.65	.60
No. 47 1 1/4" x .020 x 17 feet. For old style Victors and Victrolas. Pear shape holes.....	.72	.70	.67	.62	.57
No. 49 1 5/16" x .031 x 12 feet. For Edison Home. Pear shape holes95	.93	.90	.85	.80

(If the above are desired in assorted sizes the quantity price will be allowed.)

TERMS:—To customers with satisfactory commercial rating, 2% discount for cash within 10 days, or 30 days net. TO OTHERS, 3% discount for cash in full with order, or 20% of total purchase with order, balance C. O. D. Kindly include Parcel-Post charges, if wanted that way.

*Our catalogue contains illustrations of wanted repair material.
May we send you a copy? Ask for Catalogue W.*

EVERYBODY'S TALKING MACHINE CO.

Largest Distributors of Main Springs in America

38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation

CABLE ADDRESS REG'D
"FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535ANY { Size
Quantity
Quality

SERVICE AND



SATISFACTION

Quotation
Delivery
Product } RIGHT

Phonographically Speaking

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

WALTER S. GRAY
SAN FRANCISCO, CAL.FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.PROVIDENCE PHONOGRAPH CO.
PROVIDENCE, R. I.RAYSOLO SALES CO.
LANCASTER, PA.INTERNATIONAL MICA CO.
101 a-BLUFF
YOKOHAMA, JAPANARTHUR A. BRAND & CO.
CINCINNATI, OHIO

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business

"IMICO" and "SERVICE" are SYNONYMOUS

TRADE IN LOS ANGELES STIMULATED

(Continued from page 75)

order that he may attend the national conventions. Mr. Boothe, who is the original mover of the resolution, made at a general meeting of the Music Trades Association of Southern California, which proposed the formation of a National Retail Phonograph and Talking Machine Men's Association, outlined his plans as delegate to the convention, at the last general meeting of the Los Angeles Association. B. Platt, president of the Platt Music Co., who is also attending the national convention, will give his hearty support to the movement.

Changes at Barker Bros.

Sibley Pease, assistant manager of the music department of Barker Bros., reports the appointment of G. P. Meek to be manager of the Long Beach branch store; I. H. Nangle succeeds Mr. Meek at the Pomona branch; Harry Ream, formerly with the Western Jobbing & Trading Co., has been appointed field representative, in which capacity he will visit the various branches at intervals and specialize on record stocks.

New Blue Bird Shop

A Blue Bird shop has been opened at the Los Angeles Furniture Co.'s store on Hill street, and is under the management of H. E. Goodin, with B. Lindsay as assistant manager.

Edward L. Doheney, well-known oil magnate and capitalist, recently purchased an Adam period Blue Bird phonograph for \$325.

I. Lesser Goes Into Theatrical Business

I. Lesser, who was very well known throughout the Pacific Coast as representative of the Western Jobbing & Trading Co., has forsaken the music business, for a time anyhow, and is

Victor Dealers

Real records, when used in a window trim, are apt to become warped, scratched and broken.

Usoskin Imitation Victor Records are made of heavy cardboard and can be used for any display purpose that demands an actual record.

Look enough like the real thing to fool experts.

Send for sample and prices.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

investing in the moving picture theatre business. Mr. Lesser's cousin, Sol Lesser, has been identified with the motion picture business for a number of years and owns some thirty or more theatres.

Effective Window Display

A remarkable window display, which excited the admiration of many people on Broadway, was to be seen in the windows of the Southern California Music Co. The scene depicted, which was the work of that clever manipulator of automatic devices for window displays, W. G. Bailey, showed a charming scene, on a miniature stage, from "Carmen," and a continuous dance by a tiny Carmen was kept up, while a little band of equally small Spaniards thrummed their guitars back of the stage.

Steamship Co. Purchases Period Models

In order to harmonize with the beautiful furniture and appointments of its music and drawing-room saloons on the S. S. Harvard and Yale, the Pacific Steamship Co. purchased two Gothic Period Vocalions at \$475 each. The sale was consummated in the talking machine department of the Geo. J. Birkel Co. by A. Graham Cook, manager of the department.

Reports Some Excellent Sales

Walter Allee, manager of the talking machine department of the Paulin Music Co., reports excellent sales for the month of April. He recently added two new members to his sales force: E. C. Doel and W. C. Wilson.

Many Sales of Records and Machines

Record stocks are daily becoming more abundant and many old favorites are finding their way into customers' homes. Sales of machines of the various makes have been fairly satisfactory during April so far and the total sales are comparing well with the corresponding period of last year.

Rosa Raisa Records Popular

The splendid appearance and singing of Rosa Raisa with the Chicago Grand Opera Co. has made her Vocalion records very popular, and her latest, the "Ave Maria" from "Othello," which went on sale on May 1, is sure to arouse a great deal of interest, as she appeared in the role of Desdemona in Verdi's "Othello" this season in Los Angeles.

Harry Clubb as Manager

Bolton and Jones, of Santa Barbara, have obtained the services of Harry Clubb as manager of their phonograph department. They recently obtained an agency for Victrolas and Victor records and have added it to their very successful Vocalion agency, which they installed over a year ago.

News Items From Different Points

Ye Phonograph Shoppe is the name of the new Vocalion store in Santa Ana. The pro-

prietor, Mr. Schrader, was formerly connected with Maier & Frank, Portland, Ore.

T. A. Jones, of Santa Maria, made a great success of the specializing of the Vocalion record hits, "My Mammy" and "Humming."

A. White, proprietor of the White Music Co., Berkeley, was a recent visitor in Los Angeles. He was down here with the Rotarians at the convention in Long Beach.

The Buckman drug store of Kingsbury secured the agency for Vocalions and Vocalion records.

The Glendale Piano & Phonograph Co., of Glendale, has just changed its name to the Glendale Music Co. It recently obtained the Victrola agency for its city.

MRS. H. P. VICTOR DIES

Wife of Columbia Co. Auditor Passes Away in Orange, Cal.

LOS ANGELES, CAL., May 1.—H. P. Victor, of the auditing staff of the Columbia Graphophone Co., is receiving the sympathy of his friends upon the death of his wife, Mrs. Delight H. Victor, who passed away quite recently at her home in Orange, Cal. Mrs. Victor suffered a nervous breakdown last Fall and had been ill ever since. Mr. Victor is now auditing on the Pacific Coast, where he is well known in the talking machine field.

Imported Swiss Sapphires

Pathé Balls

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

Edison Points

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

10% discount on 5,000

(LOUD OR SOFT TONE)

WALTER S. GRAY CO.
942 Market Street, San Francisco

STEGER

*the finest reproducing
Phonograph in the World*

Prestige and Profits

EVERY form of musical entertainment finds in the Steger that rare charm of perfect tone-reproduction which has made this delightful phonograph a big favorite in thousands of homes.

Its remarkable fidelity to original tone-values is due entirely to the excellence of its exclusive patented features, which have never been surpassed. The wonderful Steger tone-reproducer, the tone chamber of even-grained spruce and the easily adjustable tone-arm make perfect rendition of every disc record certain.

Artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they are to decide in favor of the beautiful Steger.

You can make the Steger a big asset of your business because of the quick turnover and because every sale produces a second sale.

Steger Phonographs are backed by a great and profitable merchandising plan. Write for the Steger proposition and Steger Phonograph style brochure today.

Desirable territory open.

Phonograph Division

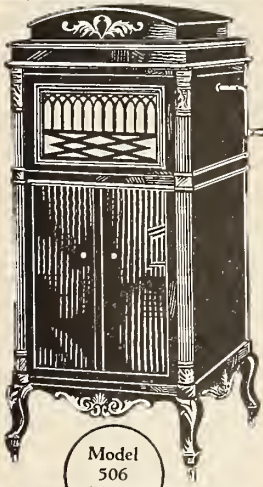
STEGER & SONS

Piano Manufacturing Company

Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

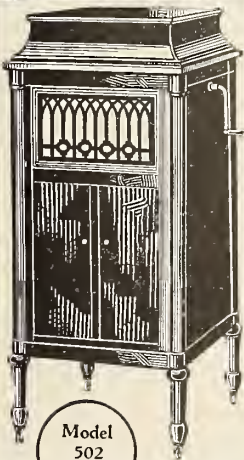
"If it's a Steger—it's the most valuable Piano in the world."



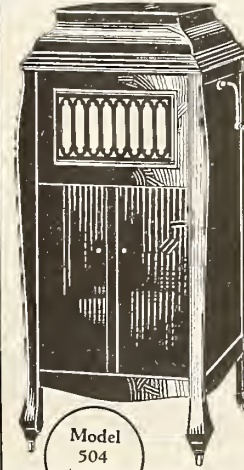
Model 506
\$295.00



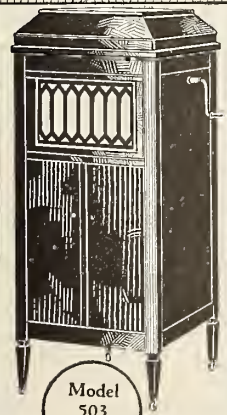
Model 505
\$220.00



Model 502
\$145.00



Model 504
\$200.00



Model 503
\$165.00



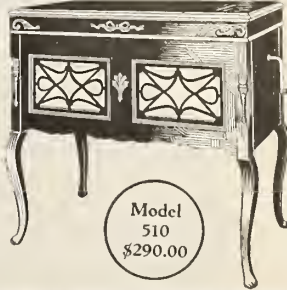
Model 501
\$115.00



Model 509
\$235.00



Model 500
\$95.00



Model 510
\$290.00

UPWARD TREND IN BUSINESS IS EVIDENT IN NORTHWEST

Talking Machine Trade Feels That a Turn Toward Better Times Is Here—Situation Interestingly Analyzed for The World by Leading Members of the Industry

ST. PAUL and MINNEAPOLIS, MINN., May 6.—Business men in the Northwest, whenever they gather in the commercial clubs, Rotary clubs or trade organizations, tell each other and the world as well that the cloud of uncertainty and discontent is lifting and that the people are reaching the normal levels. It is conceded that the process is slow and hence no one can tell when the "good old times" will return. It may be accepted, as far as the Northwest is concerned, that the real upward trend will not begin until the men employed in the building trades and other industrial lines make some concessions in the wage dispute. War prices no longer tempt the buying and home-building public and no general activity may reasonably be expected until the wage readjustment has been effected.

In the meantime the Northwestern dealers are doing the best that they can. "We are acting on

the theory that '1921 will reward fighters,'" remarked George A. Mairs, manager of the Victor department of W. J. Dyer & Bro. "This slogan is more than a string of words and we are obtaining satisfactory results from our efforts. We are particularly well pleased that we are in position to supply our customers with what they want with dispatch. Such a situation truly is a matter of gratification after our most trying experiences a year ago."

Nice business is reported by Samuel Levinson, head of the Pathé department of G. Sommers & Co. Mr. Levinson has been on a tour through his territory and, while finding many of the Pathé dealers, like all others, inclined to be somewhat conservative, he was able to do considerable business. He is specializing in service with good results.

Two additional city salesmen have joined

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey'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

the staff of the Minnesota Phonograph Co., purveyor of Edison phonographs and records. Manager Milton Lowy is satisfied with his sales, but admits that records are showing much greater activity than the machines. The Edison distributing headquarters for the Northwest, under the direction of Laurence H. Lucker, is reported to be enjoying a commendable amount of trade under the circumstances.

Vocalions are making headway into the homes of Minneapolis and the Northwest, according to J. E. Gerlick, local manager of the Stone Piano Co. "We sent out an entire drayload of Vocalions one day last week," said Mr. Gerlick. "We can say that the Vocalions have an assured place in this part of the United States."

The iron range country is reported to be the most prosperous part of the Northwest by George M. Nye, head of the phonograph department of the Brunswick-Balke-Collender Co. The iron towns have not been hit nearly as hard as the agricultural districts and the majority of the music merchants are enjoying good times. On the whole the phonograph trade has taken a slump, says Director E. L. Kern, the falling off being particularly noticeable in the sale of machines. Brunswick records, however, are in active demand, and owners of Brunswick machines eagerly await the arrival of the new music.

PLACING REPEAT ORDERS

Mirrolike Polish Well Received by Trade—Factory Facilities Will Be Enlarged

The Mirrolike Products Mfg. Co., Long Island City, N. Y., manufacturer of Mirrolike talking machine polish, is well pleased with the reception given this polish by the talking machine jobbers and dealers. The success of this product with the trade is indicated by the fact that a great majority of the dealers ordering samples are placing substantial initial and repeat orders.

In a chat with The World K. Sandhop, president of the company, stated that although Mirrolike is just being introduced to the talking machine industry, it is not a new polish, as it has been used extensively by the furniture trade for a number of years and has met with gratifying success. The company's business is steadily increasing and, according to the present plans of the executives, larger and more commodious quarters will be secured in order to increase the output to keep pace with existing demands.

DISTRIBUTION STEADILY INCREASES

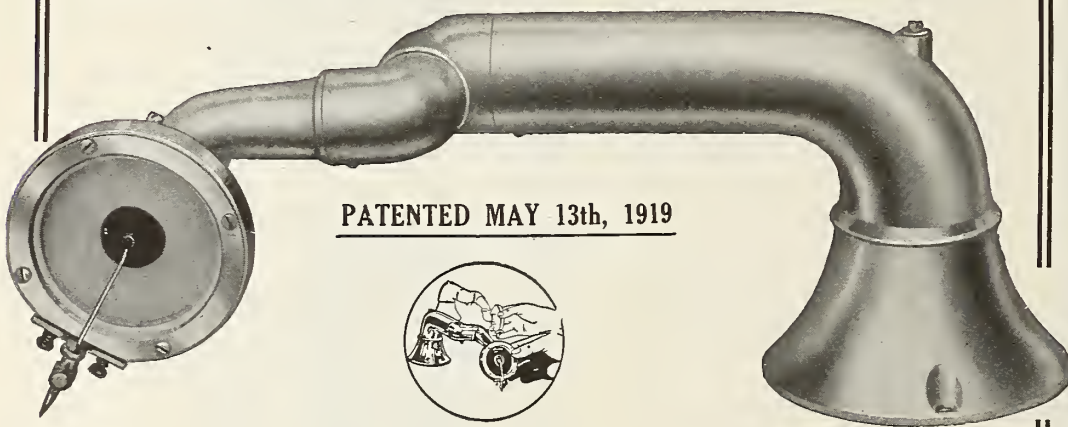
Over 2,000 Dealers Now Handling Bell Hood Semi-permanent Needles—Interesting Details

NEW HAVEN, CONN., May 2.—The distribution of the Bell Hood semi-permanent needle, made by the Bell Hood Needle Co., of this city, has increased remarkably during the last year. It is reported from the headquarters of the company that the list of dealers handling this needle has now passed the 2,000 mark and is growing larger each week. Distributing centers have also been established in important cities throughout the country. The sale of these needles has been materially enhanced through an attractive counter card for dealers' use, which is put out by the manufacturers. One Bell Hood dealer has written to the executive offices of the company telling of a house-to-house canvass he made in his locality solely on these needles. The results were particularly good, as was attested by the subsequent large order for more needles which followed the campaign.

INDIVIDUALITY IN YOUR PRODUCT WILL MEAN MORE SALES FOR YOU!

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

Equip Your Phonographs With EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs

No. 1
Plays
only lateral
cut records.
Retails
at \$5.00



No. 2
Plays all
records.
Retails
at \$7.50

THE EMPIRE PHONO PARTS CO.
1362 EAST 3rd STREET CLEVELAND, OHIO

FIRST OUT

THE SENSATIONAL NEW SONG
A WORLD HIT

NOW READY

Wire your
 requirements
 at once

MON HOMME
 (MY MAN)

on **ODEON Records**

No. Od. 20038

This French song success has taken the whole of Europe by storm and is destined to beat all American records for popularity. A phenomenal sale will mark this HIT as the biggest sensation in the music trade of America.

American Odeon Corp.

100 West 21st St.

New York

STEADY BETTERMENT EVIDENT IN SAN FRANCISCO TRADE

Business Compares Favorably With 1919—Grand Opera Helps Record Sales—Association Discusses Live Topics—Kohler & Chase Expansion—Leading Dealers Make Interesting Reports

SAN FRANCISCO, CAL., May 5.—General business conditions on the Pacific Coast show an improvement this month, but the situation is still below normal. Conditions compare favorably with the year 1919, though they are by no means equal to last year. The demand for high-class merchandise is increasing and the people are turning more and more to standard products in all lines, it seems. The watchword of California is quality production—it may be that the people have begun to realize that quality merchandise is the most economical in the end. The very successful season of the Chicago Grand Opera Co. in San Francisco, just closed, created a vast amount of musical interest. The demand for opera records is strong and some of the leading dealers have run short of certain popular opera selections. Recent heavy frost in northern California has done great damage to fruit and other agricultural products, the loss of deciduous fruits being estimated at 25 per cent, still, in view of the need for quality fruit, the curtailment of production may not be unprofitable. The country districts have good prospects for the year, everything considered. There is more building going on in the State at present than at any time since the country entered the World War. The coming month should see a decided revival in business, judging by the many seasonal activities due at this time.

Important Matters Discussed by Association

The Music Trades Association of Northern California held its first monthly meeting since its organization at the Hotel St. Francis on the night of April 19. A dinner preceded the meeting and there were eighty-two members present. After the general meeting the executive committee held a private session. Resolutions were passed covering the subjects of sales, time limit on phonographs, credits and other matters pertaining to the business. The Association will adopt the progressive policies of merchandising which have been successfully tried out in the southern part of the State. The trade appears to be resolved to maintain a spirit of hearty and consistent co-operation.

James J. Black, of the Wiley B. Allen Co., is back in San Francisco after a visit to the company's interests in southern California. He found the talking machine and music business in a most encouraging condition.

Wiley B. Allen Renovations

The talking machine department of the Wiley B. Allen Co., San Francisco, is being entirely redecorated this month. The walls and woodwork are in old ivory. F. P. Corcoran, manager of the department, has been ill with the influenza for the past week or so and he is about to take a few weeks' rest in northern California.

Art Hickman Records Liked

The San Francisco office of the Columbia

Graphophone Co. reports a heavy demand for the new Art Hickman records, which are among the best jazz selections yet produced by this jazziest of jazz orchestra leaders. "Day Dreams" and "Siren of a Southern Sea" are two of the latest hits. Columbia machines have enjoyed a greatly increased demand since the reduction in price.

The Phonograph Studio, on Powell and O'Farrel streets, has taken on the line of Okch records in addition to the Columbia in this city and the sale of these is reported brisk.

Larger Kohler & Chase Quarters

The talking machine department of Kohler & Chase has outgrown its space on the ground floor of the building and had to be moved to more commodious quarters on the mezzanine floor. Several years ago the talking machine department was located here. Handsome new sound-proof demonstration rooms have been fitted up and in every way the department has been made attractive and convenient. A few models of machines are still shown on the main floor and there are frequent special window displays featuring talking machine merchandise.

Grand Opera Helps Edison Sales

The Edison Co. was represented by four great artists in the Chicago Grand Opera Company, which has just concluded a two-weeks' engagement in San Francisco. These are: Frieda Hempel, Alessandro Bonci, Cyrena van Gordon and Virgilio Lazzari. Their Edison re-creations are in brisk demand at present.

Stalnaker & League, 212 East Main street, Turlock, Cal., have just been added to the ranks of exclusive Edison dealers.

R. E. MacMillan Appointed Manager

Ronald E. MacMillan, a former well-known newspaper man, has accepted the post as manager of the phonograph department of the Chico

Paint & Oil Co., Chico, Cal. This concern has doubled its store capacity and now has virtually two large stores, one of which is devoted entirely to the phonograph business.

Occupying New Building

The Smith Music Co., Vallejo, Cal., will move into a building across the street from the present store on Georgia street on June first. The new location is owned by Thomas Smith, proprietor of the concern. The Victor and Edison lines are carried. A special advertising campaign is about to be launched.

Brunswick Trade Expanding

Irving C. Franklin, district manager of the phonograph division of the Brunswick-Balke-Collender Co., in this city, says the demand for Brunswick records has grown steadily, so that now there is sometimes difficulty in keeping sufficient stock on hand in San Francisco. The special Mothers' Day advertising campaign recently launched by the company has struck a responsive chord in the Coast dealers and most of them have promised to co-operate in making the most of this propaganda. The Mothers' Day record bag and gift cards are attractive novelties which appeal to the trade.

Reports Improving Conditions

O. N. Rothlin, of the wholesale Victor department of Sherman, Clay & Co., has returned from a three-weeks' trip through Oregon and Washington. He found conditions in the North improving. There is prospect for a great activity in the lumber regions, after a long period of industrial lethargy.

Meyers With Hauschildt

C. A. Meyers, formerly manager of the talking machine department of the Consolidated Music Co. of Salt Lake City, has accepted the position of manager of the talking machine department of the Hauschildt Music Co., in this city. He succeeds E. Bodright.

The criticism of enemies is more valuable than the praises of friends, because friends desire only to gild our defects.



Emerson Ohio Company
 Ohio Distributors of
Emerson Phonographs and Records
 36 W State Street
 Columbus, Ohio

**Needles, Albums, Cleaner Brushes, Delivery Bags,
 Stock Envelopes**

Located in the centre of Ohio, with the best shipping facilities in the state, we are prepared to give Ohio dealers exceptional service.

We invite inquiries from progressive dealers desirous of securing a profitable line of Records, Phonographs and Accessories.

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

INCREASED EVIDENCE OF BUYING IN THE ST. LOUIS TRADE

Dealers Who Are Fighting Hard for Trade Are Getting It—Records More in Favor Than Machines—President LaPierre Disappears—New Victor Dealers—Silverstone Activity—News of Month

St. Louis, Mo., May 2.—The talking machine business in St. Louis and contiguous territory is considered satisfactory, in view of all existing circumstances. The retail movement of all kinds of machines is fair. Dealers are still buying cautiously and mostly for immediate needs. Distributors are not finding fault with this because they are confident that with the return of greater confidence the buying of the dealers will gradually come to a larger scale. Nobody complains about the record business. Sales are quite up to expectations.

The Stix, Baer & Fuller talking machine department is one place where there is no complaint about business. Manager F. J. Ennis says the April business is a 100 per cent improvement over the same month last year, on machines, and a little better than that on records. The sales of machines ranged from high-priced period designs to the cheapest. Last Saturday eighteen machines were sold. The Saturday before seventeen were sold. Another day thirteen were sold. Five sales a day is considered small. The department recently added the Brunswick line to its Victor and Sonora products now handled.

The retail department of the Silverstone Music Co. is another place where sales are better. Retail Manager Schlichter says the retail business is much improved over what it was thirty days ago. On one day recently four Chippendales, a Sheraton and a Heppelwhite were sold and four Chippendales and a Heppelwhite were

placed out, with every assurance of being sold.

Manager E. M. Morgan, of the Columbia Co., St. Louis branch, says that the March and April business, under the new prices, has been satisfactory, particularly in the country. Mr. Morgan made trips through southern Illinois and central Missouri late in the month.

"Siam Soö" has been sweeping this part of the country. When Manager Morgan, of the Columbia Co.'s St. Louis branch, was notified that 1,000 Soos had been sent to him he was about as near despair as such an optimistic person could get. That was three weeks ago. Now he is out of Soos and dealers are telegraphing for more and it gives him great joy to know that another shipment is on the way.

George E. Brightson, president of the Sonora Co., New York, was in St. Louis last week.

The Artophone Corp. is vacating the first, second and third floors of the building at 1103 Olive street to make room for the Shattinger Music Co., which will move during the month from 910 Olive street and be ready to open in the new location June 1. The Artophone Corp. will occupy the fourth and fifth floors and do a wholesale business in Artophone and Kimball talking machines and Okeh records.

The Meinell Music Co. has opened for business at 4035 West Florissant avenue, where it will handle Artophone and Kimball machines and Okeh records.

R. W. Jackson, manager of the Brunswick St.

Louis branch, is back at his duties after spending three weeks in a hospital and undergoing two operations. He reports that the Mothers' Day plan of the Brunswick Co. is stimulating business and that the dealers are co-operating handsomely. He expects the record releases to be on time hereafter and says there is substantial improvement in the record business.

The Missouri Association of Retail Jewelers held its annual convention in St. Louis the last week in April. Many of the jewelers who attended handle talking machines and they took advantage of the opportunity to call on their distributors.

Mme. Galli-Curci's appearance recently in St. Louis was the inspiration for a clever announcement by the Kieselhorst Piano Co. Small cards, 3x4, giving the time and place of the concert and inviting the customer to hear her records, were fastened to the inner edge of the lid of each Victrola in the record-demonstrating rooms. Upon raising the lid to play a record the attention was drawn at once to the card. The evening's printed program held three full-page advertisements of exclusive Victor dealers.

The Koerber-Brenner Co. announces the opening of three exclusive Victor accounts in Illinois: The J. N. Johnson Co., of Mt. Vernon, opened its handsome department on April 1. It consists of four handsome booths in ivory and gray, with a lobby, record racks and service counter with every help for efficient service. Miss Grace Maxey is in charge. The second account is that of the Hindman Drug Co. at Benton, Ill. Mr. Hindman knows what the Victor can do, for he is proprietor of the Karr Drug Co. at Christopher, Ill., which has main-



**That Well-Known Trade Name
In An Oplex Sign**

MOST of the well-known trade names of pianos and talking machines have been reproduced in the raised snow-white glass letters of an Oplex Electric Sign. Such a sign "ties" the manufacturer's national advertising right to your store.

Oplex Signs are the kind with the raised snow-white glass letters—perfect day signs as well as night signs, greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing how YOUR Oplex Sign will look.

FLEXLUME SIGN COMPANY
36 KAIL STREET BUFFALO, N. Y.

tained a successful Victor department for years. The Benton store, here, held its formal opening on April 15 and 16. One of the prettiest departments in central Illinois is that of the West Frankfort House-Furnishing Co., of West Frankfort, Ill., which was opened to the public late in April. C. R. Thienes has spent over \$3,000 in the installing of a very modern department and is justly proud of it.

Frank L. Ray, traveling representative of the Connorized Music Roll Co., returned last week from a trip through Missouri, Illinois, Indiana and Kentucky. He had a good trip. Earl E. Fay, manager of the Connorized branch here, will go to the Chicago convention, accompanied by his wife.

Friends of J. B. Reid, formerly manager of the Columbia Graphophone Co. here, have heard with regret of his death at Bridgeport, Conn.

The Kieselhorst Piano Co., if it continues to advertise itself as "The Store with the Big Victor Dog," will be in danger of sending customers to a competitor. There are now two stores with big Victor dogs. Manager J. B. Moran, of the Wurlitzer Co., has one at the Wurlitzer store, across the street from the Kieselhorst store. Moran says his is an Irish setter and its name is Patsy. E. A. Kieselhorst says something about imitation being the sincerest flattery. His dog is standing pat and treating Patsy with silent contempt. He has a new coat of paint and a new collar of brown paint, which helps him to ignore the newcomer. Patsy, true to his patronymic, has had several skirmishes with the police. He is supposed to keep back of the building line, but that is too much like being peaceable and every once in a while he edges out on the sidewalk, where he can show his teeth to better advantage to that Kieselhorst dog across the street. Then a policeman comes along and pushes him back.

Talking machine men and piano men have been contributing to the St. Louis Symphony Society fund through a committee composed of P. E. Conroy, W. P. Chrisler, E. A. Kieselhorst and P. A. Lehman.

The Chamber of Commerce promotion of trade excursionists, who recently returned from an excursion to Mexico, had Vocalion music all the way there and all the way back. A machine was sent along by W. P. Chrisler, manager of the Aeolian Co. Instead of sending a lot of records with it he sent one Red Record to each of the excursionists. President W. F. Carter, in a letter from Mexico to Mr. Chrisler, told how much enjoyment the trippers had playing their records the first night on the train.

The Field-Lippman Piano Co. has disposed of its branches at Fort Worth, Dallas and San Antonio, Tex. G. H. Jackson will hereafter conduct the San Antonio store and Conkling & Grimes the Fort Worth store. The Dallas store will be continued as a wholesale establishment and collection office.

Arthur F. La Pierre, president of the Lyre-ola Manufacturing Co., against which bankruptcy proceedings are pending, and who was arrested on the charge of making a false affidavit in obtaining passports, jumped his \$2,500 bond and disappeared and is believed to have reached Italy. Alfred S. Bruno, of Chicago, receiver for the company, says La Pierre left debts aggregating \$135,000 or more, all but \$10,000 of which are company debts. The company owed various concerns about \$50,000 for material and merchandise, La Pierre sold his friends stock for \$45,000, which is now worthless, and the Franklin bank holds paper for \$30,000, secured only by \$2,500 worth of merchandise. The assets are only about \$8,500, including this merchandise.

With the approach of the less busy months many St. Louis Victor departments are reporting morning study hours. That of Scruggs, Vandervoort & Barney was recently addressed by Mr. Curtis, of their personnel department, and they are planning other interesting talks. The Kieselhorst Piano Co., manager and salespeople all meet at the first hour.

A prominent moving picture house of St. Louis recently asked a Victor dealer for literature containing information on overtures which

it might use in its programs. This same house is playing selections found on the Music Memory Contest list being used in the schools.

The Eight Famous Victor Artists gave a concert in Centralia, Ill., last month, where the entire house was sold out in two hours. Seats on the stage were arranged to capacity and many were turned away. Haussler Bros. managed the concert and sold the tickets in their newly carpeted and decorated Victor department.

SALES CONFERENCE IN KANSAS CITY

Edison Dealers Under Auspices of The Phonograph Co. of Kansas City Discuss Important Topics of Interest at Recent Meet

KANSAS CITY, Mo., May 4.—The Phonograph Co., of this city, exclusive Edison distributor, is quite pleased over the success of the recent sales conference of Edison dealers held in this city. Out of 250 dealerships in this zone, 150 dealers were personally represented while some dealers brought along as many as four salesmen.

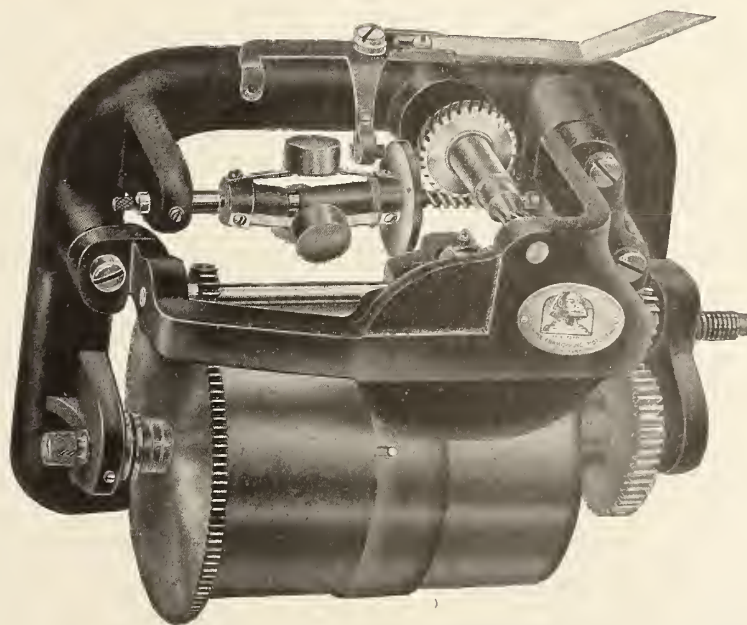
Wm. Maxwell, vice-president of Thos. A. Edi-

son, Inc., was the guest of honor and presided at the meeting. A new plan of financing the Edison business was presented, and a general plan of sales promotion for 1921 was outlined. There was a theatre party the first evening of the conference at the Orpheum Theatre, when Senor Friscoe appeared in his famous vaudeville act, playing in direct comparison with the New Edison. His tone-test was given a wonderful reception by the dealers. The second day of the conference luncheon was served to the dealers, and an informal business session followed. This session was thrown wide open and the dealers made valuable use of their time.

Speaking of the gathering, M. M. Blackman, manager of the Phonograph Co., remarked: "I do not believe there was a dealer but went home feeling that he was well repaid for the time spent at the sales meeting, for there were many new ideas and sales promotion plans developed that made the dealers feel a great deal differently toward the sales resistance period through which we are passing."

The dealers, by the way, were most appreciative of the courtesies of the Phonograph Co.

The SPHINX MOTOR



The only real advance in Phonograph Motor Construction

Better Designed

Better Built

Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK



Melodious, New Fox-Trot Song'

IMM NOBODY'S BABY

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

DEALERS ARE NOT OVERSTOCKED

Sonora Jobber in Detroit Gives Optimistic Report—Dealers Expectantly Awaiting New Record—Magnavox Proving Very Popular

DETROIT, MICH., May 6.—In a recent chat with The World, C. L. Marshall, president of the C. L. Marshall Co., of this city, Michigan and Ohio distributor of the Sonora phonograph line, stated that sales during the past few weeks had been fully up to expectations and that the prospects for the future were very encouraging.

Mr. Marshall reported that Sonora dealers in this territory are not overstocked, and as yet are buying conservatively. The announcement that the Sonora Co. will produce a record has been met with enthusiasm and approval in this section of the country and the dealers are expectantly awaiting the new record. This company has also been exceptionally successful in the sale of the Magnavox, and one Sonora dealer advised Mr. Marshall a few days ago that he had achieved a 100 per cent increase in record business through the use of a Magnavox in his establishment.

A RECENT INCORPORATION

The Long Island Phonograph Co., Hempstead, L. I., has been incorporated with capital stock of \$55,000, by C. Rosenberg, R. R. Levy and E. Friberg.

NEW NEEDLE DISPLAY CASE

Columbia Dealer Service Department Announces Attractive Needle Counter Case—Has Many Sales Features That Appeal to Dealers

The Dealer Service department of the Columbia Graphophone Co. has just announced a Columbia needle counter display case which is one of the most practical and profitable dealer helps that have been offered to Columbia dealers for some time past.

This Columbia counter display case suggests needles to each and every purchaser who visits the dealer's establishment, as one section of the display case consists of a glass tray which can be used to give change to the customer, thereby drawing attention to the various types of needles on display. It has also a self-service case planned to induce the customers to sell themselves, and it emphasizes the five different styles of Columbia needles by the use of different colored packages. The new case is ideal for counter display, as it is of flat construction and will not hide other goods on display or get in the way of the sales people.

Referring to this new needle display case, the Dealer Service department of the Columbia Graphophone Co. sent out the following announcement:

"The case provides a convenient change receiver. Alongside your cash register or at your cashier's desk, it suggests that the customer take

a package or two of needles instead of equivalent change. The counter case measures 12¼ inches by 14¼ inches outside. Of stamped metal beautifully finished in Pullman imitation mahogany grain, lithographed in bright colors, the case has four compartments a trifle larger than the



Clever Display Case for Columbia Needles
regular carton which holds 5,000 needles, one each for a carton of the four styles of Columbia steel needles which readily drop into compartments without necessitating transfer of needle packages.

"The needle envelopes in their cartons stand vertically in compartments with the bright colored tops of the packages showing. Ranging side by side, the four compartments face the customer, corresponding with the reproduction of the envelopes lithographed on the face of the case in colors.

"The clear cast-glass change tray rests securely between the two groups of needles on display. Behind the tray is a small compartment for Columbia fibre needles. The Columbia case will prove an acceptable addition to the equipment of the finest shop. Round feet prevent scratching of counters."

STIMULATES RECORD SALES

A. W. Clapperton, of the sales staff of the New Orleans Columbia branch, recently spent a day assisting one of his dealers with a house-to-house drive, and as a grand climax to the day's campaign, which consisted of playing a Grafonola with a Magnavox in front of the store all day, they held a Grafonola dance at night which was attended by a large number of people.

Every person paid admission and received a program and souvenir tag. Upon return of the program and tag to the dealer the holder was entitled to one Columbia record. The admission fee was \$1.50, which entirely covered the cost of the hall and allowed the dealer the regular profit on the records which were distributed in this way.

It sounds like a mighty good stunt and we pass it along to other dealers, says the Columbia Record.

Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

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 Warehouse

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
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Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
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Butler Bldg., Detroit, Mich.
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237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZONN
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. O. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUOLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

OKeh Records

June Bulletin

- 4320 10-in. 85c. WHERE IS MY BOY TO-NIGHT?—(Sacred)
—Baritone with Orchestra Elliott Shaw
- FACE TO FACE—(Sacred)—Baritone with
Orchestra James Jordan
- 4313 10-in. 85c. SWEET BELLS OF SAN JOSE—Trio with Or-
chestra Crescent Trio
- WANDERING HOME—Trio with Orchestra,
Crescent Trio
- 4314 10-in. 85c. SOMEBODY'S MOTHER—Trio with Orchestra,
Crescent Trio
- THERE'S ONLY ONE PAL AFTER ALL—
Quartet with Orchestra Shannon Four
- 4318 10-in. 85c. JELLY ROLL BLUES The Norfolk Jazz Quartet
- SOUTHERN JACK The Norfolk Jazz Quartet
- 4319 10-in. 85c. WAY DOWN YONDER IN DE CORNFIELD,
Shannon Four
- ASLEEP IN THE DEEP—Bass with Orchestra,
Wilfred Glenn
- 4297 10-in. 85c. SCANDINAVIA (Sing Dose Song and Make
Dose Music)—Contralto with Rega Orchestra,
Anna Chandler
- REBECCA (Came Back From Mecca)—Tenor
with Rega Orchestra Billy Jones
- 4298 10-in. 85c. O-HI-O (O-My! O!)—Baritone with Orchestra,
Jack Strouse
- OH! BOY (I Found the Baby for Me)—Tenor
with Orchestra Billy Jones
- 4303 10-in. 85c. FOR SOMEBODY ELSE (You Let Me Go)—
Contralto with Rega Orchestra . Vaughn De Leath
- VAMPING ROSE—Contralto with Rega Or-
chestra Vaughn De Leath
- MIDSUMMER NIGHT'S DREAM—(Scherzo)
(Mendelssohn),
Henry Hadley's Symphony Orchestra
- 5004 12-in. \$1.75 HYMN AND TRIUMPHAL MARCH (From
"Aida") . . Henry Hadley's Symphony Orchestra
- 4315 10-in. 85c. THE HIGH SCHOOL CADETS—March,
Conway's Band
- AMONG COMRADES—March . . Conway's Band
- 4307 10-in. 85c. HAWAIIAN BLUES—Instrumental Trio, Ha-
waiian Guitars and Marimba,
Ferera-Franchini-Green
- DREAMY HAWAII—Waltz, Hawaiian Guitar
Duet Ferera-Franchini
- THE BIRD AND THE SAXOPHONE—
Whistling Solo with Saxophone, Orchestra Ac-
companiment,
Sibyl Sanderson Fagan-Nathan Glantz
- 4316 10-in. 85c. THE BIRD AT THE WATERFALL—Whistling
Solo with Orchestra Sibyl Sanderson Fagan
- MUTT AND JEFF IN A SHOOTING GAL-
LERY Frank Kennedy and Company
- 4317 10-in. 85c. BRINGING UP FATHER IN THE LEAGUE OF
WIVES Frank Kennedy and Company

- 4299 10-in. 85c. UNDERNEATH HAWAIIAN SKIES—Fox-trot,
Green Brothers' Novelty Band
- NAUGHTY HAWAII—Waltz,
Green Brothers' Novelty Band
- 4300 10-in. 85c. ABSENCE—Fox-trot,
Erdody's Hotel Pennsylvania Orchestra
- MY DREAM ROSE—Fox-trot,
Erdody's Hotel Pennsylvania Orchestra
- 4301 10-in. 85c. DEAR LITTLE ROSE GIRL (From Musical
Play, "The Rose Girl")—Waltz,
Rega Dance Orchestra
- THERE COMES A SOME DAY (From Musical
Play, "The Rose Girl")—Fox-trot,
Markel's Orchestra
- 4302 10-in. 85c. SCANDINAVIA (Sing Dose Song and Make
Dose Music)—Fox-trot,
Joseph Samuels' Jazz Band
- I'M NOBODY'S BABY—Fox-trot,
Joseph Samuels' Jazz Band
- 4304 10-in. 85c. WITHOUT YOU—Fox-trot,
Ray Miller's Black and White Melody Boys
- SANDMAN BLUES—Fox-trot,
Ray Miller's Black and White Melody Boys
- 4305 10-in. 85c. YOU CAN'T KEEP A GOOD MAN DOWN—
Fox-trot Mamie Smith's Jazz Hounds
- BABY, YOU MADE ME FALL FOR YOU—
Fox-trot Mamie Smith's Jazz Hounds
- 4306 10-in. 85c. PUSSY WILLOW WALTZES—Waltz,
Markel's Orchestra
- MELLO CELLO—Waltz (Incidental Cornet by
Abe Small) Rega Dance Orchestra
- 4308 10-in. 85c. SUNSHINE—Fox-trot Markel's Orchestra
- UNTIL WE PART—Fox-trot,
Rega Dance Orchestra
- 4309 10-in. 85c. HAPPINESS (I Find My Happiness, Dear, With
You)—Fox-trot . . . Hager's Novelty Orchestra
- SNUGGLE—Fox-trot,
Joseph Knecht's Waldorf-Astoria Dance Orch.
- 4310 10-in. 85c. SIREN OF THE SOUTHERN SEA—Fox-trot,
Tim Brymn and His Black Devil Orchestra
- WANG WANG BLUES—Fox-trot,
Tim Brymn and His Black Devil Orchestra
- 4311 10-in. 85c. STARS OF NORMANDY—Fox-trot,
Green Brothers' Novelty Band
- JAZZIN' THE CHIMES—Fox-trot,
Green Brothers' Novelty Band
- 4312 10-in. 85c. I LIKE IT (Introducing, "Home Again Blues")—
Medley Fox-trot, Accordion Duet . Perry-Peppino
- LOVE IN LILAC TIME (Introducing, "Pretty
Miss Virginia")—Medley Waltz, Accordion
Duet Perry-Peppino

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can





The Trade in **BOSTON** and **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., May 9.—One-third of the current year has passed and the optimistic man is saying that things might have been worse, though far from being what he would have liked. Still there was April; which was better with many houses than the same month of a year ago, and considerably better than the month before. When a man tells you that he did 25 or 30 per cent more business than in March it may or may not mean much, as percentage comparisons are not always what they seem to be on their face. Very few dealers in Boston or New England are overstocked with goods. They are buying pretty closely and in this way do not have a chance to accumulate machines, and machines are specified, for this situation scarcely applies to records, for with many houses there is a constant demand for the new and staple numbers. Just what May is to show is an open question. It is pointed out that the trade is on the edge of the normally quiet season, Summer, and that no special improvement need be looked for, that things will slump into the same monotony that always obtains during the warm weather and will not show any marked signs of revival until the Fall. All of which may be true, though history doesn't necessarily have to repeat itself.

Fred E. Mann Visits New York

Toward the middle of April Manager Fred E. Mann went over to New York to inspect the new quarters of the Columbia Co., in the Gotham National Bank Building, and he came home highly enthused over the arrangement. He says it is a great advantage to have both the administrative and executive departments housed under the one roof and he spoke especially of the admirable quarters devoted on the three upper floors to the recording laboratories, where this department now has twice as much floor space as formerly. Mr. Mann presided at the monthly meeting of the Boston sales organization, which was held both at the Columbia headquarters and at the City Club. The conditions reported from the territory under Manager Mann's supervision were better than for some time and business was reported as quite good, all things considered, except in some of the industrial centers, which have felt the strain of general conditions more

Steinert Service Serves

Have you made use of our
 Educational and Personal Service Bureau?
 Let us help you with Practical Store Ideas.
 Promotion of Educational Work in the Schools a Specialty.
 At your command—anywhere in New England.



An unsurpassed Record Stock enables us to give the New England Victor Dealer—most complete and quickest Record Shipments.
 Build up your Record Stock now—through our Back Order Record Service.
 Back Order Record Forms—sent on Request.

M. STEINERT & SONS

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

than other places. One thing that pleases Mr. Mann is that there are more inquiries about the model store which is set up in the local headquarters and which is so carefully studied by dealers when they come to visit him. As it has been worked out here, it is all that its name implies, model, and there is every indication that it will not be long before a number of the dealers throughout New England will duplicate this model store, which has the booths of the Col-Van construction type.

Many Dealers to Attend Conventions

Not a few dealers from the New England territory will be present at the Chicago conventions

the second week in May, and Secretary William Merrill, of the New England Music Trade Association, has been working hard to get enough people to fill a special car, which will be attached to the Chicago Limited, leaving Boston on Saturday, May 7. Among the talking machine men who will be on that car are Harry Spencer, who handles the wholesale distribution of the Brunswick; John L. Cotter, secretary of the Hallet & Davis, which carries the Pathé; Charles S. Norris, the Tremont street talking machine dealer, and A. J. Cullen, of the Lansing Sales Co. There will also be several from outside Boston who plan to be in Chicago in time for the conventions.

Enthusiastic Over Recent Jobbers' Convention

One continues to hear echoes of the jobbers' convention here in Boston when the M. Steinert & Sons Co., the Oliver Ditson Co. and Eastern Co. were the splendid hosts. From distant points one hears about the much-appreciated entertainment that was handed out so generously. Several of the visitors who never before had been in Boston remained over for a few days in order to get better acquainted with Boston and its environs. Among these were Arthur A. Trostler, of Kansas City, secretary of the National Association; Frank Davison, of Columbus, O., and Fred Putnam, of Peoria, Ill.

Exhibits at Home Beautiful Exposition

The talking machine interests in this city did not go very extensively into the Home Beautiful Exposition which has just closed a two-weeks' session at Mechanics Building; but if one may judge by the popularity of this show there will be a bigger interest next year, for it is understood that already more than 75 per cent of the exhibitors have expressed a desire to be represented in a similar exhibition in 1922. The best exhibit was by the Henry W. Berry Co., which the public in Cambridge, Somerville and Waltham, where it has stores, knows as Berry's. Both Victors and Edisons in several styles, including period models, were shown in artistic surroundings, while the chief factor of interest was a large jar filled with talking machine needles, the number of which in said jar the public was asked to guess. This proved a very popular feature and the slips submitted will thus

(Continued on page 84)



EASTERN SERVICE
 "NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

Are you working twice as hard?
 Is your business ahead of last year?
 Victor dealers who report "yes" prove that The Victrola rewards energy.
 Keep pace with the changed conditions.
 Eastern Service is right up to the minute.

Eastern Talking Machine Co.
 85 Essex Street
 Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

give the Berry concern a large number of names which can be used to advantage later. It is announced that the exact number of needles in the jar will be made known on May 15 in one of the Boston daily papers. The entire exhibit was in charge of J. A. Daly, who was assisted by a staff of women. The first prize is a \$295 Chippendale model Edison, and the second a No. XI Victrola. The only other entrant was the M. Steinert & Sons Co., which has installed a handsome Victrola in a model cottage which was put up by the Gardenside Homes, Inc.

Novel Plan of Selling Records

Manager Wheatley as well as all the staff connected with the Vocalion was especially interested in a plan that was put forth with great success in town last week. The Filene employees (this is one of Boston's biggest specialty shops) put on a musical comedy called "Home Brew" at the Tremont Theatre, and there were four musical numbers, two fox-trots and two one-steps, which were recorded on a double-face Vocalion disc. They were among the most popular numbers of the play and these discs were for sale in the lobby of the theatre as the audience filed out and could also be heard on a Vocalion, which played them at the same time. So well did the audiences, for there were six of them during the week, enjoy these particular numbers that many of the records were sold following each performance.

Herbert W. Lund Returns From England

Herbert W. Lund, who has lately attached himself to the Tremont Talking Machine Co., was for eight months over in England and the Continent, whither he went primarily to visit his family, which lives just outside of London. While in England he made a study of talking machine conditions and it did not take him long to discover that the industry was only in its infancy in that country. One thing that Mr. Lund brought back with him as a cherished possession was a record of the choir in Westminster Abbey. Before going abroad Mr. Lund was connected with the Vocalion headquarters in Boylston street.

Moves to Handsome New Home

On the first of May Widener's Grafonola Shop moved from the building at the corner of Washington street and Temple place, where it had occupied quarters on the second floor for several years, to 23 West street, only a short distance away. Here a large ground floor has been tastefully arranged with eight booths done in ivory with furnishings of blue. The Columbia and the Granby machines will be carried as well as Columbia records, and special attention will be given to period models, to which the man-

HORTON-GALLO-CREAMER CO
NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

...
 In Union there is strength.
 Let's work together on your selling problems.
 ...

ager, Fred L. MacNeil, has for some time been giving especial attention. Traveling through New England for the Widener shops will be William Sullivan and Frank Colahan, both experienced men in the talking machine business. Mr. Widener now operates shops in a number of places, including Springfield and Worcester, Mass.; Hartford, New Haven and Bridgeport, Conn., New York City, Brooklyn, Philadelphia, Newark, N. J., St. Louis, and Indianapolis, Ind.

Looking for Big May Business

E. B. Shiddell, of the E. B. Shiddell Co., is now located in larger quarters at 142 Berkeley street, which is the same location he has been at for some time, only he has moved down one flight and into another section on the third floor of the building. Mr. Shiddell has taken on the Granby machine and lately he has signed up with as many as fifteen dealers throughout the New England territory. The prospects look good for a fine May business, that of April having shown up better than March. As Okeh

distributor Mr. Shiddell's concern has found a rapidly growing demand for this line of goods.

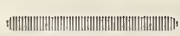
Soon to Become Benedict

Herbert Shoemaker's many friends in the talking machine trade will be glad to learn that he has included matrimony in his June itinerary. This able official of the Eastern Talking Machine Co. has just become engaged to Miss Dorothy Bacon, daughter of A. L. Bacon, of Arlington, the family being one of the oldest in this town. Mr. Shoemaker is a graduate of the University of Pennsylvania, class of '15. Their wedding will take place in June and be a very quiet one.

High Rents Deterrent to Business

Arthur C. Erisman, manager of the Grafonola Co. of New England, says that one of the greatest deterrents to better business in the talking machine industry has been increasing rents and numerous cases have been brought to his attention where payments have been stopped on machines or machines surrendered in cases



TWO POINTS OF CONTACT
BOSTON  **NEW YORK**
FOR DITSON SERVICE

Double service that is founded on successful experience in handling the problems of the retailer and proves of genuine assistance.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

VICTOR
EXCLUSIVELY

where homes have had to be given up for the time being. He believes if only a more normal condition in regard to the housing situation could be arrived at there would soon be an improvement in the talking machine business.

Grey Gull Records Opens Retail Store

The Grey Gull records may now be purchased in a downtown retail store which the house has opened on its own account. It is located at 111 Summer street in the heart of the retail section and just now the featured piece in the window is "A Rose in the Devil's Garden," sung by Sam Ash.

Feels Encouraged Over Outlook

Toward the middle of April Joseph Burke, of the Musical Supply & Equipment Co., was over in Connecticut studying the business situation in that State, particularly concerning the Sonora output. He found a better feeling of encouragement in those industrial centers which have been most affected by the general trade depression. Manager Burke has again with him Dick Keyes, who has been in another territory for some time past, but is now back working in New England in the interests of the Sonora. The new Etude model of the Sonora is making many friends in this territory, Mr. Burke says.

G. P. Donnelly on Motor Trip

George P. Donnelly, assistant to Manager Fred E. Mann, of the Columbia Co., spent Patriots' Day, a local holiday, in Portland, Me., whither he motored with his family. This not being a holiday in Maine, Mr. Donnelly was able to visit the trade in Portland and meet many of his old acquaintances.

Pathé in New England Territory


The Pathé bids fair to be widely represented in New England ere long, as Stephen Colahan, who is now traveling in the interests of this machine, is signing up a number of good dealers. Two lately added to the list are the Gibbs Piano Co. on Main street, Springfield, and the Blanchette Furniture Co. at Arctic, R. I. Mr. Cola-

Building More Sales for the Victor Dealer

We believe every time a dealer client of ours sells a Victrola, he can render a service to that customer which can soon be capitalized into three or four additional Victrola sales.

A feature of Cressey & Allen service to New England Victor dealers lies in the suggestions we offer retailers, whereby they can through service create satisfied owners of the type that pyramid future business—Try us.

CRESSEY & ALLEN
PORTLAND, MAINE



han is looking forward to a trip to Maine in the near future, at which time he hopes to close up some valuable connections for the Pathé.

Another Store for the United Co.

The United Talking Machine Co., with stores in Brockton, Mass.; Plymouth, Mass., and Wilimantic, Conn., has just purchased the ac-

count of Roemer's Music Store in Webster, Mass. This store will be devoted to the handling exclusively of Victor products as well as a line of pianos and other musical instruments. The new location will be in an up-to-date building, which is now being erected on Main street, (Continued on page 86)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Brunswick Prestige the Direct Result of Brunswick Policies

FOR over seventy years the name of Brunswick has stood for quality in the product and integrity in the institution, and the reputation thus acquired is not to be lightly entrusted to the first comer.

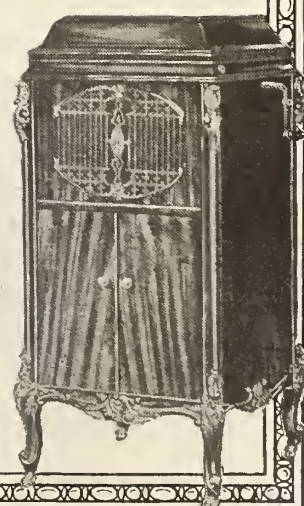
For just as Brunswick factory standards are by far the most exacting in the phonograph business, so too Brunswick dealers must pass a most severe test of fitness.

They must show, by their standing in their own communities, by their business methods, by their grade of merchandise and class of patronage, that they are ready, able and willing to keep the Brunswick on the high plane where it rightfully belongs.

The Brunswick is a musical instrument in every sense and therefore the men who offer it to the public must be capable of fully understanding and appreciating this fundamental policy.

KRAFT-BATES & SPENCER, Inc., 1265 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

Steel Needles
Albums
Record Brushes
Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

and the store will be supplied with modern equipment. Samuel Smith will be transferred from the Willimantic, Conn., store to manage the store in Webster.

Kenneth Reed as Host

H. G. Russell, who travels through Connecticut and western Massachusetts in the interests of the Victor, was in Boston toward the latter part of April and was entertained by Kenneth Reed, wholesale representative of the Steinert Victor department, who, we may say, never does anything by halves.

Many Dealers Attend Conference

Among the Hallet & Davis salesmen handling the Pathé who were in attendance at the two days' conference held here early in April were R. O. Ainslie, wholesale manager for this machine; Stephen A. Colahan, of the sales force; R. B. Gibson, of the retail force, and A. J. Cullen and R. G. Lipp, of the Lansing Sales Co. On the evening of the first day of the conference the company attended a performance of "Honeydew" at the Majestic Theatre.

S. W. Sharmat & Son Incorporated

Among the latest concerns to be incorporated is that of S. W. Sharmat & Son, to deal in musical and electrical instruments. The con-

cern has been in business in Bromfield street for nearly two years and has handled the Vitrola and more recently the Regina. The capital stock is placed at \$50,000 and the incorporators are H. Leon Sharmat (the son), Samuel W. Sharmat (the father) and Kivey Rogers, all of Boston.

Experiences Spurt in Business

Plans are under way for a change in the interior arrangement of the C. C. Harvey Co.'s warerooms in Boylston street which will bring the talking machine department, where are carried the Brunswick, the Edison and Victor, from the second down to the ground floor. Manager Francis T. White, of the department, says there was quite a spurt in business for several days during April, which was most encouraging.

Indications of Business Betterment

Business with the Eastern Co. has remained about the same for several weeks, though there are good indications, according to Manager Shoemaker, that May will make a very good showing, as April did over March. Mr. Shoemaker plans to go over to the factory early this month on one of his periodic trips. Now that warmer weather is upon us he is planning for long spins on the Charles River and he has already been

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines,
Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.

When You'll Think of Nameplates
You'll Think of Yeuell.

out several times in his shell. Mr. Shoemaker is now the possessor of a Liberty car and this, too, is another source of recreation for him.

W. L. Brien Opens Store in Hudson

Walter L. Brien, proprietor of the Cochrane Pharmacy in Hudson, Mass., has lately opened an exclusive Columbia shop in Hudson square, where he has been doing a fine business ever since the day of opening. Mr. Brien has fitted the place very artistically and has installed one of the Columbia's model shops, which makes it one of the most up-to-date places to be found in any New England town. Miss Marjorie Atwood has been placed in charge and Mr. Brien is using the truck system to cover his territory, which means that he can come in touch with a great many people in a very short time.

A Visitor From Pittsfield

J. P. Middleton, head of Middleton's Music Shop in this place, paid a visit to Boston a fortnight or so ago and he especially interested Manager Fred E. Mann, of the Columbia Co. with his optimistic tales of business as he has found it in his territory. Mr. Middleton has a well-appointed store, exhibits his goods advantageously, has a competent and courteous staff of salespeople and is therefore able to show good results at the end of each month. With improving conditions Mr. Middleton expects to make a very good showing for the present year.

Announces Reduction in Price

The Lansing Sales Co., distributor of accessories and manufacturer of the Lansing khaki moving covers, has announced a reduction in prices in its moving cover line. This latest reduction brings its moving cover prices down to the level of pre-war figures.

Takes on the Victor Line

Reinherz Music Shop, Inc., has taken on the Victor agency for the Boston Grove Hall District, and has opened attractive quarters at 451 Blue Hill avenue. Mr. Reinherz of this company was formerly in the talking machine manufacturing business in New York, and expresses his pleasure at representing the Victor line, to which he will confine himself exclusively.

Original "Siam Soo" for Miss Severn

Quite an interesting event lately was the presentation of the original "Siam Soo" by Manager Fred E. Mann, of the Columbia Co., to Miss Margaret Severn, the young woman who dances with the Benda masks in the "Greenwich Village Follies," the presentation having been made while the company was playing in this city.

Realizing that Miss Severn wears the masks designed by W. T. Benda, famous American artist, officials of the Columbia Graphophone Co. believed that it was most desirable to present the original "Siam Soo" to Miss Severn. It was believed that Miss Severn, as the only dancer of note on the American stage who wears masks, would especially appreciate the original "Siam Soo," which is really a masked dancer. It is unnecessary to state that Miss Severn was more than delighted with the gift, which was quite an unusual one.

Engagement of Miss Hume

A. M. Hume, head of the A. M. Hume Music Co., a Victor distributor, and Mrs. Hume have announced the engagement of their daughter Miss Lois Hume, to Howard Chandler Paul. Miss Hume is a graduate of the McDuffie School in Springfield and Miss McClintock's School in Boston. Mr. Paul is connected with a local steel manufacturing concern.

Brunswick Demand Grows

The Brunswick wholesale distributing center, now at 1265 Boylston street, has found business picking up quite perceptibly these past few weeks and wherever Fred W. Walter, who is now considerably on the road, goes he finds a better feeling. One recent trip up to Maine was

IF!

If you sell EDISON, VICTOR, or COLUMBIA Phonographs, we say: *Send for our catalog right now!* Not just because *PERFECTION ATTACHMENTS increase the value of your machines 50%* by equipping them to play *all* of the best records. No—but—

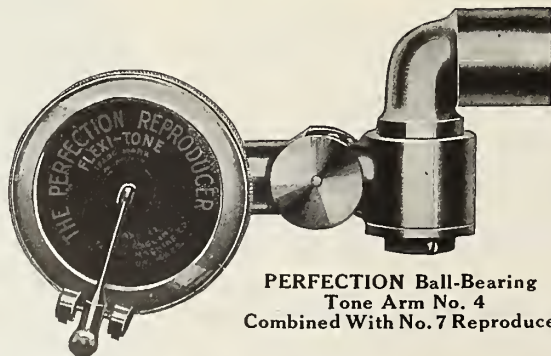
Mind you, *PERFECTION ATTACHMENTS* do more than that. They actually sell those machines for you. How? Just put a *PERFECTION ATTACHMENT* on one of your machines—one you've been listening to day after day: Then listen once more. You'll whistle with happiness!

And that isn't all. Take a *PERFECTION ATTACHMENT* into your hands. Examine it. Man! There is workmanship to gladden the heart of any expert. In gold or nickel finish—the best you ever looked at.

Think what this means to your business. Think hard! Then spend two cents to bring our catalog. Two cents!

—One of the best investments you've made since you opened your shop!

"PERFECTION ATTACHMENTS" FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS



PERFECTION Ball-Bearing
Tone Arm No. 4
Combined With No. 7 Reproducer

NEW ENGLAND TALKING MACHINE CO.

MANUFACTURERS

16 BEACH STREET

BOSTON, MASS.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size
43"x20"x23½"

\$6.50

large size
49"x23"x24¾"

\$7.35

extra large
52"x22½"x23½"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS



Eliot and Warrenton Sts.
BOSTON, 11, MASS.

pleasantly productive of results and the same may be said of trips he has lately taken to Springfield, Worcester, Holyoke and other Massachusetts points. Mr. Walter reports a steady increase in Brunswick records, which, though comparatively new, are rapidly making a place for themselves.

To Write About the Brunswick

The Boston Post is one of a series of newspapers in New England which are running an advertising contest for which large cash prizes are offered. Among the various things that the contestants are allowed to write about is the Brunswick talking machine, an advertisement of which is included in a page of displays. Thus far several good ads have been made up.

Found Business Conditions Improving

J. W. Ellsworth, of the Puritan Co.'s local headquarters in Boylston street, is back home from a trip to the West, where he visited the two large concerns at Sheboygan and Port Washington, Wis., where the Puritan is made. He spent a short time in Chicago as well. Mr. Ellsworth says that he found a decided turn for

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 86)

the better in general affairs in the Middle West and here in New England he is looking for an improvement shortly; in fact, it has already begun. Benjamin F. Drake, president of the Puritan Co., is devoting much of his time to the New England field and is meeting with good results, he says. William A. Anderson, who is a singer as well as a salesman, has been lately traveling with Mr. Drake in the New England territory, adding his voice to the music of the machine in demonstrating.

COLUMBIA MEN TO ORGANIZE

Plans Under Way Whereby the Columbia Dealers' Association of New England May Be Formed at an Early Date—Arthur C. Erisman Keenly Interested in This Development

BOSTON, MASS., May 5.—At last it looks as though there is to be a talking machine organization hereabouts, only according to present plans it will not be a joint body inclusive of all the dealers, but solely one of Columbia men. A general organization that might be all-inclusive has been suggested many times in these columns, but, while there have been a few energetic, enterprising men who would like to see such an organization, it has never got very far—in fact, never beyond the first meeting held at the Quincy House eight years or so ago when, thanks to William J. Fitzgerald, then the wholesale manager of the Eastern Talking Machine Co., nearly ninety members of the craft got together. There was great enthusiasm looking to the formation of a permanent organization. That was the first and last meeting, as it was impossible to again get a large group together.

This time the plan is to be tried out on a different scale. The father of the plan is Arthur C. Erisman, manager of the Grafonola Co. of New England, who hopes to get the Columbia men into a body to be called the Columbia

Dealers' Association of New England. As soon as sufficient responses are received he will call the first meeting, to be held at some Boston hotel. Mr. Erisman has had printed a circular which tells the whole association story in a concise manner. Its purpose is described as "to promote truth, honesty and fair dealing in business. It aims to eliminate such unfair practices in business as constitute 'unfair competition.' It aims to help, not to hinder, and to prevent rather than to cure." Thus it will start off with a distinctive purpose to mutually help those handling the Columbia product.

Mr. Erisman for some time past has felt there was a real need for such an organization, for there have been evils creeping into the business which tend to have a bad effect. He believes the most efficacious way in which these evils can be combated is through a strong body which shall stand for upright dealing. Mr. Erisman himself is temporary chairman on membership, and thus far he has been encouraged to believe that an influential organization can eventually be formed.

JOINS COMMONWEALTH CO.

C. E. Nisswanger, of New York, Latest Addition to That Organization

SPRINGFIELD, MASS., May 7.—C. E. Nisswanger, formerly assistant to M. Max, manager of the phonograph department of Gimbel Bros., New York department store, has joined the sales organization of the Commonwealth Phonograph Co., Pathé distributor, of this city. The Commonwealth Phonograph Co. reports the recent addition of several new dealers and makes the important announcement that it will shortly inaugurate a retail department of its business in this city. This new retail department has been formed in order to give the Pathé line additional high-class distribution in Springfield.



U-SAV-YOUR

(Reg. U. S. Pat. Off.)

VICTOR DEALERS, ATTENTION!

We have told you what U-Sav-Your Cleanser and Dressing will do. Now we will tell you what our plans are.

A NATIONAL CAMPAIGN will be started this Fall and 3,500,000 people will read our advertisements. Every ad will say, "Purchase from your Victor Dealer."

A beautiful box containing a 3½ oz. bottle, with cheese cloth and cotton flannel, will retail at 30c.; a large package, 50c.; yet no advance in cost to you.

Think this over a minute. The finest Cleanser and Dressing in the United States in a beautiful display box—and cloths free—with each package—and NATIONALLY advertised.

The public demands something that will not remain "sticky and oily," but will feed and polish at the same time.

U-Sav-Your is guaranteed to maintain the beautiful finish of the Victrola and other highly finished surfaces, or we refund the purchase price.

You should communicate with your jobber at once. If he will not supply you—write us.

A complete sample box will be mailed upon receipt of 30c. in stamps.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVENUE

WARREN, MASS.

An Overnight Success!



From Start to
Finish Made in
U. S. A.

Made in the
U.S.A.

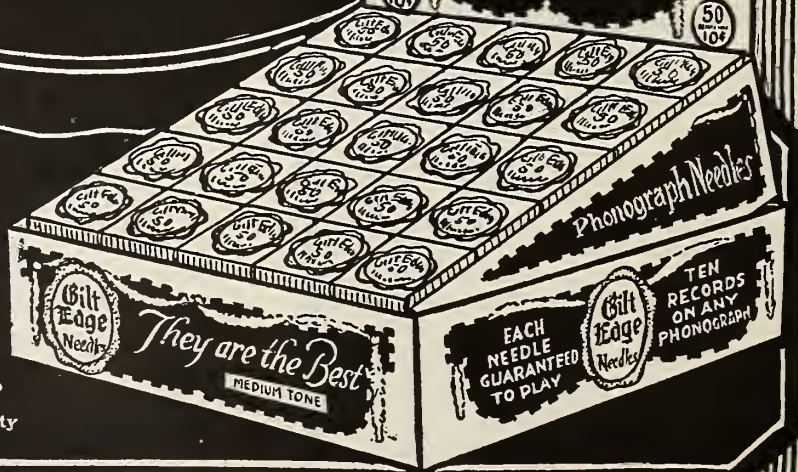
The base of a Gilt Edge Phonograph Needle is manufactured by the firm that made the first talking machine needle—the oldest and largest manufacturers of phonograph and talking machine needles in the world.

The finished product including the containers in which they are packed encounter foreign soil only when shipped for export.

The "Reflexo Secret"

The point of a Gilt Edge Needle is treated by an exclusive REFLEXO process which adds to the needle point a layer of soft material, that will not wear off until at least 3000 revolutions of a phonograph record have been made. The grain of the steel does not come in contact with the record grooves. By minimizing the friction and by eliminating the scratching, scraping sound, the chemical layer on the needle not only produces a more beautiful tone, but actually prolongs the life of the record.

Write
for Samples
and Prices



REFLEXO
PRODUCTS CO., Inc.
347 FIFTH AVENUE

At 34th St. New York City Suite 1003

Canadian Distributors: The Musical Mdse. Sales Co., Toronto

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

Edwin Smalle, new Columbia tenor, sings two songs of sentiment of the sort that have set the crowd to singing ever since time began. "Mary and John" and "Nobody's Rose" are no temporary hits. Share Edwin Smalle's success from the start. A-3394.

**Columbia Graphophone Co.
NEW YORK**



EDISON DEALERS MEET IN ST. LOUIS

Retailers of That District Enjoy a Most Successful Business Convention

ST. LOUIS, Mo., May 2.—A very successful convention of Edison dealers was held Monday, April 25, at the Statler Hotel. Dealers from St. Louis and from Missouri, Illinois, Arkansas, Tennessee and Kentucky were guests of the Silverstone Music Co. The delegates met at 9 a. m. at the Silverstone store, where they registered and received badges, which were in the form of records bearing the likeness of Thomas A. Edison. The meeting at the Statler began at 10:15, when Mark Silverstone, president of the Silverstone Co., introduced T. J. Leonard, general sales manager of Thos. A. Edison, Inc., who acted as chairman. Mr. Leonard spoke on "Sales Propositions." C. Durham, of Duquoin, Ill., read a paper on "Tone Test." George M. Nichols, of Plymouth, Ill., spoke on "Trucks and Canvassing." H. W. Heinsfurter, of the Silverstone Co., told how to give a recreation concert and mood change party.

At the afternoon session A. F. Odell, of Quincy, Ill., gave an address on "How to Judge a Phonograph." L. M. Schlude, of the Silverstone Co., explained how to demonstrate the turntable. J. W. Scott, general Amberola supervisor, talked on "Amberolas." Fred W. Pilcher, of Mexico, Mo., discussed "Artists." J. J. Callahan, general superintendent of the Edison Co., told the dealers how to finance their Edison business. A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Dallas, Tex., spoke on "The Edison Phonograph as a Valuable Asset." H. W. Heinsfurter discussed "The Psychology of Salesmanship."

Subjects for discussion, designated as "Propositions," included advertising, tone-test, trucks and canvassing, re-creation concerts, sales aid service, Edison window display, the turntable, Amberolas, artists, "Along Broadway," miscellaneous merchandise, composers and artists, general circularizing and printed matter, and there was a question box. Tone-tests were given by Vernon Dalhart, singer, and Miss Hood, violinist, and Miss Katherine DeVine, whistler.

There were about 175 guests at the banquet. There were surprises and novel features. The men entered through a very fair representation of hades, where they were handled by demons and shot down a chute into the banquet hall, where

they were fitted out with caps and horns. The women entered through a representation of heaven and were given a more or less heavenly head dress.

Among the dealers who attended the convention were: Joe L. Moseley, Montgomery City, Mo.; J. H. Shook, Batesville, Ark.; J. F. Rees and wife, Wellsville, Mo.; John J. Gaffner and wife, St. Jacob, Ill.; S. B. Hicks, Mt. Vernon, Ill.; G. W. Baker, Loami, Ill.; John Edwards, Loami, Ill.; J. F. Baker, Williamsville, Ill.; C. A. Hueter and wife, Greenville, Ill.; Geo. M. Nichols, Plymouth, Ill.; Joyce E. Robbins, Plymouth, Ill.; D. E. Guthrie, Raymond, Ill.; C. Durham, DuQuoin, Ill.; Wm. Hobson, Greenfield, Ill.; Louis N. Rost, Macomb, Ill.; W. W. Gardner,

Quincy, Ill.; H. M. Salyer, Quincy, Ill.; A. F. Odell, Quincy, Ill.; C. W. Slaybaugh, Taylorville, Ill.; C. W. Slaybaugh, Jr., Taylorville, Ill.; W. A. Zeitler, St. Louis, Mo.; Claude Leyerle, St. Louis, Mo.; Mr. and Mrs. John D. Barthel, St. Louis, Mo.; J. R. Spicer, Paris, Tenn.; William Widdersheim, Strasburg, Ill.; W. G. Shelton, New York; Wm. A. Huebel, Cape Girardeau, Mo.; Geo. P. McLain, Cape Girardeau, Mo.; F. Sigman and wife, Flat River, Mo.; Miss Vergie Black, Flat River, Mo.; Miss Addie Kleinschmidt, St. Louis, Mo.; Fred A. Kuhlmann, St. Louis, Mo.; Miss Zula Bunch, Helena, Ark.; T. J. Price, Belleville, Ill.; E. W. Paro, Belleville, Ill.; E. L. Jacoby and wife, Alton, Ill.; Jas. P. Brown, Hillsboro, Ill.; Chas. Samson, Carroll-



Banquet of the Edison Dealers at the Hotel Statler, St. Louis

Macomb, Ill.; R. J. Cunningham and wife, Flora, Ill.; M. J. Blythe, Hopkinsville, Ky.; Robert P. Gannon, Hillsboro, Ill.; H. C. Turner, Hillsboro, Ill.; J. A. Sterling, Jefferson City, Mo.; A. E. Baumann, Washington, Mo.; P. C. Allen and wife, Pittsfield, Ill.; H. E. McDonald and wife, Greenville, Ill.; W. H. Jahn, Pacific, Mo.; R. N. Monaghan and wife, Gillespie, Ill.; J. L. Bradley, Sullivan, Mo.; D. G. Garrison, Marion, Ill.; P. W. Ballance, Marion, Ill.; Fred W. Pilcher, Mexico, Mo.; R. S. Moore, Mexico, Mo.; R. A. Emons, Marissa, Ill.; Lee Reid, Newport, Ark.; Z. B. Reid, Newport, Ark.; Louis C. Schooler, Centralia, Mo.; John Prada, Paris, Mo.; Russell M. Simpson, Taylorville, Ill.; Albert Hainsfurter and wife, Winchester, Ill.; Geo. B. Reed, Poplar Bluff, Mo.; J. O. Robnett, Columbia, Mo.; L. Perigo, Granite City, Ill.; F. H. Feraud, Granite City, Ill.; Ethel McReynolds, Granite City, Ill.; Ralph O. Johns, Granite City, Ill.; L. E. Doxsie, Mt. Vernon, Ill.; Albert Bassett, Centralia, Ill.; Joe M. Cirricione, Hannibal, Mo.; C. P. Salyer

ton, Ill.; J. Fikuart and wife, Frankford, Mo.; M. Lowenstein and wife, White Hall, Ill.; H. C. Borlin and wife, Carrollton, Ill.; H. Brady, Jacksonville, Ill.; Mr. Hetherington, Harrisburg, Ill.; L. L. Lefler and wife, Hayti, Mo.; J. Duesenberg, St. Louis, Mo.; Hugo Duesenberg, St. Louis, Mo.; Mr. Dolithit, Shelbyville, Ill.; Lyman Steele, Jackson, Mo.; O. J. Falk, Bowling Green, Mo.; Paul Yates and wife, Bowling Green, Mo.; Harold Watson, Mt. Vernon, Ill. A good time was had by all.

NEW MUSIC SHOP IN PEORIA

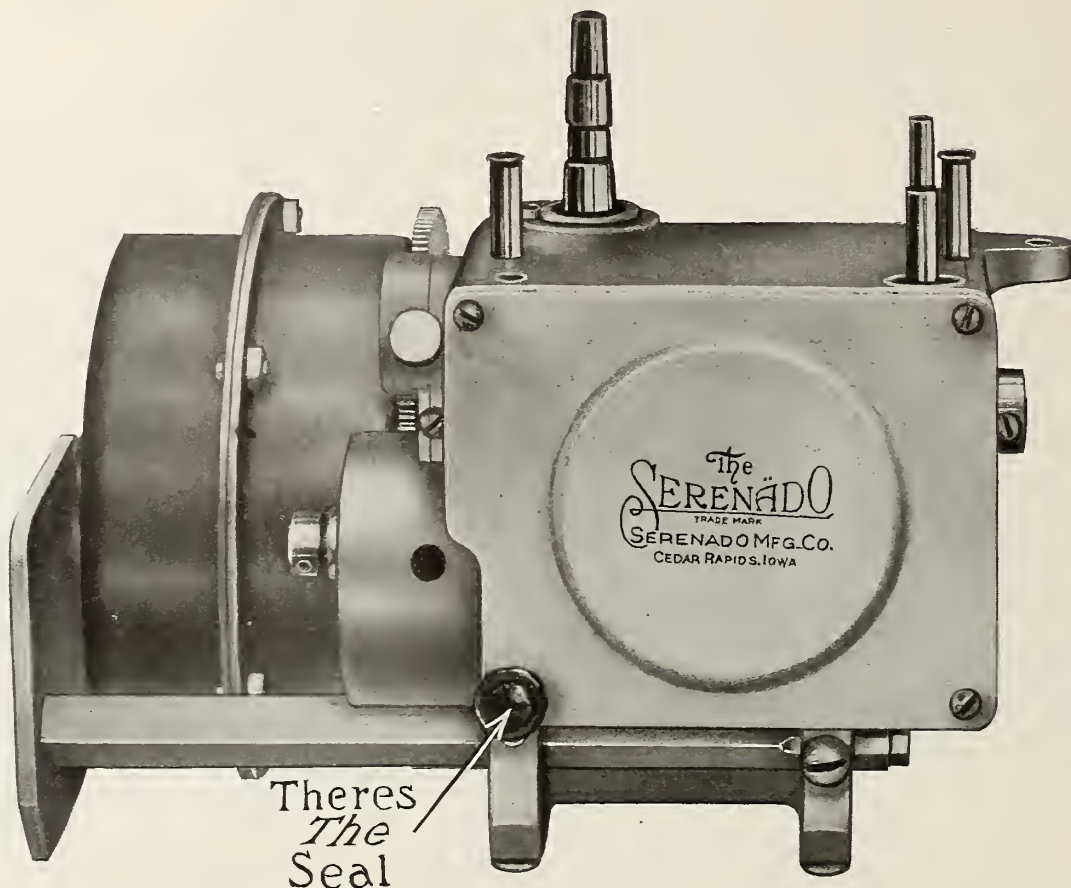
Peoria, Ill., has a new music shop capitalized at \$30,000, in which Russell L. Stutzman, formerly of Bloomington, is interested. The newly formed organization takes over the C. E. Wheelock & Co.'s Victrola department. The main floor of the storeroom, which was formerly occupied by the latter concern, will be used by the new firm.

RECORD Delivery Envelopes at Pre-war Prices; Extra-heavy Kraft at \$8.25 per thousand for 10-inch; \$9.50 for 12-inch, Security Fasteners included.—The Lewis C. Frank Corp., 1202 Dime Bank Bldg., Detroit, Mich.

The
SERENADO
TRADE MARK
SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

**A MOTOR WORTHY
 OF ITS GUARANTEE**



There's
The
 Seal

**THE GOODNESS — SEALED IN
 THE TROUBLES — SEALED OUT**

GUARANTEE:— The Serenado Motor with each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of FIVE (5) YEARS.

Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect.

SERENADO MFG. CO.

SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

TRADE SHOWS A STEADY BETTERMENT IN INDIANAPOLIS

Outlook Bright, Says Herdman—Columbia Activities—Music Memory Contest Popular—Krausgill Co.'s Big Campaign—Mothers' Day Brunswick Hit—Stewart's Victrola Sales to Schools

INDIANAPOLIS, IND., May 7.—C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., says that in the last ten days his department has received more inquiries than in any similar period during the year. The outlook, he says, is exceptionally bright. He accounts for this partly by the fact that a week's formal opening was held to acquaint the public with the fact that the Brunswick had been added to the list of machines and records carried by the firm. The week resulted in satisfactory sales of Brunswick phonographs, he says, particularly of the \$250 type.

Tells of Improved Business

Business is picking up for the Columbia Grafonola, according to W. G. Wilson, of Widener's Grafonola shops. He says the record business has fallen off somewhat, but in his estimation the outlook for both machines and records is brighter than it has been since January.

F. L. Scott, manager of the district branch of the Columbia Co., made a trip over the territory the latter part of April, giving particular attention to Evansville and Louisville. He says conditions are improving. Fashion shows at Louisville and at Owensboro, Ky., did much to stimulate talking machine sales in those cities, he reports. Ben Loventhal, manager of the Louisville Music Co., Columbia dealer, added 1,200 names to his mailing list during the Louisville show by distributing cards on which those interested in buying a talking machine were requested to write their names and addresses. A package of needles was given to each one so doing.

Robert Porter, of New York, field sales manager of the Columbia Co., spent the day with Mr. Scott April 28. Another visitor during the month was F. C. Schyler, manager of the International record department for the Indianapolis, Cincinnati and St. Louis districts.

Opens New Columbia Store

C. J. Easley, of Clay City, Ind., has opened a new Columbia store. While in Indianapolis buying stock Mr. Easley reported business conditions around Clay City to be satisfactory, with indications of an early return to normal.

W. C. Mossbarger, of Louisville, Columbia salesman traveling out of Evansville, was called to his home the last week in April on account of serious injuries suffered by his wife and infant son in an automobile accident. At the last report Mrs. Mossbarger was well on the road to recovery, but the child was not expected to live.

Business thus far this year has fallen far below business done in the corresponding period of last year, according to O. C. Maurer, manager of the talking machine department of the Kiefer-Stewart Drug Co., Sonora distributor for Indiana. He is not anticipating much improvement before the latter part of the Summer.

Appearing before one of the largest audiences that ever attended a musical event in Indianapolis, Giovanni Martinelli, famous Victor tenor, sang at the Murat Theatre Easter Sunday, under the auspices of the Marion County Council of the American Legion.

Holding Music Memory Contest

As an example of what some dealers are doing toward creating a desire for better music the following letter is printed. It was sent out by the Reeservice Music Co., Victor dealer in Cambridge City, Ind. This letter contained a list of fifty records and the names of their composers:

"This is to announce our plan for holding a music memory contest at 7.45 p. m., May 12, 1921, in the Community Hall. Separate awards will be made to school pupils and outsiders. All are eligible to prizes excepting professional musicians, who, however, may participate. Selections of music to be used will be chosen from the attached list. Contestants will be required to write the name of the composition and the composer. Those presenting the most correct lists will be given prizes as follows:

"To school pupils, including those of seventh grade and over: First prize, \$5 in cash; second prize, \$3 in merchandise; third prize, \$2 in merchandise. To outsiders: First prize, \$5 in merchandise; second prize, \$3 in merchandise; third prize, \$2 in merchandise. Study the list and be with us on the contest night."

Demand From Public Schools

The Stewart Talking Machine Co., Victor distributor, reports considerable activity in the sale of Victrola IV's and VI's to public schools throughout this territory during the present term.

Krausgill Piano Co.'s Great Campaign

Results of an extensive direct-by-mail campaign, started by the Krausgill Piano Co., Victor dealer of Louisville, Ky., are being awaited with much interest among dealers in this territory.

A list of ten thousand names of people in the Louisville territory is being used in the distribution of three strong selling letters, each of which carries one or two colored postcards representing some particular feature of the beautiful Krausgill store.

Walter H. Shackleton, manager of the Victrola department of the store, has displayed much originality in different avenues of publicity. One of his most picturesque inaugurations has been monthly concerts of new Victor records by wireless. One of the Louisville newspapers had this to say about Mr. Shackleton's demonstration of one month's records:


"Girls, boys and grown-ups at nearly a hundred wireless stations of the Falls Cities heard a Victrola concert given from the wireless telephone sending station at the H. C. Tafel Electric Co., 236 West Jefferson street, last night.

"From the large station at the Big Six Garage, Third and Breckinridge streets, to the high-school boy out in the West End who laboriously ticked off with a spark coil that he 'must quit

Stewart

Talking Machine Company

JOBBER
for the
Victor
Talking
Machine
Company



Indianapolis

to study his lessons,' responses came when William Allman, operator, asked how the music sounded.

"The Krausgill Piano Co., which furnished the new records of the month, in advertisements yesterday morning advised all amateur operators of the concert, giving the wave length.

"Answers were sent last night to the Tafel station by telegraph. Stations with a long sending radius were heard very distinctly.

"One girl, who did not give her name, called over the telephone to say she heard the concert. Stations in the Highlands, one in New Albany and others in Portland, South Louisville and Jeffersonville reported by wireless that they heard the music.

"Monthly concerts, with records just released, will be a permanent program, W. H. Shackleton,

(Continued on page 92)

\$12.00
*to dealers
as long as
they last.*

IF you have Victor IX's in stock, get these UDELL cabinets, number 1410, to move them. Priced at \$12.00 to the trade, there is a good profit here for you.

With patented hinged rim; 32 in. high; 19½ in. wide; 23¼ in. deep. Mahogany or quartered oak.

Wire your order our expense.



As good bargains in UDELL cabinets for Victrola IV, VI and VIII as for the Victrola IX.

The UDELL WORKS

Indianapolis, 1254 West 28th Street

NEW MELODY BALLAD SUCCESS

The Rose I Call Sweetheart

*The Fairest Rose in
The Garden of Songs*



*"You can't go wrong
with any Feist Song"*

BETTER TRADE IN INDIANAPOLIS

(Continued from page 91)

of the Krausgill Piano Co., said last night. A large number of people assembled at the larger amateur stations during the concert, which lasted from 8 to 10 o'clock."

How Barringer Interests the Public

Believing that if he can create a name for maintaining a clearing house on musical information it will not be long until he can also win the greater share of the music trade, W. S. Barringer, who opened a splendid new Victrola shop in Kokomo, Ind., a few months ago, maintains a large bulletin in a prominent part of his sales-room on which a calendar of musical events in Kokomo for the week is displayed. He advertises his store as "Musical Headquarters."

"Reports throughout our territory indicate to us there is plenty of business for the dealer who is on his toes, who isn't afraid to work, and work hard, and who goes out and gets it," says H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor. "With fewer buyers of phonographs in the market it's up to the dealer to do more selling. The dealer who is overcoming sales resistance is the one who has brushed up on his salesmanship, has refused to take 'no' for an answer and has gone out after the business.

"We find the dealers who are taking advantage of the wonderful sales helps offered by the Edison Laboratories to be reaping some very excellent results. Our dealers have taken to the Mood Chart Party idea in a fine manner and the parties are bringing them some splendid returns."

"Mothers' Day" Helped Brunswick Sales

Special advertising for "Mothers' Day" stimulated sales in Brunswick machines and records, according to C. A. Grossart, of the Brunswick Shop. He says prospects are beginning to come in more steadily and business is surely picking up, particularly in records.

Manager Burr, of the talking machine department of the Brunswick-Balke-Collender Co., reports that the "Mothers' Day" advertising was taken up by all Brunswick dealers in the territory and that most of them report the formation of clubs.

A representative of Jensen Bros., Brunswick dealers of Terre Haute, was a visitor with Mr. Burr during the month and reported general

business conditions much improved in Terre Haute. A similar report came from George N. Bender, Brunswick dealer of North Manchester.

Edison Mood Chart Parties Popular

W. O. Hopkins, of the Edison Shop, expresses enthusiasm over the results of Mood Chart Parties that have been given by his salesmen. Sales have been materially increased by them, he says, and the salesmen have learned to view the prospects for future business more optimistically. Mr. Hopkins believes business conditions have improved much during the last month. He says he believes the biggest incentive to good salesmanship at the present time is the Chicago Tribune slogan, "1921 Will Reward Fighters," which slogan the paper has now altered to read, "1921 Is Rewarding Fighters."

Pathé Dealers Pleased Over Proposals

C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., wholesale distributors, reports "spotted" business conditions in the territory. Some of the dealers, he says, are enthusiastic over prospects while others see little hope of many sales for several months.

Frank H. Brown & Co., of Logansport, have opened a branch store at Rochester to deal in pianos and Pathé talking machines. E. O. Collins, of Franklin, has taken on a Pathé contract. He is also a Victor dealer.

Latona Co. Organized in Fort Wayne

The Latona Talking Machine Co., of Fort Wayne, has been incorporated with a capital stock of \$100,000. The incorporators are: Thomas G. Grimwood, John S. Scott and Oscar Grimwood. Thomas and Oscar Grimwood are in the talking machine business now, with offices at 104 Lower First street. The new company will manufacture furniture, including cabinet talking machines, floor lamps, cedar chests, chairs and stools. They will do a wholesale and retail business.

Watching the Buying Trend

"It has been interesting," says E. H. Jarrard, manager of the talking machine department of the Capital Paper Co., distributor of Kimball talking machines, "to watch the trend of the public in buying talking machines. When the slump occurred last December our dealers everywhere seemed to feel that only low-priced models would sell. However, the Kimball Co.'s sixty-three years' continuous emphasis on quality seemed to tell, with the result that a large proportion of our sales continued to be in the

medium and higher-priced models. The greatest business stimulant to our business was the Kimball announcement that prices would not decline and the accompanying announcement of a price guarantee. Talking machine sales are now fast approaching normal."

Large Trade for First Quarter of Year

Business for the first quarter of this year was larger than for the corresponding quarter of last year, says T. W. Hendricks, manager of the Pearson Piano Co. The last week of April he featured children's records, with the result that sales of Victor educational records and the small Victor machines were largely increased. Sale of records in April was short of the preceding months of the year, he says. In one week during the month he sold seven Chippendale Edison machines.

ISSUE NEW VEST-POCKET CATALOG

Buegeleisen & Jacobson, New York, Issue Convenient Catalog of Musical Merchandise

Buegeleisen & Jacobson, musical merchandise wholesalers, New York, have just issued a vest-pocket catalog of their musical merchandise. This original departure from the large-size catalog was evolved to relieve the dealer of the annoyance of leaving a prospective customer to consult a catalog kept elsewhere in the warehouse. It makes it possible for the dealer to carry around a full list in his vest pocket at all times.

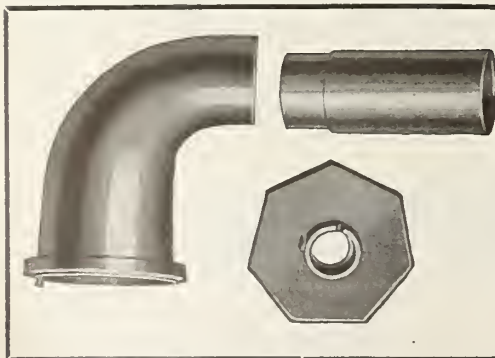
The vest-pocket price list, which is of the convenient size of 6x3 in., contains descriptions and prices of every number in the regular catalog No. 103. In the column at the left of each item is a space left for a notation. The center pages of the vest-pocket price list contain complete instructions for using the booklet in connection with the complete catalog.

According to the announcement it can be used "when behind the counter, for quick reference as to numbers and prices; when busy during the day, to check items you wish to order later; as a quick and ready guide in making up all orders; as an order blank. Mark the quantities wanted in the margin. Send in the booklet and another will be mailed to you in return."

HOLD FIRST CREDITORS MEETING

OMAHA, NEB., May 11.—The first meeting of the creditors of the Cathedral Phonograph Co., which was recently adjudged a bankrupt, was held this morning in the Securities Building, this city, and steps were taken for the appointment of a trustee and other business of importance was transacted. Full details regarding this meeting will be announced in a few days.

The art of success consists in making people change their minds. It is this power that makes the efficient lawyer, grocer, politician or preacher.



Exclusive and better methods are making phono-parts with better finish
HAVE THEM SUPERCAS

Dependable  Economical

The Superior Die Casting Co.
Cleveland, O.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., May 7, 1921.—The month of April, on the whole, was a satisfactory month to the dealer and the jobber in talking machines. Business has shown a steady trend toward betterment. The methods used in advertising talking machines have, however, come in for criticism. The sort of publicity employed is not going to be of any very great advantage to the future of the trade, for the dealers are showing an inclination to drift back to the old pre-war prices and the old pre-war methods of competition, which deservedly came in for considerable opposition.

It would be most unfortunate if the retail trade again adopted the methods that were in vogue in 1914 and for some years previous to that. Yet there are dealers who, in their eagerness for business, grasp at the old dollar-down and dollar-when-you-can-get-it methods which degrade rather than uplift the industry. There is certainly need for an association of talking machine dealers in this city for the purpose of meeting, discussing and pointing out the evils of such a course. And, yet, it is doubtful whether an association would be effective, for our local merchants do not seem inclined to live up to the rulings of an association.

Some time ago, after a series of meetings, it was decided that the dealers here should charge interest on deferred payments. All the leading firms signed an agreement to that effect, but this agreement seems now not to have been worth the paper upon which it was written, for the policy was broken by several of the dealers, and finally it was agreed that the dealers were not honest enough to live up to their signature, so they called off the interest proposition and to-day all the firms are advertising no

interest will be charged on deferred payments.

Weymann & Son Tell of Progress

The Victor dealers in Philadelphia are in most excellent shape to-day, the jobbers being able to give them all the machines they want, and to supply records almost on the 100 per cent basis. H. W. Weymann, of H. A. Weymann & Son, recently in speaking on the Victor talking machine situation said: "Our stock of 4s, 6s, 11s of various finishes, and 14s, are gradually diminishing as orders have come in from dealers from all over our territory for these types of Victrolas, and our trade is appreciating the fact that we have been able to make deliveries almost the same day the orders were received. There is also a noticeable increase in the allotment of Victor records which we are receiving from the factory. Few of these, however, have been able to find their way to our shelves, due to the great demand for them."

A Busy Columbia Month

April was a most active month at the Columbia's distributing headquarters at Sixth and Filbert streets. On April 21 the Girls' Club of the Columbia was entertained at the Hotel Walton by John Taylor, who was Columbia's former city salesman, and is now assistant manager of the hotel.

The Columbia Co. reports that its business showed considerable stimulation following the reduction in prices of Grafonolas. Manager Cummin has been covering every section of the firm's customers during the month of April and was present at the Snyder Music Co.'s opening at Wilkes-Barre, referred to elsewhere.

Among the Columbia visitors were Robert Porter, field sales manager, and O. F. Benz, of the executive offices. On April 23 there was a

sales meeting at the headquarters here, which was attended by all the salesmen in the district, at which sales plans for the month of May were discussed.

Big Orders for Penn Phonograph Co.

The Penn Phonograph Co. enjoyed a good business during the past month. It has taken the sales rights of the new repair cabinet made by the Unit Construction Co. and has notified all its customers of this wonderfully complete new cabinet, with the result that many dealers have called at the Penn house to examine the new cabinet and many have left their orders. The prices of these cabinets will be increased considerably after May 15, and the Penn Co. has notified its trade to that effect.

The Penn Co. has been receiving orders for the Penn Victor Dogs in large numbers recently. Among those dealers who ordered 500 or more dogs were: W. M. Whitney Co., of Albany, N. Y., 500; England Brothers, Pittsfield, Mass., 500; A. Steiger & Co., Holyoke, Mass., 500; and Ludwig & Co., Springfield, Mass., 1000, all orders received through the New York Talking Machine Co.; J. W. Rowlands Co., Lima, Ohio, 500; Lasalle & Koch, Toledo, Ohio, 500, through the Toledo Talking Machine Co.; The Greenstone Talking Machine Shop and the Ashland Talking Machine Shop, both of Chicago, each ordering 500 dogs through the Chicago Talking Machine Co.; the Bry-Block-Mere Co., Memphis, Tenn., 500, through Philip Werlein, of New Orleans; Economy Furniture Co., 500, Bloomsburg, Pa., through C. J. Heppe & Son; the A. B. Clinton Co., New Haven, Conn., 500, through the Horton-Gallo-Creamer Co., New Haven; W. H. Reynolds, of Mobile, Ala.

(Continued on page 95)

Put Spikes in Your Chair —and Work

Many Victor dealers "feel" the "buyers' strike" by increasing their sales!

The weeding of the weak lines enlarges your prospect list, and with Victrolas available through Buehn Service, your sales must grow.

So spade your sales ground carefully; keep digging and digging, so that your summer sales of Victrolas and Victor Records will gain. Then harvest your Fall prospects with a swoop.

Through our sincerity in handling the shortage situation we believe Buehn Service has the good will of all its clients, and our suggestions of today can be profitably followed with the assurance of our close co-operation.



THE LOUIS BUEHN COMPANY

VICTOR DISTRIBUTORS

PHILADELPHIA



PLAY BALL!

Is the cry in every city, town and village all over the land today.

The baseball season affords every Victor dealer an opportunity to make an exceptional window display and with the use of the Penn-Victor dogs representing the contending teams attract great crowds to his window.

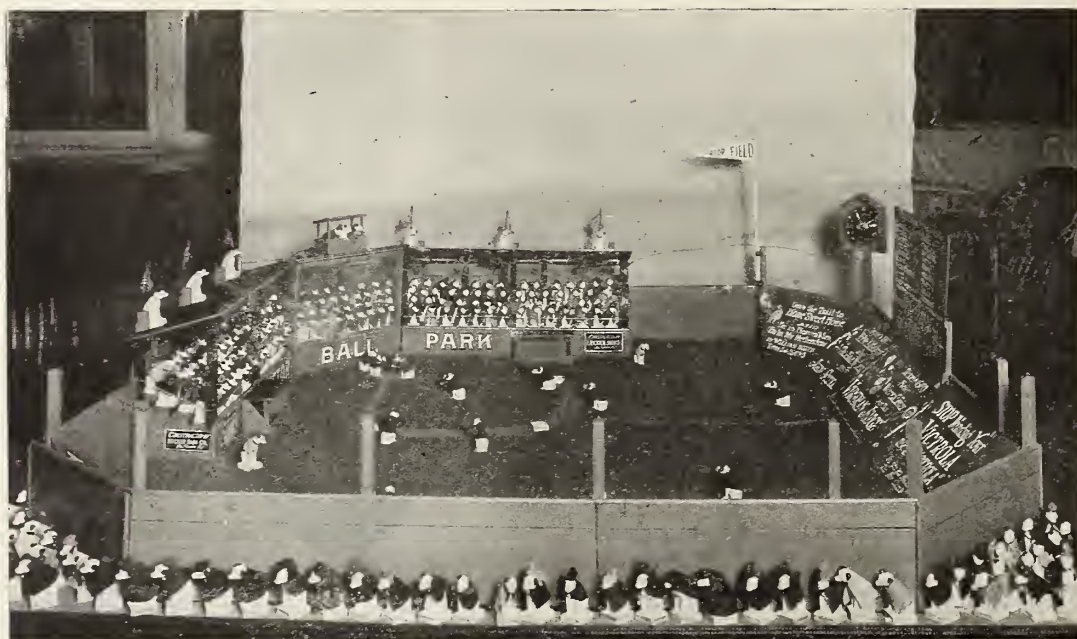


We Will Specially Decorate 25 Penn-Victor Dogs

of your order and cast your name in the pedestal at no extra cost, on an order of 500 Penn-Victor dogs. We also supply at cost electrotypes for circular or newspaper advertising if requested, crediting same when returned.

Twelve dogs will be decorated in blue uniforms and twelve in red (painted on) and one will be decorated to represent the Umpire.

The dealer can then arrange a baseball diamond in his window and use a goodly number of the regularly painted dogs as spectators.



Window Display of the Krans-Smith Piano Co., Baltimore, Md. They gave away five thousand Penn-Victor dogs.

In your home town games, the National league games and specially at the time of the world series the scores may be recorded on the score boards as the returns come in inning by inning, thereby holding the crowd in front of your window during the entire game. This has been done heretofore with great success.

Mr. Victor dealer, don't miss this chance to advertise yourself and the Victor Talking Machines and Victor Records.

DISTRIBUTORS:

Albany, N. Y.Gately-Haire Co., Inc.
 Atlanta, Ga.....Elyea Talking Machine Co.
 Baltimore, Md.....Cohen & Hughes.
 E. F. Droop & Sons Co., Inc.
 Birmingham, Ala.....Talking Machine Co.
 Boston, Mass.....Oliver Ditson Co.
 Eastern Talking Machine Co.
 The M. Steiner & Sons Co.
 Brooklyn, N. Y.American Talking Machine Co.
 G. T. Williams Co.
 Buffalo, N. Y.....Buffalo Talking Machine Co.
 Burlington, Vt.....American Phonograph Co.
 Butte, Mont.....Orton Broe.
 Chicago, Ill.....Chicago Talking Machine Co.
 Cincinnati, O.Ohio Talking Machine Co.
 Cleveland, Ohio....Cleveland Talking Machine Co.
 The Eclipse Music Co.
 Denver, Colo.....The Knight-Campbell Music Co.
 El Paso, Tex.....W. G. Walz Co.

Elmira, N. Y..... Elmira Arms Co.
 Honolulu, T. H.... Bergstrom Music Co., Ltd.
 Indianapolis, Ind...Stewart Talking Machine Co.
 Jacksonville, Fla....Florida Talking Machine Co.
 Memphis, Tenn.....Howk Piano Co.
 Kansas City, Mo....J. W. Jenkins Music Co.
 Milwaukee, Wis....Badger Talking Machine Co.
 Minneapolis, Minn...Beckwith-O'Neill Co.
 Mobile, Ala.....Wm. H. Reynalda.
 New Haven, Conn...The Horton-Gallo-Creamer Co.
 Newark, N. J.....Collings & Co.
 New Orleans, La....Phillip Werlein, Ltd.
 New York City.....Emanuel Blout.
 C. Bruno & Son.
 Charles H. Ditson Co.
 Knickerbocker Talking Machine Co.
 New York Talking Machine Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Louis A. Schwarz, Inc.

Omaha, NebMickel Broe
 Philadelphia, Pa....H. A. Weymann & Son.
 Pittsburgh, Pa.....W. F. Frederick Piano Co.
 Portland, Me.....Cressey & Allen, Inc.
 Richmond, Va. . . The Corley Co.
 Rochester, N. Y....E. J. Chapman.
 St. Louis, Mo.....Koerber-Brenner Co.
 St. Paul, Minn... W. J. Dyer & Bro.
 Toledo, Ohio.....The Toledo Talking Machine Co.
 Washington, O. C...Cohen & Hughes.
 E. F. Droop & Sons Co.
 Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO. Inc.,

913 ARCH STREET

*Victor Distributors
 Wholesale Only*

PHILADELPHIA, PA.



ARE YOU HUNTING FOR BUSINESS OR JUST FISHING?



We are helping our dealers to hunt for it with **Okeh Records** and they are getting it. We will help a few more get it.

SONORA CO. of PHILADELPHIA

1214 ARCH STREET

PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

bama, 500 for his Mobile store and 500 for his Pensacola, Florida, store; and Ansell, Bishop & Turner, Washington, D. C., who ordered 1000 dogs through E. P. Droop & Sons Co., Washington. These dogs are to be given away at a big Chamber of Commerce meeting shortly to be held in that city.

Time to Make Efforts, Says Eckhardt

Walter E. Eckhardt, the Philadelphia Pathé man, reflecting on the local situation, says: "Business has been, to be perfectly frank, a little hard to get, although we feel that we had a very satisfactory April. The public is in a very peculiar frame of mind at present. I do not think that there is any lack of desire or musical appreciation, but the principal thing ahead of the merchant is to employ all available methods to seek out such persons who are in a position to purchase. In order to accomplish even a fairly satisfactory result we must put in four times the effort we ever put in the business, and with such effort we will probably enjoy one-half the result that usually obtains with normal effort."

"The underlying conditions are good, and this is acknowledged by everyone. Business is looking upward, and will undoubtedly come into its own by the late Summer and by Fall. I am satisfied, from the surveys we have made, that we will have a business in the talking machine trade fully equal to the best days of the past. This buying strike of the public has prompted all live merchants to put their houses in order in preparation for the good things that are ahead of us. We have put on more dealers during the past few weeks than at any similar period in months."

A. J. Heath & Co. Report Progress

A. J. Heath & Co., the handlers here in a big way of the Okeh records and the Granby talking machines, report that business in April was most satisfactory. It was ahead of any of the previous months of the year and considerably ahead of April of last year. The firm has been adding several new salesmen to its force, who will represent the Granby in their territory. There is a rumor prevailing here that the Granby is about to be taken on by a chain of stores in Philadelphia. Among the recent visitors to the Heath offices were: Messrs. Howard and Coplan, representing the Granby talking machine, and W. C. Fuhri, representing the Okeh record.

Vandergrift With Van Veen Co.

J. Jay Vandergrift has recently joined the forces of Van Veen & Co., the well-known music store equipment company of New York and Philadelphia. Mr. Vandergrift is sales manager of this company and has to assist him Wm. B. Richards, who until quite recently was Western manager with headquarters in Chicago for an equipment manufacturer. Both Mr. Vandergrift and Mr. Richards have had long experience in the planning and designing of stores.

The designing and engineering department as well as the sales department of Van Veen &

Co. are all in the company's Philadelphia office and there is a large amount of work being done. Some of the finest music stores and music departments are designed and originated in this office. H. Allen Dalley, vice-president and one of the big owners of the company, is in charge of the local office and it is under his direct supervision that all the engineering, planning and designing are done.

Mr. Dalley is well known to the trade. During the last twelve years he has designed and planned some of the finest music stores in the country. He originated the model shop idea and has designed most of these. This idea has been so successful that many wholesale establishments are now being equipped with them. He has designed, among others, fifteen Columbia model shops in branches of the Columbia Graphophone Co., and has also designed store interiors for Ditson & Co., New York City; Snyder Music Co. Wilkes-Barre, Pa.; Lipstreu & Co., Cleveland, Ohio; A. B. Clinton Co., Hartford, Conn.; Wm. Finley, Hudson, N. Y.; Colonial Music Shops, Auburn, N. Y.

Opens Branch Store in Baltimore

The United Music Stores Co. has just opened a branch of its Philadelphia store on North Howard street, Baltimore. This firm has been enjoying a very good business. It has purchased the building adjoining its present store, and when the present tenants remove on June 1 the

United people will at once begin alterations which will add this store to the present quarters, giving them a large, commodious and good-looking series of warerooms.

Pleased With Emerson Progress

Harry Fox, the Philadelphia Emerson man, is highly delighted with the business done by his firm in April. It far surpassed his expectations, he says. He has been especially gratified the way the Emerson machines have been moving. They have begun advertising extensively and with telling effect. The Emersons are about to place on sale a most attractive children's picture record series devised by Victor Emerson. The pictures are the full-size records, showing the subject of the number on one side in bright colors and on the other side the verses that are sung, while between the two covers are small records, with a device on the cover to make them playable. This seems the best thing of the kind yet gotten out to appeal to children.

Louis Buehn Co. Progress

The Louis Buehn Co. reports that its business has been fair and that records are coming through in very good shape, but just at present machine shipments are a little slow. During the month Charles Miller, vice-president of the firm, went to Washington, N. J., for several days to assist in the opening of a new Buehn-Victor store in that live little town.

(Continued on page 96)



WEYMANN 1108 CHESTNUT ST. PHILADELPHIA, PA.
ESTABLISHED 1864

Victor Wholesale Distributors

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Q. R. S. PLAYER ROLLS

WEYMANN KEYSTONE STATE STRING INSTRUMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Recent Penn Phonograph visitors were: Robert W. Troup, of the Troup Music House, Harrisburg, Pa., and Mr. Von Tagen, of the Lyric Phonograph Co., of this city.

Meeting With Much Success

F. L. Beaulieu, formerly of the Cunningham talking machine department, is conducting a talking machine store at 1618 South street, where he has been meeting with very good success.

Cheney Publicity Brings Results

The Cheney Co. has begun a twice-a-week advertising campaign here in local papers, which is to be continued for two months.

Large Orders for Everybody's T. M. Co.

Everybody's Talking Machine Co., 38 North Eighth street, have been enjoying a very satisfactory business the past month. They have been receiving large orders for parts from all over the country. They state that business for them is certainly opening in fine shape. Philip Graboski, their road man, is at present in Springfield, Ohio. One order recently received by the firm from Oregon was for 5,000 springs. Their new catalog, long delayed, is about ready.

Praise for Children's Corner

C. R. Tracey, of the Aeolian Co., was a recent visitor to the Gimbel Brothers' talking machine department, and took occasion to compliment Mr. Wuertle highly on the very attractive children's corner which he had established. Gimbel Brothers have been featuring several very attractive Brunswick windows.

Death of Mrs. Beach

Harry A. Beach, vice-president of the Unit Construction Co., of this city, received the sympathy of his many friends in the trade upon the death of his mother. Mrs. Beach, who had been in poor health for some time, passed away on Friday, April 15.

Selling goods is the best known cure for those ailments in a man that tend to make him a failure.

SNYDER MUSIC CO. HOLDS OPENING

Magnificent New Establishment in Wilkes-Barre, Pa., Admired by Crowds on Formal Opening Day—Handles Large Music Line

WILKES-BARRE, PA., May 5.—The Snyder Music Co., of this city, recently opened to the public its beautiful and efficiently equipped new warerooms, located at 18 East Market street. These warerooms are said to be among the most attractive in the State, if not among the finest in the country, and provide the most modern facilities for the retailing of talking machines, pianos, music rolls, musical merchandise, sheet music, etc. The formal opening drew an exceedingly large attendance not only from the city of Wilkes-Barre, but from the surrounding cities and towns as well. The entire building was thrown open for inspection and the guests after an inspection of every nook and corner



Partial View of One of the Hearing Rooms were most enthusiastic and tendered their congratulations to the officers and managers. Mrs. Ethel Rust Meller, concert soprano, and Alexander Gunn, pianist, appeared at concerts given in the afternoon and evening in the recital hall, which was filled to capacity.

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.

The lobby, which is decorated in the Adam period design, contains the sheet music and musical merchandise departments. In addition to the self-service rack and storage bins beneath for the sheet music department, there has been installed an efficient counter with glass top under which may be displayed the latest popular



Snyder Co.'s Spacious Concert Hall

numbers. The color scheme of this department is blue and old ivory and the lighting fixtures are selected with the same characteristic good taste which marks the fixtures of the other departments.

Separating these departments from the Grafonola department is an arch with pediment. This department is well equipped with hearing rooms and an entirely efficient Columbia record department with a capacity of 15,000 records. The racks are lighted from a concealed reflector behind the cornice, giving a brilliant light without glare. Two display wrapping counters take care of the various phonograph accessories. The entire department, lobby and show-windows are done in the well-known Col-Van design and are most artistic.

The piano department is situated directly in the rear of the phonograph department and consists of a Gulbransen room finished in delicate ivory and with leaded glass panes in the doors and windows, giving a true Colonial effect, and an Ampico room in delicate green in the Louis XIV motif. The concert room, which will be also used for Grafonola concerts, is entered through an imposing Colonial doorway and provides accommodations for about 150 people. A stage has been erected with a proscenium arch in the Adam design. Behind this arch is an arrangement of electric lighting which will diffuse various colors throughout the room as desired. The color scheme of the concert hall is light blue and deep gray. Outlets are provided so that motion pictures can be shown and illustrated lectures given in this hall.

A fine piano roll department has been established in the basement, which is entered directly

WE Will Buy for Cash
Job Lots of Machines,
Records, Motors, Tone
Arms, Parts, and Every-
thing in the Talking Ma-
chine Line.

Keen Talking Machine Supply Co.
49 N. 10th ST., PHILADELPHIA, PA.



The Interstate Organization

is composed of a body of men who have specialized in Pathé merchandising. Their service and expert knowledge, both individually and collectively, are at the command of the Pathé dealer. You, too, may become a Pathé dealer.

Write today and we will tell you how.

INTERSTATE PHONOGRAPH Co. INC

1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

from the lobby through an arched doorway. Van Veen & Co., of New York and Philadelphia, are responsible for the designing and the installation of these various rooms and the Snyder Music Co. is enthusiastically making use of its excellent equipment to the end that 1921 will be its banner year.

The executives of this progressive music house are: George Nicholson, president; Glenmore N. Snyder, vice-president and manager; Wm. S. Goff, vice-president; George O. Notter, treasurer.

A CLEVER WINDOW ATTRACTION

Couple Demonstrates Latest Dancing Steps to the Music of a Pathé

PHILADELPHIA, PA., May 2.—An entirely original window attraction was planned and put into effect by W. J. McCormack, a live-wire Pathé and furniture dealer, of Lancaster avenue, this city. The idea was so successfully carried out that it received much comment from the press.

A young man and young lady, in evening dress, entered the window and demonstrated the newest dancing steps to the music of a popular dance record on a Pathé phonograph. An immense throng always gathered in front of the store, and following the exhibition dance attention was called to the phonograph department, through the medium of show cards on an easel. Considerable new business in both records and instruments was created through this clever stunt.

SELL OR FURNISH—WHICH?

Some Pertinent Words on a Timely Topic Worth Considering

Do you sell the products which you make and which you think will fit in best with your customer's needs, or do you in the main simply furnish what your customers want? To state it another way, do you lead your customers or are you being led by them? The extent to which you follow each of these is some measure of the forcefulness of your own personality.

The really forceful, aggressive man not only has ideas of his own, but puts them forward, and, in the language of the day, puts them over. He sells his ideas to the customer instead of merely such products as the customer may find he needs. There is quite a lot in this point of view, set forth by Veneers, worth thinking over and digesting—that is, in the question of whether or not you are selling your product, or merely furnishing what the other fellow wants.

The Solotone Distributing Co., which has attractive quarters at 1100 Pacific avenue, Atlantic City, is building up a very excellent business, according to Geo. D. Connor, manager of that enterprising concern.

MEASURE THAT DESERVES SUPPORT

Amendment to Pennsylvania Laws Exempting Talking Machines From Levy or Sale for Rent Not Reported Out Owing to Lack of Interest

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has called the attention of the talking machine men and music dealers generally in Pennsylvania to the fact that the important amendment to the State laws introduced some time ago, under which talking machines and other musical instruments were exempted from levy, or sale, on execution or distress for rent has not been reported out, simply because the music merchants of the State have apparently evinced no interest in the matter and have not even written to their State Senators and Assemblymen in favor of the measure.

It is urged that the music interests register their strong approval of the amendment as soon as possible in order that at least one burden on the industry may be relieved. The amendment reads:

"An Act to exempt talking machines, phonographs and musical instruments of every description leased or conditionally sold to, or hired by any person or persons residing in or having a place of business in this Commonwealth, from levy or sale on execution or distress for rent.

"Section 1. Be it enacted, etc., That all talking machines, phonographs and musical instruments of every description leased, conditionally sold to or hired by any person or persons residing in or having a place of business in this Commonwealth under a lease or contract of sale reserving title in the owner, lessor or vendor until paid for, shall be exempt from levy and sale on execution or distress for rent due by such person or persons so leasing or conditionally purchasing or hiring any such talking machines, phonographs and musical instruments of every description, in addition to any articles or money now exempt by law, so long as the title thereto remains in the owner, lessor or vendor; Provided, That the owner, lessor or vendor of such talking machines, phonographs and musical instruments of every description, or his or their agent or agents or the person or persons leasing or conditionally purchasing or hiring the same shall give notice to the landlord or his agent that the said talking machines, phonographs and musical instruments of every description are leased, conditionally sold or hired."

FILES BANKRUPTCY PETITION

A petition as a voluntary bankrupt was lately filed in the United States District Court of Portland, Me., by Frank S. Polzella, who was the proprietor of the Picture and Phonograph Shop of that city. His debts are listed at \$501 and his assets valued at \$336, of which \$85 is claimed exempted.

"BLACK DIAMOND" GRAPHITE Spring Lubricant
The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by **HARTZELL CRUCIBLE CO.**

North Side, Pittsburgh, Pa.

Factory Representative

L. A. SCHWARZ

1265 Broadway, New York City

226 1/2 Peachtree St., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

B. B. LINCOLN WITH REMINGTON

Will Act as Associate to Edmund Kuhn in Remington Factory Management

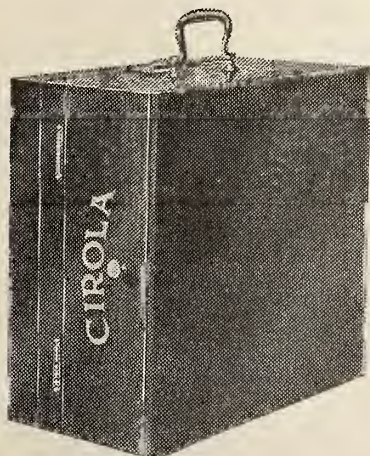
The Remington Phonograph Corp., New York City, announces the important acquisition to its staff of Bailey B. Lincoln, who will act as direct associate to Edmund Kuhn in the management



Bailey B. Lincoln

of the Remington factory in Brooklyn. Mr. Lincoln was formerly production manager of the Crescent Talking Machine Co. and had supervision of its several plants. He is a practical mechanic with considerable experience in the phonograph field. His experience particularly fits him for the important duties which he assumes with the Remington Phonograph Corp.

The policy of the Remington Phonograph Corp. has always been to surround itself with the best available brains in the industry and this is evidenced in recent Remington appointments.



Size: 12 1/2 x 11 1/2 x 6

"Take Your Music With You"

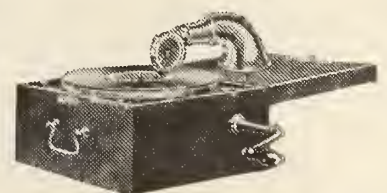
"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the

CIROLA PHONOGRAPH

PROMPT DELIVERIES



204 Colonial Trust Bldg.

Phone Spruce 6337

PHILADELPHIA, PA.

U. S. A.

EQUIP YOUR TRUCK

AND INCREASE YOUR PHONOGRAPH AND RECORD SALES



The truck pictured on the left belongs to F. B. Johnson & Co., of Rushville, Indiana. They say in part:

"And incidentally we received more good Sonora advertising in three hours than we got in that many weeks in any other way."

Any make of phonograph may be demonstrated the same way with equally good results.

AS AN ADVERTISING NOVELTY MAGNAVOX

MUSIC AND VOICE TELEMEGAFONES

are unique. Many and varied are the uses to which this equipment may be put in order that the greatest number of people be attracted and held. Many phonograph dealers are installing them in their auto trucks, a number of them having built large models of the phonograph they are selling, with the Magnavox playing inside. Then they are able to demonstrate as they go along, sell their records, their phonographs, and their accessories, especially in the rural districts. One dealer did this and not only sold two carloads of phonographs, but nine Magnavox music and voice telemegafones as well. We will be glad to have you take up with the distributor nearest you your own little scheme for utilizing the great amplifying power of the Magnavox. If you are outside his territory, write directly to us and we can help you.



MAGNAVOX DISTRIBUTORS

J. O. Morris, Inc.,
1270 Broadway, New York City

J. W. Sands Company,
123 East 5th St., Dayton, Ohio

Kiefer-Stewart Company,
Indianapolis, Ind.

Minneapolis Drug Company,
Minneapolis, Minn.

Telephone Maintenance Company,
17 North LaSalle St., Chicago, Ill.

Southwestern Drug Company,
217 South Market St., Wichita, Kan.

Sonora Distributing Company,
1707 Elm St., Dallas, Texas

I. Montagnes & Company,
Ryrie Bldg., Toronto, Canada

The Magnavox Co., Oakland, Cal.

The Magnavox Co., 1270 Broadway, New York City

TRADE IS RECOVERING GRADUALLY

W. F. Hitchcock, of Phonomotor Co., Discusses General Conditions—Visited Trade in All Important Western Cities—Interesting Comments

ROCHESTER, N. Y., May 5.—W. F. Hitchcock, of the Phonomotor Co., manufacturer of the "Phono Stop," returned recently from a five weeks' trip to the Middle West, which included all important points from Duluth to Cincinnati. Discussing his trip with a representative of The World, Mr. Hitchcock stated: "This trip convinced me that there is a certain amount of business to be secured by the man who goes after it. In my particular case I secured a number of good-sized orders, but under normal conditions these orders would have been twice as large. The manufacturers are optimistic, but, as a whole, in a watchful, waiting attitude, attributable entirely to the sudden depression of the last year.

"It will be recalled that in 1919 every talking machine manufacturer and dealer made a financial success far beyond expectations. There was a shortage of phonographs because the peak of wages and expenses had been reached and people who had longed for comfort and even luxuries all their lives found themselves able to secure just what they wished. The prices soared commensurately and a great many individuals and concerns entered the phonograph business with the belief that the profits were tremendous. In the last half of 1919 and during the early part of 1920 I found on my travels that every wood-working shop, large or small, was besieged with appeals from companies to build cabinets at any price. The wood-working shops abandoned their legitimate lines and cabinets were built in vast quantities, not only for the newcomers, but for the established and well-known companies.

"Production mounted by leaps and bounds, but the expenditures by the public did not keep pace with the production. The wage-earners were obliged to curtail their expenses and the shrinkage in the value of Liberty bonds was undoubtedly a factor in the lessening of the public's buying power. This condition, together with the profiteering in the necessities of life, has brought about a business depression that has held the country in its grip the past six months, but which I believe is now abating steadily and gradually.

"Personally I believe that the phonograph is as necessary to the home surroundings as the dining-room furniture, and there is no doubt but that there will always be an active demand for the phonograph that represents quality and satisfaction. It can be considered a part of every household entertainment, because of its tremendous influence as an educational factor."

NEW JERSEY VICTOR DEALERS MEET

Ernest John, of Victor Co., Principal Speaker at Session of State Association Held at the Robert Treat Hotel, Newark, April 19

Ernest John, advertising manager of the Victor Talking Machine Co., was the principal speaker at a luncheon and meeting of the Victor Retailers of New Jersey, held at the Robert Treat Hotel, Newark, on Tuesday, April 19, which served to bring together a representative number of dealers from all sections of the State.

Mr. John presented some excellent ideas on the advertising and merchandising of Victor products, called attention to the valuable material offered to dealers in The Voice of the Victor, and emphasized particularly the wisdom of dealers concentrating on the sale of standard records as the best means for preventing machine owners from becoming tired of their instruments.

Mr. John also had much to say regarding the duplication of mailing lists, which, he declared, prevented the dealers' monthly literature from getting the proper results in the matter of sales and told the dealers how much of this duplication could be avoided. He also gave

some valuable hints for local dealer advertising, emphasizing particularly the desirability of having plenty of white space around even the smallest advertisement in order that it might stand out prominently.

The Victor Retailers of New Jersey is proving a most successful organization and the several meetings already held have done much to interest and help the dealers in the conduct of the business in which they are engaged.

EINSON PLANT UNDER ONE ROOF

All Departments of Einson Litho, Inc., Now Located at 327 East 29th Street, New York—A Move That Makes for Greater Efficiency

All of the departments of Einson Litho, Inc., are now located under one roof as a result of obtaining an additional floor in the Bush Building at 327 East Twenty-ninth street, New York, where the Einson lithographic plant has been for many years.

The rapid expansion of Einson Litho, Inc., be-

ginning several years ago during the great scarcity of office space, made necessary the location of the executive offices and art department in the Masonic Building, on Twenty-third street, while the manufacturing plant utilized the additional floor space made vacant by the removal of these departments.

The bringing together of the offices, art department, lithographing and manufacturing plant under one roof is a forward step in increasing the efficiency of the organization and reducing operating expense to an appreciable degree.

With the recent addition of the photo-lithographic department the Einson organization is now one of the most complete in the industry specializing in window display lithography.

NATURELLE REPRODUCTIONS CORP.

The Naturelle Reproductions Corp. of Manhattan was incorporated at Albany with an active capital of \$37,000 to deal in talking machines. S. W. Hanson, H. L. Ward and C. L. Morgan are the interested parties.



KIMBALL
Style L
One of Several Beautiful Console Models

IT'S YOUR MONEY

The Phonograph business in 1921 will be largely what you make it.

The *KIMBALL Phonograph proposition*, "Direct from the Factory," will enable you to *make this one* of your most profitable years.

It provides

the finest, most complete and up-to-date *product* in America.

Especially attractive improvements protected by exclusive Kimball Patents; real selling features which appeal to shrewd buyers—and with it all is the same agency franchise value which for the last half century has made the name *Kimball* synonymous with good music wherever music has been known in *Pianos, Player-Pianos, Parlor and Church Organs*.

These points combined with our *comprehensive* and *co-operative financing plan* for the dealers make this *line* the most profitable musical merchandise in the world.

Variety of Console and Upright Models.

Write for agency proposition.

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO



Style C 2



A New Money-Making Department At an Investment of only \$500.00

This is made possible through the Gretsch complete special assortments of musical merchandise from \$500.00 up.

You, Mr. Talking Machine Dealer, have undoubtedly considered adding a small goods department at some time. Why not now? The sooner you start it the sooner you will reap the profits.

It can be conducted at practically no increase of overhead and means an investment of as little as \$500.00.

Furthermore, with the Gretsch line you are well entrenched against competition for you have the best.

Let us help you install this new department.

Send for Our New Price List.

THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS

Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

BUSINESS IMPROVEMENT APPARENT IN BUFFALO

Better Employment Conditions Help Talking Machine Trade—Exhibitors at Motor Show—W. H. Lawton to Seattle—Victrola and Home Makers' Week—News of Month

BUFFALO, N. Y., May 6.—Local talking machine dealers are finding that business is beginning to show considerable improvement. Slow through the Winter and in the early Spring, it is gradually picking up and dealers hope that the time is not far away when it will have hit its old stride once more.

Employment conditions here are somewhat better as May opens, because of a picking up in the building trade. Industries, too, are beginning to add to the rolls of their employes. Dealers are finding that record business still continues good. The popular favorites are meeting with an especially good sale.

Two attractive displays of machines and records were on exhibit at the Motor and Sportsmen's Show, which was held here in April. The Brunswick phonographs and records occupied a very attractive booth and there was also a display of Kimball phonographs and records that drew large crowds.

W. H. Lawton, manager of the Columbia branch here, has been placed in charge of the Seattle branch. Permanent appointment of a manager here to succeed Mr. Lawton has not yet been announced. Assistant Manager Peace is temporarily in charge of the Buffalo branch.

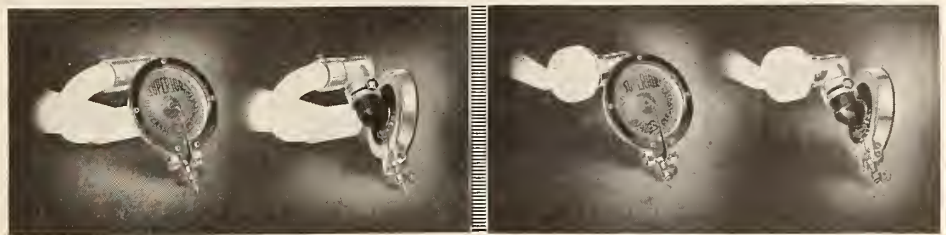
Arthur H. Fleischman, buyer for the Victrola department of the William Hengerer Co., was married recently to Miss Pauline C. Greene, of Keene, N. H. His many friends here are offering him congratulations.

The dance, which was staged by the Buffalo Talking Machine Dealers' Association April 13, at Weyland's, proved a great success. There was a large and brilliant crowd present and a very enjoyable time was reported by those who attended.

The Victrola had its place in Home Makers' Week, which was held early in May at the store of the William Hengerer Co. John L. Kollé, who lectured on home-making at the company's store, devoted one day to the Victrola and its influence in the making of a home. The lectures drew large crowds.

Curtis N. Andrews, chairman of the music group of the Buffalo Chamber of Commerce, advises music dealers to go slow in taking any definite action in regard to the sales tax. He reminds them that the exact details of the tax have not yet been completed and any hasty action on the part of the dealers in setting a maximum percentage of tax may result in one that is too high to be justified by conditions when the law is framed later and that the lawmakers, with the music dealers' previous action as a criterion, may make the tax altogether too high.

Indications are that the big music festival to be held here in the Fall, and in which Mr. An-



On the VICTOR

On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

CA Mellow, More Musical Tone on All Makes of Records

Makes the Owner of an Old Machine a "Live" Record Buyer

SAMPLES ON APPROVAL

Superior Reproducer with 21-VE Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.35
Retail \$6.50 and \$8.50

Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
Retail \$7.00 and \$9.50

Superior Reproducer with 21-P Connection for O. S. Pathe—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
Retail \$7.00 and \$9.50

Quantity Prices on Application



Superior Specialties for Phonographs

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

draws is interested, will be a great success. Music stores where the tickets are on sale are already reporting a big demand for them and all signs point to record audiences.

The Fuller Orchestra, Columbia artists, who were in Buffalo recently, and who appeared at the Elmwood Music Hall, made a decided hit here.

Lionel M. Cole, sales manager of the Iroquois Sales Corp., was obliged to go to the General Hospital late in April, to undergo an operation. He was doing well at latest reports.

REMOVE TO NEW QUARTERS

The Arto Co., Inc., manufacturer of Arto records, whose New York offices have been at 1604 Broadway, New York City, recently moved into new quarters in the Broadway Central Building, 1658 Broadway.

The Arto Co.'s factory at Orange, N. J., is running at full capacity and much new pressing machinery is shortly to be added to the equipment, which will increase greatly the daily production of records.

NOW OPERATING UNDER TRUSTEES

The Independent Talking Machine Co., which some time ago was placed in the hands of receivers, is now operating under a board of trustees. The executive offices of the company are now at 56 Bleecker street, New York City, and the uptown offices and distributing station at 12 East Forty-second street have been discontinued.

NEW OWNER FOR T. M. SHOP

The Hollywood Phonograph Shop, at 6552 Hollywood Boulevard, Hollywood, Cal., has been taken over by R. A. Braniger.

RADIO MUSIC AROUSES OBJECTION

What Union Musicians on the Coast Would Have Done to Dr. Parker Is Easy to Guess

The dissemination of music by radio is a recent scientific idea that has aroused the ire of union musicians on the Pacific Coast who charge that it is a fast-growing source of unemployment for their fellow professionals. According to their protest, radio music is slowly but surely doing away with the necessity for so many orchestras and likewise making it possible for an entire city to dance to the melody emitted from one talking machine or piano.

If these objectors to the modern practice of carrying music waves to countless thousands who either haven't the price of a concert admission or the multiple physicality which would permit them being in two places at the same time had been on the scene at a recent concert given in Brooklyn, N. Y., they would have doubtless broken it up.

At this concert nearly 10,000 amateur wireless devotees, sitting at their stations, within a radius of 250 miles of New York, listened to a program given in the home of Dr. De Witt Parker, who is the possessor of a complete amateur wireless outfit. Taking part in the concert were a soprano, a contralto, a tenor and a violinist. The singers and the instrumentalist sang directly into a big megaphone placed in front of the wireless telephone transmitter and the latter carried their musical airs to the outlying stations with their hosts of listeners. The music was also carried to ships 250 miles out at sea.

Anderson & Schuerfeld have recently engaged in the music business in Osage, Ia. They will handle a full line of musical instruments and merchandise.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Manufacturers of

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

F. W. MATTHEWS

Telephone Mulberry 1176

Whistled by the Boys in the Street

THAT'S THE FINAL ACKNOWLEDGMENT OF A HIT



“I USED TO LOVE YOU, BUT IT’S ALL OVER NOW”

By Albert Von Tilzer and Lew Brown

The SEASON'S sensational song and fox-trot success, a melody that has earned that Final Recognition.

“ALL OVER NOW” WEEK, MAY 16 to 23

What Are You Doing to Cash in on this Phenomenal Number?

The success of any number at this particular moment means more than it ever did, for this is no time to waste on titles that do not move.

“I USED TO LOVE YOU, BUT IT’S ALL OVER NOW,” does mean much to you in increased activity and sales.

“YOU OWE IT TO YOURSELF”

GET BEHIND “ALL OVER NOW” WEEK, MAY 16 to 23

BROADWAY MUSIC CORPORATION

145 WEST 45th STREET, NEW YORK CITY

WILL VON TILZER, Pres.

HEALTHY TRADE DEMAND PREVAILS IN MILWAUKEE

Conditions Carefully Analyzed Lead to Optimistic Views—Orth Business in New Hands—Inimical Legislation Being Combated—Kunde to Europe—Schuster & Co. May Build—Brunswick News—Why S. A. Goldsmith Is Optimistic—Houseman With Lyric Co.—Other News

MILWAUKEE, Wis., May 10.—A healthy demand for instruments especially when the call of the last three or four months is considered, has been developed by Milwaukee retailers in the last two or three weeks, and so far the business of May has shown up better than that of any similar period since the holidays. This is accepted as an indication that the tide has turned and from this time forward something more nearly like the "good old days" is to be expected in the way of trade activity. Supplies of instruments are gradually being brought down to a point where new buying of generous proportions is necessary, and the wholesale and jobbing trade consequently has received much encouragement in the way of orders from dealers.

Merchandising of talking machine records is proceeding with more and more activity, and the trade in these departments of music stores in Milwaukee is assuming almost unexpected scope. Record business in the first four months of 1921 shows up a better gain than any other department; in fact, while some divisions of the business have fallen somewhat below last year's volume there is not a store which has failed to mark up substantial gains this year.

There are two reasons for this splendid showing. One is that last year in the same period it was an extremely difficult matter for dealers to get adequate supplies of records, as a consequence of which their trade naturally was considerably restricted, for not all demands could be filled. Another reason is that the enormous number of instruments purchased in recent years require constant replenishment of records.

It was about a year ago that the first signs of what may be called the "consumers' strike" or "buyers' boycott" were noticed. From then until the holidays business took a genuine slump. With trade now coming back strongly and prospects bright for an accentuation right along, dealers confidently believe they will be able to exceed the monthly volume of last year without interruption for the rest of this year. It is a fact that some have been able to accomplish this by hard, intensive work in the last four months, but now they are able to pit a growing volume of business against a declining volume of a year ago, in comparative periods.

Sam A. Goldsmith an Optimist

Sam A. Goldsmith, vice-president of the

Ask them "up the state" what they think of "Badger" Service

G. F. RUEZ
Pres. and Treas.
H. A. GOLDSMITH
Secretary
S. W. GOLDSMITH
Vice-Pres. and General Mgr.

Badger Talking Machine Company

Victor Distributor for Wisconsin and Michigan

135 Second St.

Milwaukee, Wis.

Badger Talking Machine Co., Victor jobber, always a true optimist, says he is convinced that a decided turn has come in business affairs, and he points to a steadily increasing volume of orders for instruments to substantiate this view. Mr. Goldsmith is happy, too, that supplies of records are rapidly reaching really satisfactory proportions, in comparison with dealers' requirements. He regards it as significant that each succeeding increase in the record supply is immediately depleted by orders, so that there appears to be no chance of oversupply for a long time to come, if ever. As far as Victrolas are concerned an actual shortage in some styles has been developing.

Takes Over Orth Business

Charles J. Orth, Inc., a new corporation with a capital stock of \$100,000, on May 2 formally took over the business of the late Charles J. Orth, who died February 1. The active management is in charge of F. William Orth, formerly of Fond du Lac, Wis., and a brother to the late owner. Members of the staff have been admitted as stockholders and the business will continue to be operated as in the last two and a half months and during the preceding six months, when Mr. Orth's illness made it impossible for him to devote much time to the business. There has been no change in policy or in lines, the corporation continuing to act as exclusive Wisconsin and Upper Michigan distributor of the Puritan, made in Sheboygan, Wis. Good progress has been made in the development of the dealer organization, as well as in promoting the interests of the existing outlets and the new manager expresses himself as highly pleased over the present and future outlook.

A. G. Kunde Off to Europe

A. G. Kunde, 344 East Water street, who, on April 1, opened offices and warerooms for the distribution of the Homokord record throughout the United States, is now in Europe to look after the shipment of complete stocks to supplement the supplies already on hand prior to the active launching of the new business. Mr. Kunde sailed April 23 from New York and is expected back about June 1. This is his second trip abroad

within a year's time. Last August, when on a trip with the Wisconsin Bankers' Association tourist party in Europe, he conceived the idea of establishing an exclusive importing and distributing agency.

Fight "Open Competition" Bill

Mr. Parker has been doing some exceptional work in combating inimical legislation before the present biennial session at Madison, being frequently called upon to represent the talking machine trade before committees of the State Legislature. At a recent hearing the Milwaukee Association of Commerce sent Mr. Parker, Sam A. Goldsmith, Victor jobber, and Edmund Gram, a leading piano and talking machine dealer, to Madison to fight against an "open competition" bill, which would have enabled any dealer in any community to furnish a consumer any other commodity by eliminating agencies in effect. The proposed bill was the idea of a farmer up-State who had some difficulty in getting a certain article from his dealer, who handled a competitive line. Fortunately, the bill was pigeon-holed, for its enactment would have thrown the entire retail trade in Wisconsin into a heap.

Columbia Activities

Business in Columbia instruments and records has continued the expansion which was particularly noticeable following the recent price reductions. Record stocks in the hands of dealers have been moving rapidly, the reduced numbers having stimulated a generous increase in sales of the standard numbers at regular prices.

Brunswick Records Grow in Favor

One of the favorite topics of comment among dealers, as well as consumers, is the vogue which has been attained by Brunswick records. The demand, as expressed in orders flowing into the local branch of the Brunswick-Balke-Collender Co., is remarkably good and each week good percentages of increase are made. The Brunswick phonograph likewise is increasing in popularity and retail sales in Milwaukee are much better than a year ago, while reports from dealers throughout this branch's territory are equally encouraging.

(Continued on page 105)

CELINA CABINETS

are good cabinets at popular prices

Every Celina Cabinet is as beautiful and as finely built as the Louis XV Console shown here. It is correctly designed, mechanically made, and highly finished. From the standpoint of design, durability and price, it represents unusual value. We are content to have you judge our cabinets by what you can learn from those who bought them.

We gladly furnish all the information you desire.

The Celina Specialty Co.

Celina, Ohio



Louis XV



YOUR TIME HAS COME

Mr. Victor Dealer

For several years, Mr. Victor Dealer, you have been unable to follow your natural inclinations or convictions in the purchase of Victor goods.

You could get only a small portion of the Victrolas or Records you required and this caused you to seek as many sources of supply as possible.

Ordinarily, this is not a good policy and does not encourage the best support from a distributor. It has enabled you, however, to compare the business methods and efficiency of distributors, and should now be of value to you.

Your time has come, Mr. Victor Dealer, for with greatly increased Victor production you can now confine your source of supply to the distributors who have earned your continued patronage. Give preference where deserved.

Make haste slowly, however, in doing this, for there are many factors to consider in making your choice.

The following important qualifications on the part of distributors are highly essential:

Experience—Reputation—Financial standing—Service—and above all—Dependability.

It has been the Blackman Policy to build "good will" on "Dependability."

We have always tried to reward dependability among our dealers.

If we have earned your preference for Blackman Service we hope it will be reflected in your patronage.

You can best understand what Blackman dependability is going to mean to Victor dealers if you will call on us at our new address, 28-30 West 23rd Street, between 5th and 6th Avenues.

A welcome awaits you.

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



ACTIVITY PREVAILS IN MILWAUKEE*(Continued from page 103)*

"Dick," as Richard H. Zinke, head of the R. H. Zinke Music Co., is familiarly known, has achieved still more fame for the house by putting into the field a bowling team which won first place in the Milwaukee City tournament with the record high score of 2,932. Not long ago, in the Wisconsin State tournament, the "Zinke Musics" jumped into the lead early in the competition and held it until the final night, when another team nosed them out of first place by a few pins. Later, in the American Bowling Congress at Buffalo, members of the team came in for some big money. Thus the fame of the team, which is reflected upon the store, has traveled all through the State and nation. Mr. Zinke is one of the pioneer Victrola dealers of the Middle West and president of the Wisconsin Association of Music Industries.

Represented Milwaukee Trade in Chicago

The informal club of Victor dealers of Milwaukee, which numbers fourteen, recently was formally organized as the Milwaukee Victor Dealers' Association, with Leslie C. Parker as president and R. H. Zinke as secretary. Mr. Parker, who is president of the Badger Victrola Shop, represented not only the new association, but the Milwaukee Association of Music Industries at the Chicago convention this week.

Edison Business Satisfactory

Edison business is reported as very satisfactory by the Phonograph Co. of Wisconsin, of 49-51 Oneida street.

C. W. Houseman With Lyric Music Co.

The Lyric Music Co., Kimball dealer, has acquired the services of C. W. Houseman, of Portland, Ore. He formerly was with Wiley B. Allen Co., at San Francisco, for ten years and later served Reed-French and Bush & Lane at Portland.

Doing Well With the Vocalion

The J. B. Bradford Piano Co. reports a splendid reception for the Aeolian-Vocalion at both stores since it took over the exclusive representation of the entire Aeolian line on April 15. It continues to handle the Victor and the Sonora.

Open Branch in Janesville

The Phonograph Record Exchange Co. of America has opened a branch at 108 East Milwaukee avenue in Janesville, Wis., under the management of F. H. Koebelin.

New Quarters for Schuster & Co.?

It is reported that Edward Schuster & Co., operating three large department stores in Milwaukee and maintaining Victor departments in each, have bought a site of two square blocks at Twenty-seventh and Vliet streets for a proposed new store of the group. The present store, at Twelfth and Vliet streets, probably will be converted into a warehouse when the new store is completed. The original store is at Third street and Garfield avenue, and another at Sixth avenue and Mitchell street. T. G. Lehrner is general manager of the Victor departments.

P. M. OYLER MOVES INTO NEW STORE

Well-known Music Dealer in Harrisburg, Pa.,
Now Located in New Headquarters

The proprietor of a well-known music store for the past several years at 14 South Fourth street, Harrisburg, Pa., P. M. Oyler, lately moved into his new storeroom at 19 South Third street, that city. A complete and modern music store has been made of the premises after extensive and costly alterations. At the formal opening evening of the new store each patron visiting the latter was given a souvenir by the management. Mahogany characterizes the furnishings of the store throughout, while the decorations are in ivory and gray. Eleven booths for the demonstration of Victor records and machines, player-pianos and rolls, etc., have been installed. The sheet music department has been enlarged and a new addition to the piano department has been made. Q R S, Republic and Ideal rolls will be handled. Lewis Zarker has charge of the sales force,

WURLITZER'S FORMAL OPENING

New Victrola Store Presents "Artists' Day" as Opening Program—Manager Brennan Prepares Interesting Entertainment for Visitors—Paul Whiteman and His Orchestra Appear

Wurlitzer's New York Victrola department, in its handsome building at 120 West Forty-second street, was formally introduced to the New York public by a largely attended "Artists' Day," held on Saturday, April 23. H. A. Brennan, formerly Victor representative in Brooklyn, who is now managing this up-to-date Victor department, arranged an attractive and interesting program for that day. Paul Whiteman and his orchestra were engaged and entertained the many visiting guests during the day, playing numbers already recorded on Victor records. Mr. Whiteman would play a number with his orchestra and immediately following the Victor record of the same number was played on the Victrola, thereby giving the hearers a very fair comparative test of the Victor record. This feature was received with enthusiasm by the many visitors during the day. In addition to Paul Whiteman Mr. Brennan had secured J. Russell Robinson, the composer of "Margie"; J. Victor Arden, Max Kortlander, Zez. Confrey, all of whom are popular and well-known music roll recorders. These artists entertained during the afternoon by playing their own compositions on the piano and the same selections were then played on a Wurlitzer player-piano.

The Wurlitzer Co. announced this opening to New York through the medium of attractive newspaper advertising in all the local New York papers, inviting everyone to attend its first "Artists' Day." Mr. Brennan states that it was announced as "Artists' Day" because it was the first of a series which he intends to hold from time to time during the year, securing each time various artists who make Victor records and popular music roll recorders.

The Wurlitzer store was fittingly decorated for the occasion and especially attractive were the huge floral tributes presented by the Victor wholesale trade of New York. All the Victor wholesalers sent handsome floral gifts in acknowledgment of this very up-to-date and newest Victrola store in New York City.

Mr. Brennan states that a large number of people attended the opening and that many names were added to the list of regular sub-

scribers to the monthly house organ and the Wurlitzer invitation list. Mr. Brennan also stated that his staff is concentrating its energy upon the promotion of period model Victrola sales, as this well-equipped store is admirably adapted to take care of this class of trade.

This latest Victrola store, although opened only a few weeks, has made a very gratifying showing in actual sales of Victrolas and Victor records, and under the able management of Mr. Brennan, with his high-class sales force, it is confidently expected that it will soon become one of the leading retail Victrola stores in the country.

MAKE CAPITAL OF BASEBALL SEASON

Penn Phonograph Co. Co-operating With Dealers in Featuring Penn-Victor Dogs in Special Window Displays During Ball Game Season

PHILADELPHIA, PA., May 9.—During the baseball season of last year individual dealers have made excellent use of the Penn-Victor dog, produced by the Penn Phonograph Co., Inc., of this city, in window displays. One of these displays was cited by a noted advertising critic as an excellent example of timely display.

Realizing the attraction value that these baseball displays had last year, the Penn Phonograph Co., Inc., is co-operating with the dealers in a novel manner through the special decoration of dogs for this purpose. The Penn-Victor dogs have also been used for other timely events outside of the realm of baseball. Last year, in Boston, on the day of the Yale-Harvard game, one enterprising Victor dealer set up a gridiron in his window and had the opposing elevens made up of Penn-Victor dogs.

T. W. Barnhill, president of the company, reports that these dogs have earned for themselves great popularity and that new ideas for their use in display purposes are being constantly forwarded to him by dealers.

JOIN VAN VEEN FORCES

Van Veen & Co., Inc., manufacturers of hearing booths, record racks and store equipment for the talking machine dealer, have announced the appointment to their sales staff of W. B. Richards, covering Chicago and the Middle West, and J. J. Vandergrift, who will cover the territory East and South of Pittsburgh.



Repeat Orders
for
Mirrolike Polish

Received each day is proof positive that it is doing the work—and making friends of every user.

Dealers everywhere are capitalizing on Mirrolike Quality. It is an advertised Polish that sells on merit.

Write to-day for sample—Free

For shine—our only rival is the sun

MIRROLIKE MFG. CO.
LONG ISLAND CITY
8th St., Near Jackson Ave.

The reputable talking machine dealer does not compete by underselling. His appeal, therefore, must be on the basis of better service, and finer appointments. Van Veen Equipment is the essence of both.

Interior view, showing lobby, sheet music and phonograph departments



Installation made by Van Veen & Co. in Snyder Music Co.'s new store, Wilkesbarre, Pa.

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

THE IMPORTANCE OF THE MOTOR

Serenado Mfg. Co. Offers Unusual Guarantee Covering New Motor—Has Many Distinctive Qualities That Should Make Wide Appeal

CEDAR RAPIDS, IA., May 6.—The Serenado Mfg. Co., of this city, manufacturer of the Serenado talking machine, has introduced something novel in the shape of a five-year guarantee covering the Serenado motor. Every Serenado now shipped from the factory bears the following guarantee: "This instrument is guaranteed to be of high-grade workmanship and material throughout. Guarantee: The Serenado motor and each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of five years. Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect."

This new Serenado motor is the result of over two years' actual usage and the hardest kind of tests and the motor has responded so satisfactorily that the company has felt justified in issuing this five-year guarantee.

In announcing its new motor the company stated as follows: "We came to the conclusion that these troubles were largely due to a few things which could be well defined. First, complicated construction; second, the adjustment features in general use; third, tampering by owners or inexperienced mechanics.

"In order to eliminate these three troubles basically the Serenado motor is very simple, having fewer gears and parts than any motor on the market, and all of the parts are so standardized that none of the very fine bearing adjustments in general use is required. In fact, the various bearings are designed in accordance with general mechanical practice, as in the construction of clocks and other fine mechanisms.

"This motor is very accessible and may be taken down completely in one minute, and one who understands it may be blindfolded and reassemble it properly without any difficulty. After the motor is assembled and tested it is put under seal in order to eliminate that third cause of trouble, which is tampering either by the owner or by the inexperienced mechanic. Spring breakage has been reduced to a minimum by springs of special design and a unique arrangement which attaches the spring to the shaft throughout its full width, with a flexible connection which also eliminates entirely the jumping or knocking of the motor springs.

"The care of the motor is exceedingly simple. The spring barrels are permanently lubricated and as the motor itself is self-lubricating, all that is necessary is to supply a tablespoonful of oil once in six months through oil tubes provided for that purpose, extending through the motor board under the turntable. The motor board need not be disturbed. Remove the turntable and the oil can be readily supplied to the motor through the two oil tubes which are exposed."

FIRE DAMAGES PIANO WAREROOMS

Instruments and Tools of O. R. Butler & Co. Damaged to the Extent of \$1,500

Fire originating in the piano warerooms of O. R. Butler & Co., located in the Ashton Building, Grand Rapids, Mich., early last month, caused damage to pianos, talking machines and music tools amounting to \$1,500. The losses were fully covered by insurance. The fire was confined to the warerooms of the company, which are situated in the extreme rear of the seven-story building which houses that concern. Mr. Butler, who succeeded to the Kimball Co., stated that the fire would not interfere with the transaction of business. In 1916 the old structure that occupied the premises now used by the new Ashton Building was gutted by fire.

MEMORY CONTEST IN PORTLAND, ORE.

Nearly 1,000 Contestants in Great Music Memory Contest Held Recently Under Auspices of Music and Talking Machine Dealers

PORTLAND, ORE., May 4.—Portland's first music contest came to a close Friday afternoon, April 15, at the Public Auditorium and was a great success from every standpoint, and the fine records made by the children exceeded the fondest hopes of those in charge.

Comparative records show that the Portland contest was the most successful from a standpoint of popularity, number and results of any of the contests which have been held throughout the country under the auspices of the National Bureau for the Advancement of Music. A great deal of the credit belongs to Evelyn McFarland McClusky, of the educational department of Sherman, Clay & Co., who devoted all of her time and thought to making it a success. Mrs. McClusky received her preparation in the East, studying at the Victor factory at Camden, N. J., to fit her for just this type of work. The Portland school children called her "The Victrola Lady."

Fifty classical compositions were studied by the pupils and twenty of these were chosen for the final test and were presented to the children through the medium of a Victrola furnished by Sherman, Clay & Co., and a Chickering Ampico supplied by the G. F. Johnson Piano Co. Twenty-four grammar schools and four high schools entered teams of fifteen pupils, making 420 selected entries, but 982 took the final test, as every child above 70 per cent at the preliminary tests was eligible for the finals. Out of this number twenty-two made 100 per cent and thirteen made 99 per cent, while all entries scored high. The Glencoe school scored highest, as six out of the team of fifteen scored 100 per cent, and to this school was given a handsome picture of "Beethoven and Friends" by the Federated Music Clubs of Portland. The Creston school was second and received a prize of \$20 in gold from the Parent Teachers' Association, while the Oakley Green school won the third prize, \$10 in gold, given by the Musicians' and Woman's clubs. These schools will purchase records for their phonographs with the prize money. In addition, all those making 100 per cent and 99 per cent received a \$1.75 record from the following dealers: Sherman, Clay & Co., G. F. Johnson Piano Co., Sieberling & Lucas, Bush & Lane, Hyatt Talking Machine Co. and the Wiley B. Allen Co. They were also the guests of the Portland Symphony Orchestra at their concert, April 20, being chaperoned by Mrs. McClusky. Also each contestant who scored 100 per cent received a certificate of honor and all who qualified for the finals received a certificate of merit. Sherman, Clay & Co. are being congratulated for starting such a movement in Portland, and as a result of the movement it is an assured fact that more time will be devoted hereafter to musical appreciation in the Portland public schools. Mrs. McClusky had the hearty co-operation of the Portland music lovers.

VICTOR SHOP IN DEPARTMENT STORE

Gottlieb's Concern in Kenosha, Wis., Establishes Talking Machine Section—Tastefully Arranged and Competently Managed

KENOSHA, Wis., May 7.—Gottlieb's department store of this place has just opened a talking machine department which will handle all the latest styles lines of Victrolas and records. This department is modernly equipped in all respects with commodious sound-proof demonstration booths. J. M. Jensen, for six years with the Joseph A. Pitts Co. of this city, will be in charge of the new department on the second floor of the Gottlieb store.

After a year's operation of a music shop in Knoxville, Ill., Mrs. R. D. McCracken is closing out her stock of talking machines and records preparatory to retiring from business.

SEND-OFF FOR M. M. MITCHELL

Buehn Phonograph Co. and Office Staff Present Mr. Mitchell With Handsome Traveling Bag on His Resignation From That Company

PITTSBURGH, PA., May 10.—Mark M. Mitchell, for the past five and a half years manager of the retail store of the Buehn Phonograph Co., Edison distributor and dealer, resigned on May 1 to engage in private business and will locate at Warren, Pa. Mr. Mitchell's going was keenly regretted by the Buehn management, as he was well liked and was highly esteemed. The firm and sales and office staff presented Mr. Mitchell with a handsome leather traveling bag. On Tuesday evening, May 3, some of the members of the office and sales staff of the retail store who had been more intimately connected with Mr. Mitchell tendered him a farewell dinner. The arrangements for the dinner, which was held in a private dining room in the Paris Inn, were made by Mrs. Claudine Barnes and Mrs. Ruth Owens. An elaborate dinner was served.

Brief remarks eulogistic of Mr. Mitchell and his work and bidding him Godspeed were made by A. A. Buehn, treasurer of the company; Mrs. Barnes, Mrs. Owens and C. C. Latus. Others present were Mrs. Maynard Phipps, formerly Miss Marie Kinney; Miss Orilla Berry and Mrs. Mark M. Mitchell. Mr. Mitchell made a brief response.

Mr. Mitchell will be succeeded as manager of the retail store by L. A. O'Neill, who has been connected with that department for the past four years. Prior to that Mr. O'Neill was located in Wilkes-Barre, Pa., with the Murray Smith Co., talking machine dealer.

REGINA CO. CONCENTRATES

The New York executive offices of the Regina Co., formerly in the Marbridge Building, 37 West Thirty-fourth street, have been moved to the home office of the company in Rahway, N. J. The Regina factory is also located in the same city; thus the executive and the manufacturing departments are now concentrated in one locality.

MORE PROFITS IN THIS NEW MODEL No. 5



CHARMAPHONE NEW MODEL No. 5

means larger profits for the dealer.

Look at the design of this attractive model and think of the sales possibilities and you will understand why samples have been followed by repeat orders.

Quality cabinet with high standard equipment and at a price which creates sales and profits.

Send for price list and special dealers' arrangements.

Our illustrated catalog of the Charmaphone line sent on request.

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

Edison Amberola Message No. 17

There is no buyers' "strike" against the Edison Diamond Amberola. It has the confidence of the Public because it is THE phonograph of high quality and low price. Live Amberola dealers, everywhere, are "cashing in" on the Public's appreciation of this fact.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

NEW YORK TALKING MACHINE CO. NOW IN NEW QUARTERS

Prominent Victor Wholesaler Occupying 30,000 Square Feet in Willys-Overland Building—New Home Ideal for Distribution of Victor Products—Near Transportation Mediums

The New York Talking Machine Co., Victor wholesaler, is now located in its new home on the tenth floor of the Willys-Overland Building, 521-531 West Fifty-seventh street, New York. The moving was accomplished without the loss of a single day's work, and the old offices at 119 West Fortieth street, New York, were occupied until Saturday morning, May 14.

In its new home the New York Talking Machine Co. occupies a space of 30,000 square feet, all of this enormous area comprising a single floor. Under this new arrangement maximum efficiency is provided for each and every department, and, in fact, it is one of the largest single floors occupied by any wholesale establishment in the city. The lighting and working facilities are ideal, as the company occupies the entire top floor of the building, thereby permitting the organization to work in daylight practically the entire year.

For the past five years the New York Talking Machine Co. has been located at 119 West Fortieth street, New York, in one of the finest office buildings in the Times Square district. The business increased so rapidly, however, that

ough search of the city for a building that would give daylight working facilities, adequate floor space and efficient shipping outlets. They finally selected the Willys-Overland Building as ideally



The New Home of the New York Talking Machine Co.

located and equipped to meet every requirement.

The freight elevators in this building are tremendous in size and can accommodate an entire truck-load shipment of Victrolas at one time. The building is adjacent to every medium of shipping, being close to all of the piers and only a few minutes from the Pennsylvania Terminal. These ideal arrangements will enable the shipping department to give maximum service and co-operation to the company's clientele.

The equipment at the new home of the New York Talking Machine Co. represents the last word in the furnishing of an exclusive Victor wholesale establishment. There is all-steel equipment in the daylight record racks and shipping rooms, and steel equipment has also been provided for the repair department. As the floor area is more than twice as great as provided in its former quarters, the company will have exceptional record stock facilities.

Included in the equipment of this floor is a series of Dealer Service and display rooms which will be at the disposal of all visiting Victor dealers and which will contain innumerable sales helps of practical value. The New York Talking Machine Co. has for many years made a specialty of paying close attention to every sales idea that is offered for the stimulation of Victor business and these ideas and plans will be displayed to advantage in the new service rooms in the Willys-Overland Building.

In addition to occupying 30,000 square feet



Storage Headquarters on 11th Ave. and 37th St.

the floor space was found inadequate, and, in addition, the congested shipping and traffic conditions in this section of the city made it impossible for the proper handling of incoming and outgoing freight. When the executives decided to secure new quarters they made a thor-

of space in the Willys-Overland Building, the New York Talking Machine Co. also has large storage warerooms at Eleventh avenue and Thirty-seventh street. This building was leased last Fall and was intended for the storage of Victrolas. However, the shortage of Victrolas has heretofore prevented the company from utilizing this building to advantage, but it forms another link in the co-operation that is offered Victor dealers by the New York Talking Machine Co.'s service department.

WILL MAKE RECORDS

Nestor Mfg. Co. Incorporated With Capital of \$100,000 to Manufacture Records

DOVER, DEL., May 9.—The Nestor Mfg. Co. was incorporated this week under the laws of the State of Delaware for the purpose of manufacturing talking machine records. The capital is \$100,000 and the incorporator is the Guaranty Trust Co., of Camden, N. J. Details regarding the plans of the company are not available.



Place a
SAXOPHONE
in your window

Add a few
VIOLINS
UKULELES
GUITARS
BANJOS
ACCORDIONS
HARMONICAS

and other small instruments in everyday demand.

They will add the human element to your window displays and draw crowds of customers.

It costs no more to conduct an "Everything Musical" store than it does a Phonograph shop.

Write for our illustrated catalog of musical merchandise



Buegeleisen & Jacobson
5-7-9 Union Square
New York

Electro Platers and Polishers
DIE CASTING PLATING OUR SPECIALTY

Tumbling Barrel Plating—Gold, Silver, Nickel, Copper, Brass, Bronze

Our work is guaranteed high-class

Office Telephone Murray Hill 9070-9071

LUNA NICKEL PLATING CO.
347 FIFTH AVE.

Write for our prices

FACTORY: 224 CENTER ST.
Telephone Canal 9285

NEW YORK CITY



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

LONG
QUALITY
HANOVER, PA., U.S.A.

Making a Console out of A Table Model

The Console type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five "CONSOLES" are intended to be used in connection with the popular Victrola VI, producing a combination outfit that *looks like* a complete unit costing \$250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for these Console Cabinets indicate that they have caught the popular fancy, and they are bound to be big sellers. Place your orders NOW.

Write for copy of catalogue.

The Geo. A. Long
Cabinet Company
HANOVER, PA.

USED FOR FUNERAL SERVICES

Nebraska Undertaker Employs the Pathé Actuelle With Gratifying Results

PLATTSBURGH, NEB., May 5.—The universal power and influence for good of the phonograph has long been recognized by all lovers of good music, and while it has been frequently employed in churches, schools, clubs and public places generally, it has only recently played an important part in the conduct of funeral services.

In this connection may be cited the experience of J. P. Sattler, an undertaker of this city, who on several occasions has used the Pathé Actuelle in his chapel with the most gratifying results. In referring to the subject he explained that he often found it difficult to secure choirs or soloists, in lieu of which he found the phonograph an excellent substitute. Many beautiful hymns are available in record form, such as "Nearer, My God, to Thee," "Lead, Kindly Light," "In the Sweet Bye and Bye," "Shall We Gather at the River," "I Am Praying for You," etc., that are entirely appropriate for the occasion.

RECORD'S EDUCATIONAL VALUE

J. M. Dorey, of Columbia Graphophone Co., Gives Unique Demonstration in Normal School

ROCHESTER, N. Y., May 7.—The faculty and student body of the City Normal School here lately enjoyed a demonstration given by J. M. Dorey, of the educational department of the Columbia Co., showing how music may, by means of this instrument, be correlated with subjects in the school's curriculum. Records such as "The Dance of the Goblins" and "The March of the Little Red Soldiers" were used as story backgrounds, which were followed by records to whose music the children marched and skipped.

J. A. Abraham has opened a new talking machine store at 114-20 Boulevard, Rockaway Park, N. Y., and will represent the Victor products.

SIGNS ADVERTISING BILL

Governor Makes Other Measures Law by His Approval—Betts Bill of Interest

ALBANY, N. Y., May 6.—The Betts bill to promote truth in advertising was approved by Governor Miller to-day. The measure takes the word "knowingly" out of the existing law, thus making it impossible for dishonest advertisers and promoters of fake securities of merchandise to plead ignorance as a defense.

The Governor also signed a bill which prohibits the unauthorized use of photographs in advertising, excepting the photographs of anyone connected with the concern inserting it or of the product or article advertised.

MICKEL'S FAIR FOLDER

Interesting Circular of Great Value to Dealers Sent Out by Des Moines Jobber

An unusual, attractive and most descriptive folder has recently been issued by Mickel Bros. Co., Victor jobber, Des Moines, Ia. It is called "Mickel's Fair Folder" and illustrates some twenty-five articles which are decided sale stimulators. As the reading matter states, this folder is gotten up in order to bring before the dealers the many novelties which can be used for publicity at city, county and State fairs. Each item mentioned is graphically described and illustrated. The prices also are quoted.

However, not alone through the suggestion of suitable souvenirs has the Mickel Bros. Co. offered its co-operation for the successful representation of Victor dealers at the different fairs. It has instituted a fair department, which, as stated in the folder, will help and offer suggestions in connection with conducting successful fair exhibits.

The Universal Musical Instrument Co. has leased quarters in the new building at 13 Astor place, New York.

ATTENDED CHAMBER OF COMMERCE

J. Newcomb Blackman Represents National Association of Talking Machine Jobbers—Group Meetings at Convention Favor Sales Tax—New Referendum Will Be Mailed to Members

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, spent the closing days of April in Atlantic City, attending the National Convention of the United States Chamber of Commerce. French Nestor, of the Standard Talking Machine Co., Pittsburgh, Pa., and Mr. Blackman represented the National Association of Talking Machine Jobbers at this convention as counselors; Mr. Blackman was also a delegate, representing the Music Industries Chamber of Commerce.

The principal topic discussed at this convention was the sales tax idea. The United States Chamber of Commerce went on record, through its membership at a recent referendum, whereby a small margin of votes favored the elimination of the excess profits tax and the imposition of an excise tax on certain articles of wide but unnecessary use and made no recommendation on the sales tax.

In a chat with The World Mr. Blackman commented as follows anent this meeting of the United States Chamber of Commerce:

"A result of the group meetings of the convention was an overwhelming vote in favor of the sales tax. In the original meeting it was decided unwise to have the assembly bind the entire Chamber, and instead a new referendum to be sent out immediately was decided upon. The question asked in the former referendum was so worded that a confusing vote resulted. In the new referendum it specifically calls for a vote for or against the sales tax as well as the elimination of the excise tax. Judging, however, from the apparent predominating sentiment in favor of the sales tax in the convention group meetings, it is my judgment that the new referendum will result in a favorable vote for a general sales tax."



Style B



Style D



Style G

**Your Opportunity is Here—Right Now
Mr. Phonograph Dealer**

While this period of sales development confronts you, and only a phonograph of more than ordinary merit will attract popular notice, **SELL THE**

**Brooks
AUTOMATIC**

Repeating Phonograph

The Wonder Instrument That Appeals to Everyone

Different from the ordinary phonograph, distinctive features that the buying public has been waiting for
Beautiful Models :: Beautiful Tone :: Beautiful Finish
Prices Range, \$90 to \$300

Write for our new literature. Dealers are being appointed in all unoccupied territory

BROOKS MANUFACTURING CO.
SAGINAW, MICHIGAN



Style H



Style K

Free for the Asking!

THE BUSY TALKING MACHINE MERCHANT ANYTOWN, U. S. A.

The Talking Machine World Service,
373 Fourth Ave., New York City.

Gentlemen:

Please send me a few specimens of your newspaper advertisements which you say are institutional, exclusive, interesting, unusual, convincing, not expensive to publish in our local newspapers, but of the type that have the "Buy it today" flavor in them.

* * * * *

Also send me a few of your window display ideas which you say are timely, attractive, and the kind that will convince me that my windows will pay my rent.

* * * * *

Included with the above also send me a few of your merchandising ideas, which will show me new ways of getting business, handling customers, selling more goods, finding prospects, getting more out of my sales force and which I can cash into money.

* * * * *

And last but not least, send me a few of your sales letters, which you say will keep my cash register ringing.

* * * * *

It is understood that all this material will be sent me free of charge, with no obligation to buy, but that we are to have first choice for this wonderful sales builder exclusively for our city, provided some other dealer in our city isn't already a subscriber.

Very truly yours,

JOHN DOE.

Mail the Attached Coupon To-day

and we will furnish you with the same material called for in Mr. Doe's letter above.

My territory includes these towns.....
I handle these talking machines.....
Records.....
Other lines.....
Firm name.....
Address.....
City.....
State.....
Total population.....

HAPPENINGS IN THE DOMINION OF CANADA

SEVERAL NOTABLE CHANGES IN THE TRADE IN TORONTO

E. M. Berliner Succeeds H. S. Berliner as Officer of "His Master's Voice," Ltd.—R. H. Murray Toronto Manager—New Record Manufacturers—Brunswick Representatives Meet—Other News

TORONTO, ONT., May 5.—Changes in the management of His Master's Voice, Ltd, have been announced recently. On the board of directors Edgar M. Berliner has succeeded H. S. Berliner as vice-president, the latter having resigned from that office and as a director of the company. Thos. Nash has resigned as a director and as general manager of the company.

R. H. Murray, who was for many years connected with the Toronto office of His Master's Voice, Ltd., but who has been in Halifax for the past year, in charge of his firm's branch there, has been appointed Toronto manager. Mr. Murray removed from Toronto to Halifax to open up the branch in the latter city, which was put into operation to give the Maritime dealers the efficient service that headquarters at Toronto had become famous for.

J. N. Caswell, who has been connected with the Starr Co. of Canada, Ltd., for the past three years and who has a varied and valuable selling experience, has been appointed superintendent of agencies for Ontario for this firm. It is expected that the appointment of Mr. Caswell to this post will effect a closer co-operation between the Starr Co. and its various dealers throughout the province.

A recent visitor in Ottawa was Miss Mae Skilling, of Toronto, representing the educational department of the Columbia Graphophone Co. She made her visit under the direct auspices of the Ontario Department of Education to discuss musical possibilities in the schools of Ottawa. Miss Skilling delivered an address on the subject of "Music in the School" before the Woman's Canadian Club in Orange Hall, and was heard by a large gathering. She illustrated various arguments of her talk with phonograph selections, and made an appeal to the Woman's Canadian Club to ask the Department of Education to introduce music into the schools to a greater extent. A Columbia Grafonola and records were loaned for the purpose by the C. W. Lindsay Co., Limited.

The branch managers and travelers of the Musical Merchandise Sales Co., distributing Brunswick phonographs and records, Q R S music rolls, Brilliantone needles and other accessories, recently spent two interesting and instructive days in Toronto at a sales conference. F. A. Trestrail discussed the advertising plans and showed the men the extensive dealer's helps that are being prepared, the newspaper advertising arrangements and several other campaigns that will be introduced. He pointed out that the position the Brunswick has achieved in the trade is not only due to successful selling, but to aggressive and liberal advertising support. Other subjects discussed were, "How to Start a Phonograph Dealer," "How to Start a Record Dealer," "What We Have in Accessories and Supplies," "What Do Dealers Want Changed or Improved in Our Line?" "Closing Business by Mail" and "Open Discussions." On the first day the meeting adjourned at noon and a round-table discussion was held at lunch at the Ontario Club. In the evening a banquet was held at the King Edward, followed by attendance at the hockey match between Ottawa and Toronto for the N. H. L. championship. The following morning the men visited the Brunswick factory.

The final session was an open discussion and it gave the men an opportunity to express their opinions on their different problems. These were dealt with and solved by general discussion. The conference was closed with some timely remarks by Mr. Puckett, and a tribute was paid to the late John E. White, who was so instrumental in

helping to build up the success of the Musical Merchandise Sales Co.

Both the Messrs. Trestrail and Puckett expressed themselves pleased with the results of the gathering and the company plans to have two such conferences yearly.

A cardboard cut-out of a rabbit placed in the window of his new store at 920 Queen street E., proclaims to passers-by the fact that L. J. Burrows, the piano man, is also a talking machine dealer in that neighborhood. The word "burrows" is invariably connected with a rabbit—hence the use of the cut-out or trade-mark. Starr-Gennett records, Gourlay phonographs and pianos are the lines which are carried.

It is now made public that H. S. Berliner, former vice-president of the Berliner Gramophone Co., Ltd., and His Master's Voice, Ltd., announces a new record and dealer's proposition. The Sun Record Co., of which Thomas Nash is manager, has taken premises at 210 Adelaide street West, Toronto, Ont., near the corner of Simcoe street. Mr. Nash's resignation from the general management of His Master's Voice, Ltd., and the directorate of Berliner Gramophone Co., Ltd., was referred to at length in the April issue of The World. F. Fridberg, who was for eight years with His Master's Voice, Ltd., has joined the new record company. Mr. Fridberg is to have charge of the business office and will, in addition, concentrate on records, statistics and delivery service. Allan C. Kerrigan, also with His Master's Voice, Ltd., in the capacity of sales manager and with which firm he had been connected for over four years,

has joined the new firm and will represent the new record proposition as wholesale representative in the Province of Ontario. Mr. Kerrigan is well and favorably known throughout the retail phonograph trade. Complete particulars of this new record proposition will be in the hands of the trade very shortly. In the meantime an exceptionally interesting proposition is assured by the fact that behind it is an organization thoroughly grounded in the record business and by the fact that at the head of the organization is H. S. Berliner, who occupies a unique place in the record industry.

With a view to enlarging the scope of its service to phonograph manufacturers and dealers the Russell Gear & Machine Co., Ltd., this city, has secured sole Canadian rights to sell the Howe ball-bearing tone arm and reproducer.

F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, distributor in Canada for the Brunswick line, recently left just before noon and ere 3 o'clock of the same afternoon had sounded he had returned to his office. Mr. Trestrail aeroplaned to Camp Borden, a distance of seventy miles, delivered a luncheon address, flew the return seventy miles and at 3 o'clock was seated in his own Toronto office. Mr. Trestrail was the guest of the officers at Camp Borden and, following the luncheon, delivered a breezy address on "How Phonograph Records Are Recorded and Made."

J. N. Caswell, who has been connected with the Starr Co. of Canada, Ltd., for the past three years and who has a varied and valuable selling experience, has been appointed superintendent of agencies for the Province of Ontario for this firm.

This move will effect a closer co-operation between the Starr Co. and its various dealers throughout the province.

STEADY GROWTH OF BUSINESS REPORTED IN MONTREAL

Talking Machine Trade Throughout the Dominion in Satisfactory Shape—Many New Concerns Entering the Field—Trade Optimistic Regarding the General Outlook for 1921

MONTREAL, QUE., May 2.—Taking everything into consideration, the talking machine trade throughout the Dominion is keeping up in fairly good shape, and if reports from the States are correct the retailers on this side of the border have a little the best of the market. Despite the slowing up in buying there is a substantial number of new concerns entering the field, and likewise a number of established houses expanding their business.

Cantor Joseph Rosenblatt, Columbia artist, recently appeared in recital at the Mount Royal Arena. As a consequence it livened up the demand for his records.

Phonograph Sales Co. has opened a branch of its Laurier avenue store at the corner of Notre Dame and Rose de Lima streets, St. Henry, where it will feature Columbia Grafonolas and records.

At the recent formal opening of the new Orchid Parlor and mezzanine of C. O. St. Jean's

store in Sherbrooke, Que., the softness of a Victrola provided by H. C. Wilson & Sons blended with the subdued conversation, adding just the right touch to homelike surroundings.

New firms registered recently include: St. Henry Phonograph and Record Exchange, Cherrington Mfg. Co., of Canada, phonograph accessories and Canadian phonograph distributor; Phonograph and Record Exchange, Phonograph Record Repeater Co.

Brown's Talking Machine Shop recently sold a Magnavox to Roseland, Montreal's newest dance hall de luxe. This instrument will be utilized for announcing dances, etc.

Irving and Jack Kaufman, Emerson artists, recently appeared in vaudeville at the Princess Theatre.

Frank Oldfield, a Canadian baritone of no small importance and an exclusive Victor artist, recently made his debut to talking machine

(Continued on page 114)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

EVERYBODY LOVES—

Peggy O'Neil

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



An adorable Song about a charming girl.

You can HEAR IT and BUY IT HERE!

BUSINESS PROGRESS IN MONTREAL
(Continued from page 113)

owners in his first recordings, which we understand met with a spontaneous success.

The Retail Merchants' Association of Canada, following a resolution passed at the Dominion board convention last Summer, decided to inaugurate a legislative and welfare fund of \$100,000, which is to be held in trust and used exclusively in the interests of all sections of retail trade. The campaign will be inaugurated in the Province of Ontario and a very representative committee has been formed in Toronto.

The annual meeting of shareholders of C. W. Lindsay, Ltd., was held recently and was largely attended. The president, C. W. Lindsay, presided. The financial statement presented to the meeting by the company's auditors showed that the net results were about the same as the year

preceding, which was the most prosperous in the history of the company. The directors voted bonuses to the employees at all branches, ranging from 20 per cent to 5 per cent of their respective salaries and payable May 1 to every employe who has served continuously with the company since March 1, 1920.

The usual 7 per cent preferred and 8 per cent common stock dividends were declared and a handsome amount carried to reserve. The old board of directors was re-elected, namely: C. W. Lindsay, A. McDiarmid, A. E. Brock, J. A. Hebert and E. Hamilton. At a later meeting of the board the following appointments were made: C. W. Lindsay, president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer. The managers from all the branches attended the meeting and in the evening were entertained at a banquet held at the Ritz-Carlton.

TRADE NOTES FROM WINNIPEG

Winnipeg Piano Co. Takes on Starr Phonograph —New Home for Mason-Risch Co.

WINNIPEG, MAN., May 2.—The Winnipeg Piano Co. has taken on the agency for the Starr phonograph. This concern has been handling Gennett records for some time.

M. Frankland, manager of the phonograph department of the Winnipeg Piano Co., has returned to his duties after a serious illness of several weeks' duration.

The Mason-Risch Piano Co., Ltd., expects to be in its new quarters in the Glines Block very shortly. The new building will afford greatly enlarged space to better display the fine lines of pianos and phonographs handled.

Most amusing was the incident which occurred recently at an Edmonton skating rink. A Magnavox had been sold by Heintzman & Co. with a Victrola to the Midway Rink, for the purpose of supplying the music for the skaters in the evenings. The result was a most indignant complaint sent in by the neighbors for several blocks around, asking the proprietors to request the orchestra to modify the loudness of its music.

INSPIRING TALK BY R. H. MURRAY

Discusses Trade Topics Interestingly at Closing of Taylor Music Co.'s Sales Classes

HALIFAX, N. S., May 6.—The last of the series of sales classes conducted by the Taylor Music Co., of this city, for the benefit of its inside and outside selling staff was held recently at the Green Lantern in Halifax. The speaker of the evening was R. H. Murray, manager of the Halifax branch of His Master's Voice, Ltd., who gave a very inspiring talk on the subject of "sweating" record sales. Mr. Murray pointed out principally that salespersons' efforts, in the case of "inside" salespeople, were measured by the difference between the sale of a single record and what was actually finally sold to the customer, reasoning with his audience in such a way that it was evident to them that where they made a single record sale only they were not justly entitled to any credit for selling same, for in ninety-nine out of a hundred cases the customer, having walked into the store of his own volition, would have bought that record in any event, even if there wasn't a single salesman in the place, and records were sold via slot machines.

However, if the salesman succeeded in selling that customer, through persuasion or suggestion, two or three more records, some needles, an album, etc., which the customer needed but which he was not aware he needed when he came in to purchase one record—that was really selling, and selling which would eventually build up a splendid reputation for the salesman. Mr. Murray emphasized the fact that the root of all knowledge is curiosity and the root of all success is knowledge, advising his hearers that if they developed their lump of curiosity in the right direction success could not help but come to them.

TORONTO ASSOCIATION MEETS

First Meeting of Toronto Phonograph Dealers' Association for 1921 Results in Many Topics of Interest Being Discussed

TORONTO, CAN., May 5.—The first meeting for 1921 of the Toronto Retail Phonograph Dealers' Association was recently held at Hunt's, Limited. The meeting was preceded by a dinner, which seemingly provided the enthusiasm and pep evidenced throughout the meeting proper which followed. H. Ruthven McDonald, the president, occupied the chair.

An election of officers for the ensuing year then prefaced the general business of the evening. Without losing time it was moved by Mr. Ruse that M. E. Standfield, of the Standfield-MacPherson Co., be elected president. The motion met with the unanimous endorsement of those present. Ruthven MacDonal, the retiring president, surrendered the chair to Mr. Standfield and the election of officers proceeded. H. Rits, of the Toronto Grafonola Co., was the choice for vice-president and the office of secretary-treasurer was assigned by general consent to both H. E. Rorke, of Mason & Risch, Ltd., and J. D. Ford, of the R. S. Williams & Sons, Co., Ltd.

With the appointment of these officials the business got rapidly under way. The new president outlined the policies of the Bloor-Bathurst Business Men's Association, of which he is the president, placing emphasis on the fact that much of the success due to that organization was attributable to the way they had divided the Bloor-Bathurst district. It had been subdivided into sections, each section supplying one man to the Association's executive committee. This method of appointing an executive Mr. Standfield commended to the phonograph men. It was readily accepted by them and the subdivision of Toronto into districts, each of which would supply a member to the executive, was commenced. Among those elected to the greater executive were Messrs. Graham, Mosier, Grant, Porter, Griffith, Davey, Coleman, Baulch, Beatie and Rupp.

Mr. Rorke, the secretary, then read a letter which he had received from A. G. Farquharson, secretary of the Music Trades Association of Southern California, in which the formation of a national dealers' association was urged.

Mr. Rorke was instructed to write for further information before any action should be taken in the matter.

H. Rits, the new vice-president, evoked considerable healthy discussion when he proposed the establishment of a system of keeping a record of undesirable customers. For instance, here might be a record of particulars of those who, having purchased a phonograph from a dealer, would not meet payments, thereby causing a repossession, and then would deliberately turn around and seek to purchase an instrument from another dealer. By supplying the dealers in the Association with the names of such individuals it would tend toward their mutual protection, Mr. Rits affirmed. Mr. Standfield then advised the Association's taking out a Government charter so that it could legally pass on to dealers names of people who had not kept up their payments. It was moved and seconded that the executive committee get legal advice in connection with the taking out of such a charter.



No. 35767/10 Palm Plant, natural prepared, everlasting.

My SEASONABLE CATALOGUE No. 35 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be MAILED FREE FOR THE ASKING.

Inches High	Palm Leaves	With Pot	Without Pot	
35767/4	24	4	\$1.10	\$0.60
35767/5	30	5	1.25	.75
35767/7	42	7	2.50	2.00
35767/10	48	10	3.00	2.50

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

BRUNO

The Hall-Mark of Success



OCCUPYING the place of honor in the General Offices of the Victor Talking Machine Company in Camden, New Jersey, is the original oil painting of the trade-mark "His Master's Voice." And it is quite natural that this picture—a picture showing the best known trade-mark in the whole universe identifying the world's greatest musical instrument—should be so favored.

Why not you too, Mr. Victor Dealer, utilize the "place of honor" in your store for your display of the world famous trade-mark? Can you imagine anything bigger or better? Isn't it the very thing that has helped to identify you as the prosperous and highly reputed merchant in your community? Surely, therefore, you must be anxious to have this most valuable trade-mark occupy the preferred position in your establishment.

And now, Mr. Victor Dealer, the Victor Company has made it possible for you to secure a large size reproduction of the Victor trade-mark in oil paints at the modest cost of \$7.50. It is a large and beautiful picture in many colors mounted on canvas with a heavy wooden frame finished in antique gold measuring 27 $\frac{3}{4}$ inches in height and 33 $\frac{1}{2}$ inches in length. The picture so closely resembles the original painting that it is quite impossible to tell them apart, and for dignity and refinement, it cannot be surpassed.

Every progressive Victor Dealer must realize the prestige and profits to be derived by the proper display of the great and familiar trade-mark "His Master's Voice."

The picture may now be obtained through Victor distributors. See that your order goes through at once. It will be the smallest investment for the largest returns you ever made.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Distributors to the Dealer Only



The Quickest and Biggest Hit of the Year

CHERIE

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

MUSIC IN BUSINESS AND EDUCATION

The Basis of Talks Given Before Ohio Music Teachers by Chas. D. Isaacson and Mrs. Frances Elliot Clark, of the Victor Co.

DAYTON, O., May 2.—Music as a distinct asset to business life was the theme around which Charles D. Isaacson, music editor of the New York Globe, centered his talk at the luncheon of the Ohio Music Teachers' Association.

Mr. Isaacson advocated the recognition of art as an essential factor in city life. Business progress will result, he said, in recognition of any of the fine arts. "The future of America lies in the future of American tastes," he said, "and if that level can be elevated it is possible to raise the entire life."

Education of children in music was urged by Mrs. Frances Elliot Clark, head of the educational department of the Victor Talking Machine Co., as one means of making America the greatest music nation in the world. "Instilling

of the fundamental principles of music in the child at an early age is just as important as the teaching of other subjects," she said. "One means of accomplishing this is through the school orchestra."

PATHE CAMPAIGN IN BALTIMORE

W. A. Steer & Bro., Local Dealers, Do Some Strong and Effective Advertising

BALTIMORE, Md., May 6.—W. A. Steer & Bro., Pathé dealers of this city, recently conducted an active and sensational advertising campaign embodying a number of interesting features which served to deliver the Pathé message in a strong manner to the public in the Monumental City.

The big drive comprised various forms of advertising, including full-page ads in the newspapers, featuring the new electric never-wind motors, illustrations and cuts of the various models and the chart showing the course of labor, material and Pathé cost for the last seven years.

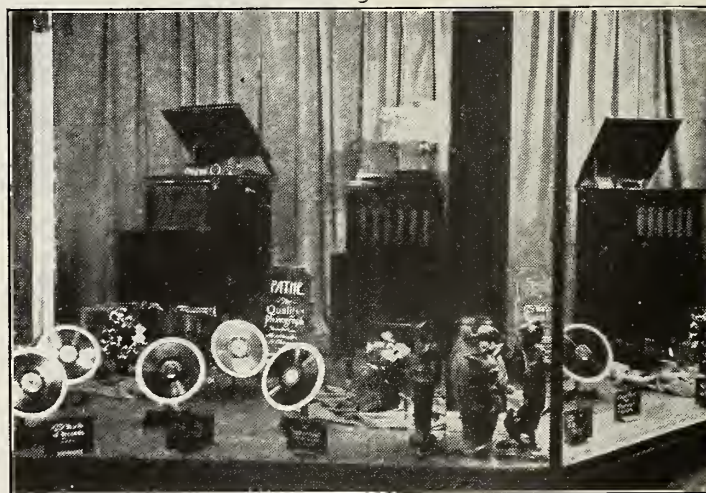
Some very striking and beautiful window displays were also shown with the popular and classic models as outstanding features, the trims being embellished with colored cards, bright festoons and streamers, flowers and potted plants, statuettes, photographs and records of the popular artists and musicians. The displays occasioned much favorable comment and an idea of their attractiveness is conveyed by the illustration herewith given.

The Cirola Phonograph Corp., manufacturer of the Cirola portable phonograph, is moving into a new building it has purchased at 393 High street, Newark, N. J. In this new plant it will have 20,000 square feet of floor space available for manufacturing purposes.

MUCH EDISON LITERATURE

Thomas A. Edison, Inc., Increasing Its Publicity Material Each Month

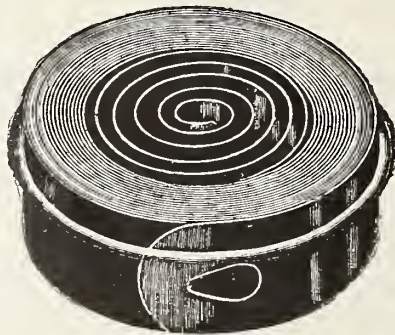
The statistics recently available through the advertising department of Thos. A. Edison, Inc., should serve as a very fine inspiration to retail merchants throughout this industry who have not shown a disposition to go out after business in a truly vigorous manner. The Edison company has demonstrated its belief in the wisdom of this policy in a most concrete manner and incidentally the results that are accruing prove



Steer & Bro.'s Attractive Pathé Window

the policy to be right in every particular. The figures we have in mind show that the direct mail literature sent out from the Edison headquarters at Orange during the month of March, 1921, increased by 40,000 pieces over the amount sent out from the month previous. This increase applies only to literature which the Edison company sends out to the dealer's prospects to help him sell his merchandise, and includes such matter as copies of "Along Broadway," form letters and invitations to visit Edison shops. These facts indicate not only Edison enterprise, but tell of the business betterment which is now evident in the industry.

Main-Springs



For any Phonograph Motor Best Tempered Steel

3/8 inch x 10 feet for all small motors	Each	\$.40
1/2 " x 10 " " Columbia, Pathe, Heineman		.45
1 " x 10 " " Columbia		.50
1 " x 11 " " Columbia with hooks on end		.60
1 " x 13 " " Victor		.50
1 1/4 " x 18 " " Victor, new or old style		.75
1 " x 12 " " Heineman and Pathe		.60
1 3/16" x 18 " " Heineman and Pathe		1.05
1 " x 10 " " Saal Silvertone and Sonora		.60
1 " x 13 " " Brunswick, Saal and Sonora		.70
1 " x 16 " " Brunswick, Saal and Sonora		.85
1 1/2 " full size for Edison Disc Machines		1.90

SAPPHIRES—GENUINE

Pathe, very best, loud tone, genuine, each 15c, 100 lots \$11.50.
Edison, very best, loud tone, 15c each, or \$12.00 in 100 lots.

TONE-ARMS

The very best in throw-back style, very loud and clear, \$5.00 each.
Tone-arm with the best reproducer, Universal, \$3.50 each.

PHONOGRAPH NEEDLES

We are jobbers in Brilliantone Steel Needles, Magnedo, Wall-Kane, Tonofone, Nupoint, and the Gilt EDGE Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—Prices are F. O. B. St. Louis. Send enough to cover postage if wanted by parcel post, or we will ship by express.

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

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Tel. 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54 1/2 Franklin St.
NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the seventh of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

NEW WINE IN OLD BOTTLES

The hundreds of talking machine men (and women, too) who flocked to Chicago during the conventions of the music industries which came to their end just as this issue of The Talking Machine World was published came for various reasons. Many of them, of course, are engaged in other branches of the music business. Many wanted to see the very latest things in all branches of the music industries. Some, at least, must have wanted to see at first hand how talking machine retailing is conducted in some of the great Chicago stores whose names come to the lips whenever talking machine men are gathered together.

Putting Music to Work

Whoever, at any rate, did come to Chicago with the last of these ends in main view must have been struck with the very remarkable work which is being done by the great house of Lyon & Healy in respect of exploiting music to the public. Recognizing their position as retailers of "everything in music," they have come to see that the best way of advertising their own many lines of musical goods is to maintain a pretty constant exhibition of the same in process of use. In a word, they do not content themselves with putting their pianos, their talking machines, their violins, their saxophones, their sheet music, or what not, on upper floors or behind glass cases. They maintain on their ground floor an almost continuous concert from noon to night, day by day and week by week, in a commodious concert hall, to which the public is invited to come without charge. Here musicians play all sorts of musical instruments, sing all sorts of songs, and even give concerts of quartet and ensemble music. Here talking machines are giving forth their tuneful message hour by hour, with regular set programs of the finest records, programs announced a week beforehand and treated with as much care as if the artists who have made the records were bodily present. A constant stream of men, women and children files through the Lyon & Healy concert hall. The message of music is daily carried to hundreds in the most direct and effective manner, and the house's persistence in the policy, at a very considerable cost, shows that the results thereof are steadily reflected in the sales totals on all lines of music and musical instruments.

Refuting an Excuse

Now this is mentioned mainly because the commonest excuse given by those who are accused of not exploiting the talking machine sufficiently is that all the public methods have been tried already. One special complaint is that "recitals are nothing new and the people are tired of them." As a matter of fact, the people are not to be seduced from their accustomed apathy as to things musical by any ordinary cut-and-dried event. That much is certainly true. The sound of a talking machine is nothing new. Pass along the street on any fine day and every music store is filled with the strains of operatic, dance, comedy or jazz music. There is nothing new about talking machine music. There is even nothing new about the invitation to come in, sit down and listen to talking machine music. But there may be all sorts of things new about the way it is done. And it is just in finding out new ways and putting them across that the successful exploiters are distinguished from the general run of their competitors. It is just here, that is to say, that the finished work of a house like Lyon & Healy stands out.

Of course, a talking machine recital can be the most cut-and-dried affair in the world. It may be the merest serving up of the husks of music, badly selected and badly presented. But when a little imagination is used and those who have such affairs in charge try to put themselves in the place of the casual member of the public who may drop in to listen, then we begin to see how an unfruitful idea may be made very fruitful indeed. Let us just look at things from this standpoint.

The sole and only value of the talking machine to the consumer lies in that machine's ability to provide music of all kinds whenever wanted. But the life-blood of the sale and of any subsequent interest the consumer may take in the store is in the record. The record must be kept

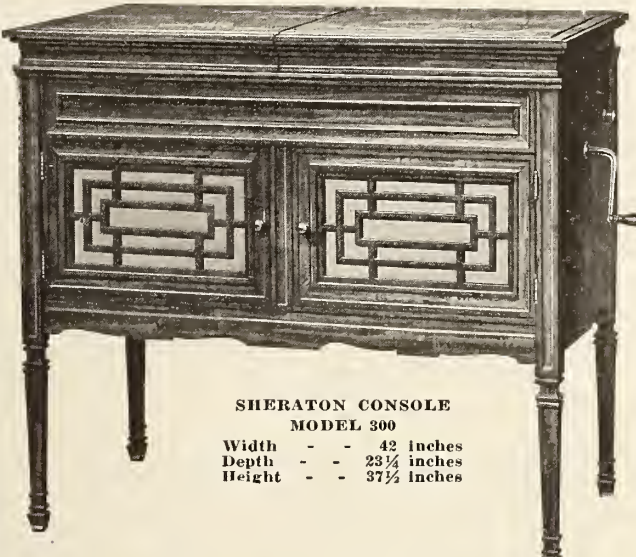
before the thought of the people by every possible means, and it will soon be found that if this is done the problem of selling the machine itself becomes really very simple, and, from an advertising copy standpoint, really secondary.

Putting the Personality Across

But what is it that makes the record interesting to the public? The fact that each disc represents the work of one or more living persons, singers, pianists, violinists, orators, or what not. The disc itself is nothing important. But what the disc represents is very important indeed. It is this sense of touch with a living personality, with the living utterance of a living artist, which makes the record interesting. Plainly, then, all public demonstrations should be connected in

(Continued on page 120)

Give the Public What It Wants!



SHERATON CONSOLE
MODEL 300

Width	-	-	42 inches
Depth	-	-	23 1/4 inches
Height	-	-	37 1/2 inches


TODAY—The demand is all for the console type.

Can you supply them? We can!

We will furnish you with consoles in the popular styles


of Period Models and do so at a cost that makes business possible even in these days.

Write for our prices and full information on equipped or empty cabinets or we will equip them according to your own ideas and with your own fittings expertly.



QUEEN ANNE CONSOLE
MODEL 200

Width	-	-	40 inches
Depth	-	-	23 1/4 inches
Height	-	-	36 3/4 inches



QUEEN ANNE CONSOLE
MODEL 190

Width	-	-	36 inches
Depth	-	-	22 1/4 inches
Height	-	-	36 inches

SINGER TALKING MACHINE CO.

575-9 Market Street - - Milwaukee, Wis.



CRITONA RECORDS

Stripped of all unnecessary verbiage, and with all highly technical and descriptive language eliminated, the musical and commercial value of a phonograph record depends upon the *fidelity with which the voice of the artist and the music of the instruments is reproduced.*

The time has come when the music-loving public is not satisfied with a record because it is *musically interesting*, though the music produced is only an *approximation* of the artistry of the musicians. The demand is for *fidelity of reproduction*. CRITONA RECORDS reproduce with *fidelity*.

Among the first releases of CRITONA RECORDS will be found brilliant examples of such recording, and students of the recording art whose knowledge is such that they demand genuinely true reproductions of music, will be vitally interested in listening to these initial CRITONA RECORDS.

Artists recording for CRITONA RECORDS are of unquestionable standing in the musical world, and have attained a success which will immediately command the attention and interest of all lovers of music. This field today is so broad, and there are such a vast number of excellent musicians available, that the *art* with which the voices are recorded is of *vastly greater importance* than the particular *name* of any individual star.

CRITONA RECORDS are mechanically recorded with what is known as the lateral, or zig-zag cut, and may be played on all makes of phonographs. They are recorded with such finesse and delicacy of detail that they will produce music when played on any phonograph with the best results which that particular phonograph is capable of producing.

Critona Sales and Recording Policies

CRITERION RECORDS, INC., will record Operatic, Popular, Classical and American Standard music by famous vocal and instrumental artists.

CRITONA RECORDS will be sold to the *Independent Dealer*, that is, the dealer in phonographs manufactured by companies which do not manufacture a satisfactory record outside the field of popular music.

CRITERION RECORDS, INC., enters the field of phonograph merchandise at the point where most of the record manufacturers leave off.

THE DEALER who has only popular and indifferently recorded operatic and classical records to offer his trade may now enlarge his field with CRITONA RECORDS of the highest order, musically and artistically, and thus compete with the best.

CRITERION RECORDS, Inc.

1227 Broadway

New York City



CRITONA RECORDS

First Releases

EVA LEONI—Coloratura Soprano

ONE DOLLAR EACH—10-inch, S. F.

- * 1013 IL FLAUTO MAGICO (Mozart). Soprano Solo...Leoni
- 1014 MIGNON—POLONESE (Thomas). Soprano Solo...Leoni
- 1009 ROMEO & JULIET—VALSE (Gounod). Soprano Solo, Leoni
- 1029 RIGOLETTO—CARO NOME (Verdi). Soprano Solo...Leoni
- 1030 LO, HERE THE GENTLE LARK (Bishop). Soprano Solo.....Leoni
- 1031 LAKME (Bell Song) (Delibes). Soprano Solo.....Leoni

MILLO PICCO—Baritone

ONE DOLLAR EACH—10-inch, S. F.

- 1010 TROVATORE—IL BALEN (Verdi) Baritone Solo...Picco
- 1011 TRAVIATA—DE PROVENZA (Verdi). Baritone Solo.....Picco
- 1012—ZAZA—BUONA ZAZA (Leoncavallo). Baritone Solo...Picco
- * 1032 FAUST—DIO POSSENTE (Gounod). Baritone Solo...Picco
- 1033 PAGLIACCI—PROLOGUE, Part 1 "A Word." Baritone Solo.....Picco
- 1034 PAGLIACCI—PROLOGUE, Part 2 "Sunque." Baritone Solo.....Picco

MILAN LUSK—Violinist

ONE DOLLAR EACH—10-inch, D. F.

- 8035 SERENADE (Pierne). Violin Solo. Pianoforte by Mme. L. V. Wetche
- SERENADE (Schubert). Violin Solo. Pianoforte by Mme. L. V. Wetche
- 8036 SERENADE (Drigo). Violin Solo. Pianoforte by Mme. L. V. Wetche
- HUMORESQUE (Dvorak). Violin Solo. Pianoforte by Mme. L. V. Wetche
- * 8037 SOUVENIR (Drdla). Violin Solo. Pianoforte by Mme. L. V. Wetche
- TRAUMEREI (Schumann). Violin Solo. Pianoforte by Mme. L. V. Wetche
- 8038 CAVATINA (Raff). Violin Solo. Pianoforte by Mme. L. V. Wetche
- MINUET IN G (Paderewski). Violin Solo. Pianoforte by Mme. L. V. Wetche

CARLO FERRETTI—Baritone

ONE DOLLAR EACH—10-inch, S. F.

- * 1007 CARMEN—Toreador Song (Bizet). Baritone Solo, Ferretti
- 1008 ZAZA—ZAZA, PICCOLA ZINGARA (Leoncavallo). Baritone Solo.....Ferretti
- 1023 FORZA DEL DESTINO—SON PEREDA (Verdi). Baritone Solo.....Ferretti

- 1024 BALLO IN MASCHERA (Verdi). Baritone Solo..Ferretti
- 1025 RIGOLETTO—CORTIGIANI (Verdi). Baritone Solo, Ferretti

- 1026 GIOCONDA (Ponchielli). Baritone Solo.....Ferretti

ANTONIO ROCCA—Tenor

ONE DOLLAR EACH—10-inch, S. F.

- 1003 RIGOLETTO—QUESTA O QUELLA (Verdi). Tenor Solo.....Rocca
- 1004 RIGOLETTO—LA DONNA E MOBILE (Verdi). Tenor Solo.....Rocca
- 1005 TOSCA—RECONDITA ARMONIA (Puccini). Tenor Solo.....Rocca
- * 1006 TOSCA—E LUCEVAN LE STELLE (Puccini). Tenor Solo.....Rocca
- 1027 GIRL OF THE GOLDEN WEST (Puccini). Tenor Solo.....Rocca
- 1028 PAGLIACCI—VESTI LA GUBBA (Puccini). Tenor Solo.....Rocca

PIANO SOLOS

EIGHTY-FIVE CENTS EACH—10-inch, D. F.

- 715 COME BACK TO ERIN (Claribel). Piano Solo, Jack Glogau
- MOTHER MACHREE (Olcott-Ball). Piano Solo, Phil Ohman
- 716 DIXIELAND (Emmett). Piano Solo.....Jack Glogau
- OLD FOLKS AT HOME (Foster). Piano Solo...Phil Ohman
- 717 MELODY IN F (Rubinstein). Piano Solo...Jack Glogau
- ANNIE LAURIE (Douglas-Scott). Piano Solo...Phil Ohman
- 718 I LOVE THEE (——). Piano Solo.....Phil Ohman
- GOOD-BYE (Tosti). Piano Solo.....Phil Ohman
- 719 HEARTS AND FLOWERS (Tobani). Piano Solo, Phil Ohman
- JUST A SONG AT TWILIGHT (Bingham-Malloy). Piano Solo.....Phil Ohman
- 720 SILVER THREADS AMONG THE GOLD (Rexford-Danks). Piano Solo.....Phil Ohman
- SWEET ADELINE (Armstrong). Piano Solo...Phil Ohman
- 721 THE ROSARY (Nevin). Piano Solo.....Phil Ohman
- IN THE GLOAMING (Orred-Harrison). Piano Solo, Phil Ohman
- 722 THE LAST ROSE OF SUMMER (Moore). Piano Solo.....Phil Ohman
- AULD LANG SYNE (Burns). Piano Solo...Jack Glogau
- 701 HOME, SWEET HOME (Payne-Bishop). Piano Solo, Jack Glogau
- OLD BLACK JOE (Foster). Piano Solo...Jack Glogau
- * 702 BELIEVE ME, IF ALL THOSE ENDEARING YOUNG CHARMS (Moore-Stevenson). Piano Solo, Jack Glogau
- GLOW WORM (Lincke). Piano Solo.....Jack Glogau

CRITONA QUALITY

CRITONA RECORDS base their claim for public favor strictly on the FIDELITY with which they reproduce music.

There are three distinct features entering into the manufacture of a record for which recording companies have for years been striving:

First: The FIDELITY with which the voice of the artist and timbre or tone of the instruments is reproduced.

Second: Natural volume of sound.

Third: Mechanical perfection of the record.

CRITONA RECORDS mark a marvelous achievement in all three of these departments. This fact may be proven by the most skeptical investigator who will carefully listen to the CRITONA RECORDS which are starred in the list of initial releases given above, representing, as they do, some of the most difficult feats of the art of recording.

Criterion Records, Inc., is perfectly willing to rest its claim for superiority in all phases of phonograph recording on the excellence of these records.

We suggest that dealers order—now—the starred numbers on this list and determine for themselves the genuine merit of Critona Records. Write for catalogue.

CRITERION RECORDS, Inc.

1227 Broadway

New York City





NEW WINE IN OLD BOTTLES

(Continued from page 121)

the closest possible manner with the names and personalities of the artists. Concerts should not be "talking machine concerts," but concerts given by this, that and the other artist. It is not that the Jim-Jam talking machine is being demonstrated. It is that John Smith and Mrs. Smith and the little Smiths may come in and sit down comfortably and hear a concert given by John McCormack, Mary Garden, Pablo Casals, Ignace Paderewski and Fritz Kreisler. That is the important point and also the strict truth. That also is the one point which it is necessary above all to get fixed in the minds of the people. When they learn to think of one's public display of talking machine music in this way, then these displays do their work and constitute advertising of the most valuable kind. So long as they are thought of as mere displays of a given talking machine they miss half their force.

If anyone is not quite clear as to what is meant we suggest that he or she write to the advertising department of Lyon & Healy for a copy of some weekly music program.

Using Comparison Tests

There is another point which may be mentioned profitably. What is it, after the fact of its giving all sorts of music, which most interests the prospective purchaser of a talking machine? Plainly, the question of how nearly the talking machine approaches to the human in its renditions. Well, those who are fortunate enough to

be connected with the Edison Tone-Test system will not need to read further, but those who are not so connected might remember that nearly the same idea can be carried out, in a modest sort of way, by almost any enterprising dealer. For instance, in giving demonstrations of records of popular music, of the jazz or dance order, why not have a local dance orchestra play numbers first and then compare with this the rendition of the same by the talking machine? As a matter of fact, this will work two ways, for in many cases the record will sound better, both in the interpretation and in the instrumentation of the band or orchestra, than the local talent can make their own music sound.

But—Don't Assume

Of course, this sort of work needs preparation and care. It needs also advertising preparation and a careful explanation to the hearers. It never does to assume in the beginning that a miscellaneous audience knows anything at all, anything whatever, about music. Ninety-nine times in a hundred those who make any such assumptions shoot over their hearers' heads.

In other words, then, the whole question of creating interest in talking machines and records through public demonstration becomes a question of ingenuity, of putting old wine into new bottles. We have been led to believe that this is something which cannot be successfully done; but the experience of many successful merchants, some of which we have here touched on, proves the contrary. Here is one case in which we can, and indeed must, put new wine into old bottles.

FITZGERALD'S GREAT NEW SIGN

Next to Largest Flasher Sign in United States, 62 x 67 Feet, Erected by Big Los Angeles Music House—Features the Knabe With the Ampico and Also the New Edison

LOS ANGELES, CAL., May 5.—The latest addition to the electric signs which brighten the business district of Los Angeles at night is that of the Fitzgerald Music Co., which is said to



The Fitzgerald Co.'s Electric Sign

be one of the largest flasher signs ever turned out, being next in size to the big Wrigley sign on Times Square, New York.

The sign, which is illustrated herewith, measures 62 x 67 feet, the weight of the structural steel alone being 24,000 pounds, with the sign itself weighing 10,000 pounds additional. Over 3,000 incandescent lamps are used, and it is declared that the sign has a circulation from more points of view than any city in the United States. It is placed in plain view of the center of Broadway.

The action of this electrical sign at night is as follows: With a dark sky as a background, the musical emblem appears, from which works out the border in varying shades of yellow, pink, blue and green lights. Next appears the name "Fitzgerald" in white, followed by the address in red. Then comes the outline of the shield in green and immediately follow in white the words "Knabe with the Ampico." At the same time the interior of the shield is occupied by the figure of Godowsky at a Knabe grand Ampico in silhouette, the figures of Godowsky and the Ampico being in black and the balance of the space within the shield flooded with white light. After a few seconds the interior of the shield goes blank and is replaced by the figure of Anna Case with the New Edison phonograph, both figures being in silhouette. At the same time the words the "New Edison" appear to the right of the shield and the words "Knabe with the Ampico" fade away, to immediately reappear as the figures of Anna Case and the New Edison give place to the figures of Godowsky and the Knabe piano. Then as the entire sign remains lighted the shield alternately shows the Edison phonograph and the Edison artist and the Knabe piano and the Knabe artist. Then all fades out and the sign action recommences.

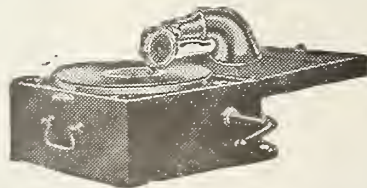
THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, President

145 East 34th St.

New York City

We are
Sole Metropolitan Distributors
of
The CIROLA



Price Now, \$35.00
Regular Trade Discount
to Dealers

Write or Phone for Representative
to call

**Get All Your Accessories
from One Source**

- Lundstrom Convento Cabinets
- Bubble Books
- Record Albums
- Record Delivery Envelopes
- Motrolas
- Gilt Edge Needles
- Record-Lites
- Fibre Needle Cutters
- Tonofone Needles
- Cabinets
- Talking Machine Toys
- Brilliantone Needles
- Fletcher Needles
- Red, White & Blue Need'es
- Polishes and Oils
- Repeaters and Rotometers
- Wall-Kane Needles
- Record Cleaners
- Dust and Moving Covers
- Motor Spring Safety Device

Have you seen our new
Console table?

BLACKMAN TALKING MACHINE CO. MOVES TO 23RD STREET

New York Victor Wholesaler Occupies 20,000 Square Feet in Modern, Up-to-date Building—Will Have Service and Period Model Rooms—New Home Accessible to All Modes of Travel

The Blackman Talking Machine Co., Victor wholesaler, is now established in its new home on the second floor of the building at 28-30 West Twenty-third street, New York. The company moved into its new quarters on May 1; the moving took place without the loss of even one hour's work, the entire force occupying their desks at 81 Reade street until closing time on April 30.

In its new home the Blackman Talking Machine Co. has 20,000 square feet, which is more than twice as much floor space as it occupied in its former quarters. The building runs through to 9-19 West Twenty-second street, giving a single floor of tremendous area. There are five freight elevators on the Twenty-second street side, and shipping facilities are ideal from every angle.

The floor is now being fitted up most attractively, the color scheme being mahogany and ivory. New mahogany furniture has been installed in every department of the general offices, and the private office of J. Newcomb Blackman, president of the company, will be located at the eastern corner of the floor facing Twenty-third street.

According to Mr. Blackman's plans, there will be installed on this floor several service rooms, including a model Victor store which will give visiting dealers an opportunity to visualize the most effective methods of using their windows and store fronts to advantage. A handsome period model room will also be a part of the Blackman quarters, and this room will be devoted exclusively to the display of period Victrolas.

Under Mr. Blackman's personal direction, assisted by Fred P. Oliver, vice-president and general manager of the company, and the members of the sales staff, an ideal system of handling dealers' orders has been evolved, and this

system will give the company's clientele maximum efficiency in every detail. In addition to the excellent shipping facilities at the command of the shipping department, the service division of the business will have exceptional opportunities to serve the Blackman clientele.

For the past few years the Blackman Talking Machine Co. has been established at 81 Reade street, occupying space on the main floor, together with two basements, but the company's

business increased so rapidly that the space was found far inadequate. In fact, for over a year Mr. Blackman had been looking for suitable quarters in order to handle his company's activities, and the building at 28-30 West Twenty-third street was finally chosen as best suited.

Located between Fifth and Sixth avenues, the new home of the Blackman Talking Machine Co. is accessible to all modes of travel, being closely adjacent to the Broadway subway, Broadway and Sixth avenue surface car lines and the Sixth avenue "L." It is only a few blocks from the Lexington and Seventh avenue subways and the same distance from the Fourth avenue surface car line.

WHAT ADVERTISING CAN ACHIEVE FOR YOU

By MILO C. RICHTER, Harley-Davidson Motor Co.

Here are a few of the many things advertising can accomplish for you, if you give it the chance:

1. It figuratively multiplies your sales force. One of the most difficult things in salesmanship is to create a desire in you for that which I have for sale. Anybody can sell when selling consists of nothing more than getting a signature on a dotted line. Anyone can be an order taker. Advertising paves the way to sales by creating the desire for the advertised article.

2. Advertising gives you business prestige. The public takes it for granted that the man who can afford to advertise is a successful man, and it likes to trade at the successful stores. Advertising is recognized as a builder of business. That's why the banker will often loan an advertiser money and refuse it to a non-advertiser.

3. Advertising stamps your goods as reliable. In these days of keenest competition the man with shoddy goods cannot keep his custom and make a "go" of his business. The buying public is determining its purchases on the theory of "If it's advertising it's good."

4. Advertising is business insurance and protection. You can mold the buying habits of the public by advertising. You can keep your sales at normal, even during the lean periods of the year by advertising.

5. Advertising makes the sales easier. If your advertising is of the educational type, telling as much about the product as possible, many of your prospects will walk into your store "sold" before you say a word. Your preliminary talk and description of the product is unnecessary. They know all that from reading your advertising and probably all they will want to know before signing up is what are the terms; what service is offered.

6. Your advertising will awaken your sales force to new activity. They know you are spending real money to get possible customers, and when those customers come into your store your sales force will feel responsible for carrying on the good work that your advertising started. They feel that they are connected with a live concern and are proud of it. It makes them better, more earnest workers, and real boosters for your house.

MERCHANDISING VALUE



Style K4—Top 40 3/4"x22"; Height 35"



Style K5—Top 41"x22 1/2"; Height 35"

\$150

Retail Price

\$160

LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

MICHIGAN PHONOGRAPH CO.

Phonograph Division, Lauzon Furniture Co.
Office, National City Bank Bldg. Factory, Monroe avenue and 6th street
GRAND RAPIDS, MICH.



Set "Siam Soo" to work for you. She puts the Oh! Oh! in Graf-o-nola. Put her on an electric Grafonola in your show window and she'll shimie till the crowds block the street.

Columbia Graphophone Co.
NEW YORK

TRADE NEWS IN BROOKLYN AND LONG ISLAND TERRITORY

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and an Evident Will to Win Out

Brooklyn and Long Island talking machine dealers are most optimistic as to business in general. 1921 sales figures have been satisfactory in practically every instance where the dealer has made a real effort to go after business through all the channels open to him. Dealers everywhere feel that the most efficient method of closing sales is through the medium of a competent outside sales staff. In many cases women are being added to the outside forces, visiting the homes of prospective talking machine purchasers and introducing their machines to the owners with great success.

Victor Department Wins Silver Cup

The Victrola department of H. Batterman Co., Broadway and Flushing avenue, is winning recognition as one of the leading Victrola stores in Brooklyn. C. J. Ianell, manager, is optimistic regarding current Victor business and the outlook for the coming Summer months, stating, however, that it is necessary to utilize every sales effort in order to make this prediction a realization. Since taking over this department, more than a year ago, Mr. Ianell's record has been an exceptionally fine one, and recently the Victor department won a silver cup offered by the Batterman Co. to the department making the largest increase in sales during a certain stipulated time. Mr. Ianell claims that the cup

was won through persistent advertising, coupled with the concentrated efforts of the members of his sales force.

Campaign on Portable Victrolas

The American Talking Machine Co., 356 Livingston street, Victor wholesaler, has inaugurated an intensive campaign featuring portable Victrolas. The company is mailing attractive literature to the dealers, emphasizing the many uses to which these portable models are adapted during the Summer months and offering to assist the dealers in developing this end of their business. R. H. Morris, general manager of the company, states that dealers are now replenishing their record stocks after several years of marked depletion, and are all preparing for a healthy record demand during the Summer months. J. W. Offerman, of the American Talking Machine Co.'s sales staff, who covers Long Island territory, reports that the dealers in this section are making plans for an intensive Summer campaign in order to get their share of the business placed by the many transient visitors to Long Island during the Summer months.

Show Satisfactory Sales Totals

Goetz & Co., 81 Court street, active Columbia dealers, showed a decided increase in sales during the months of March and April. They featured their advertising to connect up with the

national advertising of the Columbia Co., with the result that a fine showing was made in machine sales as well as records. "Siam Soo" was demonstrated in a splendid window display, which attracted many passers-by.

Popular Talking Machine Manageress Betrothed

The Brooklyn phonograph trade will be interested in the recent announcement of the betrothal of Miss B. Neir, manager of the Pathé department of Winterroth's Flatbush avenue store, the date for her marriage being set for the near future. The many friends of Miss Neir will miss her pleasing personality, but their best wishes for her happiness are being offered to this popular talking machine woman.

Opens Branch Store in Far Rockaway

E. B. Ball, of Jamaica, prominent Pathé dealer, recently opened a new branch store at Mott avenue, Far Rockaway, which will be under the management of C. A. Baker, well known in talking machine circles in Brooklyn.

Victrola Eighty Proves Popular

In a chat with The World G. T. Williams, head of the G. T. Williams Co., 217 Dufield street, Victor wholesalers, commented upon the fact that the dealers in Greater New York had accorded the new Victrola Eighty a most cordial reception. Quite a number of the Victor dealers in Brooklyn territory have advised Mr. Williams that the number Eighty forms a valuable addition to the Victrola line and can be merchandised to advantage, provided the proper methods of sales development are utilized. Messrs. Miller and Saunders, of the G. T. Williams traveling staff, are giving practical service to the dealers, based on the fact that they have both spent a number of years in the Victor industry, and are thoroughly familiar with the dealers' problems.

Enlarging Store to Handle Business


The Freeport Music Shop, of Freeport, L. I., has enlarged its Victrola store to take care of its increasing business. This exclusive Victrola shop is a fine example of the up-to-date Victor establishment, and the success of this store demonstrates what a high-class retail establishment can accomplish through the use of efficient sales methods and effective service to the consumer.

Using Newspaper Space to Advantage

The A. S. Gould Co., 27 Main street, Flushing, L. I., live-wire Columbia dealer, is a firm believer in local newspaper advertising, carrying good-sized display advertisements in the leading newspapers. The sale of records has shown a decided increase, and this company has been able to place many Grafonolas around Flushing.

A Hustling Greenpoint Dealer

One of the most optimistic dealers in Brooklyn, N. Y., regarding the future of the phonograph is Thomas Anderson, who for over twenty years has conducted a large furniture establishment at 717-719 Manhattan avenue, that borough. Some seven years ago Mr. Anderson secured the representation of the Sonora phonograph in his vicinity, since which time he has built up a steadily increasing line of satisfied customers. For the first three months of this year Mr. Anderson reports having done an excellent business in Sonoras and Brunswicks.



**AMERICAN
TALKING
MACHINE
CO.**

**VICTOR
WHOLESALE**

**BROOKLYN
NY**

Victrola Tungstone Stylus

This is an exclusive Victor product, and, like all Victor Talking Machine Company's merchandise, it is known for its high quality.

When your customer asks for needles, your first thought should be—**TUNGSTONE NEEDLES.**

They are economical, convenient and especially adapted for use with the Victrola and Victrola records.

USE THEM IN YOUR DEMONSTRATION ROOMS


Make sure that your customers know how good they are.

"Victrola Book of the Opera"

Something every Victrola owner should have

Have you sold one to your entire list of customers?

THE RESURRECTONE
 —lateral and longitudinal adjustment



Patented Jan. 21, 1919
 June 22, 1915

Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order a sample now. Subject to return if not satisfactory.
 "Tuned Up Like a Piano" Write for Quantity Prices
HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City
 Makers of the "Air-tight" Tone Arm and Hoffay Phonograph

1920 GOOD YEAR FOR VICTOR CO.

Surplus Shows Substantial Gain Over Previous Year—Twenty Per Cent Increase in Volume of Business—\$4,000,000 for Taxes Alone

The talking machine trade was naturally much interested in the recently published annual report of the Victor Talking Machine Co., which indicated that the affairs of that concern were in a most prosperous condition. According to the figures the company's business increased in 1920 fully 20 per cent over the previous year, and the total surplus on December 31 was \$29,160,343, as compared with \$27,859,418 at the end of 1919.

The burden on the trade represented by war excise taxes and other taxes is strongly emphasized in the statement that during 1920 the Victor Co. paid nearly \$4,000,000 in taxes, and President Eldridge R. Johnson, in his report, says: "It is too heavy a burden for such an enterprise to struggle under." Continuing, the president's report says: "During the year we completed negotiations for the purchase, and made substantial payment on account, of a half interest in the shares of the Gramophone Co. Ltd., of England."

BEN HUTCHES A NEW YORK VISITOR

President of Ben Hutches Engineering Association, Chicago, Shows Pick-Up Needle Cup to Local Trade—Also Demonstrates Electric Motor to Interested Members of the Trade

Ben Hutches, president of the Hutches Engineering Association, Chicago, Ill., was a visitor to New York this week, calling on some of the local jobbers and dealers. He brought with him samples of the new Ben Hutches pick-up needle cup, which has attracted considerable attention in the trade and which will be the basis of an intensive sales campaign by the company. While here Mr. Hutches started negotiations for important distributing rights and territory is now being allotted for the wholesaling of this pick-up needle cup.

While in the East Mr. Hutches took advantage of the opportunity to display to some of the local manufacturers the Ben Hutches electric motor, which was invented and designed by Mr. Hutches, who has to his credit many years of experience as one of the country's foremost electrical experts. Mr. Hutches will furnish the trade with detailed information regarding this motor.

INCREASES FACTORY FACILITIES

The Luna Nickel Plating Co., New York, has recently increased its manufacturing facilities in order to adequately handle the requirements of its trade. This company, which has been in existence for the past three years, is doing nickel-plating work for some of the largest manufacturers in the country and, judging from the orders it has received recently, business conditions in this particular industry are steadily improving.

The Photo-Phono Production Corp. has been incorporated under laws of the State of Delaware with a capital stock of \$100,000 for the purpose of manufacturing talking-picture machines. Incorporator: American Guaranty & Trust Co., Wilmington, Del.

NEW VOCALION RECORD CAMPAIGN

Special Drive on Vocalion Red Records Made Possible by Improved and Increased Production Facilities—Special Releases of Timely Hits a Feature—New Label Coming

The Aeolian Co. has just announced a new and vigorous campaign for the exploitation to the retail trade of the Vocalion Red Records following the development of the record production facilities of the company, which has been under way for some time.

Not only has particular attention been given to the Vocalion record laboratories, which are now under the direction of George Sheffield, who has a broad and practical knowledge of matters musical, but attention has also been directed to the increasing of factory facilities, with the result that the company is now in a position to meet heavy demands for its records promptly and satisfactorily. The actual work of production is under the direction of F. J. Johns, for many years

actively connected with the Canadian talking machine trade and the results have proven distinctly satisfactory.

A recent innovation that has done much to improve the general quality of Vocalion records is the adoption of the steel matrix system as standard with the company.

Oscar W. Ray has been placed in charge of the wholesale Vocalion record department of the Aeolian Co. and has drawn upon his wide experience in the talking machine field to map out a campaign from which great results are expected. In rendering service to the dealer special efforts will be made to get the big hits on the market first through the medium of special releases. These special releases will be strongly advertised, and the dealer will be provided with material for directing local attention to the new records which, no doubt, will meet with popular favor.

There are many new features connected with the new Vocalion record campaign which will be announced in due time, one of these features being a new record label of great attractiveness.



Fletcher Alltones Needle

Patent Pending

The only Semi-Permanent Needle made, each of which will play either LOUD, SOFT or MEDIUM, by simply turning it in the needle holder as shown in the above cut. This is why it is called "ALL-TONES" or All-tones-in-one.

To give long life to the record and to get the best possible results while playing, recommend FLETCHER ALLTONES NEEDLES to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c
Boxes of 100 cards, to dealers \$15
Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE CO., INC.
 205 Travis Street San Antonio, Texas
New York Distributor:
ANDREW H. DODIN, Inc., 28 Sixth Ave., New York, N. Y.
Chicago and Northern States Distributor:
W. R. PATTEN 8th Floor, 20 E. Jackson Blvd., Chicago, Ills.

Edison Message No. 95

If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

OPENS NEW RETAIL STORE

DeRivas & Harris Mfg. Co. Has Attractive Branch in Fordham Section of New York

The DeRivas & Harris Mfg. Co., New York, opened its new store at 130 East Fordham



John Y. Shepard

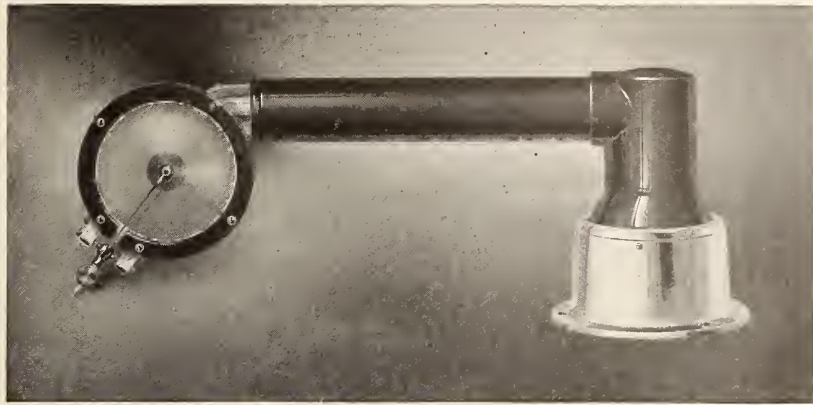
proof booths have been built. The company also has the basement, which it may use for storage purposes as well as for refinishing old pianos. The manager of the new store is John Y. Shepard, who has had a wide experience in retail merchandising.

KREMER BROS. ELECT DIRECTORS

Officers Also Chosen to Head Big Fond du Lac Enterprise—Talking Machine Lines Busy

The annual meeting of Kremer Bros., of Fond du Lac, Wis., large retail talking machine dealers, was held recently at which three directors were elected as follows: E. A. Kremer, A. J. Kremer and E. E. Kremer. Officers elected were: President, E. A. Kremer; vice-president and manager, E. E. Kremer; secretary and treasurer, A. J. Kremer.

Business in the talking machine department of this store has so increased during the past year that extensive alterations embodying a greater floor area for display purposes were necessary.



Scotford Tonarm and Superior Reproducer

Illustrating **STYLE 1 FINISH**
A combination of Japanned and Plated Parts
Sample Prepaid, \$7.00 Nickel—\$9.00 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

LOOK OUT FOR THE TARIFF LAW

Importers Warned to Take Instruments Out of Warehouses Without Delay

To avoid the more drastic features of the new Emergency Tariff Act, which is expected to become a law within a few days, the Legal Bureau of the Music Industries Chamber of Commerce recommends that all importations of musical instruments in warehouses be taken out at once and that a close watch be kept on arrivals of foreign goods so as to get them out similarly.

VISIT COLUMBIA OFFICES

Among the recent visitors at the executive offices of the Columbia Graphophone Co., New York, were: W. S. Parks, manager of the Baltimore branch; A. B. Creel, manager of the New

Orleans branch; P. G. Cummin, manager of the Philadelphia branch, and H. P. Haring, manager of the New Haven branch. All of these managers held informal conferences with Geo. W. Hopkins, general sales manager of the company, regarding plans for Summer business.

MEET TO AMEND ITS CHARTER

A special meeting of the stockholders of the Sonora Phonograph Co., Inc., was held on May 3, for the purpose of amending the company's certificate of incorporation so that it will maintain its net quick assets at an amount not less than 125 per cent of the par value of its preferred stock outstanding.

Business is only a form of teaching. You teach workmen how to make the right product; that is manufacturing.

Grinnell Service, Backing Your Own Efforts

—Cannot But Result in Business Development Highly Satisfactory to You

Not for a long time have we been so well prepared to supply your Record wants.

We appreciate the value of prompt service—we make it a point to see in just how brief a period we can make shipment after your order is received.

The importance of care in supplying exactly what you ask for and

in preparing the merchandise for shipment is never for an instant lost sight of.

Our transportation facilities—the many railway, interurban, motor transport and boat lines leading from Detroit—permit of direct and speedy delivery to all points within a very wide radius.

We are equipped in stock and experience, and direct every effort to giving you the satisfying, helpful service you desire—and are entitled to.

Let your next order, large or small, prove the excellence of our service

Grinnell Bros

Wholesale-Distributors of
Victrolas and Records

First and State Sts., Detroit

HUSTLING FOR TRADE IN CINCINNATI AND SECURING IT

B. H. Wilson Doing Good Work for the Ohio Talking Machine Co.—Edison Campaign for Business—How Columbia Is Developing Sales—Brunswick Progress—Other News of Interest

CINCINNATI, O., May 10.—Taking everything into consideration, the talking machine business has held up very well during the last month in this territory and dealers, while not altogether satisfied, feel that they have no great complaint to make. Probably the outstanding feature of the month's business was the big sale of the Rodeheaver Victor records, which began with the Billy Sunday meetings and which still continue to have a big demand. Rodeheaver visited many of the dealers while here and took quite an interest in boosting the sales.

A. H. Bates on Business Outlook

A. H. Bates, of the Ohio Talking Machine Co., reports that the outlook for business is steadily improving, with an increasing demand for Victors. He has just returned from a trip to West Virginia and declares this territory is one of the most promising spots in the company's district. Exceptionally good results have been obtained by the Ohio Talking Machine Co. through the work of Sales Promoter B. H. Wilson, who has been working with dealers in developing sales in their territories. He has been putting new life into the trade, Mr. Bates declares, and has shown dealers they can get all the business they can handle by going out after it. Dealers have been urgent in their demand for his services and he is booked up to the first of September. William C. Haddon, president of the Ohio Talking Machine Co., left the first of the month for a visit at the Victor factory and to call on jobbers in the East. New accounts established during the month included agencies at Albany, O.; Hazard, Ky.; Ashland, Ky., and at Harrison, O. Homer Rodeheaver called on Mr. Bates during his stay here to talk over the sale of his records. Charles K. Haddon, vice-president of the Victor Co., was also here.

Progressive Edison Plans Under Way

The New Edison Co. opened a school for train-

ing salesmen May 1, which is the first of a series which will be held during the coming months to take care of the increasing number of young men who are turning to Edison salesmanship as a career, according to R. T. Carroll, sales manager. The attendance at the first session was very encouraging and the caliber of the men was such that Carroll predicts a very high degree of success from their efforts.

The first day was devoted to the discussion of salesmanship in general, the second day to the details of the Edison merchandise and the third day to the adaptation of sales methods to selling Edison products. The men attending the classes were entertained at luncheon at the Sinton each day of the classes and at the theatre in the evening. The Edison dealers are making reservations for the Edison Caravan Convention, which meets in Chicago June 20 and 21, for which W. C. Eckhardt, of the Chicago Edison Co., has sent out investigations.

R. T. Carroll Discusses Business

Mr. Carroll states that the business for the month was extremely gratifying and attributes it to the new blood that has been infused into their business by the dealers. These dealers have pledged themselves to beat the 1920 record. Manager P. H. Oelman has returned from a trip to Cleveland and Columbus, stopping for short conferences with dealers between Columbus and Cincinnati on his way back from Columbus. Messrs. P. P. Bassett and W. A. Lynch, of the Edison Co., have been on extended trips through West Virginia and Kentucky, respectively. In commenting on the interviews with State bankers, mentioned in The World last month, Mr. Carroll said of the bankers visited 80 per cent report an increase in saving deposits, which, while indicating a temporary restraint of buying on the part of individuals, points to a more extensive buying when the industrial and agricul-

tural conditions return to normal. Several large bankers intimated that they had ceased their activities in restraining depositors from making purchases and had informed trades people that money now was available for which banks would accept collateral. C. S. Gardener, territorial supervisor of Thomas A. Edison, Inc., was a guest of the Cincinnati New Edison Co. for a few days during the month. One of the new agencies established during the month that is of especial interest was that of the McNarra & Johnson Co., Welch, W. Va., which operates the largest mercantile house in that place and which has added a large Edison department.

Original Plans of Developing Sales

The Columbia Co. made a big hit when it presented Ted Lewis and His Jazz Band, who appeared with the "Greenwich Follies" at the Lyric, in a public recital at the May Stern Co.'s store on Tuesday, May 3. The May Stern Co. cleared out its entire first floor and erected a stage at the end of the room. Notwithstanding it was a cold, rainy day, the place was packed. The Lewis records had a tremendous sale during the week. The Columbia people established a booth in the lobby of the Lyric and each night during the week Lewis was here a different dealer took charge of it. The results were extremely gratifying, Manager R. H. Woodford states. The week before the Columbia people featured Bert Williams, who was in the city, and also sold the Bert Williams records at a booth in the lobby of the theatre. The booth was under the supervision of Service Manager Ross Wilson. Williams went from here to Fiqua, where he visited the Columbia dealers and autographed records for customers. Flashlight pictures were taken of both the artists during their stay in the city by the Columbia Co.

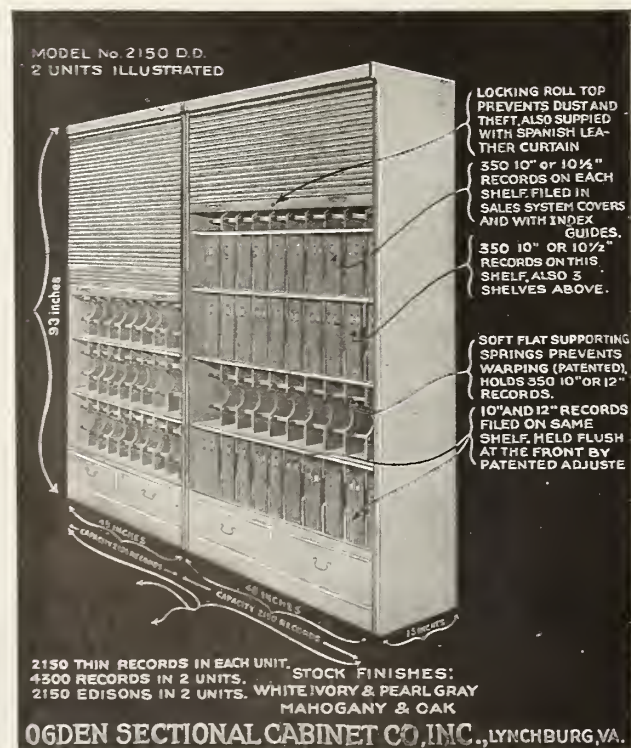
The Columbia Co. also made a great hit here, according to Mr. Woodford, with its "Siam Soo" week. The E. M. Abbott Co. had one of these on exhibition in front of its Walnut street store and it attracted such crowds that the police forced the company to take it away from the

When a customer walks into your store and says "Gimme" 16950, 51630, etc.—
Do you "fumble and fool" until he's gone—or do you

File Your Records so you can find them for quick sale and service

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED



ALL PRICES REDUCED

Some Models made to ship Knocked Down, saving in weight and freight cost. Easily set up by anyone in 10 minutes to a Section (no tools or fitting required).

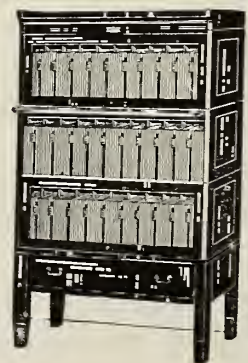
Prepare now to give the Service the public demands by dealing where quick service is included with good records.

Make Your System Modern

Free Charts and Samples of our System, illustrating our improved Method of Filing, Finding, Selling and Ordering, sent upon request and without obligation.

Immediate Shipment of all models in standard finishes, special finishes to match your store without extra charge in 4 to 12 days.

Sectional Models Fit Any Size Stock and Help You Grow.



People you never see have lots of money to spend. You have Grafonolas to move. We have prepared a new series of Grafonola Form-Letter Folders to help you move them. Use these letters. They're "go-getters."

Columbia Graphophone Co.
NEW YORK



window. The crowds, however, were invited inside to enjoy the novelty. Manager Woodford made a trip, during the month, to Lexington, Huntington, Ironton and Portsmouth with Salesman C. E. Hull and secured quite a lot of new business. Business in this territory is picking up, he states, and the outlook is very promising. On his return from this trip Woodford visited the dealers in Dayton and Columbus. Assistant Manager Shutte states that business has been very satisfactory during the month and is showing a slow but very healthy growth.

The Columbia Co. is making a big drive for the rural business and its dealers are using trucks on which are carried both machines and records that tour the rural communities. In this way a machine is taken right to the door of the farmer and he is given a demonstration at home. Records are left for him to try out and the results from these tours are proving extremely successful, according to Mr. Shutte. Service Manager Wilson spent a recent Saturday in Lebanon, O., when the Merchants' Association of that town made its monthly free gift to the holder of the lucky ticket, ranging in value from \$200 to \$1,000, and gave a demonstration of the Columbia Grafonola to the crowds that packed the stores. This was also followed by a truck tour through the farm sections, with the result that many sales of records and machines were made. The Columbia people are preparing to start after the Summer resort and vacation camp trade and expect to do a big business with machines during the vacation period through these agencies. New dealers taken on during the month were: Willie Combs & Bro., Sassafras, Ky.; Walter Davidson Furniture Co., Huntington, W. Va.; Hillsboro Music Co.; Richard Herzer, Mason, O.; Miller & MacGhee, Sharples, W. Va.; Sansom's Cash Store, Wayne, W. Va., and the White Store, Cumberland, O. Visitors during the month were: Mr. Sutton, of Mt. Vernon, Ky.; Mr. Kusworm, of Dayton; Mr. Martin, of Dayton; Mr. Summers, of Jackson, O.; Mr. Bauermeister, of Bauersville, O.; Mr. Horchow, of Portsmouth; Mr. Bagby, of Grayson, Ky.; Mr. Hassamer, of Lawrenceburg, Ind., and Mr. Gallimore, of Wilmington, O. Service Manager Wilson booked Barbara Maurel for a big concert at Huntington and one at Oxford, O., early in May and played them strong with the newspaper advertising. Results from these concerts are doing great work in boosting Columbia sales, it is declared.

Making Big Drive for Sales

Manager Dawson, of the Sterling Roll & Record Co., is preparing to make a big drive for record sales and is looking forward to greatly increased trade in the future. He states the Rodeheaver records had a big sale, due to the local interest in the singer. The Sterling Co.'s Pittsburgh branch has had a very successful month, he states. President Otto Heineman, of the General Phonograph Corp., and W. C. Fuhri, general sales manager, were Mr. Dawson's guests during the month. Mamie Smith, famous for her singing of the negro songs, was

in the city for ten days, under the auspices of the Sterling Co., and gave fourteen concerts to big crowds in the city and adjacent towns. Dawson states that 60,000 of her records were sold in this territory in four months. This is her home town. After the closing of her engagement here she returned to New York to make new records.

Rowbotham Succeeds McLaughlin

U. G. Rowbotham, formerly with John Wanamaker, of Philadelphia, has been appointed to succeed Sherman McLaughlin as manager of the Baldwin talking machine department. This is the third man from the Wanamaker store that has come to Cincinnati to enter the talking machine game in this city. The other two are Mr. Bates, of the Ohio Talking Machine Co., and Mr. Donovan, manager of the Shilito talking machine department. They are three live wires and have put a lot of pep into the business here.

O. F. Barret, vice-president of the Sterling Roll & Record Co., has returned from a two-month visit to California.

Rodeheaver at Shilito Store

Manager Donovan, of the Shilito talking machine department, reports a good month and states the Rodeheaver records had quite a run. "Rody" gave several public recitals at Shilito in connection with the Victor while he was here and came over one morning to let the public see how records were made. He brought Mrs. Ascher, Miss Kinney and Mr. Mathews with him and they made about a dozen records. The place was packed with the people who were anxious to hear them sing and watch the making of records. Mr. Donovan states the prospects for business are excellent and the many inquiries about machines that are being made indicate a big business in the near future.

C. H. Browning, in charge of the talking machine department of Pogue's, states that business with them has picked up quite a little and indications point to a growing demand for talking machines and accessories. William Farhardt, of the McAlpin Co., reports things rather quiet, but business is holding its own and he expects things to open up in the near future.

Enlarges Record Department

E. M. Abbott, who has two shops in Cincinnati, has enlarged the record department of his store on Walnut street so that he may handle 10,000 more records than formerly. Jack Agüero, who formerly was with the Hoffman Co., of this city, has been put in charge of the Abbott Co. to stimulate the outside business. Mr. Abbott says there is quite an improvement in business and that prospects are exceedingly bright for the future trade.

New Brunswick Agencies

Stanley Reis, manager of the phonograph department of the Brunswick Co., reports business has been fairly active during the month and believes that conditions are gradually growing better. The situation has changed since the war, he points out, and the merchant who formerly only had to fill his orders now has to

exert high pressure to make sales. The Brunswick people have made no cut in price, Reis states, nor are they contemplating any. During the past month they have established the following new agencies: Elk Furniture Co., Montgomery, W. Va.; S. J. Husson & Co., Dorothy, W. Va.; Davey Hardware Co., Davey, W. Va.; Harry Palmer, Pine Grove, W. Va.; J. Vail & Son, Ripley, W. Va.; Elizabeth Furniture Co., Elizabeth, W. Va.; Chester Reeds, Kingwood, W. Va.; J. T. Brannan, Mt. Eagle, Tenn.; W. L. Strange & Co., Newport, Tenn.; United Home Furnishing Co., Jeffersonville, Ind.; E. A. Young Co., Lancaster, O., and Atkins & Vaughn, Louisa, Ky.

Widener Grafonola Shop Changes

Widener's Grafonola Shop has been making some changes in its windows and around the building which have about been completed. There is now a modern show window to make attractive displays of Grafonolas. Manager Fantle says business has been good and he sees no reason for pessimism in the talking machine trade. Sales during the month were better even than was anticipated, he states.

Takes Charge at Wurlitzer's

R. A. Powers, who several months ago came on from St. Louis to become the city sales manager of the musical instrument department of the Wurlitzer Co., has also been made manager of the talking machine department of the Wurlitzer Co.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

ENLARGED QUARTERS

Chicago Talking Machine Co. 12 No. Michigan Avenue, Chicago



*Main Offices &
Stock Rooms
Michigan Avenue*

20,000
Additional Square feet
to handle the largest and
most complete stock of
Victrolas Victor Records
and Victor Supplies.



WAREHOUSE No 2
340 River Street
Chicago

NEW LOCATION

New York Talking Machine Co. 521 West 57th Street, *New York*



*Aeroplane View
Columbus Circle
Business District*

WHAT WE WILL HAVE

*A location easily accessible to freight terminals.
Ideal Shipping Facilities.
40,000 sq. ft. of space.
A daylight record room (direct overhead skylights)
Steel equipment throughout.
Dealers Service, Display and Demonstrating Rooms.*

HOW TO GET THERE

*6th and 9th Avenue "L" to 59th Street.
59th Street Crosstown Cars to 10th Avenue.
West Side I.R.T. Subway to Columbus Circle.*

PHONE ..CIRCLE 7714



WAREHOUSE N^o2
11th Avenue & West 37th Street
New York

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MAY 8, 1921. THE first and biggest topic in every gathering of business men these days relates to one supreme subject: The State of Business. Some

Be Patient and Hustle!

of us, indeed, are beginning to believe that there is a great deal too much bedside-watching and far too many bulletins, and that patients have died before now from too much nursing. But be that as it may, business men are thinking hard just now, whether their thoughts are leading them anywhere in particular or not. And so, when the readers of this paragraph learn that an official of a great national bank in Chicago has been letting off steam—and good live steam—on the same subject they will not fail to feel impressed. This gentleman, in a recent conversation with an official of the Brunswick organization, was emphatic in pointing out that the process of deflation from the swollen condition of the war years is bound to be more or less long drawn out. He did not think for a moment that serious depression would remain with us much longer, but he did point out that we must not expect to get right back on the sunny side of Easy Street within a month or two. Hard, persistent work and careful businesslike policies must be pursued for the next year or two, in this banker's judgment, before we can take a long breath and stop hustling. Well, for our part, we don't mind a bit. This war did a good deal of harm in every way, but one of its most dangerous effects was in the letting down of the typical American spirit of adventure and hustle in business. Our older fellows got stiff in the joints and our young fellows lost their grip. There is too much talk lately about how hard it is to get business. A man ought to be glad that he can have the chance to hustle.

BUT this is not all. The banker of whom we are speaking went on to say some very acute things. He pointed out that, apart from all

Between Two Eras

other considerations, there is a special reason for hesitation on the part of those who mobilize capital and whose support is needed beneath the great fundamental industries. That reason is to be found in the fact, obvious enough when one comes to think about it, that we stand to-day between two eras, as it were. We are almost, if not quite, at the termination of an era of mechanical development which came to its climax during the great war. It was during these same five years, too, that we began to see the possibilities of air development, of underwater progress, of chemical invention in hitherto unheard-of directions. The science of physics trembles on its foundations and new revolutionary ideas in science, in art and in politics are stirring uneasily in the mind of civilization, waiting for the imminent moment of breaking forth. The masters of capital naturally know all this, and they are also inclined to wait and see what is to happen next. There is a point here that is well worth considering.

WHILE we are at it, we shall mention just one more idea gleaned from the observations of the banker to whom we referred two paragraphs back. This gentleman went on to say that now is the time when a man's character is every-

Character and Credit

thing, or almost everything, in determining his availability for credit. When everything is going on along well-known lines, sliding on well-greased tracks, the art of allotting credit is likely to become rather mechanical; but once the accustomed ways of thought and the normal standards are disturbed, then we find that the personal character of a man stands out like the Ark above the waters. To-day, in the opinion of well-informed bankers and credit men, the most important asset a business can have is a reputation for keeping promises. He who can be depended on to do this may be sure that he will have the first chance. It is not so much the kind of the industry in which a man is engaged as the kind of the methods in that industry which a man uses. A man of good character and unimpeached reputation is a better credit risk in a speculative than a shifty man in a basic enterprise. This is an elemental in the creed of the credit man.

THE talking machine men—and their name was legion—who came down to Chicago for the great conventions must have been particularly struck with the remarkable variety of entertainment provided

The Living Contact

for visitors. Among the most interesting of the schemes was the provision of constant entertainment, at the luncheons which were held daily at the Drake, in the shape of well-known theatrical and musical artists, who generously gave of their best for the benefit of the crowds. Now, this suggests something quite important. The Chicago Piano Club had been introducing to its own members, during the months preceding the conventions, a number of the best-known recording artists and teams, such as the famous Van and Schenck, and many others. Moreover, those who read this paper carefully know that some of the record manufacturing companies have been more and more encouraging this personal contact between the artist whose work appears on a record and the trade which handles that record or the public which finally consumes it. We mention the Chicago Piano Club chiefly because we can thus most effectively focus for the reader the advance of an idea which is yet very new but which has in itself the seed of a very important and powerful sales principle. A long time ago, as time is counted in the business world, the pioneer record manufacturers realized the need for bringing their artists before the public visually as well as audibly. That is the reason for the elaborate catalogs with their photographs and biographical notices. The artist is brought before the eye of the public and his or her name is made a living significant thing to that public. The policy has been most successful; but it is susceptible of further expansion. Especially in the more popular branches of music and the theatre, the personality of the recording artists has been little thought of. But there is just as much value to the retailer of records in this as in the more common exploitation of the personality of a great operatic singer. Ray Miller's instrumentalists, Van and Schenck, Bert Williams and many others are but names to a few thousand who can see them at the theatre, and ought to be live names to the hundreds of thousands who can buy their art embodied in talking machine records. Why not develop thoroughly this idea of bringing the popular vaudevillian or light comedy artist directly before the record-buying public through the retail merchants who sell talking machines and the accessories that go with them? It has been tried out to some slight extent. It ought to be worked out much further, for it constitutes the liveliest kind of sales-idea.

WE have been watching with no little interest the smart sales plans which our friend, M. M. Cole, of the Nupoint Mfg. Co., maker

Young King Cole

of the Nupoint needles, thinks up. Now, Nupoint needles are a specialty like other things of the kind, and specialties these days have to be sold. Our friend sees plainly that there is not a great deal of use in selling a specialty merely to the jobber. Unless the direct interest of the retailer and of the retailer's salesman or saleswoman can be obtained there will not be anything very startling happen in the sales line. And, naturally, Mr. Cole of Nupoint wants startling things to happen in the sales line. So he is undertaking to make things as easy as possible for the retail folks on whom finally rests the burden of carrying his message to the consuming public. Details are out of place here, and the advertising columns of The Talking Machine World may be consulted by curious ones who need further information. The point we have here in mind to set forth is that the kind of wholesale salesmanship which wins out when an industry is going through a period of stress is that salesmanship which reaches most directly to the ultimate consumer. Advertising furnishes, of course, the most direct avenue for contact, but in the case of a specialty article national advertising is not usually a practical weapon. In such a case the wise man is he who reaches out past the jobber and even past the retail storekeeper right down to the counter where his specialty is displayed and interests the man or woman behind the counter in its sale. If at the same time he can attract the attention of the consumer so much the better for all concerned.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., May 11.—The early part of May marked a distinct change in the attitude of business men and concerns located in this great hub of American industry. On all sides the business and financial sections of the newspapers show that a decidedly optimistic frame of mind prevails in practically all commercial circles, and one now gets the feeling that sales in all fields are about to march steadily forward.

The talking machine trade has not as yet experienced any forward leaps of consequence, but the fact that orders and inquiries are increasing in volume is highly significant. Even the supply houses and hardware concerns, which represent quite a remote element in the process of liquidating inventory, report they are receiving inquiries from manufacturers in greater numbers and with greater regularity. Estimates are being called for from the supply people which seek prices on the present market and for early Fall. This indicates quite clearly that surplus stocks have been and are being reduced to a point where production will soon be resumed on a firm volume basis.

The usual boom in small machines and portables is already proceeding in a vigorous manner. The retail dealers claim there is no attempt on the part of the retail buyers to quibble about the price. Those who are going fishing, hunting and to Summer resorts are apparently considering the pleasure to be derived from having a portable model with them ahead of the cost involved.

Records continue to hold the top place in the trade generally and sales are very steady and normal and entirely in keeping with the requirements of the season. One outstanding development, however, has become apparent and that is the passing of the craze for jazz. It is not a matter of complete elimination of the jazz record, but a gradual disposition on the part of the public to forget the recent desire for the most extreme form and to revert to the more sober type of music and to the ever-popular ballad.

Fred P. Wenzel on Eastern Trip

Fred P. Wenzel, treasurer and sales manager of the Sterling Devices Co., has returned from a three weeks' trip to the East and to Canada, with a side jaunt to a few Southern cities.

"I found conditions much better, in the sense that manufacturers to-day have faith in the fu-

ture, whereas sixty days ago they took the attitude that the phonograph industry was a thing of the past. Of course, there is still the natural tendency to postpone the actual buying of supplies, but to-day they are displaying an interest in prices and are evidently looking over the market for the best conditions for the Fall market. There is also a tendency to look for something distinctly different and that doubtless is the reason for the phenomenal success I had in introducing our new Model 31 tone-arm, which includes our non-set automatic stop and flasher.

"We have been gratified by the results of our first announcement of this page in the April Talking Machine World and everyone around here is looking for a big business on this new Sterling feature."

Harry Yaseen Gives Concert

Harry Yaseen, who is an exclusive Columbia dealer at Chicago Heights, Ill., gave a concert a while back, having for his feature Anton Lada and his Louisiana Five. The Louisiana Five is one of the popular aggregations in the Columbia library and has also been pleasing crowds at the Winter Garden in Chicago.

Stars for Piano Club

The Piano Club of Chicago, headed by the affable Matt Kennedy, has been unusually successful recently in presenting to the Monday noon luncheon crowd the various stars in the record-making division of the industry. On one occasion almost the entire company of "The Beggar's Opera" was down to sing for the assembled piano and talking machine men. Records of the "Beggar's Opera" have been produced in England by the Gramophone Co., but none of them has been reproduced by the Victor Co. in the United States. On April 25 Hazel and Eleanor Dawn, who play in "Gertie's Garter," came down to dazzle the club members, and, as J. T. Bristol wrote, "'twas the only time they ever saw two Dawns the same day."

At the last meeting a telegram was read from Bert Williams, expressing his willingness to be with the club and to entertain it when he arrives in Chicago.

Harrison F. Thornell in Chicago

Harrison F. Thornell, who represents Louis A. Schwarz, Inc., has been spending the past three weeks in Chicago promoting the various interests which the Schwarz organization now

represents. Chief among Mr. Thornell's interests is the new motor, which, although it is a spring motor, yet takes on the nature of an electric because it is automatically wound by a Jones Motrola. Mr. Thornell claims that this method retains all the advantages of a spring motor and also supplies the additional merit of the electrically operated phonograph.

Opens "Song Shop"

"Betty's Song Shop," which until recently was operated as a section of the Leiter Stores, has opened a new store in the Canton Tea Garden Building which was recently constructed on the southwest corner of Van Buren street and Wabash avenue. The shop boasts an entrance on Wabash avenue and another on Van Buren street. An official of the company says that plans have not been completed as to what lines of machines and records will be taken up, but several deals are now in the course of consummation. Another Song Shop is to be opened by the company soon.

Another new name in the local trade is that of the new store of the Gardner Music Co., which is located at 4661 North Lincoln avenue. The Columbia line will be featured.

Working With the Dealers

J. M. Venrick, of the Rogers Publicity Service, Cincinnati, was a visitor to Chicago the past month. This is a new organization which is doing a unique work among Ohio dealers. They not only devise newspaper ads, but have ready-made window displays for talking machine dealers. They make arrangements for a year's service, and this includes specific instruction of the employes in record selling. One of the members of the firm will spend a week or so at the dealer's store, and will put the clerks through a regular course of instruction in things musical and in selling methods. Mr. Venrick was formerly the service man for the wholesale Victor department of Philip Werlein, Inc., in New Orleans. J. F. Flemings, who was formerly connected with the wholesale Victor department of Wurlitzers, is also a member of the concern, as is A. B. Harrison, formerly connected with the Cincinnati Enquirer.

Melody Portable on Market

The Melody National Sales Co., of 190 North State street, this city, is just placing upon the

(Continued on page 132)

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, 8 1/2" and 9 1/2"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

market a new type of portable which is to be known as the "Melody." This new entry is different from most portables in that it is not leather covered but is of wood in mahogany, walnut and oak finishes. It is said to be waterproofed and a "real outdoor" machine. The holder in the top carries eleven records. It is equipped with a Heineman motor and a Blood tone arm. Charles C. Slack, who is head of the company, says that distributors and dealers are now being appointed, and in addition a connection has been arranged whereby dealers in the "Melody" will be supplied with a line of high-grade records.

Louis A. Schwarz Opens Office

Louis A. Schwarz arrived in Chicago during the past week from New York and proceeded to open a Chicago office. This new outpost of

Schwarz activities is located in Room 707, Isabella Building, which is at 19 East Van Buren street. The Schwarz organization represents, in a distributing capacity, almost twenty of the more prominent accessories in the talking machine field. Mr. Schwarz was assisted in opening the Chicago office by I. W. Becker and Harrison Thornell.

Lyon & Healy North Side Store Moves

The North Side Victrola Store of Lyon & Healy has moved from 1010 Wilson avenue to new and enlarged quarters at 4646 Sheridan Road. Thomas Chadwick is in charge.

New Columbia Shop

A new Columbia shop has been opened in the addition to State street music stores of the Masonic Temple Song Shop, which is located on the first floor of the Masonic Temple. The

street number of the shop is 161 North street. In addition to Columbia machines and records the shop handles accessories, sheet music and player rolls.

Okeh Records on Busiest Corner

The Okeh record has achieved a place on what is claimed by all good Chicagoans to be "the busiest corner in the world." The Consolidated Talking Machine Co., which jobs the Okeh record of Chicago, and which is headed by E. A. Fearn, managed to convince the owners of Buck & Rayner's Drug Store at the southwest corner of State and Madison streets to put in the Okeh line. It is said that almost three hundred thousand people pass this location every day.

Shop Changes Hands

The Sheridan Music Parlor, at 3901 Sheridan Road, which has been managed in the past by L. G. Gagnon, has been taken over by E. E. Tivy.

New Edison Shop Opened

The MacDonald Phonograph Shop, which now has a place at 5072 Lincoln avenue, has opened a store at 2822 West Madison street, and will supply the Edison fans in that neighborhood with records.

Casey-Hudson Co. Increases Facilities

B. Wondera, of the Casey-Hudson Co., announces that the facilities have been expanded so that the company will be enabled to take care of an increased volume of business and do so more efficiently. "While things are still relatively quiet," said Mr. Wondera, "we are getting a number of inquiries that point to a resumption of activities upon the part of phonograph manufacturers in the Fall."

Starck Store Robbed

The profits on a number of records were lost recently when some efficient cracksmen blew the safe in the store of the P. A. Starck Piano Co., on Wabash avenue, and took away a thousand dollars.

Valuphone Goes to Wizard Co.

George L. Hadley, former secretary of the W. W. Kimball Co., has sold his interest in the Valuphone, with which he has been identified recently, to the Wizard Phonograph Co. Mr. Hadley will, for the time, make his headquarters at the Wizard plant, located at Ogden avenue and Robey streets, and will establish the Valuphone trade with the new ownership. W. Anton Cummings is president of the Wizard Co., which is said to have been manufacturing for the past six years without a shut-down.

New Victor Shop

The Oliver Music Shop, at 7837 South Halsted street, has been opened by M. E. Oliver and his brother. The shop will be exclusively Victor and will be fitted and furnished in Victor style.

Another of Chicago's dealers to take on the Victor recently is the firm of Justine Brothers, of Cicero. The Justine shop has been remodeled and now boasts of fifteen record rooms, making it one of the largest talking machine shops on Chicago's West Side.

Roy Sonneborn Candidate for Mayor

Roy Sonneborn is candidate for Mayor—not of Chicago, but of La Porte, Ind. Mr. Sonneborn is well known in Chicago—at least in the talking machine trade. Sonneborn & Sons gave a concert of "Eight Victor Artists" during the past month and the affair was one of the most successful of the season.

Some of the Best Sellers

The best sellers on the Brunswick list are: "Wang Wang Blues" and "Spread Yo' Stuff"; "Make Believe" and "Do You Ever Think of Me?"; "Kitten on the Keys" and "My Pet."

A downtown Victor dealer reports the best sellers for the month as: "I Never Knew" and "Do You Ever Think of Me?"; "Oh, Morning Land"; "Make Believe" and "Some Little Bird."

The best Emerson sellers are: "Scandinavia Fox-trot" and "Siren of a Southern Sea"; "Pitter-Patter Medley" and "Honey-dew Medley"; "Wang Wang Blues" and "Blue Jeans."

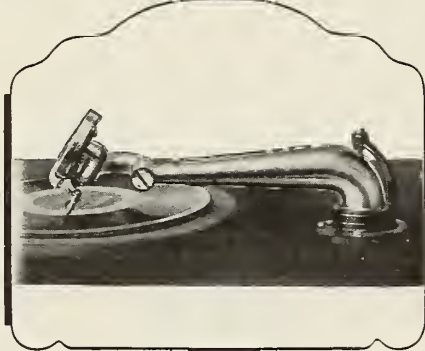
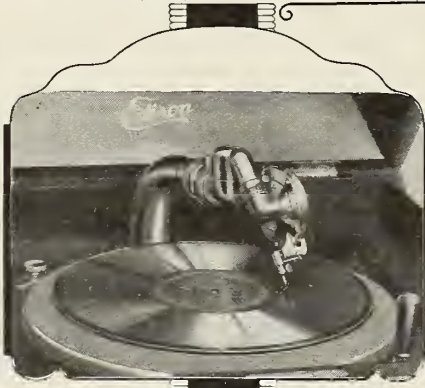
(Continued on page 134)

The Oro-Tone
QUALITY FIRST
Just Say
"Send Samples On Approval"

For the Edison
No. I-E ORO-TONE
For Playing All Records on the Edison
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.

For the Victor
No. LS-V ORO-TONE
For Playing All Records on the Victor
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. TONE QUALITY—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

For the Columbia
No. I-C ORO-TONE
For Playing All Records on the Columbia
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



The Oro-Tone Co.
QUALITY FIRST
1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

SEND FOR
Copy of the "Oro Tone" Illustrating the
Complete Oro-Tone Line

The Improved
L & H Fibre Needle Cutter



The Perfect Cutter

The spring can now be replaced in a few seconds—there are no rivets to bother with. The blade holder is stamped from the same superior grade of metal as the rest of the cutter—it cannot break. The blade itself is made of the finest tool steel and is always in perfect contact with the guide. A self-acting stop prevents cutting away more than enough of the needle and a receptacle catches the clippings. Every needle can be repointed with it twelve to fifteen times.

A Necessary and Profitable Accessory

A large and discriminating class of Victrola owners uses Fibre Needles, especially to preserve their Red Seal Records. They must have a cutter to repoint the needles. The L & H Fibre Needle Cutter is the finest you can offer them, because it is so simple to operate, so durable, and because it puts a perfect point on the needle.

The price is very reasonable: Retail, \$1.75.

LYON & HEALY

Victrola Distributors
CHICAGO

Order from Your Distributor.
 If he cannot supply you, send
 us this coupon.



LYON & HEALY,
Chicago.

Send.....L & H Fibre Needle Cutters
 via Parcel Post
 Express

My Distributor is.....

Dealer's Name

Dealer's Address

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 132)

The following records on the Columbia list are selling at a great rate: "Toddle" and "Beela Boola"; "Ding a Ring a Ring" and "Home Again Blues"; "Siam Soo" and "Make Believe."

The best Gennett sellers are: "A Spring Song" and "Simple Aveu"; "Wishing" and "Dreaming"; "Moonlight" and "Sunshine."

Vocalion records proving very popular this month are: "Love's Old Sweet Song" and "Let the Rest of the World Go By"; "The Star"; "Look for the Silver Lining" and "I Never Knew."

Some of the better sellers of the Okeh list are: "Make Believe"; "Beale Street Blues"; "Some Little Bird"; "In the Devil's Garden"; "Mazie"; and "Becky From Babylon."

Wiswell Reports Decrease

L. C. Wiswell, head of the Victor department of Lyon & Healy, is in a position to follow closely the fluctuations in both retail and wholesale trade. He said to The World: "Retail trade shows a considerable decrease, which is due, I think, to depressed conditions generally. One of the biggest contributing causes has been the uncertainty of employment. With the number of jobs decreasing daily people are not taking on new obligations. Labor conditions and high rents are causing the depressed situation to a large degree. Whereas a while back machines were selling for \$200 and up, the better-selling types to-day are those between \$100 and \$200."

"Wholesale business is much better; in fact, it is good, for we have the stocks to supply the dealers, who in turn had been swept clean and were previously buying only limited stocks. Records are selling quite well and this is not confined to any one class. The demand for records is equally divided, but there is a tendency toward a more modified or refined form of the jazz record."

Laughead Concentrates on Vocalion

Gordon Laughead completed arrangements during the month whereby from now on he will be enabled to concentrate exclusively upon the work of managing the wholesale department of the Vocalion in Chicago. Mr. Laughead has hitherto also been in charge of the Chicago branch of the Melodee Music Co., Inc., but the representation of this line of player rolls was recently transferred to Lyon & Healy.

Mr. Laughead has been in actual charge of the Vocalion in Chicago since the first of the year, when he took over the work of Harry B. Levy, who is now in charge of Western branches and the interests of the Vocalion jobbers in the West generally. Mr. Laughead believes that the coming months, beginning in the Fall, are going to be very big months for quality machines, and that the public has absorbed all the machines of inferior quality that it is going to.

Ready File Increases Distribution

F. O. Wilking, president of the Ready File Co., of Indianapolis, was a visitor for several days during the past month. He was in Chicago completing arrangements with W. A. Carter for



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., Arctino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.



TRADE MARK
'CONSOLA'
 CABLE ADDRESS
 'CONSOLA'

increased facilities for the Ready File in Chicago and while here announced the opening of a new office in San Francisco, which is to be in charge of Clarence Lucore. The latter, in association with W. A. Carter, will have offices at 703 West Sixth street, in the Golden Gate City. He will also represent the Fonolier in San Francisco.

"Considering the general conditions of business, we are not dissatisfied," said Mr. Wilking, "and feel that the trade is to receive lasting benefit from the present rigorous deflation it is going through. While I do not expect a great deal of business during the Summer, I do feel that Fall will bring a resumption of activities that will make the phonograph industry come back into its own."

"Labor conditions are a big problem in every city and as soon as wages are adjusted and activities in the building line, with all its ramifications, begin then we will find that other industries will follow suit and the wheels will once more begin to revolve at their old speed. To be specific, we are doing a large part of our present business on our new rack that is suited to the Victrola Style 80. This is a rack and file in combination and is adapted to be slipped into a cabinet of Model 80. It is secured by set screws at the bottom of the machine."

W. H. Wade Heads Service Stations

W. H. Wade, who manufactures the needle cutter which bears his name and is also head of the Wade Talking Machine Co., acquired new interests and new responsibilities when he was

recently elected president of the American Service Stations. As the name implies, these are service stations which supply gasoline and lubricating oils to motorists at 181 different filling points.

Victor Numbers Recorded Here

What is claimed to be the first recording ever made in Chicago by the Victor Co. was done here in April by Ed King, of the Victor laboratory. With a couple of assistants and a collapsible recording apparatus Mr. King recorded a number of selections of Benson's Orchestra, of which Ray Bargey is the director. The work was done in a room in the Forster Music Publishing Building, on Wabash avenue. Mr. Bargey and Charley Straight themselves played the two piano parts required by some of the selections. The work took approximately a week.

New Alto Products

Joseph Bransetter, head of the Alto Mfg. Co., announces that two new accessories will soon be placed upon the market by his concern, the initial display now being made at the convention of the music industries at Chicago, which is now being held at the Drake Hotel. One of the articles is an automatic needle cutter which makes it unnecessary to remove the needle from the holder in order to effect a repointing. It is claimed that a considerable saving of time is made and the customary annoyance obviated.

The other article is a needle lifter which operates in the same manner as toothpick lifters

(Continued on page 136)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

Victor Road Sign

(Indestructible)

The Victor Road Sign was designed and manufactured for the purpose of promoting Victor sales—at a price heretofore never considered possible for the value given.



"Symbol of Correct Advertising"

This sign is constructed of the best materials with the idea in mind to create a permanent advertising medium—one that produces sales.

This large and beautiful sign can be had in lots of four or more with your imprint on same. The size of this sign is 32" x 48". The most durable elastic enamel paints are used in five different colors and will last for years. This sign is made of one piece galvanized steel, the ends and sides being rolled in (our patented process), which adds strength and beauty to same. It is also re-inforced with two heavy steel bars on the back with anchor straps for securing to a post or tree.

On a basis of eight main highways leading into each city, one sign on each highway will cover every approach in your community, and by so placing every resident and visitor in your city can be reached at a cost far less *per year* than by any other form of advertising.

These signs are handled thru the Service Department of your Victor distributor as listed below:

Albany, N. Y. Gately-Haire Co., Inc.
 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.
 Buffalo, N. Y. Curtis N. Andrews.
 Buffalo Talking Machine Co., Inc.
 Chicago, Ill. Lyou & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cleveland, Ohio. The Cleveland Talking Machine Co.
 The Eclipse Musical Co.
 Dallas, Texas. Sanger Bros.
 Denver, Colorado. The Knight-Campbell Music Co.
 Des Moines, Ia. Mickel Bros. Co.
 Detroit, Mich. Grinnell Bros.
 El Paso, Texas. W. G. Walz Co.
 Houston, Texas. The Talking Machine Co. of Texas.
 Jacksonville, Fla. Florida Talking Machine Co.
 Kansas City, Mo. J. W. Jenkins' Sons Music Co.
 The Schmelzer Co.
 Los Angeles, Calif. 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 Machine Co.
 Chas. H. Ditson & Co.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Omaha, Nebraska. Mickel Bros. Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buehn Co., Inc.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. Standard Talking Machine Co.
 Portland, Me. Cressey & Allen, Inc.
 Portland, Oregon. Sherman, Clay & Co.
 Rochester, N. Y. E. J. Chapman.
 Salt Lake City, Utah. The John Elliott Clark Co.
 San Francisco, Calif. 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.
 Washington, D. C. Cohen & Hughes.
 E. F. Droop & Sons Co.

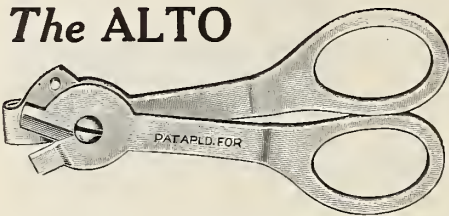
Write your nearest Victor distributor for prices and further details today.

METAL SIGN ADVERTISING CO., Inc.
 Muscatine, Iowa.

THE \$1.00 CUTTER—HERE IT IS

Retail Price **\$1.00**

A better Fibre Needle Cutter for less money



Made Entirely of High-Grade Steel

ALTO MFG. CO. - - - **1801-1803 Cornelia Avenue, Chicago, Illinois**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

which we have all seen in restaurants from time to time. There is a plunger, which dropping below the bulk of the needles, picks one up on its return.

The new quarters of the Alto Mfg. Co. at 1801-1803 Cornelia avenue are now in full operation and additional machinery has been installed whereby production has been speeded up. The company was formerly located at 4100 Lincoln avenue.

Fenton Opens New Store

The Fenton Music Co. has been incorporated with a capital stock of \$15,000 by A. C. Fenton and associates. A very handsome store which is to be devoted exclusively to the Victor line is to be opened at 4736 North Racine avenue. This location is a little south of the big Riviera Theatre, which is the center of the night life of the Junior Loop. This is another venture of Mr. Fenton, who has made such a big success of the Hyde Park Music Shop, which is located on Fifty-third street near Lake Park avenue.

Nupoint in New Factory

M. M. Cole, president of the Nupoint Mfg. Co., announces the removal of the Nupoint factory to spacious new quarters at 1208 West Fifty-ninth street, this city. The new factory, which comprises over 10,000 square feet, is now able to care for all orders without the delay which has been necessitated in the past; and hereafter, according to Mr. Cole, shipments will be made within twenty-four hours after orders are received.

The patented containers for Nupoint needles, which Mr. Cole has been working on for some time have now been perfected. These are glued boxes which make impossible any leakage. In combination with these boxes there is a carton which, in addition to containing the needle boxes

themselves, forms a stand that can be conveniently placed on any counter. With this is a display card that is bound to attract the customer's eyes. Then there is also the display stand, which furnishes the needles in medium loud or extra loud sizes. This stand is so constructed that it automatically replaces the boxes as they are sold. The Nupoint Co. is also supplying its dealers with additional advertising material, such as posters, display cards and sample packages of needles.

New Victor Stores

The Cable Piano Co. has opened a new Victor store at Hammond, Ind., which town is one of Chicago's biggest industrial suburbs. A. C. Critchley is manager. He was formerly manager of the Pearson Piano Co.'s store at Anderson, Ind.

Word has reached Chicago of the big success which attended the opening of the new store of Carroll's Music House at Appleton, Wis. The store formerly dealt in leather goods as well as talking machines, but its Victrola business has so developed that it requires the entire time of the Carroll forces.

H. A. Beach in Chicago

H. A. Beach, who was formerly manager of the traveling department of the Victor Talking Machine Co., but who is now vice-president of the Unit Construction Co., of Philadelphia, was in Chicago during the past week. Mr. Beach is full of enthusiasm for his new work and points out numerous instances of the remarkably quick service with which the Unit Construction Co. has equipped the shops of talking machine dealers with record booths.

Playerphone Has Exhibit

W. D. McKenzie, president of the Playerphone Talking Machine Co., is holding an exhibit of

Playerphone and Packard talking machines at the Drake Hotel during the music conventions, May 9 to 12. He has secured a room on the mezzanine floor, where the complete line will be displayed. "From the dealers that have written to Chicago I gather that there is going to be a considerable amount of buying done here. Correct prices combined with correct merchandise are being sought after for the reason that during recent months retailers' stocks have been greatly depleted and the convention offers an admirable opportunity to restock."

Columbia Co.'s Good Work

John McKenna, head of the local Columbia office, is one man largely responsible for the excellent entertainment which the music merchants visiting Chicago enjoyed during convention week. He secured some of Chicago's best theatrical talent at the noon meetings for the big banquet on Wednesday night and for the big midnight frolic on Thursday night, May 12.

At the present writing the conventions are still ahead of us, but from the talk that is going around the 1921 gathering looms up in prospect as being by far the biggest convention that has ever been pulled off. In other conventions the merchants had important business to occupy

VARNISH DRYROOMS

with the **EJECTOR SYSTEM**

Something New
Write for "EJECTOR" Bulletin
Just off the Press

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago
USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT 1,186,477.

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

Price \$2.50

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A
C
M
E

PRICE \$6.00

The
Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

**Edison Diamond
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

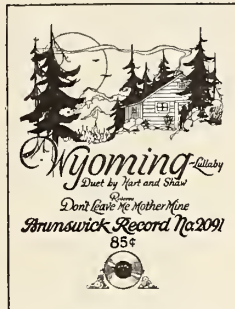
WINDOW DISPLAY SERVICE PREPARED BY BRUNSWICK CO.

CHICAGO, ILL., May 10.—A new Brunswick window display service is being furnished Brunswick dealers which is interesting, not only because of its merit, but because of its being

ity nature and is illustrated in four colors by some of Chicago's leading commercial artists. The service consists of five cards a month. These cards range in size from 14 by 22 inches



Brunswick Window Display for June



introduced at a time when there is a general tendency by an unfortunately large number of retailers to "lay down" in their work. This window display service is distinctively of a qual-

to 11 by 14 inches, and are cut out of heavy enamel stock. The cards are equipped with an easel and will stand without support wherever placed in the window.

their attention, but nothing any more important than that which confronts them this year due to the general economic and business conditions in the trade in all parts of the country. However, they never had a program of recreational entertainment as elaborate as that which is scheduled for this year. To John McKenna and his aids at the Columbia Co. goes the credit for this. They have worked untiringly in securing the services of theatrical headliners for the convention luncheons and meetings, the same as in the past they have been extraordinarily active in getting talent for the regular Piano Club weekly luncheons.

Lyon & Healy Employes Banquet
The management of Lyon & Healy gave a dinner to the sales force of this concern during the latter part of April. The banquet came after a week of intensive study of salesmanship and was for the purpose of securing co-operation among the different departments. It was held in the Red Room of the LaSalle, and was featured by some interesting talks by executives of the concern. Immediately after the dinner V. E. Healy, in charge of the personnel department, gave a resume of the work in prospect and urged greater liaison between employes and management. Columbus Healy next spoke in

his characteristically energetic manner, reviewing the improvements which were being brought about in directing the efforts of employes along correct lines of endeavor.

New Tonofone Window Display

Dorchester Mapes, secretary of the R. C. Wade Co., manufacturer of the Tonofone needle, states that there is plenty of business available for those dealers who will go out and get it. "Business was never better," said Mr. Mapes, "but it requires a great deal more hard work than it ever did before. The public possesses the same buying power it had heretofore, but to-day the dealer must show the consumer that he is giving him his money's worth before he can be induced to part with it. I am glad to state that the Tonofone is steadily forging to the front and commanding the respect of the entire trade. It is making hosts of friends among people who love good music and who must be depended upon to make the talking machine business as prominent as it deserves to be.

(Continued on page 138)

LIDSEEN FIBRE NEEDLE CUTTER

Sharpens the needle without removing it from the tone arm

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

A Few More Jobbers Wanted

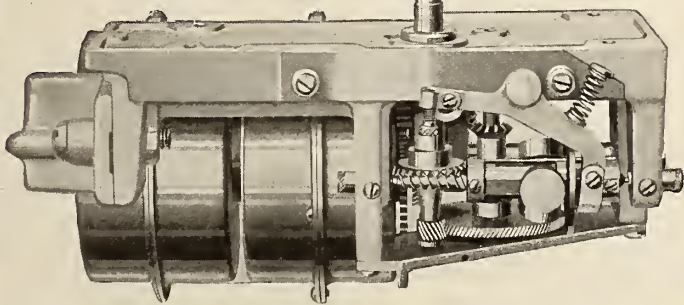
The greatest seller of them all. You only have to show this to sell it.

Good Profits

You are protected in sales

LIDSEEN
832-840 So. Central Ave.
CHICAGO

"Multi-Cylinder Smoothness"



The Casey Hudson "4 Cylinder" phonograph motor compares with the ordinary 1- or 2-spring phonograph motors as the modern multi-cylinder automobile motors compare with the "two lungers" of years ago.

The Casey Hudson "4" is velvety smooth in action, silent running, better balanced. Plays 6 to 8 10-inch records with one winding. A revelation in phonograph motor efficiency.

Casey Hudson "4 Cylinder" Motor

Twice the smoothness—playing capacity—life—at very small increase in price

Produced in its entirety, from raw materials to finished product, in our own factories, under the supervision of men who have given years of study and achieved notable success in this business.

Casey Hudson also manufactures the Old Reliable "KRASCO" 2- and 3-spring motors

The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Gold finish on exposed parts if desired.

Casey Hudson Company has a real message for phonograph manufacturers concerning its ability to produce phonograph motors of highest quality, in any quantity, at efficiency-production prices.

Let us bid on your requirements.

CASEY HUDSON CO.

361 E. Ohio St. Chicago

Factories: 361-451 E. Ohio St

EUGENE and WILLIE HOWARD'S TERRIFIC HIT in THE PASSING SHOW of 1921

UNDERNEATH HAWAIIAN SKIES

The most beautiful Fox-Trot Melody
in years

Published by LEO FEIST INC
FEIST BLDG.
NEW YORK

"You can't go wrong
with any Feist Song."

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

"We have just issued a new window display proposition that is meeting with exceptional success and five of our new displays have been installed in some of the leading shops on Wabash avenue, our 'Music Row,' and, what is more important, they are producing excellent results. In fact, this new display proposition is creating quite a sensation wherever shown, and during May we are featuring it in a more attractive form than previously. The center sign or poster in our display is an 18x25 oil-painted sign in four colors and can be used to advantage in the most artistic window display."

Dealers After Record Business

W. C. Griffith, of the Chicago Talking Machine Co., says that there is a very decided tendency on the part of dealers to develop their record business. "One indication of this is apparent in that our 'New Records Magazine' is coming into increasing use every day. Dealers have found out that machine owners can be made big record buyers by having an intimate knowledge of what is available for them and their individual tastes. It seems that dealers are also developing their accessory business, for our sales of the extra loud Tungs-tone needles are increasing very rapidly."

Cheney Machines Interest Conventions

During the conventions of the Music Industries in Chicago the Cheney talking machine

occupied a place of prominence in the very artistic talking machine department of the Marshall Field Co.'s retail store. The different art models made by this company were displayed to advantage and greatly interested convention visitors, for no one can visit Chicago without calling at the Marshall Field store, which is one of the show places of our city.

Speaking of business conditions W. E. Burr, sales manager of the Cheney Talking Machine Co., said: "Generally speaking, there is a slight improvement. There is a decided demand for styles of the bigger and better type. People who buy this sort of goods are of that class which always has enough money to weather any industrial storm without economy in purchases of this kind. For some time past the wiser dealers have recognized this and have been catering to this class of trade. I have in mind one dealer who has followed this plan and the first months of this year showed that although there was a 40 per cent decrease in the number of units of machines he sold there was only an eight per cent decrease in dollars and cents."

Grafonola Sales Increase

John McKenna, manager of the local office of the Columbia Co., reports that there has been a small but steady improvement in machine sales. "This is partially due," said Mr. McKenna, "to the fact that the Columbia Co. was the first to restore pre-war prices on a stand-

ard machine. Some of our dealers did not approve of this at first, but they are now finding out that it was a wise move and are satisfied. There has been a noticeable increase in sales of our period models and the higher grades generally. Not a day passes but dealers bring in prospective customers to our Model Shop and sell them machines of this class.

"Record business is on a par with last year's sales, with an increasing demand for records of the better class and a lessening demand for the extreme type of jazz records."

George W. Hopkins in Town

George W. Hopkins, general sales and advertising manager of the Columbia Graphophone Co., was in Chicago as one of the speakers at the conventions of the Music Industries. While here Mr. Hopkins spent much time at the Chicago office of the Columbia Co. in conference with Mr. McKenna.

Samuel Lemberg, of the executive offices of the Columbia Co., has been transferred to Chicago, where he will take the place of J. C. Wuertzer in the city sales department. Mr. Wuertzer has gone to Youngstown, O., where he will engage in other business.

The Coming of Dr. Richard Strauss

Much interest is evinced in music circles following the announcement of the forthcoming visit to America of Dr. Richard Strauss, who is known the world over for his "Salome," "Elektra" and "Rosenkavalier." He will arrive in America in October. Dr. Strauss's arrangements will be handled by the International Concert Direction, Inc., one of whose chief functions is directing the appearance in concert of all exclusive Brunswick artists.

New Incorporations

The Seton Music Co., located at 1920 South Michigan avenue, Chicago, has been incorporated with a capital of \$40,000 to print and publish, revise, compose and arrange musical compositions. The correspondent is Henry L. Shaver, 1821 Mallers Building.

The Chicago Band Instrument Co., located at 28 East Eighth street, has been capitalized at \$6,000 to manufacture, repair and deal in musical instruments and accessories.

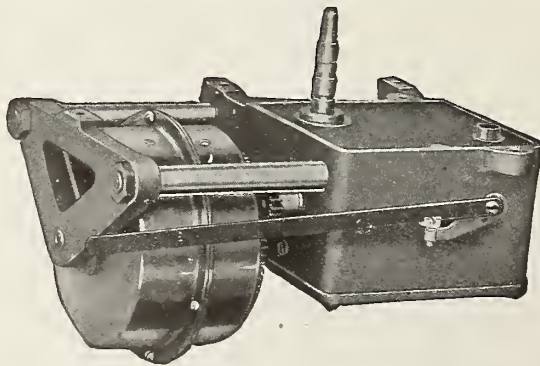
H. G. Power a Visitor

H. G. Power, who was one of the officials of the Taylor Carpet Co., of Indianapolis, was in Chicago the past week. Mr. Power reports that business for the first four months of 1921 was the best that his company ever enjoyed.

The Way to Keep Records

The Musique et Instruments (Paris) in a recent issue remarks that the material used for making discs is in reality a liquid of great viscosity. Thus it often happens that records stocked vertically, and not sufficiently supported, become misshapen and warp. This can be generally rectified by putting them under pressure horizontally under a number of other discs. Such deformation never takes place if the discs are stored in a horizontal position.

You Don't Have to Tune This Motor



If you have to tune a motor when it reaches you, someone will have to tune it after it leaves you.

If it didn't stand shipping shock once, it won't stand it again.

This motor is silent—self-lubricated and enclosed.

It will end your motor difficulties.

It is being adopted by more and more of the better phonograph makers, and they are delighted.

Absolutely uniform speed, and performance.

Write us for further information—prices, etc.

United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers
1000-1016 N. Halsted St., Chicago, Ill.

BRUNSWICK WINS ON MOTHERS' DAY

Great Campaign Conducted in Honor of Mothers' Day, Which Brought Splendid Results to Dealers Who Helped to "Say It With Music"—Some Publicity That Helped

CHICAGO, ILL., May 11.—Brunswick dealers in Chicago and, in fact, all over the country, are holding an impromptu celebration this morning over the remarkable success of the Mothers' Day campaign which came to such a resultful culmination Sunday. The idea, which originated in the advertising and sales department of the Brunswick Co., was designed to be one of the "concentrated selling plans" which is so essential these days.

It was believed that with the growing observance of Mothers' Day and with the remarkable



Mother O' Mine
Sung by Bonelli

Reverse
Smilin' Through
Brunswick Record No. 13015
\$1.25

Ad Featuring "Mother o' Mine" appeal that the talking machine possesses for those who desire a gift that can be both practical and expressive of the finest sentiments, an opportunity was presented not only to make an unusual number of sales, but to do it at a

time of the year when the market was otherwise very quiet.

The love which everyone of us bears for his or her mother is one of those attributes of the human heart that lies closest to divinity. Thus, its appeal from the standpoint of human interest is exceedingly strong. Coupled with this intense appeal is the permanent nature of the phonograph as a gift, which makes it far superior to the customary gift of flowers.

Some dealers, however, pursued the thought that it was not necessary to dispossess the

Join This Conspiracy

Mothers' Day Club



Surprise Your Mother on May 8th—Mothers' Day with a Brunswick

We have a secret we want to share with you—but we can't publish the details here. We have a wonderful plan for you to use in honoring your Mother on the day that's named for her.

We call it our Mothers' Day Club. All the details we explain personally, but not in print. But it's a splendid idea, conceived by Brunswick, and one which you'll appreciate.

This part we can tell—on Mothers' Day your Mother will be given a tremendous surprise.



Model 112

We deliver to her a Brunswick Phonograph (Model 112) and a special collection of Brunswick Records, and—but the rest is part of the secret.

The Mothers' Day Club makes it easy for you to honor her in this delightful manner. It affords her a permanent reminder, a constant pleasure.

Come in at once, and let us tell you the plans personally. Never has such an offer been made before.

The time is short—so come in at once.

Your name and address

Copy No. 2457

120 lines x 2 cols. News 16179-2

One of the Mothers' Day Club Ads

place that flowers have in Mothers' Day and believing there is room for both gave a bouquet with every machine sale. In this connection one dealer reported that a bouquet of flowers sent with the machine added the final touch and created an entente cordiale between the purchaser and the dealer that would be reflected in the months to come.

The Brunswick Co. advised the formation of Mothers' Clubs and suggested that the Brunswick Model 112 be selected as the favorite instrument. This decision was made because Model 112 is said to strike a very happy mean in price and is the most inexpensive of the

(Continued on page 140)

The Windsor Phonograph.



IN

Period Designs
like highest grade
Furniture

Produced by

The Windsor
Furniture Company
Chicago, U. S. A.

New! New! APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction

For sale through jobbers and dealers.

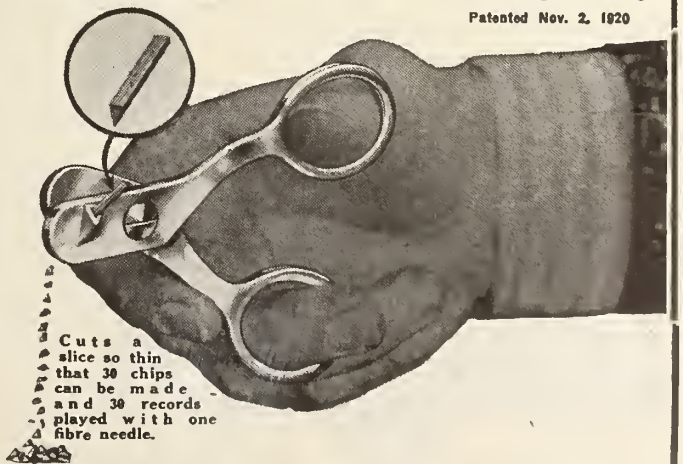
Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO

New! New!

Patented Nov. 2, 1920



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

PHONOGRAPH REPAIRING

We Are Manufacturers
of the Famous
WATROLA
PHONOGRAPH
Seven Models

Ask for Special Prices
to Dealers

We Can Repair Any and All Makes of Phonographs. We Have Parts for All Motors, Tone-Arms, Etc. Prices *Very Reasonable*. Send Us Your Repairs at Once. Quick Service.

WARTELL PHONOGRAPH CO.
178 W. RANDOLPH ST. CHICAGO, ILL.

WE SELL THE
GENNETT RECORDS
NUPOINT NEEDLES
CABINETS, MOTORS
and **TONE ARMS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

Brunswick machines which possesses the Double Ultona reproducer. The campaign was started on March 28, thus giving some forty days to develop the idea and to organize the Mothers' Clubs. Many of the dealers delayed in starting their work and one Brunswick representative in Texas neglected to institute his campaign for the idea until the last two weeks. He later reported that he was surprised and delighted to sell some "eighteen machines in our first week's work."

For those people who already owned a Brunswick a supplementary campaign was staged that was designed to sell Brunswick records, and this phase of the campaign was so well developed that even traveling men who are reputed to be more or less neglectful were reminded of their filial obligations by finding on the hotel desks in every town a reminder, which asked, "Will Mother have word from you on Mothers' Day, May 8?" These little slips went on to tell how Mother could be sent a message of love through the Brunswick dealer. Brunswick Record No. 13001, "Little Mother o' Mine," was recommended as an appropriate gift, which would be delivered in a special gift envelope anywhere in the United States on or before May 8.

"The Brunswick Co.," said an executive at the big Wabash avenue headquarters, "invites the entire music trade to share in the idea of a phonograph for Mothers' Day. This year it has been a Brunswick idea, but next year and thereafter we invite dealers in talking machines—especially those who handle standard lines—to participate in making Mothers' Day a big success for all of us.

"It is believed by our company that the phonograph and record can exemplify the spirit of Mothers' Day in the best way that can be conceived and we feel sure that the idea can be developed for the mutual good of all who are in this industry."

DVORAK'S NEW POSITION

CHICAGO, ILL., May 2.—Lyon & Healy announced this week the appointment of Joseph Dvorak as general Western representative for the company, with headquarters in Los Angeles. Mr. Dvorak has been associated with Lyon & Healy for thirty years, and during that time has won the esteem and friendship of the trade throughout the country. He is ideally qualified for his new post, and Lyon & Healy's Western trade is assured of maximum service under his direction.

Everything comes to him who really works hard in this year of grace.

NEW STEGER AD MANAGER

Sherwin Murphy Appointed to Post of Advertising Manager for Prominent Chicago Phonograph Manufacturers—Has Wide Experience

CHICAGO, ILL., May 5.—Sherwin Murphy has been appointed advertising manager of the Steger & Sons Piano Mfg. Co., in accordance with the policy of that company to give ad-



Sherwin Murphy

vancement whenever possible from within its own organization.

Mr. Murphy was graduated from Loyola University. He started with Steger & Sons in the accounting division three years ago and subsequently was promoted to the advertising department as assistant to Charles E. Byrne, who is now secretary-treasurer. The publicity of the Steger institution will be handled and developed capably by Mr. Murphy, under the direction of Mr. Byrne.

Mr. Murphy is keenly interested in advertising and selling and thoroughly imbued with the spirit and ideals that have always distinguished the Steger house. He is a gifted writer, well informed regarding the selling methods in vogue in the music industries, and a real enthusiast on the subject of "dealer co-operation."

His most pronounced hobby is photography. As a result of his activity in that direction he has been successful in capturing prizes for par-

ticularly fine work in national photography competitions.

BIG SHIPMENTS OF BAMBOO

F. D. Hall, President of the Hall Manufacturing Co., in Japan Arranging for Shipments of Choice Bamboo to Chicago Factory

CHICAGO, ILL., May 10.—Dealers and jobbers in fiber needles, as well as fiber needle enthusiasts, need have no fear that the quantity of this product will be smaller than the demand in the future. F. D. Hall, president of the Hall Manufacturing Co., writes from Japan telling of arrangements he has made for shipments of the best bamboo the Orient produces. Every other month there will be a carload shipment to this country. In fact, the first carload has already arrived and, according to H. J. Fiddelke, is the best stock yet received.

Incidentally, Mr. Hall on his arrival in the far West discovered that the climate is not all it is pictured in the tourist handbooks. He found it necessary to leave Yokohama and go to Shanghai, China, in order to get warm. He says there was no heat in Yokohama.

The Hall Manufacturing Co. is contemplating the issuance of a series of dealers' helps to push the fiber needle in retail stores. A counter display carton is being prepared which will artistically display the needles to customers.

An exhibit of fiber needles was held at the Drake Hotel during Convention Week, May 9 to 14. A very attractive window display on the main floor caught the eye of music merchants from all parts of the country.

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

WE ILLUSTRATE THE

"Handy" Dome Clamp

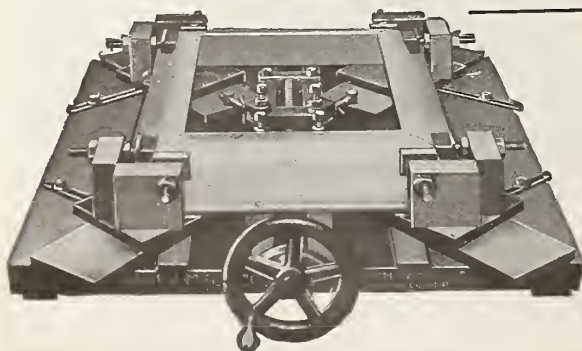
Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.



NEW BRUNSWICK FINANCING PLAN

Big Opportunity Held Out to Brunswick Dealers to Expand Sales—Interview With P. L. Deutsch Discusses Developments

CHICAGO, ILL., May 11.—The Brunswick-Balke-Collender Co. announces a new plan for financing its dealers, which is exceptionally interesting in view of existing conditions.

The plan is explained by Thomas A. McHale, head of the credit department of the Brunswick Co., in the following statement:

"We have consummated arrangements with a large investment corporation that will enable us to provide facilities to Brunswick phonograph dealers who are desirous of realizing funds on their instalment contracts in order that they may operate on a greater scale.

"The investment company will furnish funds to dealers on instalment contracts on the basis of the following schedule:

"**Schedule One:** (Where the contract provides for payment in more than twelve equal monthly payments) Funds will be advanced on the face amount of the first twelve payments. The amount of money advanced on contracts will be as follows:

83 1-3%	of face of contracts maturing in 6 months.
85 %	of face of contracts maturing in 7 months.
87 1/2%	of face of contracts maturing in 8 months.
80 %	of face of contracts maturing in 9 months.
80 %	of face of contracts maturing in 10 months.
82 %	of face of contracts maturing in 11 months.
83 1-3%	of face of contracts maturing in 12 months.

"**Schedule Two:** (Contracts providing for payment in six equal monthly payments) Funds will be advanced as follows:

3 1/2%	of face of balance due on contract.
4 1/2%	of face of balance due in 7 or 8 months.
5 1/2%	of face of balance due in 9 or 10 months.
6 1/2%	of face of balance due in 11 or 12 months.

"The money realized from the investment company is payable by the dealer in monthly instalments. In other words, he remits to the company the money received from his customers on the first and fifteenth of each month. For the purpose of showing what it costs, let us take, for example, an instrument that sells for \$200. Assuming that the initial cash payment is 10 per cent, or \$20, that leaves a balance, secured by contract, of \$180. The investment company will loan 83 1-3 per cent, or \$150, for which a charge of 6 1/2 per cent on \$180 is made, amounting to \$11.70.

"By taking advantage of this finance plan the actual cost to the dealer is \$3.69, as follows:



Scotford Model I Reproducer on Victor and Columbia
Plays Only Hill-and-Dale Records, but Plays Them at Their Best
Scotford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer
 \$3.85 Nickel; \$4.75 Gold—Retails \$6.00 and \$7.50
Scotford Model I Reproducer 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retails \$6.75 and \$8.75
Quantity Prices on Application


Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Throop Streets CHICAGO

Discount to investment company..	\$11.70
2 per cent cash discount on \$108...	\$2.16
6 per cent interest on 12 payments of \$15 each	5.85 8.01

Cost \$3.69
 "The establishment of this plan will enable phonograph dealers to double their business as the principal difficulty, lack of funds, will be surmounted."

P. L. Deutsch, assistant secretary of the Brunswick Co. and head of the phonograph division, said: "This new plan I consider to

represent one of the greatest steps in phonograph merchandising and I believe it eliminates all old-time efforts at financing, and gives Brunswick dealers a supreme opportunity. This plan goes into effect at a psychological time. It will appeal to the public. It removes resistance from buying. It allows everyone to buy a Brunswick on time if cash is not available. It removes a financial burden from the dealer. He can expand as fast as he wishes. Only Brunswick dealers can partake of this plan. It is exclusive, which, in itself, means a tremendous advantage."

PLANS FOR CARAVAN CONVENTION

Phonograph Co. of Chicago Announces Plans for Chicago Meet, June 20 and 21

CHICAGO, ILL., May 10.—W. C. Eckhardt, manager of the wholesale department of the Phonograph Co. of Chicago, announces that plans have been completed for the "Caravan" Convention, which is to be held in Chicago June 30 and 31.

The Convention proper will be held at the Blackstone Theatre, Monday, June 20, and Tuesday, June 21. There will be a dinner, show and dance on the Tuesday evening at the Drake

Hotel. It will be largely attended by dealers from all parts of the Central West and from present indications there will be Edison men from as far West as Denver, from Cleveland on the East and the Canadian border on the North.

The meeting is expected to be one of the most successful Conventions that has been held for some time and much work of importance is expected to be accomplished. Thomas Leonard, sales manager of Thos. A. Edison, Inc., was in Chicago a few days ago conferring with Mr. Eckhardt and perfecting plans for the Edison meeting.

ORO-TONE PRODUCTS IN CANADA

Leigh Hunt Closes Arrangements Whereby W. H. Banfield & Sons, Ltd., Will Handle Line

CHICAGO, ILL., May 10.—Leigh Hunt, treasurer of the Oro-Tone Co., of this city, just returned from a trip to Canada, which resulted in an arrangement by which the Oro-Tone products will be given wide distribution in the dominion. He consummated a deal with W. H. Banfield & Sons, Ltd., of Toronto, whereby that large well-known house will manufacture Oro-Tone tone arms and sound boxes and so forth and will market them in Canada under the name of the "Oro-Tone-Banfield" Phonograph Equipment.

The A. T. Emerson Co., Inc., manufacturer of Emerson phonographs, has moved from 1140 Broadway to the Emerson Building at 206 Fifth avenue, New York, where it will occupy quarters on the second floor.

Melody Portable Phonograph
 Equipped With
Heineman Double Spring Motor
Blood Tone Arm and Reproducer
Removable Tone Arm and Winding Key

Durably Constructed. Mahogany Waterproof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weights only 18 pounds.

PROMPT DELIVERY
Here's a Winner for You!

Write for Sample and Terms Today.



Size 8x13x15



Portable Weighs 18 Pounds

MELODY NATIONAL SALES CO. - - - 190 N. State Street, Chicago, Ill.

REPAIRS

All makes of Phonographs Promptly and Efficiently

CENTRAL MUSIC SALES CO.
 173 Sixth Street, Milwaukee, Wis.

The New Improved Stewart



RETAIL PRICE \$15.00
 Dealers' Prices

2-5	Each	\$11.00
6-12		10.50
12-24		10.00
24-48		9.50

Phonograph Surgery and Supplies
 LET US CO-OPERATE WITH YOU

We operate the Largest and Most Up-to-date Equipped Phonograph Repair Shop in the West. **JOBBERS IN PHONOGRAPH MOTORS TONE ARMS RECORDS HARDWARE NEEDLES and REPAIR PARTS ALL MAKES**

Have you a Phonograph Repair Agency? If not, let us tell you what we can do for you.

Send for our price list and catalogue today.

The Co-operative Manufacturing Co.
 Main Office and Factory
 1867 Milwaukee Ave., Chicago

All Phones Humboldt 3345

We Made It From the First, It Proved a Winner Now It's Ours and Yours, Mr. Dealer!

We have purchased from Geo. L. Hadley, former secretary of W. W. Kimball Co., Chicago, the exclusive manufacturing and selling rights to



for U.S.A. and Can.

A WORD TO VALUPHONE DEALERS

All instruments now in use by the multitude of satisfied Valuphone customers were made at our plant under special contract. We will continue to supply the trade direct, with the same generous size cabinets, beauty of design and finish and fine tone quality for which the popular priced Valuphone has become nationally distinguished.

Investigate the VALUE in the Valuphone

WHY VALUPHONES ARE RAPID SELLERS

All styles are made in generous size cabinets, finely designed, proportioned and finished in choice Mahogany, handsome figured Oak and select Walnut.

Big Capacity Motors
Concert Size Reproducers
Perfect Automatic Stops
Beveled Edge Turntables
Extra Felt and Silk Plush Tops
Built-in Record Compartment
Six Albums for Seventy Records
Ball Bearing Casters
Nickel Leg Caps
First Quality Hardware Throughout
Classic Grills
and last, but not least, we are aware,

PRICE

is the greatest salesman on earth, and Spot-Cash the world's greatest buyer.



WE SAID, "YOURS," MR. DEALER

Depend on us for your regular supply of real phonograph bargains. Valuphones offered in window displays, by your salesmen, or through newspaper advertisements, at Valuphone prices, will arrest the mind of the thrifty, who constitute the nation's best buyers. In other words they will bring good trade to your store.

IF YOUR NAME IS BETTER THAN OURS, USE IT

The Valuphone in talking machines is everything its name implies, that's why it's called the Valuphone. We do not sell you the name, however, you pay for the instrument only. In fact, if you prefer, we will place your own name on it.

One Thing We Will Not Change
Is the Value

Opportunity for more than the Ordinary Profit

We no longer call our discounts "jobbing prices," they are lower than jobbing prices. Valuphones at their regular authorized retail prices are bargains at all times and places. They are attractively priced at retail and most profitably priced at wholesale. Our standard is "Value", and this holds both quality and price commensurate. Let us prove it!

A Reliable Source of Supply

Our factory has operated through the entire war period and since armistice, on either time and one-half or full time, never having been closed down during any working day for over six consecutive years, emphasizing the stability of our product, both from the standpoint of supply and demand. You may depend upon us, always.

If price is important to you, WRITE US TODAY. We do not quote prices promiscuously.

WIZARD PHONOGRAPH COMPANY, Inc.

THE "PRICE MAKERS"

ANTON CUMMINGS, PRESIDENT

THE "PRICE MAKERS"

1973-75-77-79 Ogden Avenue,

Chicago, Ill.

CRITONA RECORDS ARE NOW READY

Criterion Records, Inc., Issue First Catalog of Critona Records—Will Concentrate on Operatic, Light Classical and Standard Selections—Personnel of Organization Comprises Men of Many Years' Experience in Industry

Criterion Records, Inc., New York, has announced the first catalog of Critona records, which are manufactured by this company. Forty selections comprise the first list and the company expects to issue supplements monthly.

Arthur H. Cushman, vice-president and gen-



Geo. W. Beadle, President

eral manager of Criterion Records, Inc., who is one of the best-known members of the record industry, in a chat with *The World* gave the following details regarding the company's plans and policies, stating:

"We have made a careful study of the dealers' requirements and have definitely decided to con-

centrate our activities on the recording of operatic, 'popular' classical and American standards by artists of recognized standing in the musical world. We are planning to direct our appeal towards the 'independent' dealer, the term 'independent' signifying the dealer who handles a line of phonographs that is not coupled with a record line, or a dealer who handles a line of records whose catalog does not include operatic, classical and standard music.

"In the preparation of our first catalog of Critona records we have endeavored to place tone quality as the paramount factor. Every member of our organization is imbued with the idea and thought that quality must be the keynote of any successful record line, and we are going to work along these lines at all times. Incidentally, I might comment upon the fact that we have selected the most difficult feats in recording as the basis for our first list, and this group was selected with the specific purpose of showing the trade the position that we expect Critona records to attain in the industry. We are now ready to make deliveries of our entire list, and every co-operation will be afforded the dealers in the merchandising of our records."

The executive organization of Criterion Records, Inc., comprises some of the leading members of the record field. Geo. W. Beadle, president of the company, who was for many years consulting engineer of the Columbia Graphophone Co. and the International Paper Co., will be in charge of all departments of manufacture. He is the originator of the Beadle press, which is in use in practically every record-pressing plant in the country.

Alexander N. Pierman, who is responsible for the new process of recording under which Critona records will be manufactured, was for twenty-three years head of the research department of one of the leading record manufacturers in the country. Geo. W. Slight, who will be in charge of the recording division of Criterion Records, Inc., is a pioneer in the record field.

Wm. F. Nehr, secretary of the company, will supervise the technical branch of the electric plating department, and be responsible for the actual production of the record from the making of the wax master to the completion of the pressing stamper. Mr. Nehr was associated with



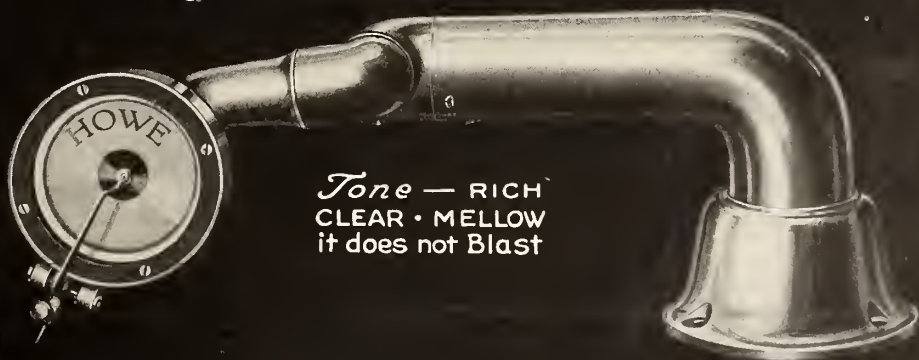
Arthur H. Cushman

Thos. A. Edison, Inc., for twenty-seven years, and is a recognized expert in his line.

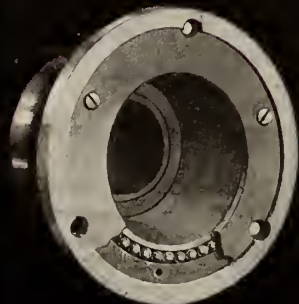
Among the prominent artists who have already arranged to make Critona records and whose recordings are represented in the first supplement are: Signor Antonio Rocca, a new tenor of the Chicago Opera Co.; Miss Eva Leoni, a coloratura

(Continued on page 144)

The HOWE



*Tone — RICH
CLEAR · MELLOW
it does not Blast*



**BALL BEARING
No obstruction
in the base**

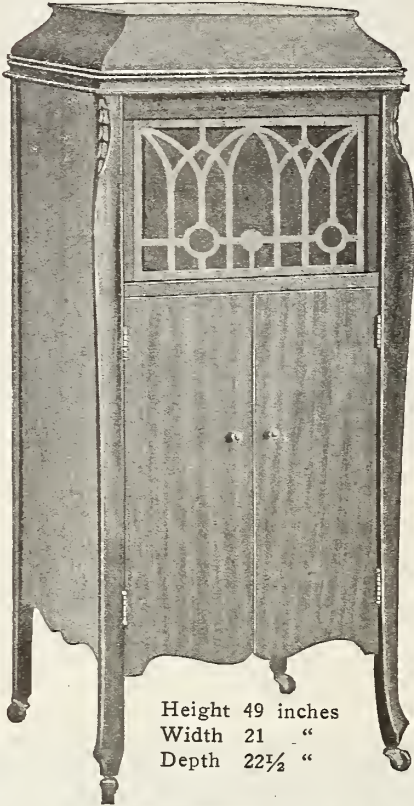
C.W. Howe & Company
21 East Van Buren St. Chicago Ill.

PRE-WAR PRICES CABINETS

6

Models in All Sizes at a
Big Cut in Prices

GENUINE MAHOGANY,
AMERICAN WALNUT and
GOLDEN QUARTERED OAK



Height 49 inches
Width 21 "
Depth 22½ "



Model 316
Height, 51½"
Width, 24"
Depth, 25"

SIX MODELS, ALL SIZES and
FINISHES, IN COMPLETE
PHONOGRAPHS AT PRE-
WAR PRICES

A-1 Cabinet Work in Construction and
Finish
Large Double Spring Motors and Universal
Tone Arms
Write for Special Prices on Large and
Small Quantities

Player-Tone Talking Machine Co.
967 LIBERTY AVE., PITTSBURGH, PA.

CRITONA RECORDS ARE NOW READY

(Continued from page 143)

soprano of exceptional promise; Signor Millo Picco, a popular member of the Metropolitan Opera Co., and Signor Carlo Ferretti, a baritone who has attained considerable renown. All of these artists have made several records for the first Critona list and they are enthusiastic regarding the tone quality of their records.

Paul Bolognese, who is famous in Italy as a conductor of operatic music, will be musical director of Criterion Records, Inc. Mr. Bolognese, who has had an exceptionally thorough musical education, is admirably equipped for this important position and numbers among his personal friends the foremost operatic stars of Europe and this country.

GIVES DINNER TO SALES FORCE

Edward Strauss, Manager of Local Brunswick Branch, Is Host to Gimbel Bros. Talking Machine Department's Staff—Splendid Sales Totals Recognized by Banquet and Reception

In recognition of the splendid sales showing attained by the talking machine department of Gimbel Bros., New York, in the sale of Brunswick phonographs and records, Edward Strauss, manager of the New York branch of the Brunswick-Balke-Collender Co., recently gave a dinner to the staff of this department.

Some time ago Mr. Strauss, in conference with M. Max, manager of Gimbel Bros. talking machine department, stated that he would be the host to the department's forces if the sales for the first quarter of the year showed an increase over 1920. With this offer as an incentive, the force worked indefatigably, and, as a result of their efforts, a splendid increase was achieved.

The dinner was given at the Hotel Pennsylvania, and in addition to Mr. Strauss and Mr. Max, the speakers included Chester Abelowitz, metropolitan district representative of the Brunswick local branch, and Wm. A. Brophy, director of the Brunswick recording laboratories. There was also an entertaining musical program furnished by several popular Brunswick artists, including Lynch and Sheridan, Ernest Hare and Rudy Wiedoeff.

FORMS ACCESSORY HOUSE

E. M. Latham Heads Marathon Sales Co.—Will Handle Well-known Accessories

E. M. Latham, formerly manager of the Welte-Mignon Studios and the Emerson Shop, and one of the best-known members of the local retail trade, has formed the Marathon Sales Co., with headquarters at 1181 Broadway, New York. This company will act as a distributing agency for a number of well-known houses and Mr. Latham's thorough knowledge of the trade will give him an opportunity to give the dealers efficient service in making their accessory department a profitable division of their business.

Among the lines already handled by the Marathon Sales Co. are: Brilliantone steel needles, Reflexo products, Jones-Motrolas, Peerless albums, Lansing covers, Penn Victor Dogs, Nupoint needles, Alto fiber needle cutters, Masterphones, and other specialties.

ISSUE GREAT SUPPLY CATALOG

Everybody's Talking Machine Co., of Philadelphia, Publishes a Volume Most Complete in Details and in Extent of Products Handled

Everybody's Talking Machine Co., 38 North Eighth street, Philadelphia, Pa., has just issued a new catalog and price list covering its products of motors, main springs and repair parts. It carries hundreds of illustrations of small but important parts of talking machines and motors, each of which is numbered and arranged in such a manner that the price can be readily referred to, thus simplifying the ordering of such goods.

In addition to the equipment for talking machines which the company manufactures or stocks carried, the firm also makes a specialty of distributing Wall Kane, Gilt Edge, Brilliantone and Reflexo needles.

Everybody's Talking Machine Co. also manufactures its own sound box under the trade name of Uman-Tone reproducer, which is made to fit all standard makes of talking machines and can be secured in special size to orders with no advance above the regular quoted prices.

Special parts are carried for particular makes of machines and these also appear in the catalog and are illustrated and numbered. Parts for obsolete motors are carried in stock and when such out-of-date goods cannot be found will be made up.

The company also carries the Meisselbach and Heineman motors and photographic reproductions of the most popular of these motors are given a conspicuous place in the new catalog.

Thousands of parts are described and numbered and practically everything for the manufacture or the repair of talking machines of all makes can be delivered by the company.

Accompanying the catalog is a circular carrying a description and illustration of two repair tools, on the reverse side of which is a dealers' order blank. The repair tools are to assist the repairman in inserting springs in motors, removing kinks in the center of springs and making the center smaller or larger at will.

The material is especially interesting inasmuch as the prices are all up to date and the numerous illustrations, as well as the descriptions, add to its value.

WILL MARKET ELECTRIC FLASH LAMP

A. J. Olson, formerly associated with Thos. A. Edison, Inc., and who occupied the position of sales manager of Jones-Motrola, has been appointed general sales manager of the Novo Mfg. Co., New York, manufacturer of electric batteries and pocket flash lamps. This company will shortly place on the market a new type of flash lamp for use on talking machines, and Mr. Olson's previous experience in the industry admirably equips him to handle the sales and advertising campaign for this lamp.

MISS PEARL BARKER IN CHARGE

Miss Pearl Barker, for two and a half years connected with the sales force of the Grafonola department at Lansburghs & Bros. store, Washington, D. C., has assumed the managership of that department. This company is distributor of both Columbia machines and records and the Aeolian Vocalion Co. products.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.



DORAN CO.
145 WASHINGTON AVE.
DETROIT

Pamphlets with fac-simile illustrations and prices mailed on request.



THE PHONOGRAPH CO.
1240 HURON ROAD (Between 14th and 15th)
CLEVELAND



SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

SMITH-SCHIFFLIN CO.
149 Church Street New York City



SOLD BY
WALTER D. MOSES & CO.
105 E. BROAD ST.
RICHMOND, VA.



Kunkel Piano Co.
BALTIMORE

J. E. STRATFORD
ANNISTON, GA.

No Red Tape About Getting **Grey Gull Records**

Order *what* you want, *when* you want, and *no more than* you want.

Instant service on all latest hits, including:

- | | |
|---|--|
| <p>Rose in the Devil's Garden</p> <p>Now I Lay Me Down to Sleep</p> <p>Wyoming (either Vocal or Instrumental)</p> <p>Over the Hill</p> <p>No Wonder I'm Blue</p> | <p>Pucker Up and Whistle</p> <p>Scandinavia</p> <p>Peggy O'Neil</p> <p>Drowsy Head</p> <p>Moonlight</p> |
|---|--|

Distributors

Associated Furniture Manufacturers
1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.
218 Fourth Ave., East,
Cedar Rapids, Iowa

Candioto Piano Company
Lexington, Kentucky

Capital Paper Company
South St.,
Indianapolis, Ind.

Chapman Drug Co.
Knoxville, Tenn.

Cole & Dunas Music Co.
54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.
Cape Girardeau, Mo.

Grey Gull Records, Inc.
295 Huntington Ave.,
Boston, Mass.

Louis Merki
150 Post Street,
San Francisco, Calif.

Richardson Drug Co.
Omaha, Neb.

Scott Weighing Machine Co.
Topeka, Kan.

Mello Cello

Coral Sea

Now and Then

Bright Eyes

I'm Missin' Mammy's Kissin'

Look for the Silver Lining

(either Vocal or Instrumental)

All records 10-inch, double disc, lateral.

Grey Gull Records are recorded and manufactured complete in our own plant. We have no work done for us by outsiders.

Liberal discounts to the trade. Special terms to chain stores, department stores and other large users. Write nearest distributor or direct to us.



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.



ARTo
Phonograph
Records
85c

ARTo
Word Rolls
\$1

VOCo
Word Rolls
85c

Subject to Liberal
Trade Discounts

ARTo RECORDS

FOR JUNE, 1921
DANCE RECORDS

- 9064 Cherie. Fox-trot.....Julius Lenzberg's Orchestra
- Vamping Rose. Fox-trot.....Julius Lenzberg's Orchestra
- 9062 Wyoming. Waltz.....Selvin's Novelty Orchestra
- Mello Cello. Waltz.....Yerkes' Dance Orchestra
- 9065 Wait Until You See My Madeline. Fox-trot,
- Sophie Tucker's Five Kings of Syncopation
- Don't Throw Me Down. Baritone Solo by Al
- Bellan. Accomp. by Sophie Tucker's Five Kings of Syncopation

DANCE RECORD WITH VOCAL CHORUSES

- 9061 I Found a Rose in the Devil's Garden. Introduc-
- ing "Oh-Yeedle-Ay." Medley Fox-trot. Vocal
- Chorus by Arthur Hall.....Selvin's Novelty Orchestra
- Moonlight. Introducing "Santa Monterey." Med-
- ley Fox-trot. Vocal Chorus by Arthur Hall,
- Moulin Rouge Orchestra

VOCAL RECORD

- 9066 Ain't We Got Fun? Tenor Solo, Orch. Accomp.,
- Billy Jones
- Pucker Up and Whistle 'Til the Clouds Roll By.
- Baritone Solo, Orch. Accomp.....Arthur Fields

COLORED VOCAL RECORD

- 9063 I Wonder Where My Brown Skin Daddy's Gone.
- Vocal Blues. Lucille Hegamin and
- You'll Want My Love. Vocal Blues. Her Blue Flame Syncopaters
- Hegamin and Her Blue Flame Syncopaters

ITALIAN VOCAL RECORD

- 3075 'D Bicchiere 'e Vino. Tenor Solo....Orchestra Accomp.
- 'E Frenneme 'e Cca'. Tenor Solo....Orchestra Accomp.

NEW AND RE-RECORDINGS OF STANOARO VOCAL AND INSTRUMENTAL RECORDS

- 3001 Silver Threads Among the Gold.....Peerless Quartet
- When You and I Were Young, Maggie.....Peerless Quartet
- 3015 Humoresque. Violin Solo, Piano Accomp.,
- Edmund B. Thelle
- Traumerei. Violin Solo, Piano Accomp.,
- Edmund B. Thelle
- 3048 Souvenir. Violin Solo, Piano Accomp., Vera Barstow
- Berceuse. From "Jocelyn." Violin Solo,
- Vera Barstow
- 3076 Llewellyn Waltz. Saxophone Solo., Orch. Accomp.,
- Rudy Wiedoeft
- Erica Waltz. Saxophone Solo, Orch. Accomp.,
- Rudy Wiedoeft
- 3074 Chautauqua at Pun'kia Centre. A Monologue on
- Rural Affairs.....Cal Stewart
- Uncle Josh and the Honey Bees. A Monologue
- on Rural Affairs.....Cal Stewart

ARTo Word Rolls \$1.00
VOCo Word Rolls 85c.
ARTo Popular Rolls 50c.
Subject to Liberal Trade Discounts

ARTo WORD ROLLS
FOR JUNE, 1921

- 1407 All By Myself. Fox-trot.
- 1409 Carolina Lullaby. Waltz Song.
- 1306 Cherie. Fox-trot.
- 1408 Childhood Oays. Waltz Song.
- 1400 Honey Rose. Fox-trot.
- 1411 I Want You Morning, Noon and Night. From "Gus
- Edward's Song Review of 1921." Fox-trot.
- 1406 Jabberwocky. Fox-trot.
- 1404 Just a Little Love. Fox-trot.
- 1399 Just Keep a Thought for Me. Fox-trot.
- 1410 Little Kind Treatment Is Exactly What I Need. A.
- Fox-trot.
- 1398 Mello Cello. Waltz Song
- 1397 Pucker Up and Whistle 'Til the Clouds Roll By.
- Fox-trot.
- 1405 Somebody's Mother. Waltz Song.
- 1402 Swanee Rose. Fox-trot.
- 1413 They're Such Nice People. One-step.
- 1403 Wang-Wang Blues. Fox-trot.
- 1401 Who'll Dry Your Tears When You Cry? Fox-trot.
- 1414 You Are Free. Waltz Song.
- 1412 You Let Me Go For Somebody Else. Fox-trot.

The above Songs without words can be had in the ARTo POPULAR Rolls, which retail at 50c.

ARTo STANDARD INSTRUMENTAL ROLL
88330 Chinoiserie. A Novelty Oriental Dance. 60c.

Exceptionally liberal terms to jobbers

THE ARTo CO.
STANDARD MUSIC ROLL CO.
New York Offices, 1658 Broadway
Factories, Orange, N. J.

OUR PRINCIPAL JOBBERS ARE:

- CRDWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTDN TALKING MACHINE CO., New York City.
- GRIMLER SALES CO., New York City.
- ARTo DISTRIBUTING CO., New York City.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.

Act quickly and obtain profitable jobbing agency

EXHIBITS PRODUCE BUSINESS

Player-Tone T. M. Co. Features Line at New York and Jamestown Furniture Shows—Two New Console Models Will Be Ready Shortly

PITTSBURGH, PA., May 6.—The Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone phonograph, exhibited its complete line at the New York Furniture Exhibition recently, and I. Goldsmith, president of the company, states that the visitors to this exhibition were keenly interested in the company's product. At least a dozen good-sized accounts were opened as a direct result of this display, and it seemed to be the consensus of opinion that phonographs will find a ready sale this year provided the instruments give service to the consumer and are priced in accordance with existing conditions.

The success of the exhibit at New York encouraged the company to arrange for a display at the Jamestown Furniture Exhibition, which opened a few days ago, and reports to date indicate that this display is proving equally as successful as the New York exhibit. The attendance has been large, and the buyers seem to be in the market for merchandise. L. Levenson, of the company's executive staff, who is in charge of the Jamestown exhibit, states that the two new art models exhibited at this show created considerable comment, and substantial orders were secured. The company also expects to show this line at the Grand Rapids market in July and, in all probability, will have two new console models ready to exhibit at that time.

NEW QUARTERS FOR SPHINX

The Sphinx Gramophone Motors, Inc., manufacturers of the Sphinx talking machine motors, whose executive offices for the past two years have been at 512 Fifth avenue, New York, have moved into new quarters at 21 East Fortieth street.

In accordance with the judgment and order of the Canadian railway board, at Ottawa, Ont., dated January 14, 1921, the rate of exchange in connection with shipments of freight between points in Canada and the U. S. from April 1 to April 14, inclusive, will be 12 3/4 per cent, and the surcharge on the said traffic will be 8 per cent. The rate of surcharge on international passenger business will be based on 13 per cent exchange.

TALKING MACHINE MEN, JNC., MEET

Local Association Holds Interesting Monthly Session at the Café Boulevard

The Talking Machine Men, Inc., held their first meeting following the annual election on April 21, at the Café Boulevard, New York. The meeting proper was preceded by a luncheon and was attended by close to fifty members.

The most important question that was brought up before the body was the suggested move to request the various record manufacturers to allow a 10 per cent return to be made on all unsold records. The opinions were divided regarding the feasibility and the permanent success of any such plan, but it was decided to give the matter consideration.

As announced some time ago, the Association is making it a point to invite each month one of the popular music publishers to have a representative address the organization regarding the plans on coming popular numbers and also demonstrate such works.

At the last meeting the house of Jerome H. Remick & Co. was represented. Daniel Winkler, who is in charge of the mechanical reproduction department of that house, addressed the gathering and made a very enlightening talk on the methods pursued by the leading publishing houses, following which Billy Cripps sang several numbers which are to be features of the Remick catalog during the coming months. He was accompanied by Matthew Levine at the piano.

Among the songs demonstrated was the new Remick ballad, "Just Keep a Thought for Me," which Remick will feature during the next four months. This is from the pen of Max Fischer, Pacific Coast orchestra leader, whose musical aggregation is now under contract to Florenz Ziegfeld. The novelty number, "Ain't We Got Fun?" the ballad, "Now I Lay Me Down to Sleep" and the new high-class song, "Tea Leaves," by the writers of "Japanese Sandman," were also programed.

The following is the schedule of publishing houses which will be represented at meetings of the Talking Machine Men, Inc., during the coming months: May, Jack Mills, Inc.; June, Shapiro, Bernstein & Co., Inc.; July, Waterson, Berlin & Snyder; August, Fred Fischer, Inc.; September, Irving Berlin, Inc., and October, The Broadway Music Corp.

William M. Gibbons was appointed chairman of the executive committee.

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory Representative:

LOUIS A. SCHWARZ, Inc.

1265 Broadway
New York City

GLEANINGS *from the* WORLD *of* MUSIC

SHEET MUSIC AIDS THE SALES OF MUSICAL INSTRUMENTS

The Greater the Sales of Sheet Music the More Talking Machines and Other Musical Instruments Will Be Sold, Says Gordon V. Thompson, Writing in the Canadian Music Trades Journal

The entire music industry is marching forward steadily into front rank among the industries of America. One has only to look at the daily paper and consider the advertising space devoted to phonographs, records, rolls and pianos to see that music is indeed a most important factor in the business world of America to-day.

A further reflection will show that all the various musical industries are founded to a greater or lesser degree on the music publishing industry. The composer and his publisher are the fountain springs of melody. If it were not for the tune, which is first printed on paper, there would be no need of pianos to play it or phonographs to reproduce it.

Not only is sheet music the foundation of the music industry, but it may also be regarded as the "propaganda" department of the music industry. The more songs that are published and popularized the more records, rolls, pianos and phonographs will ultimately be sold.

Also True Locally

What is true in a general sense also applies to a local situation. If the music dealers of any town will devote intelligence and enterprise to the selling of sheet music their activity along this line will eventually be reflected in greatly increased sales of other and more costly merchandise. The sale of a song to-day may mean the sale of a piano to-morrow.

With regard to phonograph records this is especially true. The co-operation of the music dealer in popularizing a new song not only impresses his customers with his enterprise, but it means that he will later sell his records to a far greater extent and with less demonstration than if he were to reverse the process and wait for the record to sell a few copies of the sheet music. Make a "hit" of a new song and when the record appears it will sell on sight.

Music an Automatic Advertiser

Music is the greatest automatic advertiser you can think of. You would have to pay a man well to carry your sign down a crowded street, but thousands will whistle, sing or hum a catchy refrain, which is, in turn, taken up by other thousands and which lures hundreds into the music stores for copies, records or rolls of the new hit.

The foregoing is written to show it is a short-sighted policy for music stores to ignore their sheet music department simply because the individual sales are small. The greatest care and attention should be devoted to this end of the business, not only because it can be made extremely profitable—especially when money is "tight" and more costly merchandise hard to sell—but also because of its "propaganda" value to other departments.

Music Store Should Be the Mecca

The music store should be the Mecca for orchestra leaders, vocalists, players, as well as the general public. You will best hold the business of the profession by showing them you are live wires and are the people who start things around town. There are some music dealers who are simply slot machines, taking orders or supplying only what has been developed outside. They are not self-starters, but have to be cranked. Naturally, their influence is small among the music profession.

Real Music Shop in the Smaller Towns

The day is fast approaching when even in the smallest village there will be a real music shop which will be influential in building music sales of all descriptions, including every line of sheet music, such as popular songs, band and or-

chestra music, anthems, quartets, etc. Where a complete stock of such lines is not practicable sales will be made from samples and catalogs. What is needed is intelligence in salesmanship. Money spent on the right clerk is money well invested. This clerk should be thoroughly well posted in all activities of the music trade by reading the trade and professional papers, as well as publishers' bulletins.

To get the possibilities of the popular music business in your constituency estimate the number of homes where there is a piano and then figure what it would mean to have each of these purchase one copy per week on the average. There is no reason why with education the average should not be raised from one to three, or even more.

More Encouragement to Handle Sheet Music

Now that sheet music sells from 35 cents to 60 cents per sheet it offers possibilities as a real business. Carefully managed departments can now register a good profit where such was impossible when the retail price of sheet music was only 15 cents.

The general business outlook for the future is now encouraging. With normal conditions returning people will purchase more and more sheet music. Improved conditions are also coming in the trade itself. The big publishers are striving in every way to co-operate with the dealer as well as with the record and roll manufacturers.

The Dealer Must Do His Part

The dealer must do his part to complete the co-operation. No matter what a publisher's activities, his whole efforts are short-circuited unless he has the whole-hearted co-operation of the music dealer. Everybody pulling together is the secret of success in sheet music as in every other line of endeavor.

Take hold of the rope and pull!

"JUNE LOVE" IS WELL RECEIVED

New Musical Comedy, With Music by Rudolf Friml, Arrives on Broadway

"June Love," a new musical comedy, with a book by Otto Harbach and W. H. Post, based on "In Search of a Sinner," by Charlotte Thompson, with lyrics by Byron Hooker and music by Rudolf Friml, opened recently at the Knickerbocker Theatre, New York. This show succeeds the big success, "Mary," and, according to the local critics, "is a musical comedy lifted a little above the average by the lyrics of Byron Hooker and the Friml music, as well as by the voice of Else Alder and the legs of Johnny Dooley."

The lyrics for "June Love" come in for particular mention and the whole is painted "as a musical gem that will certainly play a New York engagement throughout the Summer months." Mr. Hooker's songs have prompted Friml to some tuneful and agreeable music and have character and real rhymes to add to their general appeal. Among the songs which are particularly pleasing are: "Dear Love, My Love," "Somebody Like You," "June Love," "Don't Call Me Dear," "The Flapper and the Vamp." Harms, Inc., publish this score.

MANUEL PENELLA IN THE CITY

Manuel Penella, the Spanish dramatist, composer and producer of operas, recently arrived in New York from Madrid to complete arrangements for the presentation in this city next Autumn of his opera, "El Gato Montes" ("The Wild Cat"). Mr. Penella is staying at the Ansonia Hotel, New York City, until his return to Madrid.

BECOMES OWNER OF "SLEEPY HEAD"

Jack Mills, Inc., has purchased from the Adrian-Reece Publishing Co., San Francisco, the California song success, "Sleepy Head."

There are none Bigger - Nor Better!

"KISS A MISS"
"O-HI-O" o-m-y-o WALTZ
"SIREN OF A SOUTHERN SEA"
"LEARNING"

FORSTER MUSIC PUBLISHER, INC.
235 So. Wabash Ave., Chicago, Ill.

The House of The Western Sun

Go
ALL DEALERS
of
RECORDS and
WORD ROLLS

HITS—HITS—HITS
WE TOLD YOU SO

“LOVE BIRD”

IS “SOME HIT”—By Mary Earl and Ted Fiorito

KEEP YOUR



ON
“NESTING TIME”
FOX TROT

The Comedy Song Hit of “The Rose Girl” at the Ambassador Theatre

“MY OLD NEW JERSEY HOME”

Getting Bigger Every Day

“ROYAL GARDEN BLUES”

The Ballad of Ballads

“OVER THE HILL”

The Hawaiian Masterpiece

“ISLE OF PARADISE”

By Mary Earl and Ted Fiorito

Attention! Record Companies—Wonderful “Blue” Song

“Down Where They Play the Blues”

“Day Dreams” | “Rose of Athlone”

Melody Fox-Trot

A Standard Irish Ballad

ALL FROM THE GREAT MUSIC HOUSE of
SHAPIRO BERNSTEIN & CO. INC.
BROADWAY AT 47th St. . NEW YORK



SONGWRITER FACES TWO SUITS

Frederick V. Bowers, Inc., and Shapiro, Bernstein & Co. Seek to Restrain Perry Bradford From Publishing "The Crazy Blues"

Two suits alleging infringement have been filed by Frederick V. Bowers, Inc., and Shapiro, Bernstein & Co. against Perry Bradford, a colored songwriter and publisher, in the United States Supreme Court. These actions, which were commenced through the law offices of House, Grossman & Vorhaus, ask for a temporary injunction restraining Bradford and his wife, Marion L. Dickenson, from publishing and selling a song known as "The Crazy Blues," written by Bradford, and also seek to restrain thirteen recording companies from distributing any records or piano rolls of the song, and from paying any royalties on the song to either Bradford, his company or his wife. According to the papers filed in the action large royalties were supposed to have been paid by the mechanical companies on May 2.

Frederick V. Bowers alleges that "The Crazy Blues" is an infringement on a song called "The Broken-hearted Blues," which his firm purchased from Bradford in 1918. He asserts that twelve bars of words and music from "The Broken-hearted Blues" are used by Bradford in "The Crazy Blues." Bowers, however, did not have "The Broken-hearted Blues" copyrighted, saying that it was an oversight on his part due to "changes in the personnel of the employes of his firm."

Shapiro, Bernstein & Co. allege that "The Crazy Blues" uses parts of a song entitled "The Harlem Blues," written and sold to them by Bradford in 1918. "The Harlem Blues" was first published by Bradford and the copyright was assigned to Shapiro, Bernstein & Co. and recorded in the copyright office.

Bradford has his song, "The Crazy Blues," copyrighted, and two copies of it are in the

copyright office in Washington. This angle of the matter is one of great import, as it presents a new point as far as song publishing goes.

The hearing on the motion for a temporary injunction, pending final judgment in the actions, was scheduled to be held before Judge Hand in the United States District Court on May 13.

Kepler & Hoffman, representing Bradford in the suits, stated that the defense to be offered to the actions will be interesting to songwriters and publishers. They stated that the contracts given Bradford in connection with the publication of his numbers were inequitable and they therefore were not binding upon him. They further stated that after a search of the copyright office in Washington no record of the copywriting of the number had been found and that Bradford therefore had taken the entire matter into his own hands to legally protect his interests.

"Crazy Blues" has had an interesting career. It has scored a great hit, particularly, on player rolls and talking machine records and has been cut and reproduced by every recording company of any size in the entire country.

TO BE USED BY 8,000 EXHIBITORS

Herbert Brenon, musical director for Norma Talmadge and the Norma Talmadge Film Corp., has just forwarded to 8,000 motion picture exhibitors throughout the country a letter requesting them to have rendered as the musical theme in the exhibition of the motion picture, "The Passion Flower," a musical number from the pen of Irving Berlin carrying the same title.

OPEN OFFICES IN NEW YORK

Van Alstyne & Curtis, the well-known music publishing firm of Chicago and Toledo, O., have opened up professional offices in the Strand Theatre Building, New York City, under the management of Billy Thompson.

"PRINCESS VIRTUE" SCORES

"Princess Virtue," a new musical comedy, the book, lyrics and music of which are the joint work of B. C. Hilliam and Gitz-Rice, opened recently at the Central Theatre, New York City. The company includes such clever performers as Robert Pitkin, Frank Moulan, Sarah Edwards, Hugh Cameron, Anne Page and Bradford Kirkbride, and the piece itself possesses all the virtues of a clean, smart musical comedy.

The music of "Princess Virtue" is published by M. Witmark & Sons, who now have three productions on Broadway, the other two being "The Rose Girl" and "Love Birds." The most prominent number in the "Princess Virtue," seemingly, is "Life Is All Sunshine With You." Other numbers that apparently stand out are: "Princess Virtue," a waltz theme; "A Little Home for Two," "Dear, Sweet Eyes," "There's Something Irresistible About Me," "Smoke Rings," "Voices of Youth," "Red Riding Hood," "When I Meet Love" and "Toddling Along."

SCORING WITH VON TILZER SONG

Albert Von Tilzer is the writer of the music and Lew Brown the words of the new song entitled "Wait Until You See My Madeline," recently issued by the Broadway Music Corp. The number is sung by Frank Crumit in the "Greenwich Follies," is featured in "Broadway Brevities," as well as being Nelson & Chain's success in the "Fanchan Marco" production.

"LOVE BIRD" A BIG FAVORITE

Louis Bernstein, of Shapiro, Bernstein & Co., Inc., New York City, recently received a letter from Kenneth S. Clark, of the Bureau of Community Singing, which reports "Love Bird," from the Shapiro, Bernstein & Co. catalog, as receiving the most votes out of three numbers for program use heard by the headquarters workers.

SOCIETY'S FAVORITE FOX-TROT

FOOLING ME

ON TALKING MACHINE RECORDS
PLAYER ROLLS & SHEET MUSIC

Robert Norton Co. 226 W. 46th St - New York



MCCARTHY AND TIERNEY'S NEW ONE
"WHY DON'T YOU"
THE BIG MELODY HIT FROM "AFGAR"

SUNG BY ALICE DELYSIA

PUBLISHED BY LEO FEIST Inc. FEIST BLDG. NEW YORK

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

ANNOUNCE "ALL OVER NOW" WEEK

To Make Special Displays of Von Tilzer and Brown's Song From May 16 to 23

The Broadway Music Corp's. new song, by Albert Von Tilzer and Lew Brown, "I Used to Love You (But It's All Over Now)" is, in a sense, breaking a record for long popularity for numbers of its class, having a large organization behind it. In most instances numbers of this caliber, with a publicity and sales exploitation drive behind them, reach their pinnacle of success in a short space of time, following which their popularity recedes over a longer or shorter period, according to the merit of the work.

"I Used to Love You (But It's All Over Now)" is not a new song and still it has had popularity for many weeks. It is just recently, however, that it has received recognition as a national hit. The credit of this is due to the publishers, who had the utmost confidence in the number's value and who, despite the obstacles in the sales field, owing to sales depression, continued to work energetically.

In trade circles the song is known as "All Over Now," and in order to further the interest of this vocal and instrumental success the publishers announce May 16 to 23 as "All Over Now" week. Various talking machine record and player roll manufacturers, as well as the syndicate stores and other dealers handling sheet

music, are giving co-operation in the form of window displays, demonstrations, etc., to make the week in question a success.

"All Over Now" is whistled by the boys on the street and thousands of orchestras feature it in their dance programs. It is said that over two hundred vaudeville acts also sing the number twice a day, and in addition the Duncan Sisters recently introduced it in the Fred Stone musical show, "Tip Top," at the Globe Theatre, New York City, as do also the McCarthy Sisters in the musical show, "Jim Jam Jems."

From a song and instrumental standpoint, "I Used to Love You (But It's All Over Now)" is a big success and every indication points to its even being bigger during the coming weeks.

"A TYPICAL SUMMER SHOW"

The A. L. Erlanger new musical production, "Two Little Girls in Blue," recently opened at the George M. Cohan Theatre, New York City. The book of this piece is by Fred Jackson, lyrics by Arthur Francis, with music by Paul Lannin and Vincent Youmans.

The well-known Fairbanks Twins take the leading roles and are supported by an able cast. The chorus, at least, have voices if they are not as beautiful as is customary in musical offerings.

The local critics describe it as a typical Summer show and all of them also speak well of the music, particularly the numbers "Oh, Me! Oh, My!" and "Dolly." The other songs are, "Who's Who With You," "The Gypsy Trail," "Honey-moon (When Will You Shine for Me)" and "Just Like You." The music is published by Harms, Inc.

JEROME AND SCHWARTZ REUNITE

William Jerome and Jean Schwartz, who as a songwriting team were for many years responsible for a long list of popular songs, have, after a separation of over a period of two years, reunited and are collaborating on a series of new numbers. M. Witmark & Sons have accepted for publication their first new offering, "Molly, On a Trolley, By Golly, With You."

BREAKS ALL MUSICAL RECORDS

"Irene," now in its 76th week at the Vanderbilt Theatre, New York City, has broken all musical record runs for America. The former record was that of "Evangeline," which played 603 consecutive times and which was the top figure for a period of nearly thirty years. "Irene," it is understood, will play throughout the Summer.

SECURE THE RIGHTS OF "SALOME"

The Edw. B. Marks Music Co. has forwarded an announcement to the trade that it has secured the publishing rights of the European musical success "Salome," composed by Robert Stolz. The American rights were secured through Frank Smithson, well-known stage director.

CELEBRATE SECOND ANNIVERSARY

B. D. Nice & Co., Inc., celebrated their second anniversary on May 1. Two years ago this enterprising young firm opened offices at 1544 Broadway with a catalog dedicated to the publishing of high-class music or, what they term, publishing numbers of the better sort. Early this month the company moved to the tenth floor of the State Theatre Building, corner Forty-fifth street and Broadway.

GOODMAN & ROSE LEASE QUARTERS

Goodman & Rose, Inc., have taken a lease on the first floor of 218 West Forty-sixth street, New York City, the old quarters of the Harry Von Tilzer Music Publishing Co. The firm is making a special campaign on the new Johnnie Black number, "Who'll Be the Next One to Cry Over You?" the sales distribution of which has been taken over by the E. B. Marks Music Co., Inc.

ATTENDED "CAMEO GIRL" OPENING

Louis Bernstein, head of Shapiro, Bernstein & Co., Inc., New York City, made a trip recently to Baltimore, Md., to attend the opening of "The Cameo Girl," of which Ballard MacDonald is responsible for the lyrics and Jimmy Monaco has contributed the music.



**Phonograph
Record and Music
Roll Dealers!**

We respectfully suggest that you prepare yourself for a big demand for the following big hits listed by all the best companies:

LOVE IN LILAC TIME

The waltz hit of two continents

MOONBEAMS

Admitted to be the most beautiful Melody Song and Fox-trot Dance in the world today!

IN A BABY'S HANDS

Ballad and Fox-trot heard in every town

EDW. B. MARKS MUSIC CO.

102-104 W. 38th ST. NEW YORK



The Melody Song Hit A Real Counter Seller

For Sheet Music, Record
and Player Rolls

VICTOR RECORD No. 18740

Sung by the Peerless Quartette

RELEASED MAY 1st

PUBLISHED BY

Sam Fox Publishing Co.
Cleveland and New York

WARNING

"PAPER DOLL"

A Popular Ballad Fox-Trot, by Lee David

To Our Friends

¶ Someone has started a malicious rumor regarding our new song, "PAPER DOLL" (Broadway's "lead sheet" hit).

¶ It is being reported to the profession, recording companies and the trade that we are about to sell "PAPER DOLL" to another publisher.

¶ The evident intention is to attempt to discredit us and make it appear that we cannot handle a song of this character.

¶ We are celebrating our second anniversary and have just moved into most spacious quarters in the new Loew Building, 45th Street and Broadway.

¶ Our total advertising in two years has exceeded that of any other publisher with the probable exception of one.

¶ We exploited "WOND'RING," a ballad fox-trot that has proven to be one of the most persistent hits ever published. (Jazzed by Ted Lewis and sung by Thomas Chalmers, the Metropolitan baritone.) We were responsible for "TENTS OF ARABS," an Oriental one-step that is now regarded as a standard. To-day we have "SWEET LAVENDER" and "ROMANCE" waltz which is developing into the legitimate waltz hit of the day.

¶ We are proud of our accomplishments and our reputation. We believe "PAPER DOLL" is a "natural"—having the remarkable good fortune of being a great stage song and a tremendous fox-trot.

¶ This song remains with us. It is not for sale. We will appreciate and hold in confidence any information communicated to us regarding the dissemination by anyone of such rumors.

¶ We respectfully submit "PAPER DOLL" to you.

BENJAMIN W. LEVY,
General Manager.



¶ We contend and maintain that "PAPER DOLL" possesses the most overpowering melody for a popular song presented in recent years.

¶ In preparation and rehearsal by vaudeville's leading artists; acclaimed by EVA SHIRLEY (America's youngest prima donna) to be the best song she ever accepted; enthusiastically endorsed by the inimitable SOPHIE TUCKER, GRACE NELSON, RUBY NORTON, FRANKIE JAMES (of Mac & James) and many others.

¶ Extraordinarily featured by the leading orchestras throughout the country.

Special Note

¶ "Paper Doll" was made by the recording companies while still in manuscript form. An unusual recognition.

¶ Make immediate inquiry.

B. D. NICE & CO., Inc.

Music Publishers

Loew Building, 45th Street and Broadway

New York



Al Jolson in a brand new character hit! "Scandinavia (Sing Dose Song and Make Dose Music)" is good for big sales. Blossom Seeley, new Columbia comedienne, sings the coupling "Funeral Blues (Eat Custard and You'll Never Break a Tooth)." A double headliner! Double your order. A-3382.

Columbia Graphophone Co.
NEW YORK

CONSOLIDATED CO.'S NEW QUARTERS

Salt Lake City Store a Noteworthy Addition to Mercantile Establishments of That City—Big Line of Musical Products Handled

SALT LAKE CITY, May 8.—Salt Lake City, the beautiful, increased its stature in this respect last month when the Consolidated Music Co.'s



Entrance to Consolidated Co. Store splendid new store at 48-50 Main street formally opened its doors to the public.

The company's new place of business at this address is a finely remodeled, strictly modern building of two stories and basement, possessing, in all, over 35,000 square feet of floor space.



A Spacious Talking Machine Booth

The entire flooring of the establishment is of polished hardwood, bearing an abundance of artistic rugs, which contribute worthily to the general artistic effect of the interior of the store.

The opening of this music house was the occasion for special all-day programs of a musical kind, to which the friends of the firm and the general public were invited. Great throngs attended orchestra concerts given in the new store during the afternoon and evening of the initial day and enjoyed the utmost freedom in inspecting every quarter of the establishment afterwards. Each conscientious visitor found in the present headquarters of the company all those fine consolidations of the artistic and practical which made the old store a rendezvous for those who wanted what they wanted and found it amid pleasing surroundings. Music permeates the new just as it did the old.

Band and orchestral instruments occupy the space on the ground floor, immediately to the left as one enters the establishment, while opposite it is situated an extensive sheet music department kept in a constant state of up-to-dateness and replenishment. At the north end of this large floor are a number of commodious talking machine demonstration booths of the sound-proof variety and more still on the second floor, which bring the total of these important selling accessories up to fifteen. Each of these rooms has outside light and ventilation, an unusual feature in similar rooms generally. Piano and player-piano stocks monopolize the space on the second floor of the building, the furnishings there being of the most sumptuous and artistic kind. This is reached through a well-appointed reception hall calculated to inspire the store guest with confidence in the things beyond.

The Consolidated Music Co. was established in 1862. Alonzo Blair Irwin is its president; L. W. Snow is vice-president; W. S. McCormick, treasurer, and Royal W. Daynes, secretary and general manager. The company handles the Steinway and the Aeolian Co. line, including the Duo-Art piano and the Vocalion, for which instrument the company acts as distributor in its territory.

BROWN SELLS TO WINTERROTH

B. S. Brown, who has had charge of the piano business of the Winterroth Piano Co., in Newburgh, N. Y., for the past twenty years and was doing business in his own name with the Victrola, sheet music and musical merchandise, has sold his entire interest, including the Victor agency, to the Winterroth Piano Co.

OPENS ON FOURTEENTH STREET

The New York Band Instrument Co., New York City, has opened attractive, exclusively Victor warerooms in its headquarters in Fourteenth street. An extensive equipment of Unico demonstrating rooms and record racks has been installed on the first floor.

W. L. HOSACK AS MANAGER

The music house in La Grange, Ind., owned by Ray Hosack will be retained by him. His father, Walter L. Hosack, will manage the business.

HOW THE CATALOG SAVED THE DAY

Proof That a Wide-awake Manager Can Capitalize a Supposed Broken Window

"Who broke that plate-glass window in the front there?" stormingly asked Alva Wilson, owner of the building which is occupied by the Weilepp & Stuckey Co., Decatur, Ill., Columbia dealers, as he rushed to the back of the store after a glance at one of the large plate-glass show windows in the building.

"Why—er—ah—one of our customers was listening to a phonograph record and became so excited that he swung his arm about in such a way that a catalog which he held in his hand flew out, hit that window, smashed it and stuck right in the window as you see it," said R. C. Calhoun, manager of the phonograph department, as he turned his head to hide a grin.

"Did you get the name of the man? I will go at once to see the insurance company about replacing the glass," replied Mr. Wilson, as he started from the store, and then the members of the firm called Mr. Wilson's attention to the fact that he had been fooled by an imitation break which had been carefully drawn on the glass with part of the catalog pasted on one side of the apparent break, and part on the other side in such a way as to appear to be stuck in the hole which seemed to be broken in the big glass.

R. C. Calhoun, the Grafonola department manager, took a record catalog to one of their print shops and had a corner cut off. With good, heavy glue he glued the larger part on the inside of the plate glass, and the smaller part on the outside, high enough so that people could not reach it. Where the book is attached to the plate glass he covered the crack with a small line of whitening. The cracks shown in the window were made with a fine brush and common whitening. Because of this splendid "talk of the town" the Grafonola department is getting more than its share of notoriety.

Among the dealers who are arranging for a great campaign of recitals the coming Fall is Harry Hershberg, of the Standard Furnishing Co., of Centerville, Ia.

A petition in bankruptcy was filed this week against the R. D. Cortina Co., which conducts a school of music and also sells language phonograph records, at 12 East Forty-sixth street.

The new store of the Canton Phonograph Co., of Canton, O., is practically completed, and manager E. H. Woomer looks for better business as the days lengthen.

The Victor Co. will have a very large exhibit at the annual meeting of the National Educational Association, to be held in Des Moines July 4 to 9.

Reinhart Bros., of Sumner, Ia., have installed a very attractive Victor department.

ACME-DIE

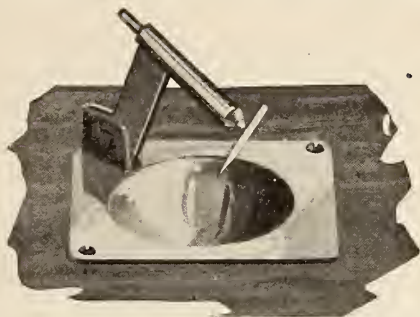
CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn, N.Y. Detroit Chicago

DON'T PRICK YOUR FINGERS



THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature.

JOBBER'S applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO

TO HOLD NEW REFERENDUM ON QUESTION OF SALES TAX

Work Done by Music Trade Representatives at Meeting of the U. S. Chamber of Commerce Largely Responsible for Decision to Resubmit Tax Question to Referendum Vote

As the result of a protracted fight conducted in every one of the eight group meetings of the Chamber of Commerce of the United States convention at Atlantic City last week by representatives of the music industry and other trades subject to an excise tax it was decided to re-submit the subject of the abolition of excise taxes and the recommendation of a sales tax to a referendum vote of the Chamber.

This will afford those members of the music industry who failed to respond to the appeal of our Chamber to get out and work in their own interest when this matter was first submitted to its members by the National Chamber last December an opportunity to make amends.

Partly through the indifference of the music trade members and partly through misunderstanding due to the obscure manner in which the tax proposition was stated the National Chamber's first referendum vote was in favor of excise taxes upon "some articles of wide use, but not of first necessity."

R. B. Aldcroft and William J. Keeley, president and vice-president of the Music Industries Chamber of Commerce, represented the music industry in the transportation group. J. New-

comb Blackman, in the finance group; Alfred L. Smith, general manager of the Chamber, in the insurance group, and Albert Behning, of the Harlem Board of Commerce, were members of the committee to put the matter before the various groups. In each group the sales tax won by a big majority.

The subject of excise taxes was not on the official program, but the representatives of the associations working together succeeded in bringing it up informally. Wherever a vote was permitted strong opposition was recorded. The resolutions committee did not report on the resolutions on the sales tax, giving as its reason that the referendum was out so recently that a report was unnecessary.

In the fight on the floor in the last session of the convention Harry Wheeler, the first president of the National Chamber and again recently its president, stated that the tax referendum was an impossible one to vote upon, and the questions on the subject as framed in the group meetings were even worse. He gave his assurance that the directors would put the questions to a vote and would push the matter expeditiously.

USING EFFECTIVE SALES PLAN

Bloomington Bros.' Talking Machine Department Introduces New Circular to Stimulate Record Sales—Preparing for Summer Business

H. D. Berkeley, manager of the talking machine department of Bloomington Bros., has instituted a unique method of announcing the latest and most popular record hits that is producing excellent results. In all of the mail that is forwarded to record customers, and to the store's customers as a whole, a circular is enclosed announcing the new record hits. In conjunction with the circular there is a return post card and every facility is afforded the recipient of the circular to order these records direct by mail.

As the circular is attractive and contains timely information referring to records, it is attaining considerable success, and Mr. Berkeley and his staff are enthusiastic regarding the results of this plan. The talking machine department of Bloomington Bros. showed a substantial increase over last April, and plans are being made for an intensive Summer campaign. This campaign in all probability will feature period models and portable models, and as the line handled in its warerooms includes Victor, Columbia, Sonora and Brunswick, there will be ample opportunities for the use of intensive merchandising plans.

KEEP UP THE GOOD WORK

In the April World the importance of carrying a complete record stock was referred to in connection with a clipping from a Hazleton paper bearing upon a happening in which the Landau Music Shop, of that city, was able to supply a visiting actor with a record which he was unable to secure in other cities. The news item has brought forth many letters to this office from dealers in Pennsylvania and elsewhere. For instance, the Christine Jewelry & Music Shop, of Bangor, Pa., encloses the Landau clipping and states: "Landau has nothing on us. We, too, have this record, also many others not carried in stock by any other house in Pennsylvania."

Glad to hear it. Nothing succeeds like success. The better the stock equipment, the better the business.

The Universal Phonograph Record Exchange, Inc., has started in business at 148 Monroe avenue, Memphis, Tenn., with F. B. McCormick in charge.

FOR SALE

Surplus stock of 100 Newton Reproducers. Specially priced while they last. Nickel-plated, \$3.04; gold-plated, \$3.80. Write today. Address Box C. F., care Talking Machine World, 373 Fourth Ave., New York.

A. E. RUSSELL WITH HENDERSON'S

BOSTON, MASS., May 10.—A. E. Russell has assumed the management of Henderson's, 156 Boylston street, which is probably one of the best appointed talking machine and record retail stores in New England. The lines handled include the Victor and the Brunswick. Mr. Russell is an experienced talking machine man who has always "made good" wherever he has been as manager. He is a man of ideas and a hard worker who gets results. Henderson's, by the way, is doing a splendid business and its sixteen listening rooms are invariably busy during selling hours.

"MOTHERS' DAY" CAMPAIGN HELPS

TOLEDO, O., May 11.—A score of local music dealers conducted an extensive advertising campaign last week in connection with "Mothers' Day." The purchase of a talking machine as a suitable gift was urged by a number of dealers, and increased sales were reported by many talking machine stores in this city.

The Colonial Music Shop, of Auburn, N. Y., has been incorporated with 200 shares of preferred stock of \$100 each; 1,000 shares of common stock, no par value, and an active capital of \$25,000, for the purpose of conducting a general musical merchandise business. Those interested are: C. E. Dickinson and C. E. Dickinson, Jr., and D. A. Little.

JERRY ROW CO. HOLDS "OPENING"

The Jerry Row Co., in Jackson, Mich., has opened an exclusive Victor department, and on May 3 held its formal opening, when more than 8,000 people visited the store. There are six booths, six by nine, and a twelve-foot service counter. The crowd was entertained the opening night with a local orchestra and local entertainers. Charles Sternberg is in charge of the Victor department.

WOODMANSEE HAS THE VOCALION

H. A. Woodmansee, well-known dealer of Detroit, has secured the representation of the Aeolian-Vocalion and has placed a large order for uprights and consoles with the Lind & Marks Co., Michigan distributors.

RECENTLY INCORPORATED

The Myrtlephone Mfg. Co., of Valdosta, Ga., has recently been incorporated under the laws of that State for the purpose of manufacturing talking machines.

PURCHASES CONTROLLING INTEREST

H. L. Woodward has purchased the controlling interest in the Des Moines Music Co., and in future the establishment will be known as an exclusive Victor store, handling a full line of Victrolas and Victor records.

SOSS

INVISIBLE HINGES



Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.



are all too apt to compare this year's business with that of 1920, the most abnormal year in our financial history, instead of with 1918 and 1919, which were perfectly normal trade years. There must be a complete readjustment in sales methods, but that is, perhaps, a good thing. In 1920 we had a buying year. It was no effort to sell anything. Now we must have a selling year," he said.

Optimism and a belief in returning prosperity were the keynote of the whole meeting and the theme of most of the talks. John B. MacDonald, sales manager of the Victor Co., explained to the dealers methods of distribution and the policy of the company.

Mr. Paine, in his address, laid stress on the very great need for the development of the emotional side of the American public. "We have in this country, in our educational plan, been guilty of overeducating our hands and our intellect and have done nothing toward educating our emotions," he remarked. "There are two great factors in a man's life, the intellectual side and the emotional side. The intellectual is fickle and the emotional is stable. We must have men at the head of our Government who feel the finer things if our civilization is to progress."

Mr. Paine also explained the trust that the manufacturer places in the dealer, in giving into his keeping a well-known trade-mark and the good will of his customers. "You dealers place your trust in us when you take into your store our product," he said. "You believe it to be the best product that can be made and you expect us to keep up the standard that has been established for that article. In return we place our trust in you and we know that you will not fall down."

After a reception at the Whitsit plant for the dealers and other guests Mr. Whitsit entertained nearly 300 at dinner at the Columbus Athletic Club, followed by a theatre party, when the guests saw Ziegfeld's "Follies."

The new plant is a gigantic three-story structure of steel and brick, built at a cost of more than \$150,000, equipped with sounding rooms for testing Victrolas and attractively decorated offices, and has over 28,000 feet of floor space. The entire front part of the first floor is used as office rooms, directors' and salesmen's rooms and reception rooms for customers to use in trying records. The offices are uniformly decorated in blue and buff, with mahogany office equipment.

From 10,000 to 15,000 Victrolas can be stored on the third floor of the plant, while from 300,000 to 500,000 records will be found in the files built for the purpose on the second floor. It is interesting to see that machines equipped with loud needles play unceasingly in the shipping department. For several years Mr. Whitsit has been a student of the psychological effect of music on the workman. He discovered some five years ago, by experimenting on a group of colored workmen, that they would readily keep the pace set for them by the music.

One of the most interesting features of the new Whitsit organization is the educational department, under the direction of Esther Reynolds Beaver, a musician of some note, who has succeeded in establishing courses in opera appreciation, taught with the Victrola, in public schools throughout the State. Ohio State University during the Summer session will offer a special course in music appreciation to public school teachers through means of the Victrola.

NEW DISTRIBUTOR FOR VOCALION

LOUISVILLE, KY., May 2.—Arrangements to distribute the Vocalion in Kentucky have been made by Ben Loventhal, operating the Grafonola Co., large local dealer in the Columbia line, who has established the Louisville Music Co. to handle the business of jobbing this instrument. Temporary offices of the new concern will be at 529 South Fourth street, with the Grafonola Co.

The New Cameron Drug Co., Cameron, Tex., has arranged an Edison tone-test for April 24.

P. B. WHITSIT CO.'S GREAT DISTRIBUTING WAREHOUSE

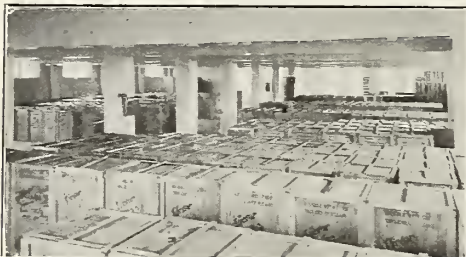
Extent and Completeness of New Building Recently Dedicated in Columbus, O., Afford Impressive Idea of the Immensity of the Victor Business in That Section—Some Notable Speeches

It is a rare occasion when more than 100 Victrola dealers leave their business for a day and join a judge of the Supreme Court, a general in the United States Army, a noted psychologist, a well-known attorney, the mayor of a city,

more than 200 music dealers and teachers of music appreciation from all parts of Ohio, West Virginia and Michigan at luncheon at the Hotel Deshler, when J. F. Bowers, the man who rose from office boy to president of Lyon & Healy, Chicago, in fifty years; John G. Paine, of the legal department of the Victor Talking Machine Co.; Professor Thomas Loudon and General Chauncey B. Baker spoke.

Mr. Bowers, who acted as toastmaster at the luncheon, is a firm believer in the adage that panic is a state of mind. "It is true that panic is a state of mind, and so is prosperity," said Mr. Bowers. "The press has done more than anything else to avert further financial diffi-

culties in this country by taking an optimistic stand and not allowing the public to think of hard times. If we think about matters sanely and sensibly we will find that we aren't much worse off than we were two years ago. We



Victrola Storage Room, on Third Floor

a banker and the head of one of the largest musical concerns in the world, in celebrating the opening of a new building, and to pay tribute to the man who is responsible for that building. It happened in Columbus, O., when the new warehouse and distributing station for Victrolas of the Perry B. Whitsit Co. was formally opened. As was pointed out in last month's World, this building is unique in that it is perhaps the only one of its kind in the United States having been planned and built solely for the purpose of storing and distributing Victrolas and Victor records.

In honor of the event Mr. Whitsit and W. F. Davisson, manager of the company, entertained



Record File Room, on Second Floor

HERE AT LAST—A Phonograph of Supreme Quality



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW \$15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of—
Phonographs, Records, Cabinets, Motors, Tone Arms, Needles and Accessories, Repair parts for all makes.

Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Avenue New York City
Between 20th and 21st Streets

MORE RETAIL BUYING IN EVIDENCE IN DETROIT TRADE

Jobbers and Dealers Report Steady Betterment in Business—Talking Machine Men Discuss "Music Week"—Lind & Marks Expansion—New Sonora Sign—Jewett Exhibit Interests

DETROIT, MICH., May 10.—With improvement being shown daily in retail, wholesale and manufacturing business in Detroit, more people are buying musical instruments—that is, in proportion to the number in January and February. Since March the tendency for retail talking machine business has been upwards, although it is still not to the mark of the same period for 1919 and 1920. These were record times, and it is doubtful if Detroit dealers will see such brisk business again for another few years at least. The idea, however, that it will never come back is all folly; it is just a question of further adjustments and labor difficulties and then we will see Detroit whizzing away busier than ever before. The building required alone for Detroit runs into the millions, and it is just a question of how much longer it can be put off. Even right now the downtown section of Detroit is a beehive for new buildings. These developments should certainly give encouragement to the talking machine dealer; it only remains for him to keep a "stiff upper lip" and saw wood—his day of harvest will soon be here.

We have practically seen the end of price-cutting in the talking machine business. About the only store cutting at all now is the J. Henry Ling store, and this is because Mr. Ling is retiring from business.

The Detroit Talking Machine Dealers' Association met in April with the piano men and took up the matter of holding a Music Week in Detroit. They were addressed by Robert Lawrence, of New York City, who is a specialist in this sort of work and whose services were engaged. He will inaugurate a five weeks' campaign prior to Music Week, which will be in all probability the first week in November. Both organizations approved the plan and passed resolutions to support it both morally and financially. The tentative committee comprises several talking machine men, including H. A. Gardiner, manager of the Columbia wholesale branch, and Sidney J. Guest, of the Guest Music House.

Wallace Brown, of the Aeolian Co., New York, who formerly was engaged in the retail business in Detroit, was a local visitor in April, taking up important matters relative to advertising and distribution with Sam Lind, of the Lind & Marks Co., jobber of the Vocalion.

Sam Lind, of the Lind & Marks Co., left May 2 for New York, where he planned to spend at least a week taking up matters with the Aeolian Co., for which he is the Michigan and northern Ohio distributor of the Vocalion line. "I could place any number of new dealers in Detroit right this minute," said Mr. Lind, "but I prefer to wait until they reduce their present stocks, because then they will be in a position to push the Vocalion line. But in the State and in Ohio we are taking on new dealers every day." The Lind & Marks Co. has 40,000 square feet of floor space in the building at Bates and Congress streets, and Mr. Lind has one of the best inside and outside organizations of any distributor in the Middle West.

The Sonora sign atop the roof of the Temple Theatre Building is probably the most costly in the entire city of Detroit. Not only is this due to its location, but the sign itself is an extremely large one with thousands of electric bulbs used. The Sonora is distributed in Michigan and Ohio by the C. L. Marshall Co., 514 Griswold street, which has handled it since its introduction to this city. Mr. Marshall doesn't boast of as many dealers as some other distributors, but he does feel proud of the quality of his clientele. Among the leading firms selling the Sonora here is the J. L. Hudson Music House.

The Starr Piano Co. has moved to its new store at the corner of Broadway and John street, where it will have a great deal more room for its phonograph department, which will be located in the basement and have twice the number of demonstration booths.

Frank Bayley, who handles the Edison phonograph, has moved from Broadway to Woodward avenue, near High street, where he has taken a long lease.

A. A. Fair, sales manager of the Jewett Phonograph Co., states that the Jewett exhibit in the Hotel Statler has been selling phonographs every week and that wherever there is a dealer he gets the credit for the sale. Messrs. Sharp and Doty, in charge of the exhibit, are kept extremely busy demonstrating the machine both for dealers as well as the public. Mr. Fair states that the factory at Allegan, Mich., is now operating at top speed to fill orders already received and he feels very optimistic over the prospects for his own product, as well as for talking machines in general. "The number of people who write us daily for our line shows the confidence that the retailers have in the talking machine business,"

said Mr. Fair. "It is just a matter of waiting for another few months, during which time conditions are certain to readjust themselves beneficially to all lines of business."

A. A. Grinnell, of Grinnell Bros., who devotes most of his time to the wholesale Victor department, reports excellent business not only in the Grinnell stores, but all over the territory. While goods are coming in better than they did months ago, there is still a shortage of certain models. Records are coming along very good.

George Middleton, of the Brunswick Shop, Detroit, resigned a few weeks ago to affiliate himself with the Aeolian-Vocalion Shop in the Jenkins Arcade, Pittsburgh, Pa.

Some time in June the Brunswick Shop takes possession of the adjoining store east of its present location, which will give it considerably more room for its record department.

P. J. Gordon, Detroit manager for the wholesale phonograph division of the Brunswick Co., has moved his offices across the street to 228 East Jefferson avenue, where he will have much larger quarters to meet visiting dealers.

Puri-Tone Phonograph Products

*A Quality Product as Perfect
as the Name Implies*

PURI-TONE ATTACHMENT



For playing
Lateral cut
records on the

**Edison
Phonograph
No Bend**

No Curves

A straight
tone passage
at all times.
This attach-
ment is by far
the most su-
perior instru-
ment made
today.

**Best by
Experience**

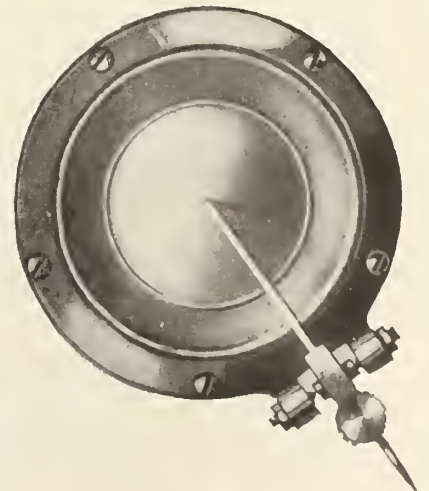
The Reproducer— A Perfected Sound-Box

Constructed on NEW scientific principles, THE "TYMPANUM" construction of the diaphragm is a distinct feature of this high class reproducer, while the special composition diaphragm is a departure in the reproducing field.

The Tone is the Test

You Will Be Convinced on Hearing

Write Today for Samples



The Puritone Phonograph Co., Inc., 347 Fifth Avenue, New York City

A NATIONAL ORGANIZATION FOR TALKING MACHINE MEN DISCUSSED

At Convention of National Association of Music Merchants in Chicago, May 11—Association to Take Action on Subject—Some Interesting Papers Read

CHICAGO, ILL., May 11.—The largest and in every respect the best organized convention of the various branches of the music industries was formally opened at the Hotel Drake on May 9, some 500 delegates being in attendance. There was an official welcome by the Mayor, and the organization at once got down to business.

This Wednesday morning's session of the convention of the National Association of Music Merchants was, according to schedule, devoted to the interests of the talking machine dealers for the purpose of seeing if ways and means could not be devised for forming a section of the Association made up entirely of talking machine retailers in line with the campaign being carried on for the formation of a separate organization of such interests. It was felt that the Music Merchants' Association, already functioning successfully, could offer National Association facilities to the talking machine men without the work and expense incident to the organization of entirely new national bodies, particularly in that such a large number of talking machine dealers are also engaged in retailing pianos and other musical instruments and music.

President Hamilton, of the Merchants' Association, after a few introductory remarks, explained that L. C. Wiswell, president of the Na-

tional Association of Talking Machine Jobbers, who was scheduled to speak, was unable to be present and then introduced the subject of "The Factory and Dealers," with Charles S. Mauzy, of San Francisco, presenting the merchants' viewpoint.

Geo. W. Hopkins' Remarks

The manufacturers' attitude was presented by George W. Hopkins, general sales manager, Columbia Graphophone Co., who in one of his characteristic and strong addresses outlined the remarkable development of the talking machine from its crude beginning; paid high tribute to Bell, Tainter, MacDonald and other inventors associated with the art and pointed out that talking machines and records are regarded with much respect by artists who use them as a means of comparison and study; how they have been adapted to language study, to the study of psychology and for many other practical purposes, while at the same time taking their rightful place high in the music world with the recording of the playing of full symphony orchestras and by other feats.

Mr. Hopkins declared that the development of the trade has been due largely to the willingness of manufacturers to break precedents and that the retailers must also find new ways of selling

if they are to continue to progress. He condemned the nondescript machine, but said that new manufacturers who were willing to bear their share of the burden of trade and music advancement work would find a place for themselves. He delivered some strong and practical advice regarding ways and means by which the dealers can meet the present and future situation successfully and called attention to the fact that with the reduced cost of living the white-collar man was coming into his own as a live prospect. Mr. Hopkins' address was one of the best of the whole convention series.

E. G. Brown, secretary of the Talking Machine Men, Inc., New York, read the paper prepared by Irwin Kurtz, president of the Association, who was unable to be present, on the national relationship of talking machine retailers. This was followed by papers by J. W. Boothe, of Los Angeles, and E. Paul Hamilton, which appear on the following pages of *The World*.

Following the reading of the papers there was a lively discussion regarding ways and means for organizing the talking machine dealers and the matter was finally left in the hands of the Music Merchants' Association which will announce definite plans later.

SOME EXHIBITORS IN CHICAGO

Talking Machine Houses Which Made Exhibits During Convention in Chicago

CHICAGO, ILL., May 12.—Among the talking machine exhibitors at the leading hotels in Chicago during the conventions of the Music Industries the past week were the Harponola Co., Celina, O., who made an exhibit at the Stratford of eight models of their talking machines, including three attractive new console designs equipped with new automatic stops. W. A. Oates and H. L. Durbin were in charge.

The Lakeside Supply Co., Chicago, also displayed models of the Electrophone talking machine at the Stratford with a complete line of accessories—Tonofone needles, Lyric records and Chorister portable outing machines. Salesman S. R. Fritz was in charge.

The Magnavox, made by the Magnavox Co., of Oakland, Cal., was displayed at the Stratford by the Telephone Maintenance Co., local representative, with S. R. Miller in charge.

The Efficiency Electric Corp., of New York, had an exhibit of their Tru-Time model at the Stratford, with A. J. Knapp in charge.

The Brunswick-Balke-Collender Co. occupied the corner suite on the mezzanine floor, where an extensive line of Brunswick period and standard phonographs were on display. A duplicate of the Chinese model made for Mrs. Warren G. Harding was displayed and also a new Portable

Brunswick. The exhibit was in charge of P. H. McCulloch.

Haag & Bissex, Philadelphia, displayed the Haag ejector for filing records. Alfred Haag was in charge of the exhibit.

The Remington Phonograph Co. and the Olympic Disc Record Corp., of New York, had an attractive combination exhibit; the former displayed several models and the latter demonstrated May and June record releases. E. H. Holmes, C. R. Ely and N. J. Jiles were in charge.

The Playerphone Talking Machine Co., Chicago, showed several of its models, with W. G. McKenzie in charge.

The R. C. Wade Co., Chicago, showed attractive displays of the Tonofone needle, with Dorchester Mapes in charge of the exhibit.

The Artrola Co., of Chicago, showed its new talking machine, with O. C. Searles and A. L. Jones, Jr., in charge.

BRUNSWICK ENTERTAINS DEALERS

CHICAGO, ILL., May 10.—The dinner given by the Brunswick Co. to its visiting dealers at Marigold Garden was an immense success. President Bensinger presided, and the Isham Jones Orchestra and Brunswick records provided the music. This was followed by short talks by Messrs. Bensinger, Balke, Deutsch and Kendrick.

PATHE OFFICERS RE-ELECTED

The annual meeting of the stockholders of the Pathé Frères Phonograph Co., Brooklyn, N. Y., was held May 4th, and resulted in the election of the entire directorate. At the meeting of the directors the following officers were re-elected: president, Eugene A. Widmann; treasurer, A. W. Copp; secretary, James Watters.

The Board of Directors expressed their satisfaction at the results attained by Mr. Widmann and his associates during the past year, and a vote of confidence was extended to the officers by the directorate. Plans were outlined providing for the steady expansion of Pathé activities during the coming year.

SENATE PASSES EMERGENCY TARIFF

Anti-Dumping and Foreign Currency Valuation Clauses Opposed by Music Importers—Rewritten by Upper House—Now in Conference

WASHINGTON, D. C., May 11.—The Emergency Tariff Bill, which passed the House April 15, was passed by the Senate this afternoon by a vote of 63 to 28, carrying the anti-dumping and American valuation clauses and the Knox dye-stuff protection amendment.

The Senate amendment of most vital significance to the music industry was the elimination of the 66 2-3 per cent limitation of depreciation in foreign currencies. It was claimed that this clause would virtually place an embargo on the goods of two-thirds of all Europe.

The anti-dumping clause in the bill, as passed by the Senate, provides a special anti-dumping duty equal to the price at which offered and the foreign market value with stringent provision for ascertaining foreign costs and foreign market values. Values of foreign currencies are to be certified daily by the Federal Reserve Bank of New York.

INCORPORATED

The Deca-Disc Phonograph Co., of Dover, Del., has been incorporated under the laws of the State of Delaware with a capital stock of \$500,000. The United States Corporation Co. of Dover, incorporator.

COTTON FLOCKS

FOR RECORD MANUFACTURERS

*Always Superior
Superior All Ways*

Try our Flocks and prove our statement by your own experience. Samples for trial supplied without charge

CLAREMONT WASTE MFG. CO.
CLAREMONT, N. H.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

Papers Read at Talking Machine Conference in Chicago

WHAT THE NATIONAL ASSOCIATION OFFERS THE DEALER

By E. Paul Hamilton, President of the National Association of Music Merchants

The topic allotted to me at this meeting as per our program is: "What the National Association of Music Merchants of America offers to the Talking Machine Dealers of the U. S. A."

The subject given to me revolves itself into a question, and, strange to say, this question is almost answerable with one solitary sentence. Most speakers take pains to explain that the short time allotted to them and the vastness of the subject under discussion make it almost impossible for the speaker to do justice to the subject, and then he begins—and sometimes he ends—to the great relief of his audience.

Therefore, I know you will be pleased to hear from me that my subject can really be covered with one sentence. The subject, as I previously said, is really a question, namely: "What has the National Association of Music Merchants of America to offer to the talking machine dealers of the U. S. A.?" and the answer is: "All that they do need to-day and all that they may ever need." I could safely leave it at that, and know I had covered my subject, but I am perfectly willing and able to prove my contention.

Firstly, let us consider what the talking machine dealers of the U. S. A. need, and by the talking machine dealers it is understood we mean every retailer of phonographs, gramophones, graphophones or any kind of talking machine whatsoever. The talking machine dealer, in common with any retailer of any commodity, needs above all—

Protection—protection against anything that is unfair or unjust, be it competition or the legislature, the jobbers or the factories, all dealers need protection, and who is better equipped to protect the talking machine dealers than the National Association of Music Merchants? We have no conflicting interests. Most piano mer-

chants sell talking machines and most talking machine merchants sell pianos. The days of isolation are over. There was a time when a piano dealer thought a talking machine dealer was his competitor. But, thank heaven, those days are gone forever. To-day we are all music merchants, working hand in hand, realizing that in unity lies strength.

The talking machine dealer needs protection. The greater the army, the more guns, the more ammunition, the greater and the safer the protection and the surer the victory if it ever became necessary to go to battle.

While I admit that the talking machine deal-

ers of the U. S. A. could form quite a formidable army of their own, yet you all must admit that together with the music merchants it would be tremendous and unbeatable, because in unity lies strength.

Furthermore, the music merchants have their army organized—infantry, cavalry, artillery—every State is covered, the general staff fully organized. Even the quartermaster is working hard collecting the quarters to sustain the good work. Why another army? Why another headquarters and another general staff? Why this duplication of effort, when we know we are all music merchants, whether we sell pianos or talking machines, or both, when we know that in unity there is strength, and united we stand and divided we fall? Therefore: Why another Association when we can offer you all you need?

THE ASSOCIATION, IDEA FROM CALIFORNIA'S VIEWPOINT

By J. W. Boothe, Music Trades Association of Southern California, Los Angeles

The Music Trades Association of Southern California believes that the promulgation of national ideas as applied to local trade conditions is always of great benefit and tends to broaden the value of all associations, and therefore we believe that an association, national in scope, of the talking machine dealers of the United States will solve many problems that are now before us. It might be well right here to enumerate briefly some of the things the Southern Association of California is doing now.

Maximum length of contract for phonograph, fifteen months; minimum amount of first payment, 10 per cent of list price; retail price and name of model to accompany advertisement; no commissions to others than regular employes; standing reward for recovery of lost or stolen phonographs at the rate of 10 per cent on unpaid balance; minimum reward, \$5; records on approval limited to twelve to a customer, to be

returned in forty-eight hours; no records of new monthly issue sent on approval until ten days after date of issue; no phonographs, new or used, not regularly carried by a dealer to be on display in window; a uniform rate of interest charged on all phonograph contracts, and all contracts printed with the rate of 8 per cent. These are in the main the principal factors that are working for the good of our Association, but, more important, we now have in process of formation a record exchange among the accredited dealers, which will be far-reaching in its benefits to the dealer.

The Record Exchange Question

To those who have made a study of the record end of the business it is a well-known fact that in numerous cases dealers have records on their shelves which are not moving, while a brother dealer may have many calls for these same rec-

(Continued on page 159)

85c NEW CARDINAL RECORDS 85c

NOW READY FOR DELIVERY

10—NEW CARDINAL JEWISH RECORDS—10

ALL HITS

The
Phonograph
With The
Tongue

- 1101 { YENTE FOHRT IN DER COUNTRY
Goldstein & Gold
MENDEL WIL EIN AUTOMOBILE
Goldstein & Gold
- 1102 { YENTE ZUCHT RIIMS.....Goldstein & Gold
MENDEL WIL SHOLEM....Goldstein & Gold
- 1103 { A KIND OHN A HEIM.....Clara Gold
MR. FISH, FISH.....Gus Goldstein
- 1104 { CHUPE TANZ
Sam Young's Yiddisher Orchestra
LOST GRISEN
Sam Young's Yiddisher Orchestra
- 1105 { IN KOVHAZ
Sam Young's Yiddisher Orchestra
DER SOVIETEN BULGAR
Sam Young's Yiddisher Orchestra

- 1106 { DER CHOSID GEHT TANZEN
Sam Young's Yiddisher Orchestra
DROH OBYEZER CHOSID
Sam Young's Yiddisher Orchestra
- 1108 { MENDEL KOILET A LITWAK ZUM SEDER
Goldstein & Gold
YENTE KETCHT AN ELLJOHU HANOVY
Goldstein & Gold
- 1109 { DER TA LIS.....Sam Bloom
SHTEH AUF MEIN FOLK.....Sam Bloom
- 1110 { ZION BLEIBST SHOIN EIBIG BEIM YID
Somon Paskal
YANKELE LOIFT IN SHUL AREIN
Somon Paskal
- 1111 { FISH AUF SHABES
Jos. Tanzman and Anna Zeeman
DER ITALIENER
Jos. Tanzman and Anna Zeeman

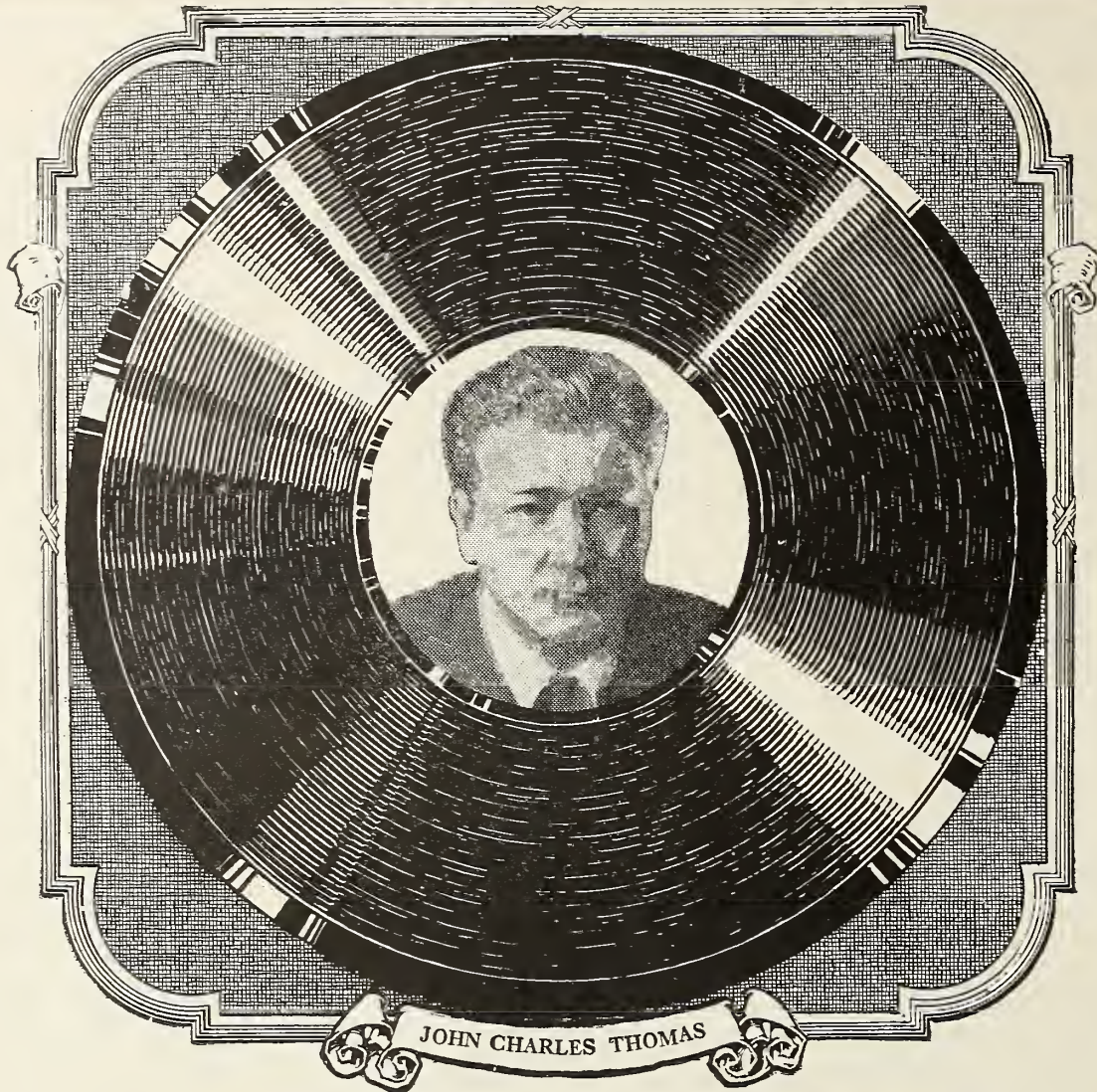
The
Record
That
Talks

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.



JOHN CHARLES THOMAS

Sings Exclusively for the Vocalion Red Records

VOCALION RECORDS

are recorded, manufactured and produced by The Aeolian Company, the world's foremost manufacturers of musical instruments, whose reputation has been based on *quality merchandise*. These unexcelled records give the clearest reproduction because the red material used eliminates all surface noise and does not deteriorate with use.

If we get them out special they're good!

NEW VOCALION RECORDS JUST RELEASED

MOONLIGHT—Introducing "Santa Monterey"—Fox Trot		
CHERIE—Introducing "I'm Nobody's Baby"—Fox Trot		
	Selvin's Dance Orchestra	No. 14182 \$.85
UNDERNEATH HAWAIIAN SKIES—Fox Trot		
MOLLY—Fox Trot—Ray Miller's Black and White Melody Boys		No. 14164 .85
'SIPPI SHORE—One Step		
PINING—Fox Trot—Al Jockers' Dance Orchestra		No. 14165 .85
SIREN OF A SOUTHERN SEA—Fox Trot—Selvin's Dance Orchestra		
WITHOUT YOU—Fox Trot—Ray Miller's Black and White Melody Boys		No. 14166 .85
SCANDINAVIA—Harmonizer's Quartet		
TIMBUCTOO—Aileen Stanley		No. 14161 .85
MAKE BELIEVE—Fox Trot		
WILD ROSE, from "Sally"—Introducing "Buggy Riding," from "Hitchy Koo"		No. 14169 .85
	Fox Trot—Selvin's Dance Orchestra	
THE SWEETEST STORY EVER TOLD—John Charles Thomas		No. 30122 1.25

Vocalion Records are in the Lead for bringing out the Latest Hits.

LOOK FOR THE RED RECORD!

THE AEOLIAN COMPANY

New York

London

Paris

Madrid

Melbourne

Sydney

Papers Read at Talking Machine Conference in Chicago

ords which the jobbers are not able to supply. It is evident that the turning over of these records is a distinct advantage to the dealer who is heavy on them (from a turnover standpoint), and also at the same time permits his brother dealer to fill his orders without a long wait from the factory end, which may eventually lose the business for all concerned. This is one of the big problems of our industry.

Some keen analyst has said that all the profit of the record business is tied up in the stock on the shelves that is not moving, and has gone further and stated that there is absolutely no profit in the record business at present discounts. Those of you who absolutely segregate your record business from your machine business, and charge up to your record business every legitimate overhead that is involved in the transaction of selling records, know that this is very near the truth, when you take into consideration the great excess charge of overhead that has come to us during the last few years.

Are any of us certain that we make any money at all in the record business? Do any of us know how the big manufacturers arrived at the margin of profit between our cost and

selling price to the public which we have, and how they determined that it was enough margin for us to do a profitable business. Were these calculations made in a day that is past forever, and are manifestly impossible for the present day, but which are in many cases less than we used to enjoy with still a heavy increased overhead with us at the present time?

Work for a National Association

These, as I say, gentlemen, are some of the keen problems left us, and it would seem that the formation of a national association of dealers would help solve them. At least we should have a national committee of capable men who will affiliate with the National Association of Music Merchants, who will give some of their time to the consideration of such questions. We are all justly proud of the phonograph business and the big manufacturers who have created this gigantic industry, and we are all strong for a good, clean business, done on strictly ethical principles, and we all wish to preserve forever the basic principles that have made our business as clean as it is.

You will find that a big cohesive national association can do now what it may be impos-

sible for the manufacturers to do, and that is to keep the rank and file of our members on a high plane of business ethics—make the dissenters see, through example, that our way is the best way to conduct their business. To do this we need the steady and unflagging cooperation of the manufacturers and jobbers, and when a question arises that seems to be important from the standpoint of the dealer it should be met with a sympathetic hearing and not arbitrary decisions. We all know that "progression is the order of the age," and this is the road we must all travel if we wish to continue to be a vital force in this industry. The copy-book truisms of the past have been swept away in many cases. The little dealer with three machines, a few records, no overhead and happy all day long, has departed from the large cities. It is a great big, serious business, and all big business must have its profitable returns upon its investment. I believe that all of us who adhere to the big underlying principles of our industry are going to have in the future an adequate return, and that the volume of the past will be insignificant when compared to what we are going to do in the years to come.

TALKING MACHINE RETAILERS' NATIONAL RELATIONSHIP

By Irwin Kurtz, President of Talking Machine Men, Inc., New York

The great war taught us many things which in the years to come we should not lose sight of, and one of the important lessons which that great catastrophe firmly planted in the minds of men was the many uses of propaganda. The wonderful propaganda system built up by German kultur should be simulated by business, not to tear down to satisfy the ruthlessness of a Kaiser, but to build up a great structure of mutual trust, confidence and respect upon a solid foundation of trust and square dealing.

We, each of us, within our limited spheres, have been radiating propaganda, thought, in relation to our particular trade, but the little flickers emanating from the many small centers did not and could not make any impression upon the people at whom they were directed. The result was that Congress, in passing a tax law, expressly picked out our trade to be penalized by the imposition of the luxury tax, which took away from us—the dealers—10 per cent of our profits and put us close to the danger point. If there had been strong individual associations in each large central point to radiate their thoughts on the subject to the central national organization point, do you think that Congress, always susceptible as it is to the wishes of what it believes to be the will of the folks back home, would have singled out our trade for discrimination?

It has always been my belief that a fair price-fixing bill could never be passed without the individual retailers in our line and every other line to be benefited by such a measure using propaganda and stirring up their individual customers and friends and bringing to bear sufficient pressure upon Congress and Senate to that end.

You might ask how could you possibly interest your customers in such a proposition? Well, this could be done by letting them see your side of the question, by showing them that you were but making a fair profit, which enabled you to pay your help a decent living wage, and enabled the manufacturer to compensate his employes likewise; and, on the other hand, without price fixing, your fair marginal profit is eliminated, making it necessary for you to cut employes' wages, and the manufacturers' good will, built up by years of advertising, is impaired, reducing his profits and causing him to lower wages. The public would not ultimately gain, as the big stores would use advertised articles as a bait, and would make up by getting back their margin of profit on non-advertised articles.


Leaving the question of taxation and the price-fixing bills, which are both of such vital im-

portance to our trade, and taking another phase of the situation in which national propaganda could be made useful, a certain class of merchants engaged in our trade entered our business with no clear understanding of sound business and merchandising methods and no clear comprehension of how to conduct a business in a sound and reputable way. We must see to it that they are given the elementary and high-school education in business ethics that they did not receive before they entered the trade—not by duress or force, but by a constant dinning in of proper merchandising principles.

What could be gained if we of New York, by an educational campaign, brought all the dealers in our vicinity to a proper realization of sound business principles, but the merchants in Philadelphia and Boston, Bridgeport and New Haven were conducting their business under the old-time methods of unsound merchandising? Every large city has within one hundred miles of it another good-sized town, and that being so in order to accomplish anything for the ultimate good of the trade a national campaign of education must be carried out, and this can only be done by a national association with strong local bodies affiliated with it.

In business times such as we are now moving through sound merchandising requires a com-


(Continued on page 160)



EASTERN PHONOGRAPH CORPORATION
GEO. SEIFFERT, Pres.
WHOLESALE DISTRIBUTORS

OFFICES AND SHOWROOMS
101 West Twentieth St. 100 West Twenty first St.
Cor. Sixth Avenue
NEW YORK

Telephone: Chelsea 2044





A CROONING MELODY SONG IN WALTZ TIME

Mammy's Little Sunny Honey Boy

"YOU CAN'T GO WRONG
WITH ANY 'FEIST' SONG"

Papers Read at Talking Machine Conference in Chicago

plete turn-over of stock at frequent intervals and the keeping of as much money in the bank and as little stock on the shelves as possible. Records which move fast in one section of the country do not move at all in other sections and, with a national association, it would be possible, within distances where freight rates would warrant, to help make exchanges between dealers in the same line through the Association headquarters, so that the dealers could make their exchanges directly with each other upon information furnished from headquarters; this

would help all and will go far towards eliminating surplus stock from our shelves.

And last, but not least, it seems to me that a national association of talking machine men controlled and dominated by retailers, with no interference by any other branch of the industry, holding their heads up high, ready to look anyone in the eye and unafraid, dominated by no company, but ready to do substantial justice to all companies, working for the best interests of the industry in which we are all engaged, can and would be a big factor in our trade.

music that is derived from the instrument itself.

The next step is the serious element or educational factor. After the talking machine has been in the house for a length of time there is a development on the part of the owner from the light jazz and novelty records to the better grade record, and there is greater enjoyment attained the longer the machine remains in the home.

Multiply this experience by the number of families in your community and you would have your merchandising problems solved. The difficulty is, however, in getting the first start with the customer or individual. To this end the talking machine companies have aided the retail dealers wonderfully.

From California, where we stand on the very edge of occidental civilization, we feel the impulses of efforts long after they have been put forth. By virtue of our strategic position we can probably see more clearly than those to the East in a location entirely surrounded by manufacturing; entirely surrounded by those engaged in merchandising—a fundamental plan—possibly a program, by a group of technicians or specialists endeavoring to create or establish in the national mind a higher plane of thinking.

The working of this national plan to stimulate retail sales was through a series of steps similar to those that the buyer, referred to in the opening, is led—selecting first jazz, then popular, then Red Seal—better and better music. This gigantic task was accomplished by a method so easily assimilated that it was absorbed into the national system without effort.

First, by interesting the children. We know that little children, as well as various wild tribes, are interested in percussion sounds or percussion music, like that of the drum, xylophone, bells, and progress from that to simple melodies, i. e., a piece in which there are only two themes throughout the entire. This progression is then continued through a more complicated series of sounds until we approach what might be termed rhythm. In many schools folk dancing is taught; in higher grades music in connection with Shakespeare's plays is given, and gradually the child is taken through a course of musical appreciation.

Second, we, who have grown up without the aid of the talking machine, have had to assist ourselves by various methods in obtaining a musical education. Peculiar as it may seem, the ear must be trained to listen. Learning to play does not constitute a musical education; it is, however, a means to an end. As a child is taught and led step by step through a series of lessons, so must we who desire a musical education advance step by step, training our ears and our minds to grasp the simple melodies and later the more complex melodies.

Many helps have been offered in the way of interesting publications dealing with what we hear in music, and which, if used with the many published recordings, will enable us to cultivate an ear for music and a sense of appreciation for

FACTORY AND DEALER FROM THE MERCHANT'S VIEWPOINT

By Charles S. Mauzy, of Byron Mauzy, San Francisco, Cal.

The invention of the talking machine and its growth from a laboratory product to a commercial proposition have brought about certain psychologic reactions in the minds of the people in this country. It has placed in the hands of certain merchants a mighty factor for good; it has enabled him to provide and place entertainment, enjoyment and education in the homes of thousands. A new atmosphere has been created, a new field of action has been opened.

The music dealer has usually been the agent through which the talking machine has been passed on from the factory to the ultimate consumer. Every help and assistance has been brought into play to the aid of the dealer. The

demand for the product has been created; the factor of bringing the customer into the store is attached to the sale of each article; in the way of records, the price has been stabilized and the investment encouraged and secured.

Let us look into the visible and invisible agencies that have been brought into play. Omit for the moment the absolute reason why an individual talking machine would be purchased and consider how, when it is first brought into the home, it creates a certain amount of novelty. The novelty develops into a source of enjoyment, the pride of showing it off to the friends and the pride it develops in having said instrument in the house, and finally from the

Now Under One Roof

IN the interests of efficiency and economy, we have brought our Executive Offices, Art Department and Lithograph Plant under one roof, leasing additional space in

THE BUSH BUILDING
327 EAST 29TH STREET

The closer union of these Departments is calculated to greatly increase our production under a minimum overhead, while at the same time raise still higher the standard of Einson Quality Lithography.

We are specialists in Display Lithography—creating, from idea to finished product, Window Displays, Counter Displays, Cut Outs, Hangers, Cartons, Car Cards, Posters—every kind of lithographed material to help the dealer sell more goods.

Call us in for an Idea or an Estimate

**EINSON LITHO
INCORPORATED**

OFFICES, STUDIOS AND PLANT

327 East 29th Street,

NEW YORK

Nora Bayes in a new rôle gives good advice in "Make Believe." In "Now I Lay Me Down to Sleep" she's at a new and amazing best. That Nora sings them is all your customers need to know. A-3392.

Columbia Graphophone Co.
NEW YORK



Papers Read at Talking Machine Conference in Chicago

what we hear. The instruments of the orchestra and band have been aptly illustrated and the various families described, together with the combinations that make the most pleasing and acceptable sounds.

Third, the Victor Book of the Opera stands supreme as a book of its type, containing over one hundred and twenty-five of the world's famous operas, the details of each including writer of text, composer of music, first and many subsequent performers, characters in the opera, description and story of plot, English translation of principal songs, and records of the most famous songs.

I have purposely left the factory product until later, and emphasized those silent factors which affect the psychological mind of the public first and left the material and concrete side last to mention briefly.

The machine you handle each day you know too well for further discussion here. It represents the best efforts of the factory to give a finished product.

The record is likewise well known. Sometimes I believe that too little credit is given for the fineness and precision of each of these and how little fault we can find with the material makeup. The recordings require a tremendous effort to secure the best artists, a choice of selections for the gradual production and building up of a library.

The monthly release is an institution to which a large portion of the people of the United States look forward each month. How dependent we are on the factory for the selection

of a well-balanced list. Just enough of the classic, just enough of the ballad, just enough of the descriptive record to make a well-balanced list that will appeal to the large majority of the people throughout the country.

Last and most important is advertising, national, local, personal, all done by the factory, and the inestimable demand stimulated by live, virile, pithy ads which pop up in magazines, our newspapers, our correspondence. Connect up those action-getting ads with this slow psychological force that has been working in the minds of the children, of the home-folks and others, and you have a campaign which might readily be called advertising, but probably more correctly entitled educational.

NEW EMERSON ARTISTS

Sherbow's Little Club Orchestra Will Make Emerson Records Exclusively—Miss Marie Dawson Morell Another Emerson Artist

The Emerson Phonograph Co., New York, announced this week that arrangements had been completed whereby Sherbow's Little Club Orchestra would recover for the Emerson record library exclusively. The first record by this orchestra will be issued as a special release and will feature the selections "In a Boat" and "I'll Keep on Loving You."

Sherbow's Little Club Orchestra is one of the most popular dance organizations in the city and plays to capacity audiences at the Little Club in New York. The organization includes some of

All of the various agencies have been employed for the aid of the retail dealer. He was bound to make a success even against his will. The entire country treated by a process of educational propaganda, the public mind tuned, the merchant acting in conjunction with the factory have caused an extraordinary demand for a comparatively unknown product.

What a wonderful opportunity for dealer and factory to co-operate; what a wonderful opportunity for dealers to nationalize, to promote the propaganda, psychological and actual, from a nation-wide down to a concentrated local force! What a wonderful opportunity to create a demand for talking machines! What a wonderful opportunity to do a greater business!

the leading players of "jazz" music, and the Emerson Phonograph Co. is planning to institute an aggressive campaign featuring the records made by this orchestra.

Another artist who will be featured in the Emerson sales and advertising campaign will be Miss Marie Dawson Morell, a violinist who has attained considerable success on the concert stage, and whose first Emerson records will be released very shortly.

The Emerson advertising department has just advised Emerson dealers that it has prepared an attractive moving picture slide featuring "Peggy O'Neil," one of the popular song hits of the day.

The Liberty Grafonola Shop has been organized in Seattle, Wash., with capital stock of \$10,500.



DEFEND



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



A HAUNTING FOX-TROT TUNE BY THE WRITER OF
"A YOUNG MAN'S FANCY" (THE MUSIC BOX SONG)

Two Sweet Lips

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

PRICE BILL AGAIN INTRODUCED

Stephens-Kelly Measure Guaranteeing Fair and Reasonable Charges Goes Again to Congress

WASHINGTON, D. C., May 9.—Representative Clyde Kelly, of Pennsylvania, has reintroduced in the House his standard price bill (H. R. 11), under which independent manufacturers would be allowed to fix the prices at which their products would be sold in all markets. Hearings have been held on this bill by the Interstate and Foreign Commerce Committee of the House, and Mr. Kelly will attempt to push it through to final enactment in the present Congress.

The bill has been endorsed by the American Fair Trade League, practically every State retail merchants' association, the National Association of Manufacturers and practically all of the State manufacturers' and wholesalers' associations, according to Mr. Kelly.

The bill is intended, as its caption indicates, to "protect the public against false pretenses in merchandising under trade-mark or special brand articles of standard quality."

The purpose of the bill, according to Mr. Kelly, is "to give the independent manufacturer with an identified product the right to file his trade-mark or brand with the Federal Trade Commission, as well as his price for sale to the wholesaler and retailer. On such filing he would have the right to maintain the price of his ar-

ticle. If any person feels aggrieved, that the price is too high, for instance," said Mr. Kelly, "he may appeal to the Federal Trade Commission. The Federal Trade Commission may revoke the right to fix the prices, but may not fix the price itself."

This would guarantee fair and reasonable prices all down the line, Mr. Kelly feels, which will protect the consumer. Protection against profiteering will come through the fact that when the price is fixed the articles may never be sold at more than the standard price.

A way is provided for disposing of goods by the dealer who may be going out of business and who may wish to conduct a sale at low prices. He may first offer them back to the maker at the prices he paid for them. If the maker wishes, he may buy them back. If he declines they may then be sold at any price.

The bill, of course, would apply only to goods in interstate commerce. A similar law is in effect in Oregon, and most of the European countries have such legislation and it has worked most satisfactorily.

"Such legislation," said Mr. Kelly, "will protect the good-will of manufacturers and dealers, which now is 'at the mercy of buccaneer bargainers, who slash standard prices and set up 'misleaders' in order to deceive the public. Good-will is property in modern business, as actual, positive and genuine as machinery and materials," he continued. "It belongs to the maker

of the goods; he does not sell it, but is vitally interested in preserving it after the goods are in the consumers' hands. For the best interests of every party in the transaction, the user and distributor as well as the maker, there must be legislation that the manufacturer of the standard, identified, trade-marked goods whose quality and price have won the good-will of the public shall have power to protect it by enforcing a standard price policy in the marketing of his product."

CONTAINS MANY NOVEL FEATURES

PLYMOUTH, Wis., May 9.—The Plymouth Phonograph Co., of this city, is just placing on the market an innovation in a portable machine. The Plymouth Portable, as it is called, has some special features both as regards tone and general construction and has excited the keenest interest on the part of dealers who have seen it. The tone travels up from the tone chamber and is emitted through an opening extending the entire width of the machine back of the tone arm, and can be heard equally well on all three sides. The cover of the portable also constitutes a sound-board. The tone is of unusual volume for a machine of this type. The idea of producing a portable machine of extreme durability is to the credit of W. H. Thommen, the president of the company and inventor of the Plymouth Portable. The new machine is furnished either in oak or in maple, with triple waterproof fabrikoid cover in different colors. The purchaser can have the machine match the color of his automobile, if he so desires. It is portable in every sense of the word. When it is desired to close it the tone arm and sound box fit in the string clamps on the underside of the lid of the tone chamber, thus protecting it absolutely from any possible contact or injury. The crank also fits into spring clamps in the motor-board. On the upper part of the inside of the cover is a felt-covered block and when the lid is closed this block fits over the needle cups, obviating the removal of the needles. The machine is smaller than the average portable machine and weighs but a few pounds.

The company is also working on cabinet machines and other styles, which will embody some of Mr. Thommen's latest ideas in talking machine manufacture and, to some extent, will revolutionize the appearance of the phonograph cabinet.

STOLIAR MUSIC CO.'S "OPENING"

DOBBS FERRY, N. Y., May 2.—On Saturday the Stoliar Music Co. opened its new, exclusively Victor warerooms to the public. These new warerooms are handsomely decorated and equipped with four Unico demonstration rooms. Large numbers attended the opening and much pleasure was expressed at the concert, or recital, given under the direction of Miss H. Marjorie Brown, of the dealers' service department, of C. Bruno & Son, Inc., Victor wholesalers, New York City.

We Back the Dealer Who Backs the Victor



Knight-Campbell Music Co.

1608 Wynkoop Street,

Denver, Colo.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



"SENTIMENT!" What a word it is! The destiny of a nation, the course of a human life, the actions of all mankind are swayed by it. Many laugh at sentiment and pretend they have none. Believe them not, for somewhere in the secret chambers of thought is a remembrance of old love—the tender touch of a vanished hand.

The public always appreciates the efforts of a business institution when it does homage to some great day without trying to commercialize it.

Decoration Day is a legal holiday in practically every State in the Union. It is a splendid time to show your spirit with little or no expense. Pull the shades of your window down half way, place lilies, arbutus, white carnations or other white flowers in your window. A sign bearing the following words should also be placed in your window:

"This institution is closed in respect and reverence to those who have made the supreme sacrifice to protect the integrity of our nation."

* * *

SEVERAL of the most successful stores throughout the country have adopted bags of one particular color, or colors, in which they pack up whatever articles the purchaser buys. The theory of this is that as the person walks along the street others who have purchased at the store will recognize the distinctiveness of the bag and immediately remember the institution. It is a clever way of keeping your name continually before the public's mind. The adoption of some particularly attractive, though not striking, envelope to pack your records in would have a similar advantage. Gray, French blue, tan and taupe are appropriate colors for bags of this description. Of course, your name or trade-mark should be printed on the bag.

* * *

THE psychology of the word "saving" plays an important part in the buying of the public. Recently, in a conference with the manager of one of the largest circular letter houses in the country, the writer was told that the most successful form letters emanating from his company were, at this time, those which talk saving. In your form letters, do not tell how cheaply an instrument can be purchased, but talk on the saving that is made. Do not talk about initial expense. Speak of the cost as so much, thereby saving so much. This seems like a trifling point, but the results obtained by form letters talking from the saving angle have been so much more successful that it is well worth your consideration.

* * *

IT is essential that your windows should depart widely from the stereotyped during the Summertime. They must be connected up with appropriate themes of the season. In other words, try to picture in your windows the use to which the public might place talking machines and records during the Summertime, either on vacation or in the home. Don't think, however, that it is necessary to have your window displays always representing outside scenes. There are some rainy days when even the greatest aristocrat has to stay within doors. Then, there are many others of us who are unable to go away on vacation. Your windows can as successfully portray the use of machines and records for these people during the Summer as they can for the vacationists.

* * *

THINKING along this line puts us in mind of a window which could be gotten up at little cost and would be very attractive. Furnish your window lightly with wicker chairs and a table. Place a talking machine in one corner. On the table place a half a dozen popular novels, and beside them, a half a dozen popular records. A small card bearing the words "A complete Summer library of literature and music" would carry out the theme, the idea being to connect up music and your records with Summer and recreation.

* * *

ANOTHER window which is very timely and which stops the crowd and puts over its idea is one of a rather humorous nature which was arranged by a dealer in the Northwest. The window was divided by a cardboard sheet into two sections. In one was a miniature reproduction of a cellar, fully equipped with kegs and liquor bottles. In the other section was a single record mounted on a rack, the rack itself placed on a mount (probably a box) covered with a velvet throw. The heading across the top of the window was "The two best sellers in our town." To carry out the idea more completely, in the evening a small red bulb illuminated the side with the "cellar", while a spotlight illuminated the record on the opposite side.

It proved to be a very successful way of featuring a single number, judging from the sales reported.

* * *

AT this period when collections are slow, it is a very good time for a dealers' association to use its strength in co-operative effort. A series of three or four form letters could be gotten up to be used, on the stationery of the association. The first letter would call the people's attention to the fact that John Doe, talking machine dealer, reported to the association that the account was overdue, and that the association wished to call this fact to the attention of the individual. The second letter would be a repetition of the first in stronger terms, while the third could threaten repossession by the association. The advantages of collection letters emanating from the association are first, that an association letter would not fall on the same deaf ears as a letter from an individual would, and, secondly, the dealer who sold the instrument would not suffer the ill-will created by strong letters emanating from his establishment. Why not get at your association to develop such a series of letters, and use them?

* * *

JUNE 14 is Flag Day, and should not be neglected. Place in your window all selections such as national airs and patriotic numbers that you have. Mount these either on racks or place them flat on the floor. In the center of each record, stand upright a small American flag. These flags can be fastened to the center of the records without damage by the use of putty, which can easily be removed. A sign bearing the words "Flag Day—a day for Patriotic Music" should be placed at the front of the window. A window of this formation will prove most unique, and will at the same time feature records which normally sit on your shelves. It also shows the public that you are wide awake.

* * *

SCHOOLS will close during the next thirty days, but there is many a mother who believes in the saying "All work and no play makes Jack a dull boy". Although not wishing to be considered one of those who are scheming against the poor, unsuspecting children's Summer campaign at the "swimmin' hole", I do feel that there is a large opening for the talking machine dealer to score sales in the line of educational records during the Summer months. Musical appreciation is a subject which is gaining more and more prominence each year. Through increased appreciation children can be taught to play good music more readily as their ear becomes accustomed to the finer qualities of high-class selections. Therefore, feature such a theme by window displays and by personal solicitation with the mothers, wherever possible. This is a splendid opportunity to stimulate the sale of high-class music during the Summer season.

* * *

YOUNGEST America is now entering upon that season when it gives little lawn parties and little tea parties to its friends. Mothers oftentimes have to stand about, singing little rhymes and clapping their hands in order to furnish music for the little kiddies to dance to. It is an ideal time, therefore, to circularize with form letters those people who have children and who live in the good, residential districts of your community. Call to their attention the fact that there are records which will furnish just the type of music that the kiddies enjoy for their lawn parties. Such a campaign should result, not only in the sale of records, but in additional sales of small, portable models of talking machines for the kiddies' use.

* * *

NOW that the Spring is well advanced, and the roads are drying up, it is time to push sales in the rural districts of your community. While the day of hitching Dobbin to the wagon is gone by, there still is no reason why the farmer cannot be visited with the "gas-line buggy". Although the farmers have also felt the pinch, as the hard times saying goes, you will find them very receptive to entertainment, in order to take their minds away from the monotony of their work. It is going to be a sort of "the early bird catches the early worm." In other words, you must get out immediately, or the other fellow will beat you to it. A unique method for making an entree for placing your machine in the home recently emanated from one of the talking machine manufacturers. The idea was, briefly, that the dealer should ask the farmer for permission to place a sign advertising his business upon the farmer's property, and in compensation for same he would place in the farmer's home a talking machine gratis, for the period of one week. Once the machine is in the home, the salesman should be able to close the deal.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

Sturdiness

THE Stephenson Precision-Made Motor is sturdy: Because of its one piece gray iron frame that assures rigidity and perfect and permanent alignment; because of its compactness—the spring drums, the governor shaft, the turnable shaft—these are of larger dimensions than ordinary and yet so placed as to make for compactness. And because of its simplicity in design, with strength where strength is necessary and yet with no unnecessary weight or unnecessary parts.

The Stephenson Motor is sturdy—and, too, a Precision-Made Motor built with all possible accuracy and a never-ceasing care for detail.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey



INAUGURATE A RECORD REVIEW PAGE

Philadelphia North American Begins Monthly Review of Best Talking Machine Disc Releases—A Move Worthy of Commendation

Pioneers in many newspaper features and innovations which touch the interests and happiness of millions, and which have since proven eminently successful, the Philadelphia North American has again taken a step in advance of its contemporaries in the Quaker City by establishing a monthly talking machine record page of an intrinsically informative and educative nature, which gives a review of the new records each month.

This helpful talking machine record page made its debut in the May 1 issue of the North American and occupied a conspicuous place in the regular news section of that paper. Ruth L. Frankel has charge of it.

In a sort of foreword to its first appearance the record page called attention to the fact that the output of talking machine discs was becoming more and more abundant and diversified each month and that it was well-nigh impossible for owners of machines to personally review all the records that are placed on the market: thus the North American's purpose, through its record column, to be their "proxy."

"On the first of each month, henceforth," states the foreword, "as the new records come forth, they will be reviewed and reports on some of the interesting ones will be published here. The latest jazz, the finest piano solo, the newest bit of folk-song, will be heard for every North American reader and a short account given for the benefit of those who want to know what is new without having to listen to everything."

In addition to the foregoing, news and gossip of musical interest will be provided for the record "fans," according to the promise made by this newspaper when it first introduced its unique page.

Altogether, this talking machine record page is expected to develop into a big factor of importance to readers of the North American who own machines, in facilitating their choice of records suited to their taste, and to manufacturers and dealers in talking machines and records in stimulating interest in their offerings and helping to build business for them.

The talking machine record page that began its life with the North American on May 1 had a three-column head across it, reading: "New Phonograph Records Appeal to Wide Tastes." Giving first place to operatic selections, it cited half a dozen of these with short, succinct descriptions of their content or text. This procedure was followed all down the line—instrumental, orchestral, popular song hits, dance and educational records, each in their order, coming in for their share of observation and note. In giving these record suggestions to its readers, the North American plays no discriminatory part as between the discs cited, the matter of their respective merits being left altogether to the judgment of users.

It's a pretty fair guess that other newspapers, classified as "wise" and forward-looking in the Quaker City, will tumble to the good thing discovered by the "North" and follow "suit."

SELECT 20 VICTROLAS FOR SCHOOLS

Twenty Victrolas have been selected to teach the school children of Zanesville, O., true music appreciation after a competitive trial of talking machines held for that purpose by the Board of Education. The machines have been delivered to the fifteen school buildings. C. I. Hetzler, supervisor of music, is mapping out a course in appreciation to be used during the rest of the year.

A firm of merchants in Canada desires to purchase talking machine motors. Quotations should be given f. o. b. port of shipment. Payment to be in cash. Reference. Address 34805, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold Retail Prices, \$7.50 Nickel—\$10.00 Gold Quantity Prices on Application



Superior Specialties for Phonographs BARNHART BROTHERS & SPINDLER Monroe and Throop Streets CHICAGO

NOW THE HEALTH-BUILDING RECORD

Walter Camp's Well-known Physical Culture Exercises Being Introduced by Means of Records With Musical Accompaniment

Walter Camp's "Daily Dozen," a series of twelve health-building exercises, has now been set to music and is available to the public in disc record form. The Health Builders, of 334 Fifth avenue, New York City, are putting this health-building system on the market. R. B. Wheelan, head of the organization, is an enthusiast over these exercises written by Walter Camp, well-known football coach, and conceived the idea of placing them upon the talking machine record with orchestra accompaniment. The course does not alone consist of the three double-disc records containing the twelve exercises with instructions and commands, but also includes instruction charts on which the various exercises are clearly visualized by the use of more than sixty photographs. There is also a comprehensive health chart from which it is possible to find the parts of the body most benefited by each individual exercise and which also is a guide in selecting the most beneficial exercise for any ailment to be corrected. Included with the above is an interesting booklet written by Walter Camp himself.

TALKING PICTURES A SUCCESS

New Type of Talking Pictures Appearing at Town Hall, New York—Well Received by Public—Are Having a Long Run

Talking motion pictures of a new type were introduced recently at the Town Hall, New York, in conjunction with D. W. Griffith's famous picture, "Dream Street." It is the intention to run this motion picture, together with the talking pictures, throughout the Summer, and judging from the cordial reception accorded the talking pictures, capacity audiences will be attracted to this unique performance.

The newspaper critics commented particularly upon the fact that the talking picture shown at the Town Hall synchronized perfectly with the action of the motion picture, and the buzzing or scratching incidental to talking machine "movie" reproduction was practically eliminated. It is said the producers of the new type of talking pictures are planning to enlarge their activities this Fall and arrangements toward this end have already been made.

A new exclusive Victor shop has been opened in Waterbury, Conn., by the A. B. Clinton Co., of New Haven, Conn. Sterling Couch, of New Haven, has been appointed manager.

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE ON THE MARKET

Retails at 10 cents per box of 50 needles



Each needle guaranteed to play 10 records

THE FAMOUS STEEL NEEDLE WITH THE GOLD FINISH



This metal and glass display case given away free with orders of 3 cartons

Magnedos are in great demand since Dance Records have become so popular, because they eliminate the nuisance of frequent changing of needles



50 needles to box, equal to 500 ordinary steel needles

SOLD BY ALL THE LEADING JOBBERS

MAGNEDOS PRODUCE SWEETER AND CLEARER TONE MAGNEDOS REDUCE SURFACE NOISE

MANUFACTURED BY

SUPERTONE NEEDLE WORKS

18 WEST 20th STREET NEW YORK

SALES success depends upon the amount of specialized effort you expend. The best only is worthy of utmost endeavor. There is no phonograph and record franchise more sound than the PIKNIK offers. It is the ultimate in every respect and desires representation only of a similar nature. The greatest sales franchise ever granted. Seriously interested? Piknik Portable Phonograph, Inc., Lakewood, N. J.

TRADE SHOULD SUPPORT SMOOT SALES TAX MEASURE

Bill Introduced Into the U. S. Senate by Senator Smoot Is Favorable to the Music Industry and Should Receive Its Support—A Practical Measure Capable of Excellent Results

Senator Smoot of Utah introduced into the United States Senate on April 12 a new bill providing for a sales tax that should receive the prompt and earnest support of every member of the music industry, inasmuch as the bill provides specifically for the repeal of Section 904 of the present War Revenue Act, covering the excise taxes on musical instruments.

The Smoot bill, which is to be known as "The Sales Tax Act, 1921," was read twice and referred to the committee on finance. Although the measure is distinctly favorable to our own industry it does not provide such complete relief for other lines and will probably meet with considerable opposition when presented for passage. It will, therefore, be well for members of the industry to give it all the support possible.

Up to this time the music industry has been advocating some general form of commodity sales tax along the lines suggested by the legal committee of the Music Industries Chamber of Commerce. The Smoot bill, however, presents something tangible, and is a measure that by freeing the trade from excise taxes accomplishes the exact results desired. To rest secure in the thought that such a bill has been introduced, however, will make it possible for the music industry to lose the benefits it provides for. The thing to do is to fight just as hard as ever in downing possible opposition.

Senator Smoot has been a consistent friend of music and the music industry and on previous occasions has put himself on record as opposed to heavy tax burdens on this trade. The bill, which is numbered S. 202, reads as follows, the final section 207 being the one of most distinct interest to our industry:

Be it enacted by the State and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "The Sales Tax Act, 1921."

Title I.—GENERAL PROVISIONS

Definitions—Sec. 2. That when used in this act the term "person" includes individuals, partnerships, corporations and associations; the term "secretary" means the Secretary of the Treasury; the term "commissioner" means the Commissioner of Internal Revenue; and the term "collector" means collector of internal revenue.

Title II.—SALES TAX

Sec. 201. That in addition to all other taxes there shall be levied, assessed, collected and paid upon all goods, wares or merchandise sold or leased on or after July 1, 1921, a tax equivalent to one per centum of the price for which so sold or leased; such tax to be paid by the vendor or lessor.

Sec. 202. (a) That this title shall not apply to sales and leases made during any year in which the total price for which the taxable sales and leases are made does not exceed \$6,000.

(b) In computing the tax due under this title every taxpayer shall be entitled to an annual exemption of \$6,000.

(c) In any case where the full amount of the exemption is not claimed in computing the tax due for the first quarter the part not so claimed shall be deducted in computing the tax due for the second quarter or succeeding quarters. For the purpose of this act the first quarter shall be the months of July, August and September; the second quarter the months of October, November and December; the third quarter the months of January, February and March, and the fourth quarter the months of April, May and June.

(d) The taxes imposed by this title shall not apply to sales or leases made by (1) the United States; (2) any foreign government; (3) any State or territory or political subdivision thereof, or the District of Columbia; (4) any mutual ditch or irrigation company; (5) any hospital; or (6) Army and Navy commissaries and canteens; or (7) any corporation organized and operated exclusively for religious, charitable, scientific, or educational purposes, or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private stockholder or individual.

(e) The taxes imposed by this title shall not apply to sales or leases of articles taxable under Title IV or VII or paragraphs 1, 2, 3, 12, 20 of section 900 of the Revenue Act of 1918.

(f) Under such rules and regulations as the commissioner, with the approval of the Secretary, may prescribe, the taxes imposed by this title shall not apply in respect to articles sold or leased for export and in due course so exported.

Sec. 203. That in computing the taxes imposed by this title no credit shall be allowed for any tax reimbursed or paid in any manner to any person in connection with any previous transaction in respect to which a tax is imposed by law.

Sec. 204. That every person liable for any tax imposed by Sec. 201 shall make quarterly returns under oath in duplicate and pay the tax imposed by such section to the collector for the district in which is located the principal place of business. Such returns shall contain such information and be made at such times and in such manner as the commissioner, with the approval of the Secretary, may by regulation prescribe.

The tax shall, without assessment by the commissioner or notice from the collector, be due and payable to the collector at the time so fixed for filing the return. If the tax is not paid when due there shall be added as part of the tax a penalty of five per centum, together with interest at the rate of one per centum for each full month from the time when the tax became due.

Sec. 205. That in the case of an overpayment of any tax imposed by this act the person making such overpayment may take credit therefor against taxes due upon any quarterly return.

Sec. 206. That the commissioner, with the approval of the Secretary, is authorized to make all needful rules and regulations for the enforcement of the provisions of this Act.

The commissioner, with such approval, may by regulation provide that any return required by this Act to be made under oath may, if the amount of the tax covered thereby is not in excess of \$10, be signed or acknowledged before two witnesses instead of under oath.

Sec. 207. That on and after July 1, 1921, sections 628, 629, 630, 902, 904, 905, 906, 907 and 908, except paragraphs 1, 2, 3, 12 and 20, are repealed except that such sections shall remain in force for the assessment and collection of all taxes which have accrued thereunder and for the imposition and collection of all penalties which have accrued and may accrue in relation to any such taxes.

EMPIRE MUSIC CO. A LIVE PLACE

L. A. Jordan's Assumption of Ownership Signal for Rapidly Expanding Trade

KERNERSVILLE, N. C., May 10.—The Empire Music Co., of this city, has become the liveliest sort of merchandising place under the peppery direction of its proprietor, L. A. Jordan, who came into the ownership of the business about six months ago. The owner of the Empire Music Co., after seeing service in the army, became identified with the sales force of the Bowen Piano Co., of Winston-Salem, in which position he gained a wide knowledge of trade conditions in North Carolina. His company carries a complete and large line of Emerson and Charmaphone machines and Emerson and Columbia records.

USE TRADE MARK TO ADVANTAGE

Allan's, one of the largest and most progressive music establishments in Australia, features the Sonora trade-mark to advantage, and the



How Allan's Features the Sonora accompanying illustration will give some idea of the attractiveness of this display and the prominence of the famous Sonora trade-mark.

NEW VOCALION AGENCY

The Vocalion has a new agency in Washington, D. C., with Hugh & Lawson, 1222 G street, N. W., who are now carrying full lines of the machines and records.

PERIOD DESIGNS POPULAR ON COAST

J. W. Boothe, of Barker Bros., Los Angeles, Tells How Their Department Handles Their Large Period Talking Machine Business

During his recent visit to New York prior to attending the conventions in Chicago J. W. Boothe, general manager of the music depart-



J. W. Boothe

ment of Barker Bros., of this city, and a number of branch stores in southern California, stated that they were averaging better than the sale of one period talking machine a day. "Period talking machines," he said, "are part of the general selling campaign of Barker Bros., who,

in the big campaign for the home beautiful, adapt them to the general selling scheme of the successful furnishing of the home.

"When a customer comes and asks for a talking machine our salesmen first find out what the general character of the customer's home is, what furniture he has in his living room, and then they proceed to adapt the period that is best fitted to make a harmonious scheme for the home. If necessary, our salesmen go to the customer and, after looking at his living room, make a suggestion as to the best period fitted for the home.

"This may seem a revolutionary method in selling talking machines, but when this is talked to the customer intelligently he immediately gets the idea that you are trying to place in his home a talking machine that will strictly conform to the type of furniture which he has."

NEW HOUSE FOR WASHINGTON

WASHINGTON, D. C., May 9.—The Louis Co., a new high-class Victrola retail establishment, under the ownership of Joseph Goldenberg and Gus Louis, is soon to open at Seventh and G streets, N. W., where it will carry Victrolas, records and accessories. Mr. Goldenberg is well known in department store circles of the capital, while Mr. Louis for twenty-three years was in charge of the Victrola department of Woodward & Lothrop, Washington's big store.

CALIFORNIANS "ON THE JOB"

Condemnation of the unfair Excise Tax levied by the Government on the major part of the products used in the music trade and a strong appeal that they support the movement to rescind the tax was sent recently by the Music Trades Association of Southern California to every Senator and Congressman representing that State in Washington. The letter was transmitted by Secretary Farquharson, of the Association, after the latter had adopted unanimous resolutions to do so.

DEMAND FOR JEWISH RECORDINGS

Interesting List of Releases Issued by the Cardinal Phonograph Co. of New York

The foreign-language record department of the Cardinal Phonograph Co., New York City, reports decidedly insistent demands for its Jewish recordings. In fact, the entire list of Cardinal record releases for this month is devoted to Jewish numbers. The Cardinal Phonograph Co. is fortunate in having secured the services of a number of popular Jewish artists. Among those found in this month's releases are: Gus Goldstein, Clare Gold, Sam Bloom, Somon Paskal, Joseph Tanzman and Anna Zeemar. Some spirited numbers are also given by Sam Young's Yiddisher Orchestra. Gus Goldstein, whose recordings are greatly in demand, is also in charge of the Cardinal foreign department. Mr. Goldstein is a popular actor of the Jewish stage and his appearance at various affairs throughout the city has added greatly to the popularity of Cardinal records among his followers.

MAKE BIG HIT IN YOUNGSTOWN

Octet of Famous Victor Artists Crowd Auditorium Under Auspices of Yahrling-Rayner Co.

YOUNGSTOWN, O., May 10.—Billy Murray and the octet of famous Victor artists scored another big hit in Youngstown Wednesday night in Moose Temple, under auspices of the Yahrling-Rayner Piano Co. The big auditorium was filled with admirers of the class of music which has made this company of singers famous and greeted each number with riotous applause, recalling the artists for as many as four encores. The local music company is complimented on having made possible this concert again for Youngstown music-lovers. The eight Victor artists rendered their usual entertaining program. Many calls for their recent record numbers were received during the concert.

POLYPHON
Imported

RECORDS
Imported

The Best German Records Made
Comprising the Catalogs of Germany's Three Leading Phonograph Factories

DEALERS EVERYWHERE

will welcome this opportunity to obtain **PROFITABLE** and **EXCLUSIVE** territories.

A New List of Records Appears Every Month

ARION RECORD IMPORT
1501 GERMANTOWN AVENUE PHILADELPHIA, PA.
Sole United States Agents for Polyphone Werke Akt. Ges., Berlin

IMPORTANT NOTICE

TO THE

AMERICAN TRADE

The Sterno Manufacturing Company
 19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
 Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
 19 CITY ROAD LONDON, E. C., ENGLAND

George Meader's lovely lyric tenor has never been heard to greater advantage than in the Indian love song, "Pale Moon," and "My Little Home on the Hill." Both these selections will find new homes fast. A-3380.

**Columbia Graphophone Co.
NEW YORK**



CURRENT NEWS HAPPENINGS IN PORTLAND, ORE., TRADE

New Victor Agencies—Stradivara Co. Progress—Meier & Frank Celebrate Sixty-fourth Anniversary—Hyatt Co.'s Big Undertaking—Alfred Cortot a Visitor—New Concern in Pendleton—Other News

PORTLAND, ORE., May 7.—Elmer B. Hunt, manager of the wholesale department of Sherman, Clay & Co., is away on a Valley trip which takes him from Portland to Klamath Falls, visiting all the important towns en route. W. L. Brown, his valuable road man, is in charge of the office during his absence, and will leave for an extensive trip through eastern Oregon and southern Idaho as soon as Mr. Hunt returns. Mr. Brown reports the placing of an exclusive Victor agency with Castleman & Sieler, Ontario, Ore., who have installed two fine demonstrating rooms. More agencies are to be placed throughout this section as soon as stock opens up.

Otto Rathlin, of the Victor wholesale department of San Francisco, spent several days in Portland after having visited Spokane and Seattle.

George Kufner, for the past three years office man with the Sherman, Clay & Co. wholesale department, has resigned and Hilding Berglund takes his place.

J. L. Thompson, manager of the Stradivara Phonograph Co., whose machines are being manufactured at its factory in this city, announces that a large number of exclusive Stradivara agencies have been established throughout California recently, with A. E. Campbell as California district manager, with headquarters at its fine new store at 437 Powell street, San Francisco, where he will handle both wholesale and retail business. E. E. Pingrose will be in charge of the agency at San Diego, and the Los Angeles store will be managed by E. Cor-

nelius. G. B. Strubhar & Co. will look after the Stradivara business in San Bernardino and Riverside.

The Meier & Frank store is celebrating its sixty-fourth anniversary with sales in all departments, and D. C. Peyton, of the phonograph department, reports many sales of Vocalions and Columbia machines. Mr. Peyton said: "We have gone over the top this month and have broken all previous records. From seventeen to nineteen machines a day is the record we have been making. Sales of period models with this house also have been good for April."

H. A. Raynor, manager of the talking machine department of the Bush & Lane Piano Co., which handles the Bush & Lane, the Columbia and the Victrola machines, reports April as the period model month, with big sales in all three lines. J. J. Marshall has been added to the force and will work on the outside for the firm.

The Hyatt Talking Machine Co. is making a complete new set of index cards and labels for its supply of 20,000 Victor, Columbia, Edison and Brunswick records. Miss Emma Reynolds is being assisted in the big undertaking by her three assistants. Miss Reynolds reports business good in her department and has had a great sale of records for the musical memory contest, which was held last month in the public schools. She completely sold out some of the fifty selections.

Alfred Cortot, an exclusive Victor artist, gave an interesting demonstration at the Sherman, Clay & Co. music hall during his recent Portland visit. A Victrola, a Duo-Art and he himself played at the same time the Valse Etude in D flat (Saint-Saëns), keeping together perfectly with beautiful effect.

"Business is coming along very nicely and is showing a decided improvement in all lines" is the way Frank M. Case, manager of the Wiley B. Allen Co., puts it. In the talking machine department Paul B. Norris says that the demand for period models is increasing.

Foley & Van Dyke have dissolved their partnership, which has existed for the past three years, Mr. Van Dyke retiring and his interest being purchased by M. Maegly. The new firm will be known under the name of Foley & Maegly Music Co. They are now having a big sale and are disposing of many talking machines.

Pendleton, Ore., has a new music firm under the name of the Warren Music House, which has been incorporated with a capital of \$15,000. The firm will carry phonographs, pianos and all kinds of musical merchandise.

The M. J. Wax Co., Inc., manufacturer, wholesale and retail phonograph dealer, reports trade picking up considerably both in town and in outlying districts.

Madame Tetrassini during her recent visit to Portland visited the Wiley B. Allen Co.'s store,

and while being shown through the establishment by Frank M. Case autographed the Victrola which stands in Mr. Case's office.

H. G. Reed, president of the Reed, French Co., has returned from a six weeks' visit to the Middle West, combining business with pleasure.

Mary Elizabeth Godwin, formerly associated with the educational department of Sherman, Clay & Co., has become manager of the Victrola department of the Huntley Drug Co., Oregon City, Ore.

Harold S. Gilbert, head of the Gilbert Music House, has gone on a visit to the East, accompanied by his wife and two sons.

G. F. Johnson, of the G. F. Johnson Piano Co., is attending the national conventions in Chicago.

BRUNSWICKS IN SOLDIERS' CAMP

SEATTLE, WASH., May 6.—The local branch of the Brunswick-Balke-Collender Co. was advised recently by two of its dealers in Tacoma that they had sold since the first of the year more than seventy-five Brunswick phonographs to the soldier organizations at Camp Lewis. There are about 10,000 soldiers in this camp and the Brunswick phonographs were purchased for the various organizations making that camp their headquarters. The phonographs were paid for out of the mess funds of the different companies and the Tacoma Brunswick dealers state that a great majority of the phonographs sold at Camp Lewis since the first of the year are Brunswicks.

Pickerings', Pathé dealer of Pittsburgh, Pa., has been featuring a novel window display which has produced splendid sales for machines and records.

Equip Your Phonographs

with Triangle tone arms and sound boxes

and raise the standard of your product.

The Triangle is a perfect sound reproducing combination. Harsh and metallic sounds so common to the average tone arm and sound box are entirely eliminated. Only a trial can prove to you the sterling quality of this tone arm and sound box. It is a marvel of beauty with a surprising and wonderful tone, clear as a bell. Every detail of the record is brought out in a marvelous manner.

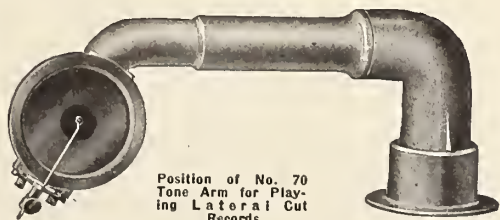
Manufactured in two lengths, 8 1/4" and 9", in both nickel and gold finish.

We make everything for the phonograph manufacturer except the cabinet—motors, tone arms and cabinet hardware, samples upon request.

Triangle Phono Parts Company
722 Atlantic Ave., Brooklyn, N. Y.

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Position of No. 70 Tone Arm for Playing Lateral Cut Records

Quality Construction
Unusually Good Tone **No Blasting**
For use in Phonographs retailing up to \$100.
Price for sample—\$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

**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

MME. TETRAZZINI IN PORTLAND

Famous Diva Visits Sherman, Clay & Co. Store and Autographs Victrolas

PORTLAND, ORE., May 7.—Madame Luisa Tetrazzini visited the Victrola department of the Sherman, Clay & Co. store on her recent visit, auto-



Mme. Tetrazzini and the Victor

graphing the Chippendale and the other two Victrolas in the picture. F. D. Addis, in charge of this department, visited the diva on her special train, at which time she graciously promised to pose for the above picture.

FRENCH AND GERMAN RE-CREATIONS

Thos. A. Edison, Inc., has sent out, in addition to its regular record lists of Re-creations, Eits of Broadway Special and Amberol records, a very interesting list of French and German Re-creations. There are four double records in the French list running from 58008 to 58011, all of which are sung by Hector Pellerin. The German list consists of ten double records, running from 57001 to 57010. Five of these records are by Oberbayerische Bauernkapelle, four by the Manhattan Quartet and other numbers by A. J. Hahl, Ernest Balle, Elise Kramer and Oscar Stolberg.

NEW GRAFONOLA OIL

The Dealer Service department of the Columbia Graphophone Co. has sent out a notice to Columbia dealers calling their attention to a new Grafonola oil, which has been officially approved by the Columbia factory laboratories. This Grafonola oil for use on motors in Columbia Grafonolas and the other parts of the mechanism is supplied in handy spout cans of three and one-quarter fluid ounce capacity. The cans are lithographed on tin in three colors and the design includes the famous Columbia trade-mark, with a brief paragraph calling the attention of the consumer to the dealer's service.

RECORDS PRESSED

Our factory is fully equipped to manufacture phonograph records complete.

RECORDING

Our laboratory invites recording from other companies.

ELECTRIC RECORDING LABORATORIES, Inc.

210 Fifth Avenue

New York City

INQUIRIES INVITED

PATHE SCORES WITH "CHERIE"

Display Enterprise in Getting Popular Number in Hands of Pathé Dealers and Public

The agility and keen foresight of the sales organization of the Pathé Frères Phonograph Co. were strongly emphasized in the promptness with which "Cherie" was released and placed in the hands of Pathé dealers and the public. The hit fairly sprang up overnight, but its predestined popularity was at once recognized. Display and advertising were prepared while the first records were still in course of production. Large advertising space in three of the leading New York newspapers appeared Friday, April 29, and on the same day a special Ford truck was used to make deliveries of "Cherie" records to all dealers in the metropolitan districts. Each dealer also received attractive two-color streamers, which were immediately placed on the windows, connecting the store with the newspaper ads. By Saturday morning many dealers were already cleaned out, and were hot after more "Cherie" records.

The popularity of this record is continuing all over the country. It is proving the dance of the hour at prominent Broadway dance resorts. The Famous Waldorf-Astoria dance orchestra, under the direction of Jos. Knecht, played "Cherie," as well as "In a Boat" on the reverse side of this Pathé record. The fact that "Cherie" is available on the new Actuelle steel needle record, as well as Pathé sapphire record, places the entire field within easy grasp of Pathé dealers on this number. It is stated at Pathé headquarters in Brooklyn that the endurance and tone qualities proven under exacting tests promise a lively future for Actuelle steel needle records.

TO ISSUE REVISED PRICE LIST

The Fred Gretsch Mfg. Co., wholesalers and manufacturers of musical instruments, is issuing a revised price list of overstocked and discontinued merchandise which is varied in selection and will doubtless prove attractive to dealers, as it will not only enable them to make their stocks complete but will offer them a chance to secure merchandise at a special price which they in turn may offer as specials.

TO RETIRE FROM BUSINESS

The M. M. Roemer Sales Corp., New York, has announced its intention to liquidate and retire from business.

A meeting was held on Wednesday, May 11, at which arrangements were made to determine the pro rata share to be paid to creditors.

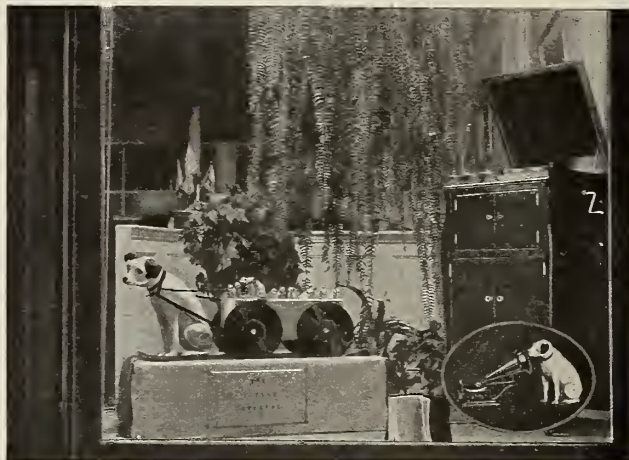
RETURN FROM TRIP TO BERMUDA

W. J. Bagshaw and Mrs. Bagshaw were among the recent visitors at the headquarters of the Brilliantone Steel Needle Co., New York City. They were returning from the Bermudas, where they made a brief sojourn. They enjoyed their visit immensely.

NOVELTY IN ADVERTISING

The Value of Unique Original Effects in Window Arrangement Pays a Profit

There is no question but that original window displays constitute a very effective form of advertising. The general practice is, of course, to get some merchandising value in the window, that is, something that will sell talking machines or records or other products which the dealer



Display of Bailey Music Rooms

handles. Every now and then, however, a novelty window proves extremely valuable on account of the fact that it draws attention from a wide circle of people who will not allow themselves to become interested so long as the approach is on a distinct commercial basis.

A good example of the novelty window was recently utilized by Bailey's Music Rooms, of Lancaster, N. H. This well-known Victor dealer, as may be seen from the picture, devised a very unique and attractive display, the feature of which is a little cart being drawn by the Victor dog. The wheels on this cart are made of Victor records and the cart itself is loaded with miniature Victor dogs. Needless to say, it attracted wide attention.

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 April 1, 1921.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business 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 Manager—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 Chase, 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 1st day of April, 1921.
(Seal) EUGENE R. FLACK,
Notary Public No. 6.

(My commission expires March 30, 1922.)

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—Commission men, calling on the music trade exclusively, to sell high-grade Player Roll Cabinets (line of 15 pieces). Liberal commission. Write for territory. Box "942," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Agents to call on the retail trade with a line of high-grade phonographs. You may choose your own territory. For further information address to Camden Cabinet Works, 1025 Everett St., Camden, N. J.

MANAGER WANTED—Position open for real manager of phonograph department of large music house in Western city. Must be capable of handling salesmen and producing results. Lines Victrola and Edison. State experience, salary expected, and full particulars in first letter. Address "Western," care The Talking Machine World, 373 Fourth Ave., New York City.

PHONOGRAPH SALESMEN WANTED—Central, Western and Southern territory open on side line. Liberal commission basis. Well-known quality phonographs. Exclusive territory. Commission on mail orders. Dealers in all lines buying them. Real salesman should average \$1,000 per month. Give age, detailed experience and references in first letter. Address "Phonograph," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Technical laboratory and matrix man, 17 years' experience in talking machine recording laboratory, desires position with responsible company. Capable of superintending all phases of laboratory work. Write Box "950," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—All around phonograph man, who understands knock-down phonographs such as assembling and general knowledge of motors. A great opportunity for man who can fill the bill, with privilege of investing capital if desired. Phonograph rooms, 4, Pierpont, 45 Warburton Ave., Yonkers, N. Y. One mile from New York City line.

POSITION WANTED—Executive, expert in the manufacturing, repairing and selling of phonographs and all accessories, desires to locate with a progressive firm. Address Box "951," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A man capable of superintending as well as help managing a large talking machine factory located in the Middle West. He must have executive ability and a number of years' experience in the construction and manufacturing of talking machines from every angle. Reply in confidence to Box "952," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Unusual opportunity for man capable of managing phonograph, small goods and sheet music department in growing Western city of 130,000 population. Man from New England States preferred. Address "Western Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED—If you have had at least four years' retail experience in the talking machine and piano business, we can use you. The positions we have open are for the type of men who know how to present a high-class proposition in a strictly high-class manner. We do not want amateurs. You will have to travel. Drawing account against commission will be allowed you after you have proved to us that you are the man capable of presenting our proposition. This position is good for \$5,000 the first year, provided you lend us your entire time. The concern for which you will work has been in business over forty years and enjoys an unquestioned reputation throughout the music industry. Please outline to us your qualifications for fulfilling this position in first letter. Address your reply to Box "930," care The Talking Machine World, 373 Fourth Ave., New York City.

AVAILABLE—An experienced salesman and capable manager, with thorough knowledge of buying and selling Victrolas and records, desires connection with a substantial house as manager of Victor department. Can furnish unquestionable references. Married man. No objection to relocating. Address Box "912," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

POSITION WANTED—Man 28 years of age, having 12 years talking machine experience from stock boy to manager. Address "Box 943," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Manager of successful phonograph store, 18 years' experience and a producer, desires position with reliable phonograph concern. Address "Wells," 110 West Second St., Elmira, N. Y.

POSITION WANTED—Expert repairman and assembler of 15 years' experience, wants position with growing concern. Address "Box 945," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Expert mechanic and capable foreman understanding the manufacturing and repairing of phonographs, motors, tone arms, sound boxes, etc., would like to make a change. Address "Box 947," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—At liberty, first class salesman, expert repairman, all types of motors, etc. Address "Box 948," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As a finishing foreman in a phonograph and cabinet shop. Had twenty-five years' experience in one of the larger phonograph plants in the East. Had complete charge of the finishing department and all its branches including shipping department. Can furnish the best of reference. Address "Box 949," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By experienced phonograph man from Pacific Coast, now located in New York. Thoroughly experienced in both production and sales. Address "Box 953," care of The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Talking machine factory located in Eau Claire, Wisconsin, completely equipped to make cabinets and turn out high grade products. Factory has excellent location, tracking facilities, dry kiln, and is equipped with Grinnell sprinkler system. Factory is equipped with best modern machinery, electric motor drive, reasonable power rates, and located in a town which has excellent railway facilities and situated in the heart of a high country. Plant must be sold without delay. Address R. S. Torrance, Trustee in Bankruptcy, Eau Claire, Wis.

Consult Page 172 for Further Classified Advertisements

SPECIAL LABEL RECORDS

Large phonograph company offers to manufacture 10" standard phonograph records with your own label. Releases of not less than twenty (20) selections per month. Standard selections from our own catalog of over one hundred numbers. Popular numbers recorded and released monthly. B. X., care The Talking Machine World, 373 Fourth Ave., New York City.

PHONOGRAPH SALESMAN

WANTED—An experienced, capable salesman, to present to the Eastern trade a phonograph of the highest quality; must be a man of refinement and education, with the best of references. State experience, age, salary and where employed the last two years. Address Box "944," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

9,000 Pianostyle rolls, perfect stock, \$10.00 per hundred, assorted.

Goetz's Music Store, Inc.,
3030 Kensington Ave.,
Philadelphia, Pa.

FOR SALE

Old established Victrola business in one of the best Long Island towns. Stock at present about \$10,000. Delivery car. Store building can be purchased or leased for a long term of years. Address Box "946," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

4,000 complete sets of phonograph hardware. Best quality. 55 cents per set. Address B. Olshansky, 3542 Franklin Blvd., Chicago, Ill.

FOR SALE

20,000 standard lateral cut double faced records. Fresh stock, good sellers. Not cut outs. In thousand lots at low prices. Address B. Olshansky, 3542 Franklin Blvd., Chicago, Ill.

DEALERS

We will pay CASH for your surplus stock of Victor and Brunswick phonographs and records. State quantity and price.
Purchasing Agent
P. O. Box 550 Pittsburgh, Pa.

WORLD CLASSIFIED ADVERTISING—(Continued from page 171)

FOR SALE

7,200 pcs. Mahogany, one side, 30x17½x¼, 5-ply
 3,600 pcs. Mahogany, one side, 30x16¼x¼, 3-ply
 3,600 pcs. Mahogany, two sides, 13½x14½x¾, 5-ply
 3,600 pcs. Mahogany, two sides, 19x16¼x¾, 5-ply
 4,000 pcs. Gum.....18x17½x¾, 3-ply
 4,000 pcs. Gum.....18x17½x¾, 3-ply
 4,000 pcs. Gum.....9x16x¼, 5-ply
 4,000 pcs. Gum.....18x19¼x¾, 5-ply
 800 pcs. Walnut, one side.... 30x17½x¼, 5-ply
 400 pcs. Walnut, one side....30x16¼x¼, 3-ply
 400 pcs. Walnut, two sides....13½x14½x¾, 5-ply
 400 pcs. Walnut, two sides....19x16¼x¾, 5-ply
 400 pcs. Mahogany, one side....15x15x½, 5-ply
 145 pcs. Butt Wal., one side, 12x12x13/16, 5-ply
 300 pcs. Mahogany, one side, 32x18¼x¼, 3-ply
 150 pcs. Maple, one side.....19x16¼x¼, 3-ply
 500 pcs. Mahogany, one side, 29x16x¼, 5-ply
 1,000 pcs. Mahogany, two sides, 20¾x18x5/16, 5-ply
 500 pcs. Mahogany, one side, 15½x15¼x½, 5-ply
 1,000 pcs. Gum.....74x22x¼, 3-ply
 400 pcs. Gum.....74x18x¼, 3-ply

Any or all of the above stock can be purchased at very attractive prices.

Jamestown Panel Company, Inc.
 Jamestown, N. Y.

FOR SALE

4,500 packages of standard semi-permanent needles; each needle playing ten records. These needles are in original cartons and retail for 10c. Our special sale price is 3c per package. Address Box "954," care The Talking Machine World, 373 Fourth Ave., New York City.

ANNOUNCING

Annual closing out stock below factory cost. Call personally, 2 to 10 P. M., Woolworth Phonograph Store, 1065 Second Ave., New York City. Reference, Corn Exchange Bank. Repairing for the trade.

FOR SALE

A complete talking machine department, consisting of 5 rooms 6 x 6, 1 room 6 x 9, sound-proof, 15 ft. of record rack, and counter with glass case top, ivory finish, made by the Unit Construction Co. and installed last Fall. Also a complete stock of machines and records. Must close out on account of space being required for another department. Unusual opportunity for anyone wanting to go in the business, or for someone wanting to increase their present equipment and stock. Liberal discount from present-day cost. Apply at once, The Kennard-Pyle Co., Wilmington, Del.

TO CABINET MANUFACTURERS

I want a lot of large cabinets, also two spring motors. Quote price spot cash. H. A. Sage, 329 E. Fort St., Detroit, Mich.

EXCEPTIONAL OFFER

Six hundred standard 10 and 12 inch records; two-thirds popular and one-third standard (no war records). Price 35c each; sold only in lots of one hundred. Write quick. We guarantee you sellers. Wm. Piper & Sons, Sidney, Ohio.

FOR SALE

Legs, top moulding, collar moulding, panels, rails; enough for 2,000 complete sets; enough for 3,000 more incomplete sets. Very low prices. Address B. Olshansky, 3542 Franklin Blvd., Chicago, Ill.

FOR SALE

Established music business in wealthy Los Angeles suburb, handling highest grade standard make phonographs and pianos. Two and a half years' lease, low rental. Will invoice approximately \$5,500. Address Box "940," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDS PRESSED

With or without your stock

**STOCK ROLLED or
 BLANKED or BOTH**

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

FOR SALE

At sacrifice, the wonderful Magnavox. Less than wholesale cost. Box "941," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Entire equipment of the Southern States Phonograph Co., consisting of a practically complete record plant in Atlanta, Ga., in running condition. Will ship anywhere or it can be operated at its present location. Very cheap rental. Dixie Paper & Box Co., Atlanta, Ga.

OPEN MANY NEW ACCOUNTS

New England Branch of Starr Piano Co. Making Steady Progress—Manager Fales and Efficient Staff Co-operating With Dealers

BOSTON, MASS., May 6.—The New England branch of the Starr Piano Co., at 221 Columbus avenue, is now established in its new quarters, where ample facilities are available for giving Starr dealers in this territory maximum service and co-operation. John R. Fales, manager of the branch, states that during the past few months quite a number of important accounts have been closed for the representation of Starr phonographs and Gennett records.

Mr. Fales has organized an efficient sales organization, which is giving the dealers practical assistance in developing machine and record business. A. A. K. Snow is covering Maine, New Hampshire, and eastern Vermont; A. Johnston is visiting the dealers in western Massachusetts, Western Vermont and Connecticut, and E. L. Utley is covering Greater Boston, Eastern Massachusetts and Rhode Island. Through his many years' association with the industry Mr. Fales is conversant with every phase of retail merchandising, and the Starr dealers have taken advantage of his experience by conferring with him regarding their problems.

USES SONORA AT "MOVIE"

A. J. Stack, of 2723 Webster avenue, New York, a Sonora dealer, happened to see "The Barbarian" on the screen at the United States Theatre. In this picture the hero asks the heroine to sing and she does so. It occurred to Mr. Stack that it would be a good idea to use the Sonora Portable with an appropriate record at this part of the program and, after a little whispering with the musical director of the theatre, this was accomplished. The Sonora Portable was brought in and the record, "Our Yesterdays," was selected.

The effect of the Sonora Portable, playing at the proper time, was exceptionally good and many people called at Mr. Stack's store, complimenting him on the clever idea, and told him that the rendition was amazingly life-like.

"EIGHT FAMOUS" HELP SALES

PITTSBURGH, PA., May 9.—The appearance of the "Eight Famous Victor Artists" in this section during the week of May 2-7 resulted in a special drive by Standard Talking Machine Co., from which excellent results were achieved.

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.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

FOR SALE

Ogden sectional Edison record cabinets, weathered oak finish. Sixteen sections, four bases with drawers and four tops. Like new. Stiller Photo Supply Co., Green Bay, Wis.

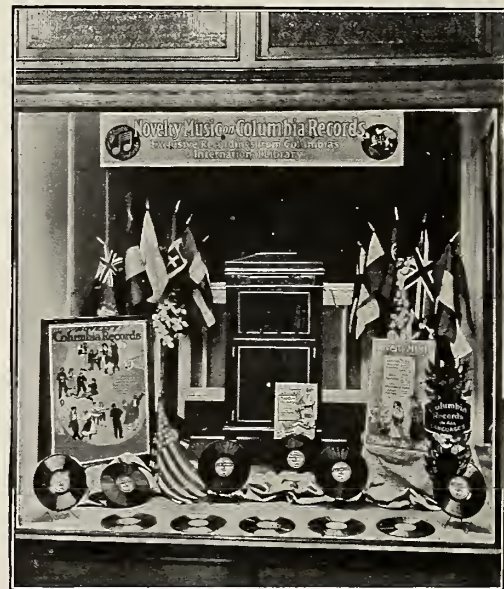
WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

NOVELTY RECORD WEEK

Columbia Graphophone Co. Announces Novelty Record Week as May 28-June 4—Attractive Sales and Advertising Plans Arranged For

The Columbia Graphophone Co. has announced that May 28 to June 4 will be known as novelty record week, and during these seven days novelty records issued by the International record department will receive special attention through



Artcraft Display for Novelty Week

the medium of advertising and artistic window displays.

During novelty record week this class of records will be featured in the same way that Al Jolson, Nora Bayes and other popular artists have been featured, and an important sales campaign is now being completed by R. F. Bolton, sales manager of the International record department, assisted by the members of his staff. The Columbia novelty record for June will be presented on a separate card in the dealer service window display, and three other records issued by the International record department will be featured in another card in this window display. The Art-craft window display for novelty records is especially appropriate for use during novelty record week, and Columbia dealers are planning to give this display adequate attention.

J. J. Labuda, of Niagara Falls, N. Y., has been granted a Pathé franchise as retailer.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Business in All Branches of the Gramophone Field Seriously Disturbed by Reason of Labor Troubles and Other Industrial Upheavals—A Time for Careful Deliberation and Courage Confronts the Trade—David Sternberg Returns From Trip to States—British Music Industries Research Association Formed—Portable Machines in Demand—Gramophone Co., Ltd., Announces New Easy-system Plan of Sales

LONDON, ENG., April 30.—Much has happened here since my last report. The general course of events is, no doubt, familiar to my readers through their own newspapers' reports of the continued upheaval of labor throughout many of our industries. The trouble started in the coal mining camp, resulting in the closing down of all the mines. As I write, the mines are still idle and while there is no immediate prospect of a resumption of work the general belief is that the miners cannot hold out much longer.

All this trouble happens to coincide with an unparalleled slump in trade which is general throughout the country. In these circumstances it is little wonder that the gramophone industry remains more or less stagnant. No other word adequately can represent the extraordinary state in which the trade finds itself at the present time. The sale of both records and machines has eased up to a considerable, if not a serious, extent. Employees are reduced to a minimum number in all the factories and the position is such that even the large firms have been compelled to suspend expenditure upon publicity by an appreciable amount. Dismal as it may read, the fact remains that we are passing

through a time that will claim a large measure of patience and pluck to overcome successfully. By the exercise of reasonable economy in all branches of business, combined with a broad treatment of present-day problems, the British gramophone trade will weather the storm.

With about 2,000,000 unemployed, another 2,000,000 probably on short time and the rest of the public disinclined to spend money on things that are not absolutely necessary, or because of the feeling that prices must come down still more, our traders here are up against a big proposition. Yet it can be tackled by judicious handling. Even these days a little enterprise will, and does, accomplish things. As instance, in one good-class suburban locality I know of two dealers, each controlling a good shop in the same main street. One dresses his window slovenly and really does nothing to attract buyers. The other is a live go-ahead sort who by well-arranged window display and local advertising is for these times doing a very fair trade. It just shows that the position is not altogether hopeless and that if every dealer would try to "make" trade it would produce results of a far-reaching nature. Meanwhile, we still live, and that's worthy of hope, isn't it?

Many Concerns in Financial Difficulties

It is an unfortunate sign of the times that many firms have been forced to lodge petition of bankruptcy, while others have decided upon voluntary liquidation or other means of meeting their creditors. This condition is due to an unprecedented slump in almost every trade of importance brought about, to some extent, by labor strikes and other industrial dis-

turbances. Money is very tight and bank loans and overdrafts are seldom granted, even then never at less than 8 per cent interest.

Under these circumstances responsible firms, though perfectly solvent on paper, are often compelled to consult their creditors. It is no exaggeration to say that private meetings of creditors, of which the public is generally unaware, are as many in number as public meetings. According to official returns, bankruptcies are very much on the increase in every section of industry. They totaled 753 for the quarter ended March 31 last, against only 310 during the corresponding quarter of 1920. During the same period a proportionately larger increase of deeds of arrangements were registered.

Several firms in the musical instrument industry have been compelled to consult their creditors either officially or privately and, however much it is to be deplored, the fact remains that further notifications within the near future may be anticipated. The moral is that each and every one, whether trading as individuals or as corporations, should make special effort to meet financial obligations within the prescribed limit of credit. In this regard each is more or less dependent on the other and if this is followed up to its logical conclusion the prompt payment of bills and keeping a close eye on collections will help materially to the free flow of money the protection of business and the maintenance of many firms who, otherwise, will find themselves in grave difficulty.

In Voluntary Liquidation

The Gramophone & Cycle Co., Ltd., Clapham
(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 Gramophon-Aktielselskab, Pribavnen, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Gramophon-Aktiebolaget, 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, Balinghatta 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: 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., Lourenzo 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 173)

Park road, London, cycle and gramophone dealers, etc.—Pursuant to the provisions of the Companies (Consolidation) Act, a meeting of the creditors was held last week at St. Ann's House, Venn street, Clapham, when the representative of Stockall Marples, Ltd., the largest trade creditors, was elected to the chair. The liquidator submitted a statement of affairs which showed liabilities of £2,347 due to unsecured creditors. The assets, after allowing £73 17s. 7d. for preferential claims, were estimated to realize £3,675, or a surplus, so far as the creditors were concerned, of £1,327.

What Mr. Sternberg Did in the States

I have had a very interesting chat with David Sternberg, of the Sterno Mfg. Co., London, concerning the results of his recent visit to the States, and what he told me is likely to exert a big influence in American gramophone trade circles, with just a possibility of even a more far-reaching character. He was absent from London close upon four months and during that time much was accomplished.

In sequence of order, Mr. Sternberg firstly expressed enthusiasm over what he calls the remarkable recuperative powers of industry in general and the phonograph trade in particular, your side. In his opinion you have passed through a somewhat gloomy time commercially, quite as bad as we here, only with this difference that, whereas we are slow of recovery owing to labor and other troubles, your trade has picked up so wonderfully as to have reached almost normal.

Mr. Sternberg made some important trade arrangements while in the States, the details of which will be forthcoming later.

British Agent of Sonora Makes Smart Move

Keith, Prowse & Co., Ltd., the London agent of the Sonora products, announces new plans for the late Spring and Summer trade. The most important step is to be a reduction in the selling price of certain models. This price revision varies; in the case of one model it is 17½ per cent reduction. No direct rebate will be allowed on stock, but as the company recognizes that some recompense should be made to their agents it has been decided to grant an increased trade discount as from May 1. This will apply to all models and will be 40 per cent instead of the usual 33 1-3 per cent. Messrs. Keith Prowse will also introduce a system of hire-purchase on the basis of one, two or three years, with an addition to the cash price of 5, 7½ and 10 per cent each, respectively.

New Company Formed for Scientific Research

The registration of the British Music Industries Research Association (company limited by guarantee) is not without interest. As its name implies, the object of the company is to promote and encourage research of a scientific nature in connection with the music trades. This is certainly a very progressive step and should lead eventually to good results. Every member is to contribute a sum of not more than £5 when and if necessary. There are ten directors, all leading men actively engaged in various branches of the musical industry. The office of the Association is at 101 Mortimer street, London, W. 1.

The "His Master's Voice" Easy Payment System

In The Voice this month is outlined a very complete system of sales by the easy-payment plan. It represents a well-considered policy on the part of the Gramophone Co., Ltd., for the encouragement of a class of retail trade, which, in the main, has hitherto been neglected by their dealers. The company urged that "this new scheme possesses all the advantages of the pre-war easy-payment system, has none of its defects, makes a stronger public appeal, is easy to operate, and, what is very important, does not detract from the dignity or prestige of our business."

Thousands of people would like a gramophone. They could not pay cash and so have foregone their desire or purchased a cheap, rubbishy make. The system now adopted officially by the "His Master's Voice" people obviously

means a greatly increased trade for all those dealers able to control the necessary capital. To handle the scheme properly it means the locking up, temporarily, of a certain amount of capital, even though the company were to adopt an extended credit system between itself and the agents. There is nothing in the article, however, to suggest that they have this in mind.

The whole scheme applies only to instruments and it is based on a first cash payment of 10 per cent of the cost price, the balance being paid in equal instalments, monthly, over a period of twelve months, plus two pence in the £ interest on the outstanding balance each month. It is a very attractive proposition and one, I think, that will make a strong appeal to the large dealers as well as to the public, when these times are considered.

Federation of British Music Industries News

At the convention to be held at Ramsgate this month (May) the subjects chosen for discussion at the general conferences are as follows: A trade agreement to protect the public, the music profession and the industries against fraudulent and inadvisable methods of trading, etc., and to provide a permanent basis of revenue to the Federation; wholesale manufacturers opening retail shops; sole agencies; interest on hire-purchase transactions; terms of credit to the trade and the public; the general conditions of the music industries and the convention of 1921 and proposals for the next convention.

The exhibition of German musical instruments, organized by the Federation and opened at the Northern Polytechnic on April 4, has proved of great interest, 350 applications for tickets of admission having been received from manufacturers and their employes. The exhibits on view included a large range of pianos and gramophones by different makers and at varying prices. The object of the exhibition was to give manufacturers and their employes an opportunity to carefully inspect the instruments with which they are competing.

Twenty-ninth Annual Dinner of the P. M. A.

A large and representative gathering of members of the Pianoforte Manufacturers' Association attended the twenty-ninth annual dinner at the Café Royal, Regent street, London, on April 12. Many guests also joined the festive board and the trade press, including the writer, was in full force. Sir Harry Forster, J.P., D.L., president of the Association, occupied the chair with conspicuous success. Speeches of out-

standing interest to the trade were made by the president and by Mr. Alex. Dow, president of the Federation of British Music Industries. The opportunity was taken to make public recognition of the members' appreciation of the thirty-two years' honorary work of James Hillier, late secretary of the P. M. A. He was presented with a cheque for 100 guineas and a vellum scroll of the council's appreciative resolution of his many years' service.

Music and Youth

Anything representative of progress or that opens up a new musical field for cultivation is ever welcome. That explains to some extent the remarkable success of the new journal, Music and Youth, which is a real live organ for young people. It exercises a special influence in the direction of encouraging children to think, and to read music with intelligent interest, by reason of a generous editorial service of pictures, simply written stories, practice competitions in playing specially composed test pieces, questions and answers re musical knowledge, etc. The musical subjects—all of an educational character—are the work of quite eminent authorities. Music and Youth, in my opinion, is as much an asset to pupils as it is to music teachers. It is published monthly by Evans Bros. (London), Ltd., at Montague House, Russel Square, London, W. C.

The Sale of Portables

Realizing that the little trade there is about is mostly in machines of the portable type, manufacturers and dealers are now featuring this class quite extensively. The "His Master's Voice" model is being pushed under the slogan, "Portable and Musical," and most other companies have something catchy to say about the merits of their instruments. Messrs. Pathé Frères are now in the running, with a new portable model of very compact size and good appearance. It is adaptable to play all kinds of records, and to play them well, too. Sales returns, I learn, are increasingly satisfactory.

An Attractive Zonophone Program

The curtailment of record issues is more or less general to-day among the manufacturers and it is therefore not surprising that the latest list of Zonos comprises only six discs. But if they suffer in quantity they make good in quality, for, in my opinion, these issues represent exactly 100 per cent merit.

Dealing firstly with the instruments, of which there are three doubles, No. 2121 is a particularly pleasing collection of what might be

↓ ↓
"PERFECT
POINTS"
↑ ↑

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Gramophone Needle**

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Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

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CABLE
 "PHONOKINO,
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ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

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FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

termed national airs, by the famous 1,000-guinea-prize-championship band—the St. Hilda Colliery, whose "Reminiscences of England," Parts I and II, is really magnificent playing. A special feature is a cornet solo of "Home, Sweet Home," rendered throughout in admirable style. No. 2122, "Omaha," waltz, and "Avola," one-step, are tunefully played by the Black Diamond Band, very well recorded. No. 2126 carries the "Witches' Dance" and "Papillon," two morceaux, which give scope for some pretty work by John Amadio and his flute, with piano accompaniment.

Of the three vocals an outstanding success is No. 2123, on which is recorded "In Old Japan," a somewhat dreamy love song, and "Japanese Sandman," a more vigorous ditty. Both are well sung by Robert Woodville, and particularly in the latter song the musical accompaniment provides some pretty effects. On No. 2124 Herbert Payne offers "I'll Be With You" and "Pretty Kitty Kelly," the latter being very attractive in style and tunefully catchy. Foster Richardson is heard to good advantage in "The Sea Makes a Man a Man" and "King of the Clouds" on record No. 2125.

A New Film Record

An invention has been placed at the disposal of the National Institute for the Blind which, if it comes up to anticipations, will enable those deprived of sight to hear a novel or a speech read to them, instead of picking it out laboriously through many pages of the Braille system. The voice that reads the novel is photographed onto a film and the application of light to the film produces audible speech. The invention is roughly this: Just as the cinema takes records of passing scenes, the invention of Mr. Grindell-Matthews records voice sounds on a film. This film can be placed in a machine as the picture film is placed in a projecting lantern and it will project the voice sounds. A long novel can be recorded on 1,000 feet of film, which if it were attempted to produce on gramophone discs would require at least a couple dozen.

Winner Record News

Dealers should not fail to acquaint themselves with details of the "cut-outs" decided upon by the Winner Record Co. About 120 records will be deleted from its catalog, a new edition of which is to be issued shortly. In connection with the foregoing an exchange scheme was introduced, and, being planned on a fair basis, most dealers took advantage of it.

The company has recently drawn attention

to its very complete service for machine repairs and renewal parts of motors and also that it can still supply from stock two-minute reproducers for various models of Edison Bell and Edison phonographs.

As the result of much patient experiment the Edison Bell chromic gold-plated needle is officially described as good for ten records. It is certainly a very satisfactory needle from the viewpoint of reproduction.

The Winner people continue to favor us with regular monthly issues of acceptable titles on their well-known Winner discs, there being a good lot of "sellers" on the latest program, and oversea dealers are invited to register their names with the company, who will supply all information as to trading terms, etc.

A New "His Master's Voice" Motor

Advice reaches me of the introduction of a quadruple spring motor by the Gramophone Co., Ltd. There are two barrels, each containing two springs. Although it will run for quite thirty minutes the winding up takes only one minute. As a piece of mechanism it is a triumph of engineering skill and represents by far the best motive power equipment ever put into a gramophone. The company is fitting it in the cabinet grand models.

GREAT ADVERTISING CONFERENCE

Prosperity, Based on Industry and Integrity, to Be Theme of World Advertising Convention

Prosperity, based upon the great business principle of industry and integrity, will be the theme of the forthcoming World Advertising Convention, to be held in Atlanta, June 12-16. Practical help in the solution of the problem involved in maintaining prosperity despite the shifting situation of changing markets will be afforded all large and small buyers of advertising space attending the convention.

Outstanding features of the big advertising conclave will be a practical merchandising conference for the retailer, open to all delegates, and educational discussions looking toward definite helps for the financial advertiser, newspaper man, poster advertising man, export advertiser and for all those interested in every phase and complexion of advertising. Truthful advertising and the square deal generally will be given much impetus at the convention, this paramount issue of publicity being allotted much time for discussion according to the sessions' program.

A striking feature of the Atlanta meeting will be the great exhibit of American and foreign advertising under the direction of Charles H. Mackintosh, of Chicago. This exhibit will include a number of notable advertising campaigns, which will be explained by the men who planned them. It will also show representative displays from England, France, Germany, Holland, China, Japan, Australia and South America. This will not be an exhibit designed to sell advertis-

ing space or the tools of advertising—the seller will be forgotten and the exhibit will be educational and solely for the benefit of the delegates.

The convention will not be lacking in elaborate entertainment features, this phase of the meeting's hospitality being left in competent hands. All business men and women, even those not members of the Associated Advertising Clubs, are invited to attend the convention. Special railroad rates have been granted to those making the journey to Atlanta, consisting of a fare and a half for the round trip. P. S. Florea, general manager, 110 West Fortieth street, New York, will provide all information apropos hotel reservations and other matters affecting the convention.

JAPAN'S BIG FAIR IN 1922

The fine arts are to have a conspicuous place in the World's Fair to be held in Tokyo in March, 1922, according to the World Salesman, which recently made announcement of the exhibition next year. The fair will be the largest of its kind ever held in the Nippon empire. It will consist of two blocks, connected by cable cars, which will comprise halls for educational, agricultural, electric, forestry, chemical, industrial, dyeing, fine arts and botanical exhibits.

"The Music Without the Blur!"

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MARVELOUS MAGNOLA
"Built by Tone Specialists"

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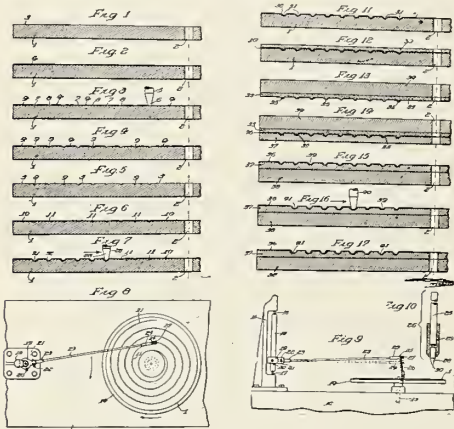
REX GRAMOPHONE CO. 2 Elizabeth Place Rivington Street, LONDON, E.C. 2, England
 Cable Address "Lyrecodisc, London"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—Method of Making Sound-record Tablets. Belford G. Royal, Camden, N. J. Patent No. 1,368,972.

This invention relates to the making of tablets containing a record of sound and particularly the making of original or master records from which matrices may be made for impressing commercial sound-record tablets suitable for reproducing the sound recorded on a suitable sound-reproducing machine.

The objects of the invention are to make the original, or master, record a metal record, which is, therefore, permanent and may be stored or filed away in a suitable repository without danger of deterioration; to produce a master sound record in metal in which the walls of the sound-record groove have an exceedingly smooth surface and in which the sound-record grooves may be made of any desired or standard size and shape in transverse cross-section; to impose as little resistance as possible to the free vibration of the recording or tracing stylus during the recording of sound and so obtaining



a very accurate tracing of the sound impulses or vibrations impressed upon the recording diaphragm and thence to the recording stylus.

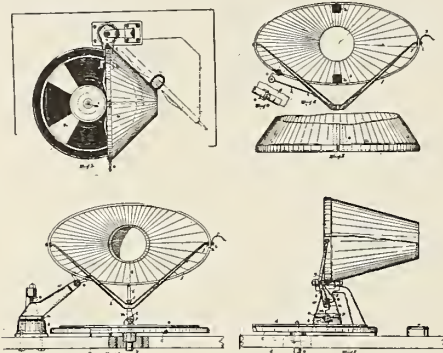
In the drawings forming a part of this specification and in which the same reference numerals are employed to designate the same parts throughout the various views, Figures 1 to 7 are diagrammatic views, on a very enlarged and exaggerated scale, of the same section through a portion of a sound-record tablet, showing the steps in sequence performed in carrying out the invention; Fig. 8 is a plan view and Fig. 9 is a side elevational view of an apparatus which may be employed in carrying out the spinning step indicated diagrammatically in Fig. 7; Fig. 10 is a longitudinal view, partly in section, on a more enlarged scale, of a stylus which may be used with the apparatus illustrated in Figs. 9 and 10; Fig. 11 is a diagrammatic section of a portion of the original master metal record, and Figs. 12 and 17 are diagrammatic views showing the steps employed in duplicating the metal record shown in Fig. 11 and spinning the groove to a greater extent.

Phonograph Reproducer. Gaston Strobino, Paterson, N. J. Patent No. 1,374,479.

One of the principal objects of this invention is to provide a reproducer which will co-operate with records having either vertical or lateral undulations and faithfully reproduce sound. To this end, the present invention broadly consists of a reproducer for phonographs or similar machines embodying certain novel features of construction and arrangement of a vibratory membrane member and a free stylus device or foot-piece rigidly secured to and projecting from a vibratory part of said member, in combination with means, mounted on the bed or other fixed support, to hold the reproducer in operative relation to a record to be reproduced when the stylus device is made to rest on the record. By "free stylus" styluses are excluded that

transmit vibrations to the membrane only by being fulcrumed or having a purchase on some non-vibratory part, such as the mounting for the membrane.

To obtain equally good sound-reproducing results with the improved mechanism, regardless of the class of record with which it is made to co-operate, it is best to employ with the particular record at any time being used the kind of needle that is specially adapted therefor, for instance, the needle that operates best with the V-shaped lateral groove, or that which operates best with the V-shaped vertical or that which



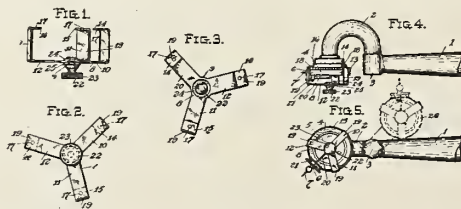
operates with the U-shaped vertical groove; provision is therefore made in the best form of the invention for interchangeability of needles or stylus points in a novel way.

In the accompanying drawings, Figure 1 is a front elevation of the reproducer, showing it in operative position on a record; Fig. 2 is a side elevation of what is shown in Fig. 1, certain parts appearing in section; Fig. 3 is a plan; and Figs. 4, 5 and 6 show a modified form of the reproducer. (a) designates the bed or support of the phonograph machine, in which is arranged to rotate the suitably driven spindle (b) for supporting the platen (c) on which a record (d) may be placed.

Phonograph Attachment. James J. Anker, Verona, Pa. Patent No. 1,374,483.

The present invention relates to improvements in attachments for phonographs, and more particularly to the means for manipulating the reproducer heads of such machines. For the purpose there has been devised a specially constructed spider adapted to be attached to the standard types of phonographs in current use.

Figure 1 is a top plan detail view of the invention; Fig. 2 is a front elevational view of Fig. 1; Fig. 3 is a rear or reverse view of the



same; Fig. 4 is a top plan view of a portion of the tone arm, reproducer head and connected parts of a phonograph showing the invention in operative position thereon; Fig. 5 is a front elevational view of Fig. 4.

Harmony Box for Talking Machines. Benedict Scrivani, Camden, N. J. Patent No. 1,373,677.

This invention relates to new and useful improvements in harmony boxes for talking machines, and has for its object to provide an exceedingly simple and effective device of this description of compact and durable construction, particularly adapted for use in talking machines and which will obviate hollow and other objectionable effects while increasing the sonority, mellowness and other good qualities in sounds.

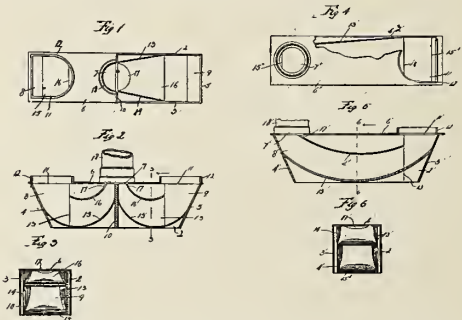
Another object of the invention is to provide

a duplex amplifier having sounding board tongues therein, arcuate in longitudinal cross section.

A further object is to provide a longitudinally arcuate sounding board forming one of the inclosing walls of the resonator compartment and to arrange within said compartment a longitudinally arcuate sounding board tongue or intermediate sounding board of less length than the first mentioned sounding board, both of the sounding boards increasing in width toward the outlet end of the harmony box.

A still further object is to construct a harmony box so that the sound waves emanating from the sound box and tone arm will be divided and conveyed in opposite directions through the duplex amplifier compartments, these divided sound waves being further divided during a portion of their travel through the compartments.

Figure 1 is a plan view of the improved harmony box for talking machines, a portion of the top wall being removed to plainly illustrate the interior construction and showing the connection of a tone arm thereto. Fig. 2 is a longitudinal sectional view thereof with a part of the



tone arm shown in elevation. Fig. 3 is a section at the line 3—3 of Fig. 2; Fig. 4 is a plan view of a slightly modified form of the invention having a section of the top wall broken away; Fig. 5 is a longitudinal section thereof with a portion of the tone arm in elevation, and Fig. 6 is a section at the line 6—6 of Fig. 5.

Tone-Chamber. Frederick F. Blandin, Racine, Wis., assignor to the Racine Phonograph Co., same place. Patent No. 1,373,943.

This invention relates to tone or sound chambers of sound-reproducing machines.

The main objects of the invention are to eliminate or suppress the harsh, scratchy and unpleasant noises produced by the needle or stylus traversing record grooves and by the operation of the motor and actuating mechanism; to produce full rich tones; and generally to improve the timbre or quality of the tone of such machines.

Referring to the accompanying drawing, which shows in vertical longitudinal section a tone chamber embodying the invention as incorporated in a sound-reproducing machine of a typical construction, of which only such parts are shown as are essential to a complete and clear understanding of the invention, (a) designates the turn table, (b) a record disc placed thereon, (c) the tone or horn arm pivotally mounted on the top board or plate (d) and provided at its free end with the sound box or reproducer (e), carrying a stylus or needle (f), for tracing the spiral groove in a record disc, and an encased motor and actuating mechanism (g) for turning the table (a) with a record disc thereon, all of the usual or any suitable construction and operating according to the well-known manner in sound-reproducing machines of the class to which the invention especially relates.

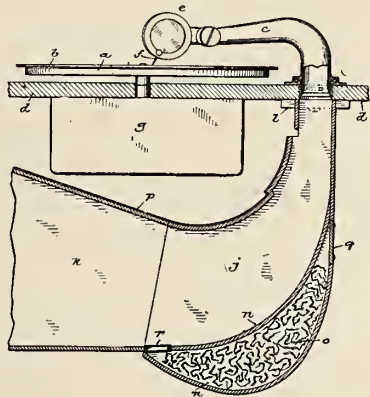
(j) designates a tone chamber of the usual curved and flaring design, forming a part of the horn (k) and attached at its smaller upper end,

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 176)

as by cleats (l) and screws, to the under side of the top board or plate (d), so as to register with the larger swiveled or pivoted end of the tone arm (c).

An extension on the under side of the main or sound-conducting chamber (j), forms an auxiliary, substantially closed crescent-shaped chamber (m), which is separated from the main chamber by a curved resonant sound board (n), forming the lower wall of the main sound chamber against which the sound waves from the tone arm (c) impinge and from which they are reflected through the larger flaring end of the horn (k).

The chamber (m) is filled or partially filled, as indicated in the drawing, with loose bits, scraps or strips of sound or tone modifying material (o), such as paper or wood of various kinds, more or less compacted according to the nature of the instrument and the quality of tone desired. Among various materials used for this purpose, fluted or crimped spruce shavings have given very satisfactory results. The presence of this loose material (o) in the auxiliary chamber (m) eliminates or suppresses the harsh or



scratchy sounds or noises which are otherwise produced by the needle or stylus traversing the grooves of records and by the action of the mechanism of the instrument, and clarifies, enriches and improves the timbre or quality of the tone of the instrument.

The top wall of the horn (k), including the main tone chamber (j), is preferably provided with a non-resonant covering (p) of felt or other suitable material, to intercept vibrations produced by the motor mechanism and prevent their interference with the sound waves produced by the operation of the instrument in the tone chamber and issuing from the horn.

The outer wall of the auxiliary chamber (m) may have a removable section (q), preferably in the upper part thereof, as shown, to facilitate the insertion of the loose sound or tone-modifying material (o) therein.

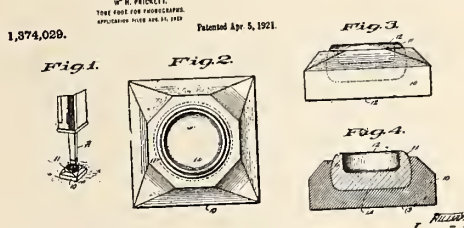
The sound board or intervening wall (n) between the chambers (j) and (m) may be formed with one or more openings, for example an opening in the lower part thereof next to the flaring extension of the horn (k), such opening being provided with a removable screen (r) of cloth or other suitable material, affording access to the loose filling in the auxiliary chamber (j) and also modifying the tone of the instrument.

Tone-foot for Phonographs. William H. Prickett, Trenton, N. J. Patent No. 1,374,029.

This invention relates to the feet provided for use beneath the legs of phonographs and

has for its general object to provide an improved foot, the use of which will result in a clearer and more distinctive reproduction of the record with a smooth, sweet and full tone and in a manner to preserve the characteristics and beauty of the original production.

Figure 1 is a perspective view of a phonographic foot embodying the invention, showing the same in use beneath a phonograph shown in part; Fig. 2 is an enlarged plan view of the



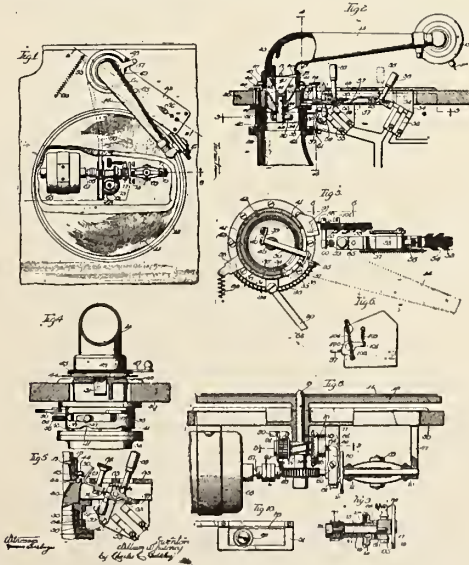
improved phonograph foot; Fig. 3 is a side elevation thereof; Fig. 4 is a transverse vertical section.

Operating Mechanism for Phonographs. Wm. W. Kideney, Chicago, Ill., assignor to the American Electric Co., same place. Patent No. 1,374,151.

This invention relates to an improvement in operating mechanism for phonographs, and relates particularly to the type of phonograph employing a revolving disk record, although it may be employed in connection with other forms of instruments.

Among the objects of the invention are to provide improved means for automatically bringing the needle or stylus carried by the tone arm into engagement with the record when the phonograph is started into operation, this being brought about by movement of the tone arm relative to the record. Further features of the invention relate to means for automatically stopping the record at a predetermined point and for then returning the tone arm to the initial or starting position whereby the needle can again be brought into engagement with the record and thus cause the playing of the selection on the record to be repeated. Other features and objects of the invention relate to various improvements and details in the operating mechanism whereby the efficiency of the same is greatly increased.

Figure 1 is a plan view of a phonograph embodying features of the invention with a portion of the record and cover of the casing broken away in order to show more clearly certain of



the mechanism located within the casing; Fig. 2 is a sectional view taken on the line 2-2 of Fig. 1 looking in the direction of the arrows; 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 taken on the line 4-4 of Fig. 2; Fig. 5 is an enlarged sectional detail of part of the switch-operating mechanism shown in Fig. 2, but showing the switch open instead of closed, as in Fig. 2; Fig. 6 is a detailed

view of a portion of the switch-controlling mechanism taken on the line 6-6 of Fig. 3; Fig. 7 is a perspective view of a portion of the switch-closing mechanism with the fiber supporting plate omitted in order to show more clearly the relation of the various parts; Fig. 8 is a sectional view taken on the line 8-8 of Fig. 1; Fig. 9 is a sectional view taken on the line 9-9 of Fig. 7; Fig. 10 is a detailed view of the rack and pinion.

Repeating Device for Sound-reproducing Machines. Arthur Max Hilbig, Milwaukee, Wis. Patent No. 1,371,764.

This invention relates to improvements in a repeating device for sound-reproducing machines.

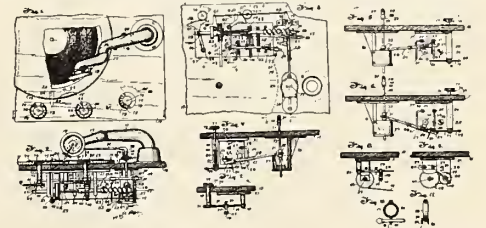
It is one of the objects of the present invention to provide a repeating device for sound-reproducing machines which will, upon the completion of the playing of a record, automatically raise the sound box stylus from the record and swing it to the initial or starting position and then lower the stylus to playing position.

A further object of the invention is to provide a repeating device for sound-reproducing machines which may be adjusted to repeat the playing of records which vary in diameter and in length of record groove.

A further object of the invention is to provide a repeating device for sound-reproducing machines which may be adjusted to repeat the playing of a record any number of times desired and automatically stop when the desired number has been played.

A further object of the invention is to provide a repeating device for sound-reproducing machines which is of simple construction, is strong and durable and is well adapted for the purpose desired.

Figure 1 is a top view of a portion of a sound-reproducing machine provided with the improved repeating device; Fig. 2 is a vertical sectional view thereof taken on line 2-2 of Fig. 1; Fig. 3 is an inverted plan view of the repeating mechanism, parts being shown in section; Fig. 4 is a transverse vertical sectional view taken on line



4-4 of Fig. 3; Fig. 5 is a similar view taken on line 5-5 of Fig. 3; Fig. 6 is a view similar to Fig. 5 with parts shown in a different position; Fig. 7 is a vertical sectional detail view taken on line 7-7 of Fig. 3; Fig. 8 is a vertical sectional detail view taken on line 8-8 of Fig. 3; Fig. 9 is a similar view taken on line 9-9 of Fig. 3; Fig. 10 is a vertical sectional detail view of the reproducer arm and parts connected thereto taken on line 10-10 of Fig. 1, and Fig. 11 is a side view of the parts shown in Fig. 10, some of the parts being shown in section.

NEW VICTOR SHOP TO OPEN

MONTICELLO, N. Y., May 9.—H. Lustgarten, agent for the Victor talking machine and records, at Liberty, N. Y., is shortly to open a shop in the new Miller and Washington Theatre Building in this city, where he will handle these same products. His store will be ready for occupancy in about six weeks.

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Advance RECORD BULLETINS for June, 1921

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18746 Somebody's Mother...Peerless Quartet
18747 My Mother's Evening Prayer...Sterling Trio
18748 Rebecca...Monroe Silver
18751 Nestle in Your Daddy's Arms...American Quartet
DANCE RECORDS
18745 I Lost My Heart to You...Medley Fox-trot
Broken Moon...Without You...Medley Fox-trot
18750 Teach Me...Fox-trot
VOCAL AND INSTRUMENTAL RECORDS
45245 Darling...Lambert Murphy
18752 On the Campus...March...Sousa's Band
RED SEAL RECORDS
88633 Nozze di Figaro...Deh vieni, non tardar?
SOPHIE BRASLAU, Contralto
74681 Same Old, Dear Old Place...Bowles-Wilson
74682 Messe Solennelle...Domine Deus
ALFRED CORTOT, Pianist
64956 (a) La Fille aux cheveux de lin...Debussy
64957 (b) Ménéstrels...Debussy
GIUSEPPE DE LUCA, Baritone
64957 Don Carlos...Carlo, ascolta
MISCHA ELMAN, Violinist
64958 Last Rose of Summer
HANS KINDLER, Violoncello
74682 Song Without Words
GIOVANNI MARTINELLI, Tenor
74683 Zazà...mio piccolo tavolo ingombrato
First Victor Records by Erika Morini
74686 Capriccio Valse
PHILADELPHIA ORCHESTRA-Leopold Stokowski, Conductor
74684 Walküre...The Ride of the Valkyries
TITTA RUFFO, Baritone
87325 Andrea Chénier...Son sessant'anni
ERNESTINE SCHUMANN-HEINK, Contralto
87326 Sometime We'll Understand...Cornelius-McGranahan

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS
79518 Love Sends a Little Gift of Roses...Tenor solo
A3380 Pale Moon (An Indian Love Song)...Tenor solo
My Little Home on the Hill...Tenor solo
79457 Canto Amoroso...Violin solo
79155 Believe Me...If All Those Endearing Young Charms...Cello
A6182 Hearts and Flowers...Key of "G"
Under the Direction of Eugen Ysaye
Love in Idleness (Serenade)...Key of "C"
Cincinnati Symphony Orchestra
POPULAR HITS
A3392 Make Believe...Nora Bayes, Comedienne
Now I Lay Me Down to Sleep, Nora Bayes, Comedienne
A3394 Mary and John...Tenor solo
A3390 I'm Gonna Jazz My Way Right...Straight Thru Paradise...Mary Stafford and Her Jazz Band
DANCE RECORDS
A3391 Nestle in Your Daddy's Arms...Fox-trot
I Spoiled You...Fox-trot
A3393 Mazie...Intro: "You Can't Go Away"
Two Sweet Lips...Intro: "April Showers Bring May Flowers"
A6183 Over the Hill...Intro: "Sweethearts"
NOVELTY RECORD
E7072 Tropical Dance No. 4...Haytian Orchestra
A3389 Bright Eyes...Xylophone solo
NEGRO SPIRITUALS
A3386 Put on De Golden Sword, Harry C. Browne and Male Quartet
FAMILIAR HYMNS
A3385 Rescue the Perishing...Tenor solo

THE MID-MONTH LIST

- SYMPHONY RECORD
A3381 Turkey in the Straw...Piano solo
DANCE RECORDS
A3387 Siren of a Southern Sea...Fox-trot
A3383 Tiddle...Fox-trot
A3384 I Lost You...Fox-trot
A3382 Scandinavia (Sing Dose Song and Make Dose Music)
A3388 I Used to Love You, But It's All Over Now
A3357 Just We Two...Tenor solo

AEOLIAN CO.

- OPERATIC SELECTIONS
52008 Carmen (Bizet)
52009 Faust...Air des Bijoux
30124 Carmen...Squidilla
52010 Danny Deever
30125 Serenade
24015 Star of Eve
HAWAIIAN SELECTIONS
14170 Hawaiian Blues
SACRED SELECTIONS
14171 I Need Thee Every Hour
14172 I Was Born in Michigan
14173 When the Autumn Leaves Begin to Fall
POPULAR SELECTIONS
14174 I Lost My Heart to the Meanest Girl in Town
I Like to Do It
14175 Held Fast in Baby's Hands
14176 I Ain't Afraid
14177 Snuggle (Close to My Heart)
14178 I Call You Sunshine
14179 Tea Leaves (Whiting)
I'll Keep on Loving You
14180 Daisy Days
Paper Doll
14181 Crooning (Caeser-Perkins)
14169 Make Believe
Wild Rose
EDISON RE-CREATIONS
82215 Roses of Picardy
82216 Mia picciarella
82217 L'amerò, sarò cosante
80610 Der Freischütz Overture

- Der Freischütz Overture-Part II
80611 Old Fireside
80612 Will You Love Me When I'm Old?
80614 La Cinquantaine
80615 Hindoo Chant-Sadko
80616 In Sunny Switzerland
50718 June 14th March
50719 Uncle Josh and the Soldier
EDISON RE-CREATIONS-"BITS OF BROADWAY"
50771 Blue Jeans
50772 Just Wanting You
50773 Wandering Home
50774 Tea Leaves
50775 Nobody's Rose
50776 Someone Else
50729 No Wonder I'm Blue
50733 Why Don't You?
50734 Good-Bye
50735 Satisfied (Briers)
50736 Where-Is-My-Daddy-Now Blues
EDISON AMBEROL RECORDS
SPECIALS
4242 Bright Eyes
4243 Mazie
5244 Sally
4245 Humming
4246 Do You Ever Think of Me?
ROYAL PURPLE RECORDS
29076 By the Waters of Minnetonka
29077 Nina
REGULAR LIST
4247 Na-Jo
4248 Strut, Miss Lizzie
4249 Little Crumbs of Happiness
4250 The Débutante
4251 Rebecca
4252 I Never Knew
4253 Will You Love Me When I'm Old?
4254 Dew Drop
4255 Arabia
4256 There's a Little Bit of Irish in Us All
4257 Mother of Pearl
4258 Honey (Ager)
4259 Danse Arlequin
4260 Way Down Barcelona Way
4261 Honey Babe
4262 Light of the World Is Jesus
4263 June 14th March
FRENCH RECORDS
27202 Aimons-nous
27203 Si Vous L'avez Compris

ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 178)

BRUNSWICK RECORDS

- 10032 Mazurka in A Minor (Chopin-Kreisler)—Violin solo. Pianoforte by Frederic Persson. Max Rosen
13020 Bohemian Girl (Act I) (Heart Bow'd Down) (Balfe)—Baritone, with Orch. Richard Bonelli
For All Eternity (Mascheroni)—Baritone, with Orch. Richard Bonelli
10030 Santa Lucia (Neapolitan Folk Song)—Tenor, with Orch. in Italian. Mario Chamlee
30006 Eili, Eili (Shalitt-Fisher)—Soprano, with Orch. in Yiddish. Dorothy Jardon
5041 Rosary (Nevin)—Contralto and Male Trio, with Orch. Elizabeth Lennox and Crescent Trio
Cradle Song (MacFadyen)—Contralto, with Orch. Elizabeth Lennox
13021 I'll Take You Home Again, Kathleen (Westendorf)—Tenor and Male Trio, with Orch. Theo. Karle and Crescent Trio
Lass O'Killen (Stickles)—Tenor, with Orch. Theo. Karle
5050 Little Cotton Dolly (Buck-Geibel)—Male Quartet, Criterion Quartet
Kentucky Bahe (Buck-Geibel)—Male Quartet, Criterion Quartet
5051 Spring Zephyrs (Vessella)—Waltz Intermezzo—Concert Band. Vessella's Italian Band
Victory Festival March (Vessella)—Concert Band, Vessella's Italian Band
5052 Underneath Hawaiian Skies (Intro.: "I Never Knew") (Rose-Pitts-Egan-March)—Fox-trot, for Dancing. Isham Jones Orchestra
All She'd Say Was Umh Hum (Zany-Emery-Van-Schenck)—Toddle, for Dancing. Isham Jones Orchestra
2097 That Naughty Waltz (Levy)—For Dancing. Carl Fenton's Orchestra
Gloaming Time (Holiday-Cross)—Waltz, for Dancing. Carl Fenton's Orchestra
2096 I Lost My Heart to You (Intro.: "Calling") (Davis-Merkur-Squires)—Fox-trot, for Dancing. Orchestral arrangement by Walter Haenschel. Rudy Wiedoeff's Californians
I'll Keep on Loving You (Intro.: "Coral Sea") (Rose-Brown)—Fox-trot, for Dancing. Orchestral arrangement by Walter Haenschel. Rudy Wiedoeff's Californians
2090 Yan-Kee (Gershwin)—Fox-trot, for Dancing. Green Bros.' Novelty Band
Learning (Tucker-Buffano-Steiger)—Fox-trot, for Dancing. Green Bros.' Novelty Band
2095 Pining (Intro.: "For Somebody Else") (Kendis-Claire)—Fox-trot, for Dancing. Accordion Solo. Harry Perry
Broken Moon (Intro.: "Nightgale") (Callahan-Coburn)—Fox-trot, for Dancing. Accordion Solo. Harry Perry
2080 Whip-Poor-Will (From "Sally") (DeSylva-Kern)—Soprano and Tenor, with Orch. Irene Audrey and Sam Ash
Look for the Silver Lining (From "Sally") (DeSylva-Kern)—Soprano and Tenor, with Orch. Irene Audrey and Sam Ash
2091 Don't Leave Me, Mother Mine (Costello-Goodman-Step)—Baritone, with Orch. Ernest Hare
Wyoming (Williams)—Lullaby—Tenor, with Orch. Chas. Hart and Elliott Shaw
2093 Pucker Up and Whistle (Vincent-Franklyn)—Male Quartet, with Orch. Harmonizers' Quartet
I Was Born in Michigan (Franklin-Gerber)—Male Quartet, with Orch. Harmonizers' Quartet
SPECIAL RELEASE
2094 Toddle (Intro.: "Hawaiian Blues") (Biese-Westphal-Steiger-Motzan-Jerome)—Fox-trot, for Dancing. Carl Fenton's Orchestra
Some Little Bird (Intro.: "Marie") (McPhail-Van Alstyne)—Fox-trot, for dancing, Carl Fenton's Orchestra

PATHE FRERES PHONOGRAPH CO.

"POP" SUPPLEMENT NO. 45

POPULAR VOCAL

- 20530 I Was Born in Michigan (Gerber-Franklin), The Harmonizers 10
Rebecca (Came Back from Mecca) (Kalmarruby)—Tenor. Billy Jones 10
20531 Shores of the Shannon (O'Connor-Fitzgerald)—Tenor and baritone duet. Lewis James-Elliott Shaw 10
Somebody's Mother (Sterling-Von Tilzer) Orpheus Trio 10
20532 Thinking of You (Eastman-Heltman)—Soprano, Grace Young 10
The Last Little Mile Is the Longest (Young-Lewis-Donaldson)—Tenor. Robert Bruce 10
20533 Down Yonder (Wolfe-Gilbert)—Baritone, dance rhythm. Ernest Hare 10
Jabberwocky (Kendis-Brockman-Brown-Eastwood-Weslyn)—Baritone, dance rhythm, Ernest Hare 10
20534 I Like It (Berlin)—Tenor and baritone duet, Lester George-Walter Lange 10
Honolulu Eyes (Johnson-Violinsky)—Tenor and baritone duet. Lester George-Walter Lange 10
20535 My Old New Jersey Home (MacDonald-Vincent)—Baritone. Jack Norworth 10
Vamping Rose (Hanlon-Ryan-Violinsky-Schuster)—Baritone. Jack Norworth 10
HAWAIIAN
20521 Somewhere in Honolulu (Sherwood-Vandersloot)—Hawaiian guitars. Ferera-Franchini 10
Naughty Hawaii (Sanders-Carlo-Breau)—Hawaiian guitars. Ferera-Franchini 10
DANCE
20536 Snuggle (Close to My Heart) (Spencer-Pollack)—Fox-trot, Intro.: "Idol Mine". Selvin's Novelty Orchestra 10
Sunshine (Little-Stanley-Motzan)—One-step, Selvin's Novelty Orchestra 10
20537 Without You (Mitchell-Gumble-Greer)—Fox-trot, Selvin's Novelty Orchestra 10
Just Like a Rainbow (Earl-Fiorito)—Fox-trot, Selvin's Novelty Orchestra 10
20538 Would You? (I'll Say You Would!) (Sterling-McConnell)—Fox-trot. Casino Dance Orchestra 10
Moonlight (Con Conrad)—Fox-trot, Casino Dance Orchestra 10
20539 Sweetheart (Davis-Johnson)—Fox-trot, Casino Dance Orchestra 10
I'll Keep on Loving You (Cohurn-Rose)—Fox-trot, Casino Dance Orchestra 10
20540 Lips (Elwood-Fiorito)—Fox-trot, Joseph Samuels' Music Masters 10
Mon Homme (My Man) (Yvain)—Fox-trot, Joseph Samuels' Music Masters 10
20541 Say You'll Be Mine (My Love Is All For You) (Morrison)—Waltz. Green's Marimba Band 10
Tea Leaves (Whiting-Egan)—Fox-trot, Green's Marimba Band 10
20542 Pussy Willow Waltz (Glogau)—Waltz, Intro.: "In the Heart of Dear Old Italy"—Piano solo, Jack Glogau 10

- Somewhere in Poppyland (Jentes-Glogau)—One-step, Piano solo. Jack Glogau 10
REGULAR PATHE JUNE LIST
54070 Annie Laurie (Scott)—Soprano. Yvonne Gall 12
54071 The Rosary (Nevin)—Soprano. Yvonne Gall 12
54069 Two Folk Songs of Little Russia (Zimbalist)—Basso, in Russian. Adamo Didur 12
STANDARD SONGS SUNG IN ENGLISH
20518 Rocked in the Cradle of the Deep (Willard-Knight)—Basso. Wilfred Glenn 10
Asleep in the Deep (Lamb-Petrie)—Basso, Wilfred Glenn 10
25055 Erminie (Jakobowski)—"Lullaby"—Contralto, Florence Mulholland 10
Blue Bells of Scotland (Grant)—Contralto, Florence Mulholland 10
25056 Drink to Me Only With Thine Eyes (Jonson-Mozart)—Baritone. Wells Clary 10
Beauty's Eyes (Weatherly-Tosti)—Baritone, Wells Clary 10
25057 (Pathé) Broken Moon (Callahan-Roberts)—Baritone. Percy Hemus 10
025057 (Actualite) Monastery Bells (Leslie-Wending)—Baritone. Percy Hemus 10
NEW INSTRUMENTAL RECORDS
20504 Humoresque (Dvorak)—Violin solo, Virgilio Ranzato, Concert Master, Toscanini's La Scala Orchestra 10
Minuet, No. 13 (Mozart)—Violin solo, Virgilio Ranzato, Concert Master, Toscanini's La Scala Orchestra 10
25058 The Willow Tree (Old Melody)—Cello solo, piano accomp. Hans Kronold 10
The Valley Lay Smiling Before Me and Believe Me, If All Those Endearing Young Charms—Cello solo, piano accomp. Hans Kronold 10
20505 Amaryllis (Brisson)—Celesta solo. Carlo Georges Silver Threads Among the Gold (Danks)—Celesta solo. Carlo Georges
20506 I Am Longing For You (Marshall)—Cornet solo, Sergeant Leggett 10
The Sweetest Flower That Blows (Hawley)—Cornet solo. Sergeant Leggett 10
NEW BAND AND ORCHESTRA RECORDS
20502 In a Monastery Garden (Ketelby)—With male chorus, Domenico Savino and His Symphony Orch. 10
Sunset Shadows (Savino)—Intermezzo, Domenico Savino and His Symphony Orch. 10
20503 The Picadore March (Souza), American Regimental Band 10
The Gladiator March (Souza), American Regimental Band 10
20519 Nearer My God To Thee (Mason), Cathedral Male Quartet, Unaccomp. 10
There Is a Green Hill Far Away (Stebbins), Cathedral Male Quartet, with Celesta 10

GENNETT LATERAL RECORDS

- 4709 Sospan Fach (Welsh Song). Welsh Quartet
Y Mochyn Du (Welsh Comic Song), Welsh Quartet
4710 Ar Hyd y Nos (Welsh Air). Welsh Quartet
Coed y Mensydd—Tenor, piano accomp., David Evans
4711 Ton y Melnydd (The Miller's Song), John Roberts and Quartet
Nob y Derry Dando (Hop the Derry Dando), John Roberts and Quartet
4703 Ar D'Wysog Gwlad y Brynlan (God Bless the Prince of Wales)—Baritone, Orch. accomp., Ivor Foster
Hen Wlad Fy Nhadau (Land of My Fathers)—Baritone, with Chorus. Ivor Foster
4704 Martyrs of the Arena—Part I. Welsh Quartet
Martyrs of the Arena—Part II. Welsh Quartet
4705 Y Delyn Aur. Welsh Quartet
In the Sweet Bye and Bye. Welsh Quartet
4706 My Fanwy (Arabella). Welsh Quartet
Cydgan y Morwyr (Sailors' Chorus), Welsh Quartet
Bryn Calfaria (Sacred). Welsh Quartet
4707 Crugbyr (Sacred). Welsh Quartet
4708 Alexander. Welsh Quartet
Ton-y-botel. Welsh Quartet
4712 Royal Garden Blues (Clarence-Williams), Daisy Martin and Her Five Jazz Bell Hops
Spread Ya' Stuff (Levy-Crane-Bernard), Daisy Martin and Her Five Jazz Bell Hops
9111 Pass Along March. His Majesty's Scots Guards Band
Thistle-down March—With bell effects, His Majesty's Scots Guards Band
4700 Toronto Jig—Banjo solo. Olly Oakley
Sweet Jasmine—Banjo solo. Olly Oakley
4701 Asleep in the Deep—Bass, with Orch. accomp., F. J. Hawtrey
Rocked in the Cradle of the Deep—Bass, with Orch. accomp., F. J. Hawtrey
9115 March Across the Desert, Honourable Artillery Company Band
Rose Thistle and Shamrock, Honourable Artillery Company Band
4702 Chason de Cloche—With bell effects, Tower Military Band
Men of the Mist. Tower Military Band
4697 A Drop o' Scotch—Bell solo, Band accomp., Billy Whitlock
My Lady Dainty (Intermezzo)—With bells, Royal Court Orchestra
4698 Bonnie Scotland March—Band and bagpipes, Royal Military Band
The Campbells Are Coming—Bagpipe solo, Major Forsythe
9097 Morning, Noon and Night—Part I, Honourable Artillery Company Band
Morning, Noon and Night—Part II, Honourable Artillery Company Band
4699 Keep on March—Xylophone solo. Billy Whitlock
Jolly Joek—Bell solo and Band. Billy Whitlock
4694 Somebody's Mother (Andrew Sterlin-H. Von Tilzer)—Orch. accomp., Wilton Ballard
When You're Gone I Won't Forget (Reid-Rose)—Orch. accomp., Ballard-Terrell
4695 Crooning (Dublin-Wise-Caesar), Max Fells' Vanderbilt Orchestra
Mello Cello (Neil Moret), Joseph Knecht's Waldorf-Astoria Dance Orchestra
4696 Crooning (Dublin-Wise-Caesar)—Orch. accomp., Louise Terrell
Wyoming (Gene Williams). Hart-Terrell
4681 Hail Purdue (Morrison-Watawa)—Orch. accomp., Royal Dadmun and Chorus
Gold and Black (Hawkins-Smith-Haymaker)—Orch. accomp., Royal Dadmun and Chorus
4713 The Last Little Mile Is the Longest (Lewis-Young-Donaldson)—Orch. accomp., Elliott Shaw
Mammy's Little Sonny Honey Boy (Caddigan-Story)—Orch. accomp., Hart-Shaw
4714 Moonlight (Con Conrad), Natzy and His Biltmore Orchestra
Sunshine (Little-Stanley-Motzan), Natzy and His Biltmore Orchestra
4715 Lucky Dog (F. Warshauer-B. Warshauer), Lanin's Roseland Orchestra
Jabberwocky (Kendis-Brockman-Brown-Eastwood-

- Weslyn). Harry Raderman's Orchestra
4716 I Found a Rose in the Devil's Garden (Fred Fisher). Harry Raderman's Orchestra
In a Boat (For Two) (Lange-Liggy-Klapholz), Lanin's Roseland Orchestra
4717 Aloha Oe—Accomp. by Hawaiian guitars, Crescent Trio
Sweet Luana (Zamecnik-Burt)—Accomp. by Hawaiian guitars. Crescent Trio
4718 Cherie (Wood-Bibo), Knecht's Waldorf-Astoria Dance Orch.
My Lady of the Lamp (Lew Pollack), Harry Raderman's Orch.

OLYMPIC DISC RECORD CORP.

POPULAR SONGS

- 14104 Anna in Indiana (Gorman-Rofe), Aileen Stanley, Comedienne, with Orch.
Pucker Up and Whistle (Vincent-Franklin), Aileen Stanley, Comedienne, with Orch.
14105 Madeline (Brown-Von Tilzer), Stellar Quartet with Orch.
Carolina Lullaby (Hirsch-Panella), Stellar Quartet with Orch.
14106 Peggy O'Neill (Pease-Nelson-Dodge) Baritone with Orch. Arthur Fields
I'm Nobody's Baby (Davis-Ager-Santly), Baritone with Orch. Arthur Fields
DANCE
15104 Mello Cello (Williams-Lange-Moret) Waltz, Lanin's Roseland Orch.
Jabberwocky (Kendis-Brockman-Brown-Eastwood-Weslyn) Fox-trot. Rudy Wiedoeff's Californians
15105 Learning (Tucker-Buffano-Steiger) Fox-trot, Green Brothers Novelty Band
Arabia (Geo. H. Green) One-step, Green Brothers Novelty Band
15106 Wang Wang Blues (Mueller-Johnson-Busse) Fox-trot. Bennie Krueger's Orch.
Some Little Bird (Gillespie-McPhail-Van Alstyne) Fox-trot. Bennie Krueger's Orch.
15107 In a Boat (For Two) (Lange-Klapholz-Licci) Fox-trot. Lanin's Roseland Orch.
Lucky Dog (Ben & Frank Warshauer) Fox-trot, Lanin's Roseland Orch.
HAWAIIAN
16102 Drifting (Lamb-Polla) Waltz, Hawaiian Instrumental Duet
Malanai Anu Ka Makani (Hawaiian Melody) "Lanai's Cold Winds". Hawaiian Guitars
STANDARD VOCAL
17104 Drink to Me Only With Thine Eyes (Ben Jonson) Baritone with Orch. Percy Hemus
Danny Deever (Kipling-Damrosch) Baritone with Orch. Percy Hemus
17105 The Rosary (Rogers-Nevin) Mezzo Soprano with Orch. Jane Bartlett
Mighty Lak' a Rose (Stanton-Nevin) Mezzo Soprano with Orch. Jane Bartlett
17106 Three for Jack (Weatherly-Squire) Baritone with Orch. Howard Shelley
Clang of the Forge (Rodney) Baritone with Orch. Howard Shelley
INSTRUMENTAL
18103 Souvenir (Franz Drdla) Violin Solo, Helen Lee, Pianoforte by Charles Howard
Canzonetta (A. d'Ambrosio op. 6) Violin Solo, Helen Lee, Pianoforte by Charles Howard
OPERATIC
19101 Pagliacci—Prologo (Prologue Act I) (The Clowns) Baritone with Orch., Leoncavallo, Greek; Evans, Italian
19102 Carmen—Habanera (Love Is Like a Wood Bird) With Orch. French. Contralto. Henrietta Wakefield

OKEH RECORDS

- 4320 Where Is My Boy To-night? (Sacred)—Baritone, with Orch. Elliott Shaw 10
Face to Face (Sacred)—Baritone, with Orch., James Jordon 10
4313 Sweet Bells of San Jose—Trio, with Orch., Crescent Trio 10
Wandering Home—Trio, with Orch., Crescent Trio 10
4314 Somebody's Mother—Trio, with Orch., Crescent Trio 10
There's Only One Pal After All—Quartet, with Orch. Shannon Four 10
4318 Jelly Roll Blues. The Norfolk Jazz Quartet
Southern Jack. The Norfolk Jazz Quartet
4319 Way Down Yonder in de Cornfield. Shannon Four
Asleep in the Deep—Bass, with Orch., Wilfred Glenn 10
4297 Scandinavia (Sing Dose Song and Make Dose Music)—Contralto, with Rega Orch., Anna Chandler 10
Rebecca (Came Back From Mecca)—Tenor, with Rega Orch. Billy Jones 10
4298 O-Hi-O (O-My! O!)—Baritone, with Orch., Jack Strouse 10
Oh! Boy (I Found the Baby for Me)—Tenor, with Orch. Billy Jones 10
4303 For Somebody Else (You Let Me Go)—Contralto, with Rega Orch. Vaughn De Leath 10
Vamping Rose—Contralto, with Rega Orch., Vaughn De Leath 10
5004 Midsummer Night's Dream (Scherzo) (Mendelssohn). Henry Hadley's Symphony Orchestra
Hymn and Triumphal March (From "Aida"), Henry Hadley's Symphony Orchestra 10
4315 The High School Cadets—March. Conway's Band
Among Comrades—March. Conway's Band 10
4307 Hawaiian Blues—Instrumental Trio, Hawaiian Guitars and Marimba. Ferera-Franchini-Green
Dreamy Hawaii—Waltz, Hawaiian Guitar Duet, Ferera-Franchini 10
4316 The Bird and the Saxophone—Whistling Solo, with Saxophone, Orchestra accomp., Sibyl Sanderson Fagan-Nathan Glantz 10
The Bird at the Waterfall—Whistling Solo, with Orchestra. Sibyl Sanderson Fagan 10
4317 Mutt and Jeff in a Shooting Gallery, Frank Kennedy and Company 10
Bringing Up Father in the League of Wives, Frank Kennedy and Company 10
4299 Underneath Hawaiian Skies—Fox-trot, Green Brothers' Novelty Band 10
Naughty Hawaii—Waltz, Green Brothers' Novelty Band 10
4300 Absence—Fox-trot, Erdody's Hotel Pennsylvania Orchestra 10
My Dream Rose—Fox-trot, Erdody's Hotel Pennsylvania Orchestra 10
4301 Dear Little Rose Girl (From Musical Play, "The Rose Girl")—Waltz. Rega Dance Orchestra 10
There Comes a Some Day (From Musical Play, "The Rose Girl")—Fox-trot, Markel's Orchestra 10

(Continued on page 180)

ADVANCE RECORDS FOR JUNE

(Continued from page 179)

- 4302 Scandinavia (Sing Dose Song and Make Dose Music)—Fox-trot. Joseph Samuels' Jazz Band 10
I'm Nobody's Baby—Fox-trot, Joseph Samuels' Jazz Band 10
- 4304 Without You—Fox-trot, Ray Miller's Black and White Melody Boys 10
Sandman Blues—Fox-trot, Ray Miller's Black and White Melody Boys 10
- 4305 You Can't Keep a Good Man Down—Fox-trot, Mamie Smith's Jazz Hounds 10
Baby You Made Me Fall for You—Fox-trot, Mamie Smith's Jazz Hounds 10
- 4306 Pussy Willow Waltzes—Waltz, Markel's Orchestra 10
Mello Cello—Waltz (Incidental Cornet by Ahe Small) Rega Dance Orchestra 10
- 4308 Sunshine—Fox-trot Markel's Orchestra 10
Until We Part—Fox-trot. Rega Dance Orchestra 10
- 4309 Happiness (I Find My Happiness, Dear, With You)—Fox-trot. Hager's Novelty Orchestra 10
Snuggle—Fox-trot, Jos. Knecht's Waldorf-Astoria Dance Orchestra 10
- 4310 Siren of the Southern Sea—Fox-trot, Tim Brymn and His Black Devil Orchestra 10
Wang Wang Blues—Fox-trot, Tim Brymn and His Black Devil Orchestra 10
- 4311 Stars of Normandy—Fox-trot, Green Brothers' Novelty Band 10
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HEINEMAN ON WESTERN TRIP

Otto Heineman, president of the General Phonograph Corp., accompanied by W. C. Fuhri, general sales manager of the Okeh record division, left New York recently for an extended Western trip, which will include a visit to practically all of the Okeh record jobbers as far West as Omaha. Mr. Heineman is looking forward with interest to this trip, as it will give him an opportunity to meet personally the Okeh jobbers who have been such important factors in the success of this record line.

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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, June 15, 1921



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

*Have you heard the improved tone
of the **Sonora** period models?*

THE tone of the Sonora Periods is a revelation not only to the general public but particularly to phonograph dealers who know what tonal QUALITY means.

THESE beautiful instruments illustrate the latest development in phonograph construction and their tone is peerless for naturalness of expression, for clarity, for smoothness, fullness and accuracy.

These Period Sonoras have a magnificent, resonant tone of exceptional volume and power, which represents a distinct advance in the art of sound reproduction.

Sonora's Period line is of remarkable completeness and variety, 24 classic designs being in regular stock.

It is plainly evident that the trend of the times is toward period models.



THESE art instruments permit the purchaser to choose a phonograph which harmonizes perfectly with the furnishings of the music room in which it will be placed.

Sonora Periods for smart elegance of appearance, for careful high-grade workmanship and for important and valuable features of construction have set the very highest of standards.

Sonora Periods sell easily because they are priced fairly and because their superiority is so apparent.

We are now adding new dealers. Write for information

SONORA PHONOGRAPH COMPANY, Inc.

George E. Brightson, *President*

NEW YORK : 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 17. No. 6

New York, June 15, 1921

Price Twenty-five Cents

THE TIME TO MOVE FORWARD TO AN ERA OF PROSPERITY

"Forward, Now Together," Is the Timely Slogan of the Associated Advertising Clubs of the World and It Is Well Worthy the Consideration of Talking Machine Men

The time has come for all of us in America to move forward—unitedly and with determination—into an era of sound prosperity.

We are due to come into our own. Now is none too soon.

We must make up our minds to go ahead—flash this signal all along the line.

The way is open if our will is strong.

The wheels of industry will turn in response to our command, expressed in terms of action.

It is up to you, to all of us, to say the right word and do the right thing to stabilize business. Stability waits on activity plus faith that all is well—faith in ourselves, in one another, in business.

Faith is the very foundation of prosperity. Make it the cornerstone of your thinking and of your action.

To-day, let us start putting our shoulders to the wheel, all together. Let us work a little more, think a little harder, buy without forebodings—and sell with a conscience. We must keep

a clear eye out for the other fellow's interests as well as our own.

The one rule that assures a full measure of prosperity is the Golden Rule. It is simple, sure, safe. Work this rule and let it rule your work.

Some say there has been a breaking down of faith by the recent scramble to "get while the getting is good." Even if that is so, we must dismiss from our minds that phase of reaction from war endeavors and declare for new, high standards.

Nothing tangible is holding us back. The fundamental factors making for prosperity are all favorable.

At core American business is solid.

At heart American men and women are courageous.

We must show the world, each other, ourselves, what American spirit and achievement really mean.

Forward now, together, confidently!

H. B. HARING MADE MANAGER

Succeeds W. H. Lawton as Manager of Buffalo Branch of Columbia Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced last week the appointment of H. B. Haring as manager of the company's Buffalo branch, succeeding W. H. Lawton, who was promoted to the management of the Portland, Ore., branch. Mr. Haring had been manager of the New Haven branch for over a year, and the success he attained in this post well merited his promotion to the managership of the Buffalo branch.

H. L. Moorey, assistant manager of the New Haven branch, has been appointed manager, and his many years' experience in the Columbia organization will undoubtedly be reflected in the service extended to Columbia dealers.

TO OPEN BRANCH IN DETROIT

Okeh Jobber in Chicago Arranging to Expand Into New Territory

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., announced recently that the Consolidated Talking Machine Co., Okeh jobber in Chicago, had arranged to open a branch in Detroit. This branch will be located at the corner of Gratiot and Mitchell avenue. E. A. Fearn, president of the Consolidated Talking Machine Co., visited Detroit recently in order to put this branch in such shape that Okeh dealers in Detroit territory will receive the most efficient service and cooperation.

The Lind & Marks Music Co., of Detroit, Mich., is no longer a jobber of Okeh records.

Mr. Fuhri closed this important deal during the course of an extended Western trip, which included a visit to Chicago, Cincinnati, St. Louis, Indianapolis, Detroit and Buffalo.

He states that business conditions throughout the country are steadily improving and that Okeh jobbers showed substantial increases in May over April sales. June business is also showing a satisfactory gain, with the outlook for the future very encouraging.

VOLUME ON TRADE ACCEPTANCES

"Acceptances, Trade and Bankers" the Title of Authoritative Work by Park Mathewson, Vice-president of the Business Bourse

A compact and erudite book of less than four hundred pages, belonging to species commercial, and bearing the imprint of D. Appleton & Co., has appeared on the business literary horizon under the title "Acceptances, Trade and Bankers," by Park Mathewson, vice-president of the Business Bourse, New York. Written in "response to requests from business men of all classes," according to the publishers, it is a rather intensive treatise, composed in necessarily practical style on a subject heretofore scattered over periodical articles by Mr. Mathewson. The volume is divided into three parts and contains many illustrations of acceptance forms and accounting methods. Part I has to do with acceptance theory, procedure and practice of acceptance payment, wherein the business man is shown how the system should be installed, operated and controlled. Part II classifies the rulings and opinions of counsel of the Federal Reserve Board on acceptance procedure down to 1920, while Part III outlines methods and arguments for a campaign to induce trade acceptances. The latter section offers material easily assimilated by the business man, whether manufacturer, wholesaler or retailer. A happy and terse combination of the theory of the trade acceptance with practice under the acceptance system has evidently been level-headedly worked out in the book. William Walker Orr has written its introduction

FRANZ YAHN IN TROUBLE

Franz Yahn, talking machine dealer, located in Springfield, Mass., has filed a petition in bankruptcy. The schedules filed disclose liabilities of \$33,587.10, of which \$16,150 is secured for the creditors. The assets are scheduled nominally at \$17,703.77, of which \$9,999.95 is represented in stock in trade, \$4,073.70 in machinery, tools, etc., and \$2,051.32 debts due on open account.

APPLIES FOR INCORPORATION

Application for a charter for the Minelli Phonograph Co., Pittston, Pa., for the purpose of manufacturing and selling talking machines, records, musical instruments, etc., has been filed with the Governor of the State of Pennsylvania. Intended incorporators are: Vinci Vincenzo Minelli, Carmelo Rizzo and Rosario Lunetta.

NEW POST FOR R. M. KEMPTON

R. M. Kempton is now in charge of the wholesale Vocalion department of the Aeolian Co. and of the distribution of those instruments throughout the country. Mr. Kempton has for some time past been in charge of the retail Vocalion and record and roll departments in the metropolitan district, and has also looked after the distribution of the Vocalion products in this section. George R. Richmond will assist him in the retail Vocalion department, and H. E. Miller in the record and roll department.

OPENING OF HALE VICTROLA STORE

CUYAHOGA FALLS, O., June 4.—Formal opening of the Hale Victrola store on Front street, recently remodeled, was held recently. Large crowds visited the store during the evening and inspected the complete line of talking machines and records. A special program of music, vocal and instrumental features, was given. An orchestra provided the music.

FORM NATIONAL COMMITTEE TO ORGANIZE RETAIL TRADE

Officials of National Association of Music Merchants Make Progress on Formation of National Committee to Unite Talking Machine Retailers as Suggested at Chicago Meeting

Following the decision arrived at at the special session of the convention of the National Association of Music Merchants in Chicago on May 11, to appoint a talking machine committee, with a view to bringing together the retail talking machine interests of the country, the accompanying letter has been sent out to talking machine dealers throughout the country from association headquarters:

"In view of the widespread interest in the proposal to organize talking machine and phonograph dealers nationally steps were taken at the convention session of the National Association of Music Merchants, in Chicago, May 11, to provide for a talking machine committee which would represent this branch of the retail trade.

"It is proposed to organize a talking machine committee as follows:

"Each local association to name a delegate for a membership of fifty or less and if any association has a membership of more than 50 then a delegate for each 50 members or fraction thereof.

"These delegates will be considered nominees from local associations, from whose names will be chosen the talking machine committee of the National Association of Music Merchants, consisting of five, seven, nine or up to fifteen members, as may be determined by vote of the local

associations representing the trade locally.

"The delegates or nominees whose names are submitted by local associations prior to June 10, 1921, will be listed and a list of all their names will be returned to each local association, which will choose from the list the men desired on the national talking machine committee. Each local association will cast one vote by each of its delegates for the committee men it chooses."

The letter was accompanied by a questionnaire covering the various facts regarding the local association.

The National Association of Music Merchants changed its name and membership requirements two years ago in order to provide for the taking in of talking machine dealers, in view of the fact that practically all the music merchants handle talking machines in addition to pianos and other lines. There is general sentiment favorable to bringing talking machine men into the present association with a view to avoiding the duplication of the national association machinery.

The Talking Machine Men, Inc., a live local association, taking in dealers of New York, Connecticut and New Jersey, voted at its meeting held recently to appoint delegates to assist in the formation of a national committee. E. G. Brown, of Bayonne, represented that association at the Chicago meeting.

Lack of Concentration in Selling Ideas Is Apt to Confuse the Customer :: By W. E. Bates

There are a lot of people who find it hard to arrive at a definite decision. Sometimes it is because they are afraid of making a mistake, but more often it is difficult to decide because they are confronted with too many alternatives.

"My milliner just a while ago showed me so many hats that I left the store without buying. I could not decide on any one." Thus said a lady on whom I was waiting in a record booth one day. Did it sink in, to my profit? You may be mighty sure it did! Very few records did that lady hear, but those that were played were of a type she liked, and she bought!

This trait of indecision is not confined to the fair sex, no matter what we say to the contrary. I never try to select a necktie from a well-filled rack or counter but that I go through all the throes of this selfsame wrinkle of human nature. Each succeeding tie seems more to my taste than the preceding one—and then, again, those that I looked at first are not so bad, either. It's a strange twist that perhaps 90 per cent of mortals have—this difficulty in selecting. Unless we go into a store knowing just the article we want we are apt to have a mighty hard time getting suited! To paraphrase an old saying, "Too many ideas spoil the customer!"

Talking machine salesman! Do you ever stop to think of this while selling an instrument on the floor? How about that last sale you lost? Did you lead the prospect all around the show-rooms until his poor, muddled head was filled with a confusion of oak, walnut and mahogany, a mixture of gold and nickel plating? All the while were you drowning him in a sea of selling talk? Then, did you wonder why that selfsame prospect said he could not decide that day

—he wanted to talk it over at home and would be in again? There must have been something wrong, for you know he looked like an easy sale when he came in.

Of course, you see what I am driving at. You say, "This fellow who thinks he knows it all means that I should concentrate my efforts—should show fewer instruments and cut some of my chatter." You have it, brother—at least, all

It is Ofttimes Better to Interest the Customer in One Style of Instrument Rather Than Confuse With Many

except the first part of that. I don't pretend to know it all—I'm still learning. There's a lot ahead of me, and even the writing of this little article is teaching me something. It's funny how putting down one's ideas in black and white straightens out a line of thought. Did you ever—but that's another story!

All right! Let's return to that sale you lost. There's no use worrying about it—that won't help any. Instead, see if we can learn how to better handle the next fellow.

How about, first of all, finding out from the prospect these three points:

1. Purpose for which he wants the instrument.
2. His preference in wood.
3. Approximately the price he can pay.

This last point is not really determined until we have progressed a little with our sale. Furthermore, we don't have to ask him all these questions bluntly; the prospect should not be made to feel that he is going through his catechism! There are always several ways of finding out what we want to know.

The first point we are likely to learn without much trouble—no doubt, the way the prospective customer states his mission will tell us. If his good wife and one or two little shavers are along, of course he wants that talking machine for the greatest of all places—his home. Then we know that what is wanted is an instrument with a full but sweet tone and of pleasing appearance—an instrument about which this little family will gather when the day is over and have an evening of good, solid pleasure. Or, mayhap, a young fellow comes striding in with dance written all over him. All right, we'll let loose our noise.

The matter of wood is easily settled by a well-formed question as to his desires, or, if the prospect has none, a question as to the finish of the furniture in his parlor or living-room, followed by a suggestion or two on our part. This point should not cause us any trouble.

Price, the third point, is about the hardest of the three to settle, but even this becomes much easier if we use thought and good common sense,

(Continued on page 6)

The Talking Machine's Helpmate



Equip Your Machines with Nyacco Albums, known for Quality, Strength and Durability.

The Beauty of a Nyacco Set in a Machine

When equipped with 12 in. albums to hold 10 in. and 12 in. records, they give the cabinet a uniform and attractive appearance.

They also help to sell *more* records.

Our sets are made up in our latest improved NYACCO album No. 600, which is a loose-leaf, patented, solid wood and metal back album as well as in our old style album with a one-piece cover, No. 4.

We make our NYACCO album sets for every style machine to hold five, six, seven and eight to a set.

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-Mark.



Accept No Substitute.

Jobbers and Distributors Throughout the United States and Canada

Write for quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

Executive Office
23-25 Lispenard St.
New York, N. Y.

Chicago Factory
415-17 S. Jefferson St.
Chicago, Ill.

Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with Victrolas in such splendid variety, possibilities are unlimited for every Victor retailer.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

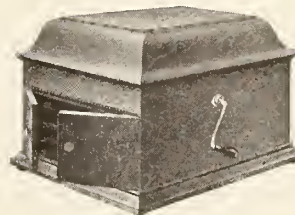
Victor Wholesalers

Albany, N. Y.....Gately-Haire Co., Inc.
 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.
 Butte, Mont.Orton Bros.
 Chicago, Ill.Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O.Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cleveland, O.The 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.
 Indianapolis, Ind...Stewart Talking Machine Co.
 Jacksonville, Fla...Florida Talking Machine 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.
 Omaha, Nebr.Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill.Putnam-Page Co., Inc.
 Philadelphia, Pa...Louis Buchn Co., Inc.
 C. J. Heppé & Son.
 The George D. Ornstein Co.
 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.
 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. 80, \$100
Mahogany, oak or walnut



Victrola XVII, \$350
Victrola XVII, electric, \$415
Mahogany or oak

Victor Talking Machine Co.

Camden, N. J., U. S. A.



TOO MANY IDEAS CONFUSE BUYERS

(Continued from page 4)

well sprinkled with observation. Begin at the top, and, if we have to, work down. Never run the risk of insulting the customer by showing him something a lot cheaper than he wants. We'll show him something big, and then, if Ma looks at Pa, who returns the look with a dubious expression and promptly asks the price, which seems to make them both gasp, we must realize that we may have to gracefully fall in price to another instrument.

When our intuition—what a lot of that one has to use in selling—tells us that we have reached the level of the customer's pocketbook, let her go! We know why the prospect wants to buy an instrument, what finish he prefers and the price he can afford. Now concentrate. Remember, we do not want to confuse the customer's mind. That is just the reason we have selected this one particular instrument before us. Just so, we must not perplex him with a lot of confusing, perhaps unnecessary, statements. After all, I think the sales easiest clinched are where the salesman shows the least effort. His wits are focused on the job before him, but he does not show anxiety and his sales talk has a quiet strength.

I know of no hard and fast rules for leading up to the closing and for clinching the sale. Anyhow, I'm not going to take up your time with a sermon on sales talk. That subject has been well handled many times in The Talking Machine World and, in addition, every successful salesman has his own ideas on handling this end of a sale. What I do want to do is drive home this one point—finally concentrate on one instrument and stick to that instrument until the sale is made. Try it on your next prospect!

W. G. PILGRIM SAILS FOR EUROPE

Treasurer of General Phonograph Corp. Embarks on Extended Continental Trip

W. G. Pilgrim, treasurer and assistant general manager of the General Phonograph Corp., sailed on May 21 on the "Rotterdam" for an extended trip abroad. Mr. Pilgrim, who is accompanied by Mrs. Pilgrim, is planning to visit England, France and Switzerland on a combined pleasure and business journey.

TO RECORD FOR BRUNSWICK

Giuseppe Danise, baritone of the Metropolitan Opera Co., who appeared with great success in "Andre Chenier" and "Aida," has closed a contract to make records exclusively for Brunswick.



on our toes to win the race for you

yes we want you to know that we are on our toes to win you more dollars

THE CLEVELAND TALKING MACHINE CO.

1125 OREGON AVENUE

Victor Wholesalers

CLEVELAND, OHIO

VICTROLA ARRIVES IN BURMA

Columbus Dealer's Sale to Missionary Gets Safely to Its Foreign Destination

COLUMBUS, O., June 3.—Charles F. Spence, Victrola dealer, 67 East State street, received a postcard this week from Burma, India, notifying him that a Victrola shipped from the Columbus store last September had safely arrived at its destination. The card was mailed in Burma, March 12.

Last September a missionary, H. J. Marshall, bought one of the smaller sizes of Victrolas from Spence, along with about 100 Victor rec-

ords. It was carefully boxed for shipping and six different shipping bills, entailing a great amount of red tape, were made out. The outfit was then shipped. Starting by railroad, it was transferred to ocean liner, thence to several other railroads, thence to automobile, from which it was transferred to camel caravan. Before it reached its final destination it was carried by elephant and coolie, being on the road seven months in all. Mr. Marshall has presented Mr. Spence with a Gramophone record made in India. It reproduces perfectly the weird minor strains of a Burmese band playing a popular dance number of that country and is interesting when played side by side with jazz.

Peerless Superiority Demonstrated



Manufacturers and patentees of the original indestructible wooden back album. Write for revised prices.

☐ In every line of business there is a leader—some one manufacturer who blazes the trail that others follow.

☐ By timely action in providing the trade with a perfected album interior for Victrola No. 80, Peerless has again demonstrated its leadership in the Album industry.

☐ Whether it is a slogan or a new album, Peerless originates—that, combined with top-notch quality and honest workmanship is the secret of Peerless popularity and success.

Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.



Showing Victrola No. 80 with Peerless equipment. Sets also furnished for Victrola No. 90 and XI.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 90, \$125
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak



Victrola XVII, \$350
Victrola XVII, electric, \$415
Mahogany or oak

Victor Supremacy

is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

It is easy for every Victor retailer to reap the advantages that come with such supremacy.

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Victor Talking Machine Co.

Camden, N. J., U. S. A.



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NEW YORK, JUNE 15, 1921

THE CAMPAIGN FOR BETTER BUSINESS

GENERAL MANGIN, the great French strategist, in discussing the World War, remarked: "The secret of victory is attack, attack, keep on attacking—that is what the Americans did, and that is how the war was won."

This has a good American ring about it although written by a Frenchman, and it is a slogan that could be adopted with profit by enterprising talking machine men in the prosecution of business betterment.

It is the dealer, manufacturer and jobber who is pounding away—attacking, attacking and keeping on attacking in the form of progressive salesmanship and up-to-date advertising who is securing orders and doing business today.

The secret of victory centers along these lines in business as it does in war. The dealer or manufacturer who is inactive, who doesn't realize the conditions under which he is operating, who doesn't prepare his plans intelligently and act upon them, who is not prepared to attack and move his lines forward continuously, is forced to retreat—he is bound to lose the battle for trade and for success.

The man who endeavors to achieve success, even if he makes mistakes, is entitled to every credit, because he does his best, but there is no place of honor for the man who does nothing but grumble and find fault with times and conditions rather than master them.

Business after all is a battle—a continuous campaign where innumerable obstacles confront mostly everyone—obstacles that must be mastered and conquered. These are days which call for generalship whether in the executive, sales, or manufacturing departments. We have gone through four or five years of comparatively easy times in the matter of selling goods, with orders exceeding production. There was no need for any special display of genius to succeed, but now we are in the midst of a readjustment of the world's affairs, perhaps the greatest readjustment in history—and men are facing problems that have never before been encountered. It is a time when every man's ability and financial and mental resources are being taxed to the utmost, and it is worth emphasizing that the men or concerns that are winning out in this great trying period are those who believe in General Mangin's definition of victory—"attack, attack, keep on attacking."

When manufacturers, dealers, or jobbers are facing discouragements, when plans are disrupted, and many problems arise, it is

timely to consider that there is only one path to success, and that is winning victory by recourse to every possible resource—by going after business vigorously, intelligently and *getting it*.

And business can be secured by the employment of these strenuous methods. From various parts of the country The World is in receipt of hundreds of letters from dealers which tell of surprising results achieved by unusual sales efforts. The buyers' strike is being conquered by such forceful action, and people are being made to realize that talking machines and records are as necessary to the home to-day as they were in war times.

IMPORTANCE OF PRICE MAINTENANCE

IF persistence is commendable virtue and in the majority of cases brings the desired results, then those of the talking machine men, as well as men in other industries, who favor a national act legalizing the maintenance of retail prices on trade-marked or branded goods, may hope to have such an act on the statute books of the Nation some time in the future.

Once again a price maintenance bill is before Congress. First, some years ago, came the Stevens Bill, which died a natural death and was succeeded by what was known as the Stephens-Amherst Bill. This bill in turn met the fate of its predecessor, despite the earnest efforts of those in favor of the measure to have it actually made into a law.

Now comes the Stephens-Kelly Bill, which has been introduced into Congress by Hon. M. Clyde Kelly, of Pennsylvania, who is a staunch believer in price maintenance and promises to use every effort to have the bill brought to a vote and if possible passed at this session. It is time for the members of the talking machine industry to rally behind the measure, for there never was a time when some such law to protect the standing of trade-marked and branded articles, and to save them from the ravages of the price cutter, was so absolutely necessary.

It has been proven on more than one occasion and is, as a matter of fact, in court records that the average price cutter of the department store type simply uses the reduced price on trade-marked articles as a bait to draw the public to his store in order that he may dispose of goods under his own mark bought at low prices, often of inferior quality and allowing a far wider margin of profit than does the trade-marked product.

The fact that so many dealers in talking machines have built up substantial businesses in the past has been due in no small measure to the protection offered to them by the various recognized systems of retail price maintenance, and also to the fact that the supply of machines and records was for the greater part of the time insufficient to meet demands. Both these factors for the protection of the dealer have been in a large measure eliminated by changing conditions, and the earnest support of the Stephens-Kelly Bill will help to restore this protection to some degree at least.

GOOD WILL RESULT FROM CHICAGO MEETING

TAKING everything into consideration, the scheduled meeting of the retail talking machine interests in Chicago in connection with the convention of the National Association of Music Merchants did not bring forth the immediate results for which its supporters hoped, although it is quite likely that some material good will develop as a result of the discussions and the efforts of the committee appointed to give further consideration to the plan for organizing the retail talking machine interests of the nation.

There is actually in some sections of the country, and reported in other sections, a strong sentiment in favor of the organization of a national association of talking machine retailers which shall be comprehensive in its scope, taking in retailers in all lines. National associations, however, are not organized through the interested individuals staying home and thinking about them. It is quite apparent, too, that among the score or so talking machine men who attended the meeting in Chicago there was a divergence of opinion as to the manner of organizing talking machine dealers into a national body—how that body should be constituted, and how it should operate.

There is a strong probability that if the special committee representing the National Association of Music Merchants work hard and intelligently some good will result from the Chicago meeting. The existing machinery of the Music Merchants' Association provides the means for bringing the talking machine men together quickly

and at a minimum of expense. Should later developments suggest the wisdom of a distinct and separate organization of talking machine retailers, there is at least afforded at the present time an opportunity for providing a nucleus from which a separate organization may be developed.

It is quite apparent that the many questions regarding the factors that will dominate in any national association, and the fusing of competing interests into a harmonious whole, must be carefully ironed out and settled before there can be any hope of a permanent, all-inclusive national retail talking machine body.

RECOGNIZES IMPORTANCE OF THE INDUSTRY

NEWSPAPERS make it a rule of giving editorial space only to those matters considered of direct interest to the majority of readers, for that is the basis on which circulation is built. The steady increase, therefore, in the number of daily newspapers which find it expedient to devote space regularly to reviews of the new talking machine records, and to extended comments thereon, is significant in that it may be accepted as proof of the wide use and general importance of the talking machine itself.

The latest newspaper to announce such a department is the Philadelphia North American, which for several years past has been doing some excellent work in the cause of music, and there are dozens of other newspapers that have already seen the light, among them the Boston Herald, the Springfield (Mass.) Union, and the Providence (R. I.) Tribune, as well as several in the West.

This general review of the new records run as a regular feature in various newspapers is to be encouraged by members of the industry, for it should result directly in increased record sales. There are probably hundreds of newspaper readers who receive the record supplements each month and put them aside and forget them after a cursory glance, but who, seeing the record reviews in the daily paper, find time to read these reviews and be impressed with the desirability of certain of the records described. It is the kind of publicity that, while interesting to a great proportion of the newspaper readers, is also calculated to help business. It should, therefore, be strongly supported.

THE TALKING MACHINE AS A TEACHER

MME. GALLI-CURCI, the celebrated prima donna of the Chicago Opera Company, who will join the forces of the Metropolitan Opera Company next season, in a recent interview paid a great tribute to the talking machine and its value in an educational way to even this most gifted of singers, when she said: "When I tried to sing in New York several years ago there were in my voice many faults that worked against me, and now I know that these imperfections sent me away from the wonderful city. To get rid of them, I turned to the talking machine. I knew that I could correct them if I could hear them myself. I used many, many records, each time listening for the faults and the next time

trying to correct them. I may say that my most painstaking teacher was the talking machine. I hope to go on improving, and shall work to do so, but I do not think I shall ever have the perfect voice. For nine years I have sung in public, and they have been nine years of the most joyful work ever done. Perhaps when I have sung nine years more I shall have been able to improve! Who knows?"

One of the greatest charms about this great luminary in the musical world is her modesty. Mme. Galli-Curci recognizes the wonderful value of the talking machine in a musical way, and does not hesitate to state publicly and unqualifiedly how it has benefited her.

People of smaller minds and more pretensions would be shocked at such a confession, but great artists are *great* because they recognize that they are human beings and have weaknesses to overcome, and are not averse to acknowledging how, by whom and by what means they are being helped to scale the ladder of success.

DEVELOPING TRADE IN SUMMER MONTHS

THE talking machine dealer who makes his business plans according to the calendar rather than the thermometer most likely has his preliminary campaign for Summer business already mapped out, or started, and is getting ready for the big push. The dealer, however, who must feel the hot weather before he goes after hot-weather trade had better remember that the season is backward and that some hustling will be required to get things lined up for the vacationists, campers and excursionists of July and August and September.

The talking machine is already recognized as a necessary adjunct to the successful vacation party, and it is the retailer who offers the most adaptable machine in the most effective manner who will realize on this demand that is bound to come.

The power of suggestion accomplishes wonders when properly applied, and the advertisement, or window display, that causes the reader or the passer-by to picture the coming delights of the period of recreation, and at the same time make the portable talking machine an indelible part of that picture, is accomplishing something that will result in business, and very probably business for the originator of the campaign.

In view of general conditions it may be that some new business-developing ideas will be necessary to secure results measuring up to past records, but the business is there for the dealer who goes after it early and energetically.

RIGHT KIND OF PUBLICITY PAYS

THE printed matter issued by a house is in a measure a reflection of the character of the house itself. Hence it is not well to skimp in the cost of issuing attractively printed booklets, programs, or other literature which goes into the home. When the name of a dealer or manufacturer is associated with something very choice in the way of publicity it is advertising of the right kind.

**Ormes
Really
Means
Exceptional
Service**



Dempsey vs. Carpentier

You can't pick the winner. It is largely a matter of guesswork.

In the talking machine field it is different. You, Mr. Victor Dealer, have already picked the winner. It is not difficult to see the *many* advantages of putting *all* your energies behind a sure thing—by that we mean "Victor Exclusively."

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

IMPORTANT TO THE TALKING MACHINE TRADE

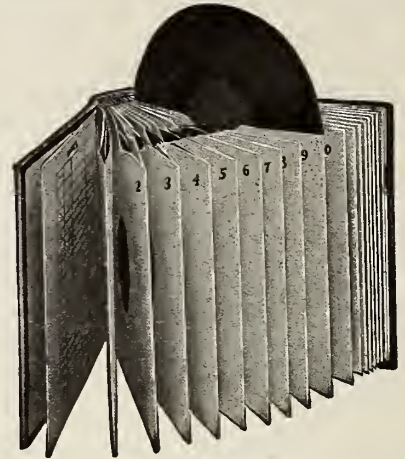


SELECTING THEIR FAVORITES

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

Record Albums

Yes, Price is one point.
But so is Quality another point.
Quality and Price must be considered together. "National Albums" are unsurpassed and seldom equaled in Quality. They give permanent satisfaction to the user. Please your customers. Write us for price list.



THE PERFECT PLAN

BLACKFEET INDIANS RETURN CALL

Distinguished Americans Call on Branson De Cou in Newark and Enjoy Hearing Records Which They Made Some Years Ago

Three years ago Branson De Cou, manager of Landay's Victrola store, Newark, N. J., visited Glacier National Park at the time of the great Medicine Lodge, the annual ceremony of worship to the sun god, which was then held in the beautiful Two Medicine Lake country. Mr. De Cou made many photographs of the pow-wow and the lodge ceremonies, which have been used in his "Dream Pictures."

A number of the Blackfeet Indians, including Two-Guns-White-Calf, whose profile adorns the Buffalo nickel, were in Newark late last month



Chief Many-Tail-Feathers, 92 Years Old—Chief Two-Guns-White-Calf on Right

dancing in a prologue to the picture, "Bob Hampton of Placer," filmed in the beautiful mountains of Glacier Park last Summer.

Their manager arranged for them to call on Mr. De Cou at Landay's, where they were given a Victrola concert. The program opened with the playing of the records they made themselves, several years ago, of the Grass Dance, Gamblers' Song and White Dog Dance, which

they heard with intense delight. They showed their appreciation by grunting war whoops with themselves on the records.

Mr. De Cou once more photographed the famous group in front of the store—just 2,500 miles from their home in the Rockies, to which



Visiting Indians in Front of Landay Store they are now returning. The pictures were given wide publicity in the Photogravure Section of the Newark Sunday Call, proving excellent advertising for the Landay store.

HEMPEL SAILS TO SING ABROAD

Miss Frieda Hempel, Edison artist, who sailed on May 24 to spend the Summer in Europe, will, during her stay, sing at a special performance in San Sebastian before the King of Spain. In Copenhagen she will have several appearances with the Tivoli Symphony Orchestra, and, as guest prima donna, she will be heard on the Continent in "La Traviata" and other operas. Before returning to New York in the Fall Miss Hempel has been invited to sing at the La Scala Opera House, with Toscanini conducting.

Before her departure for Europe Miss Hempel sang for 1,200 prisoners in Auburn Prison.

EDISON DISC SCORES IN LIVERPOOL

Burt Reynolds, of Graham's, Tells of Activities in Noted English City—Edison Product Scores

In a recent letter from the establishment of Messrs. Jake Graham, "sound wave exponent," Liverpool, England, Burt Reynolds, manager of the phonograph department of this house, writes: "We find The Talking Machine World, which has been reaching us for years, continuously interesting and quite an asset in the talking machine business. No doubt you are aware that we are now importing the Edison Diamond Disc product, and we were the first to give an Edison disc demonstration in this country. This was given with great success at the Waterloo Town Hall recently before a crowded house, the tone quality of the instrument coming in for most favorable comment. We have not yet given one of the tone-tests such as are given in America. No doubt this will come when we can get hold of the actual artist.

"Business at the moment is not very brisk, but we are quite optimistic and look forward to a big revival in trade, which will doubtless follow after the present slump. When labor troubles are over we will once more enter into a larger field of activity."

TAKES CHARGE OF SALES OUTFIT

T. C. Pendleton, one-time member of Desnoyer & Pendleton, of Jackson, Mich., is now connected with the Barnard Music Co., of that city, having charge of the sales work on the Brunswick phonograph. Mr. Pendleton, who is in the process of building a force of experienced salesmen, has had twenty-five years' experience in the talking machine and allied instrument trade.

Unfilled good intentions, like debts, become worthless with time.

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

- Our Specialties—
- Phonograph Record Labels
- Gummed Stickers of large quantities
- Trading Stamps, etc.

The Opportunities That Lie in Cultivating the Trade of the Foreign Born in America

Progressive talking machine dealers have been included among those who have fully realized the opportunities that lie in catering to the foreign-born element in the country, the large number of foreign records issued by the various companies making it possible for the talking machine retailer to make a special and direct appeal to the foreign born in their own language.

The opportunities that lie in cultivating the trade of this foreign element not alone for cold-blooded business reasons, but as a part of the general program of Americanization, are strongly set forth in the propaganda being carried on by the Inter-racial Council. In commenting upon the advisability of having the foreigner invest in American products rather than letting him hoard his money to take back to his native land, the Council, in a recent bulletin, said:

"A concerted effort should be made by all who manufacture or sell goods to make the best use of this foreign-born element. From the retail clerk, who should be taught to show courtesy and patience to the immigrant customer, right up the line to the manufacturer, who should see to it that the immigrant learns about his product, and buys it, there should be aggressive effort to capture this 'foreign market at home.'

"The Inter-racial Council is back of a movement to bring buyer and seller together in just such a campaign among the foreign born.

"With the help of the foreign-language newspapers and other mediums of publicity the idea is being spread that 'thrift is not hoarding.'

"Thrift is intelligent investment and judicious spending of money, and this fact is to be thoroughly disseminated among the 16,000,000 foreign born in America, and their sons and daughters. This should have a prompt and beneficial effect upon business, and the co-operation of all business men is solicited in the campaign.

Sixteen Million Potential Buyers Can Be Interested by Courteous Treatment. Isn't It Worth While?

"The value to the immigrants of raising their standard of living is apparent. When they secure good homes, furnish them attractively, enjoy books, music, good clothes and the other things that make life cheerful and worth while, we will hear less rumblings of discontent and revolution.

"American business and the foreign-born buyer will both profit by coming together.

"The kind of 'foreign' money that is as good as ever is the hoarded savings held by our foreign-born population.

"As long as they keep it tucked away in a money belt or in the toe of an old sock it is 'foreign' as far as we are concerned, for we do not see it any more than if it were in China or Kamchatka.

"Now it is 'up to us' all to get that money into circulation, and every person who sells goods at retail can help. There are plenty of things that the foreign born would gladly buy from us if buying were made a pleasure for him. Nobody likes to be snubbed or ignored when he enters a store to buy goods, the foreigner least of all, because in the Old World manners are more formal than in America.

"So the first requisite in getting that 'foreign' money into circulation is courtesy.

"The second is initiative. There are many commodities on the market that the foreign born would buy if his attention were called to them and this is particularly true of all kinds of musical instruments.

"Another essential in selling goods to the foreign born is study of the customer's tastes and habits. Find out what he uses, and show him something better in the same line.

"Bear in mind that the alien's purchases depend upon whether he wants to stay in America and make his home among us, or whether he plans to hoard his money and sail back to the other side to spend it there.

"By our friendly and courteous treatment of the foreign born in our daily contacts we can make them want to cast their lot with us. And remember that their number is 16,000,000; a large number of potential buyers, even for America."

Sherman, Clay & Co.

Pacific Coast Distributors



**Victor Victrolas
Victor Records
Victor Accessories**

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.,
Seattle, Washington

427 West First Ave., Spokane, Washington

IS YOUR BUSINESS INSURED?

Of course you will say, "Why yes, certainly," and have in mind the conventional fire insurance policy you have deposited in your safe as future protection.

How about your most vital insurance of all—*life* insurance? The insurance that means business permanence, vitality, progress and prosperity.

You will, no doubt, get our meaning—especially when we tell you that scores of prominent Dealers everywhere have found by actual experience that GRANBY PHONOGRAPHS and LIFE INSURANCE are one and the same thing.

Insure *your* business with the Granby and so determine upon one of the most important steps to perpetuate your business.

How to do it will be explained to you by return mail—at your request.

GRANBY PHONOGRAPH CORPORATION
N O R F O L K - V I R G I N I A
.. Factory · Newport News ..

Symposium of Up-to-date Talking Machine and Record Sales Suggestions :: By Frank H. Williams

What was the biggest selection of records sold by you to an individual purchaser last week? What records were included in this purchase? Wouldn't all your customers and all talking machine owners in the city be interested in the answers to these questions? Play up material like this in your newspaper advertising and in your show windows. It will be sure to attract a lot of attention and help business. In your show window you could show samples of the records sold and with each record you might have a card containing the comments made by the purchaser about that particular record.

Featuring Standard Records

There are some records which might be called standard favorites because there is a constant call for them in spite of the fact that they were first issued years ago. What are the standard favorites in your store? Couldn't you make an interesting display of these records and also include in your display some comment as to the reasons why they are such standard favorites? Such a window display would be somewhat different from the usual run of things in phonograph record window displays and for that reason would be quite sure to attract a considerable amount of attention and therefore boost the sales of the records quite materially.

Keeping in Touch With Musical Organization

Do you get all the talking machine and record business out of the musical organizations of your city that you should get? Of course, there are numerous such organizations in your city—there are in every city. There are church choirs, women's musical organizations, Bedouin Chanters in the local Mystic Shrine, glee clubs, school singing societies and so on. Always the folks who belong to these bodies are lovers of music. And in most instances they are folks who can afford to gratify their love of music. So it would be a good piece of business for you to secure the names and addresses of all the music organization members in your city and to personally solicit all these folks for the sale of phonographs and records. In many instances it might be found that these people already owned small phonographs and in such cases there would be a chance for a replacement sale. And in other instances it might be found that there was no talking machine in the family, so there would be a chance for a new sale. Also many records could undoubtedly be disposed of in this manner. Such a bit of solicitation would also indelibly impress the store upon all these music lovers and such a thing would be a fine thing for future business.

Putting Over Novel Bit of Publicity

Every time a famous stage or vaudeville star comes to your town you have the chance of putting over an interesting and novel bit of advertising. Get in touch with the star or with the manager of the show, find out what the star's favorite record is and then make a window display of this record and offer to demonstrate the record to people who are interested enough to come in the store and ask for a demonstration. All theatrical folks would be perfectly willing to co-operate in such a stunt for the sake of the publicity they would receive. Or, if some star makes a great local hit by the singing of some special song, make a display of the record of that song if you have it in stock. If the star chanced to be a vaudeville actor in your city for a period of three or four days or a week the display would be just that much more effective than if the star were in the city for only a single night's stand.

Hooking Up With the "Movies"

It is possible for the alert talking machine dealer to also hook up with the movies by watching for the use of talking machines in the pictures. Every now and then a "talker" is

seen in some big picture production and when this is the case the store might reproduce the scene in which the instrument appears in the show window as effectively as possible and with it might include a placard reading about as follows:

"NOTICE THE PHONOGRAPH IN 'UP AND AT 'EM,' NOW SHOWING AT THE STRAND THEATRE.

"What record is being played on the machine in this picture?"

"What record do you think would be most appropriate for the scene in which the talking machine appears?"

"Come in and register your opinion of the matter. To the five persons registering the most appropriate opinions we will award to each five new jazz records. The decision as to the most appropriate record will be made by the advertising managers of the local newspapers and the proprietor of the Strand Theatre. This contest will be for this week only. Come in now and register your guess."

Of course, the theatre would co-operate to the limit in helping the store make a success of this stunt, as the affair would mean a lot of desirable publicity for the theatre and the advertising managers of the local papers would be glad to help out the store in the hope of getting some extra advertising out of the stunt.

Such a stunt would undoubtedly bring a lot of people into the store and should be of distinct aid in helping record sales.

Varied Uses of "Talkers" and Records

For what varied purposes have talking machines been purchased at your store during the past month or recent months? It would be interesting to list all the varied uses to which the instruments purchased at your store during this period have been put. Such a list would probably include: Home dancing, private lesson danc-

ing at a local academy, music for a farmers' institute, helping printers in a print shop be more contented with their work, livening up a restaurant during the day, and so on.

Many folks would undoubtedly be attracted by such a list and would undoubtedly read it, and the reading of such a list would probably suggest uses to the readers which might make sales which otherwise would never be made.

In this connection it may be stated that it is always a good thing for the dealer to impress the wide variety of uses for talking machines on the public as effectively as possible, because quite a number of people are inclined to feel the instrument is a strictly home proposition.

Capitalize Your Record Purchasers

Who purchase the greatest number of records at your store, men or women? Why not keep track of the record purchases for a period of a week or so and then frame an advertisement asking whether or not the sex which purchases the smallest number of records doesn't appreciate music as much as the other sex? Surely such a stunt would attract a lot of attention, especially if you gave some actual figures showing the number of records purchased by both men and women during a certain period. It would also be interesting to analyze the purchases of jazz music and classical music to see whether it is men or women who purchase the greatest number of selections of these two types.

The proposition of selling more talking machines and more records is merely a matter of going after the business.

The store which goes after the business the most strenuously and the most intelligently will get the business.

This will be a

VICTROLA SUMMER!

"Dance Any Time"

YOUR VICTROLA IS ALWAYS READY!

with a

KNICKERBOCKER READY-TO-PLAY CARRYING CASE

For Victrola IV Case
\$20.00 List

For Victrola VI Case
\$22.00 List



Trade prices upon application to your nearest Victor wholesaler, or

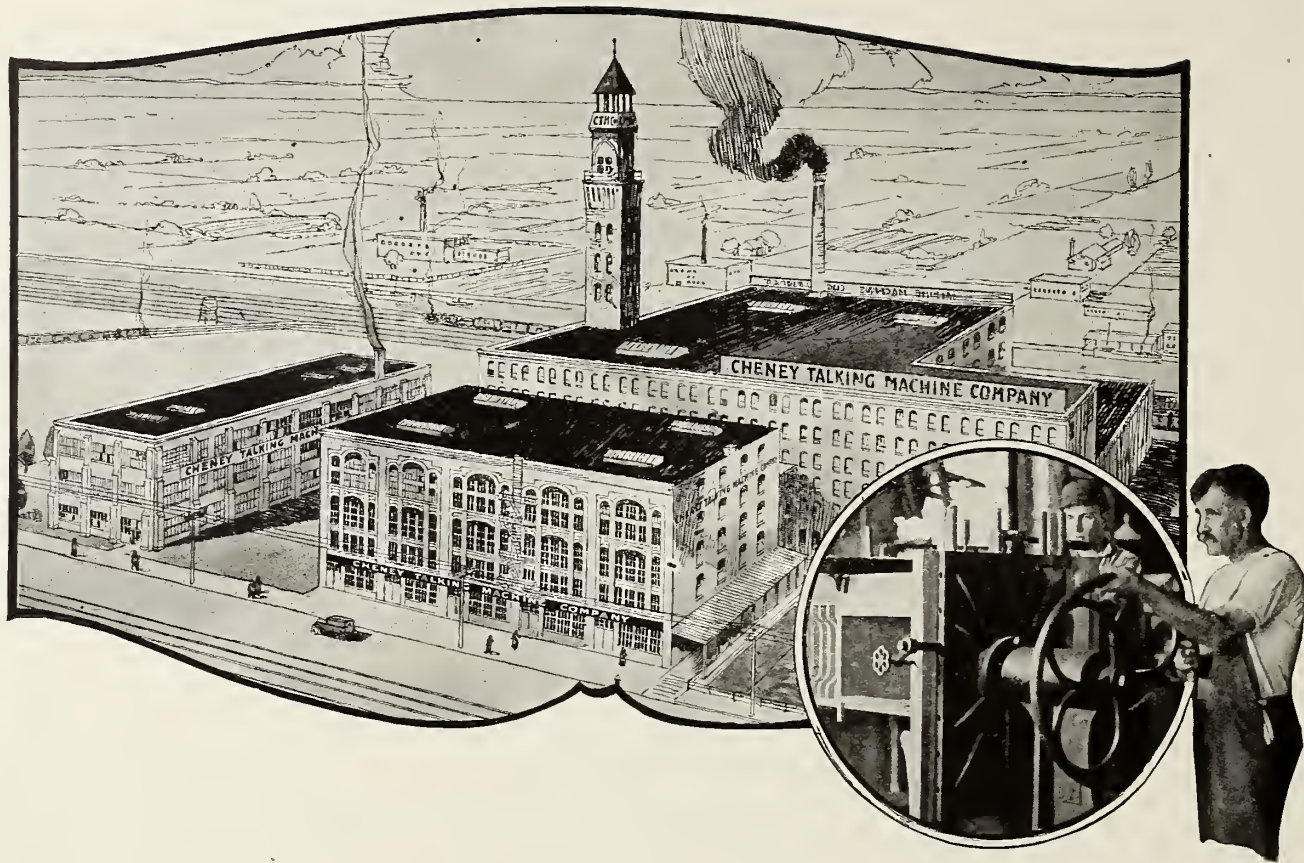
KNICKERBOCKER TALKING MACHINE CO.

INCORPORATED

METROPOLITAN VICTOR WHOLESALERS

ABRAM DAVEGA, Vice Pres.

138-140 West 124th Street
New York City



The Cheney Factories

The reputation of The Cheney for unusual quality will be maintained and enhanced as a result of our absolute ownership and control over every detail of manufacture.

CHENEY TALKING MACHINE COMPANY, Chicago



The
CHENEY

*The Master Instrument
 With the Violin Resonator and Orchestral Chambers*



Utilizing the Holidays and the Baseball Season as Business Developers :: :: By W. Bliss Stoddard

Talking machines and records can be pushed to decided advantage on the Fourth of July whenever they are sold by establishments which, like drug stores, are compelled to keep open on that day for the convenience of patrons. The Key Drug Co., of Riverside, Cal., is a case in point. Its large talking machine department is located in the rear of the store, where there is ample room for demonstration. On July 4 of last year this room was adorned with flags and bunting, and pictures of composers of many of the patriotic songs as well as those of several noted singers, like McCormack and Mme. Homer, who produce these songs for the records. A high glass case against the wall held a large number of records, each with name and price. Comfortable chairs were disposed about the room, where one could listen to the music as though in a private home instead of a public auditorium. Thus in the slack hours of the day two or three persons would be delightfully entertained. They also had a large number of folding chairs which could be set up at a moment's notice, offering accommodations for nearly a hundred auditors, so that when a crowd collected all could be seated. A talking machine rendering patriotic selections was kept in operation constantly, and at intervals—morning, afternoon and evening—local singers rendered some of the national airs. At the opening of the store at nine o'clock the entire store force gathered on the balcony and sang "The Star Spangled Banner."

Due notice of the arrangements made for the pleasure of the guests was set forth in an announcement made through the columns of the newspapers:

FOURTH OF JULY CONCERT
For the pleasure of the citizens of Riverside and their out-of-town guests, we have arranged a special entertainment for the

GLORIOUS FOURTH
During the morning, afternoon and evening there will be an hourly rendition of one of America's stirring patriotic songs—songs of the Revolutionary, Civil, Spanish and World Wars—by several local soloists.

At 9 o'clock, at the opening of the store, there will be the singing of "The Star Spangled Banner" by employes and visitors present.

Music by the greatest living singers will be heard at all times in our spacious phonograph department. Visitors always welcome.

At the entrance of the store was a tall bulletin board on which was chalked:

"Let the Sound of Delicious Music Fall in Your Ears!"

When wearied with the crowds and the dust and the glare—drop into our talking machine department and refresh yourself listening to some of our patriotic records rendered by the greatest living singers. Visitors cordially welcomed at all times.

This advertising was productive of splendid results. Many availed themselves of the offer to rest and hear the music in a quiet, reposeful spot. Although an attendant was on hand to demonstrate any record and make a sale if anything was desired, nobody was asked or expected to buy. They relied far more on their service, and on getting people interested in good records and in building up future business.

Baseball and Phonograph Records

Have you ever stopped to think of the wonderful opportunity there is to appeal to the hundreds of baseball fans in your town by linking your store with baseball? The interest you show in the local team will be reflected in the patronage of the fans. Of course, you are proud of the home team, but did it ever occur to you to express your admiration in a tangible manner to

the players, or to boost baseball in general? If not, the story of the method in which the B. Deutser Co., Beaumont, Texas, earned the good will of the fans and increased their sale of records will be interesting.

At the beginning of the season they planned a campaign to boost the local team. They secured a cut of the silver trophy which was to be presented to the winning team of the State League, of which the Exporters—the Beaumont team—were members. Then they took a half page in the papers, embellished it with a large photograph of the cup and printed in big black letters at the top "Beaumont Must 'Kop' That Cup!" This naturally made all the fans sit up and take notice. Their ad then continued:

LET'S GO!
Everybody will be at Magnolia Park rooting for the Exporters on April 15. Drop your business and join the crowds that are going to the opening game. The success of the season depends upon attendance. We are out to boost baseball and the Beaumont team

KOP THAT CUP!
In order to start the season with a snappy game we make this offer to you, Exporters:

Five dollars' worth of records for the first player who makes a home run. Your choice of any records in our stock.

Come in and hear some of them played when you are down our way.

Hundreds of little labels, adorned with the picture of a baseball player, with the slogan "Kop That Cup," were printed and attached to all letters and packages sent out during April and May—or until they had gotten the whole town interested in rooting for the home team.

The window used by them during the baseball campaign was covered with green felt upon which was chalked a baseball diamond, with

(Continued on page 16)



Wholesale Exclusively

PEARSALL Dealers Say Business is Good. Is yours?

Answer—PEARSALL 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



Lovely Hulda Lashanska sings "Thy Beaming Eyes," composed by E. A. MacDowell. Both artist and composer were "made in America." Can you sell a song by the most popular composer in America sung by one of America's most popular sopranos? The answer is "Yes." Columbia 78355.

**Columbia Graphophone Co.
NEW YORK**

SEASONABLE BUSINESS DEVELOPERS

(Continued from page 15)

talking machine records for bases. A large framed picture of the local team was set on an easel, with a talking machine at the other end, and overhead was a canvas sign:

BEAUMONT MUST "KOP" THAT CUP!

On posts in the middle of the display were hung a number of the new records. After the opening game they displayed in the window a photo of the local player who made a home run and secured the talking machine records, while at the other side was the list of the records he chose. Naturally the sales of these particular records increased at a great rate among the fans, who followed the lead of their baseball hero.

H. L. HOPKINS BUYS EDISON BUSINESS

CHARLOTTE, N. C., June 4.—The stock, fixtures and good will of the firm of Brown & Page, Edison phonograph dealers of this city, was recently purchased by Howard L. Hopkins and several associates. The concern is located at 231 South Tyron street. The new owners will retain the original name. Hampton S. Brown, member of the old firm, will be a director and stockholder in the new organization, whose capital stock will be increased according to officers of the company.

RECORDS CHRISTIAN SCIENCE HYMNS

Lloyd Simonson, the well-known baritone, recently recorded two of the best-known hymns of the Christian Science Church—"Shepherd, Show Me How to Go" and "Saw Ye My Saviour?" These records were announced in the May list, and the demand already indicates their popularity. Mr. Simonson was selected to make these records because of his experience as a soloist in the Christian Science Church. The records indicate that his selection was well justified, for he has beautifully delivered his musical message, his enunciation being admirable.

NEW INCORPORATION

New Comfort Talking Machine Co., Inc., of Wilmington, Del., has been incorporated under the laws of that State with a capital of \$350,000 for the purpose of manufacturing talking machines, records, etc.

VICTOR DEALERS ORGANIZE

**Southwestern Association Formed in Dallas—
Hope Soon to Enroll 200 Members in Body**

DALLAS, TEX., June 4.—Following fast on the heels of the convention of the Texas Music Merchants' Association held recently in this city, and indeed a sort of auxiliary to it, was the meeting of Victor dealers located in the southwestern part of the State, who came together for the first time for the purpose of organization. Twenty-five Victor merchants were present at the initial meetings, which were held in the Bush Temple, May 5 and 6. The first officers chosen to serve the new body during the current year were as follows: H. W. Gratigny, of Bush & Gerts Piano Co., Dallas, president; W. Howard Beasley, of H. V. Beasley Music Co., Texarkana, Ark., vice-president; Lester Gunst, of the Lester Gunst Co., Dallas, secretary; E. S. Goodell, of Pierce-Goodell Piano Co., Beaumont, treasurer.

The above-named officers, together with the five Victor dealers whose names follow, will form an Executive Committee for the Association: G. N. Copley, of Thos. Goggan & Bros, Houston; J. Culberson Deal, of Angelo Furniture Co., San Angelo; E. E. Hall, of Hall Music Co., Abilene; H. P. Mayer, of H. P. Mayer Music Co., Paris, and G. M. Adams, of Mitchell-Greer Co., Ft. Worth.

Much optimism and "pep" were displayed by the charter members of the newly organized association, and the belief prevailed in all quarters that this nucleus of twenty-five Victor dealers can be made to grow in a comparatively short time to a membership of 200 or more. Everyone concedes that there was a very real demand for such an organization and that when the latter begins to function it will be the instrument of much good within the talking machine trade in the Southwestern territory and beyond.

At the two-day meeting various subjects, such as charging of interest on deferred payments, terms, and other matters of like importance to the trade in general, were discussed. Beyond these discussions the meetings had a necessary value in getting the "Southwesterners" together for the first time. Membership dues were fixed at \$10 a year. Though without an elaborate program and extensive entertainment features, the two-day conclave of Victor dealers was provocative of much benefit and a more varied pro-

gram is planned for the second meeting, which will probably occur later this year. By that time the membership will have greatly increased. It is planned to have one or two factory officials and other men of national prominence present at that time to address the Association. The first session of the Association closed with a luncheon held in Sanger Bros.' cafe.

VAN VEEN & CO. MAKE SALES DRIVE

**Carry on Live Campaign Among Dealers in
Five Principal Cities**

An intensive drive for business was made by Van Veen & Co., Inc., New York, manufacturers of Van Veen equipment for talking machine warerooms beginning on Saturday, May 21. This energetic sales campaign was inaugurated simultaneously in five large cities—Buffalo, Pittsburgh, Cincinnati, Cleveland and Baltimore. The local dealers were called upon. The immediate importance of equipping their warerooms now for the busy Fall season was urged and the gospel of the need for attractive talking machine warerooms was preached. The decision to make this drive was greatly encouraged by inquiries received from dealers in the territories in which the campaign was made.

Attention was directed in every instance to the model shop in each of these cities equipped by Van Veen & Co., Inc., at the headquarters of the Columbia distributor. The following division of territory was made: Buffalo was covered by Arthur L. Van Veen, president of the company; Pittsburgh by Leon Tobias, secretary; Cleveland, H. A. Dalley, vice-president; Cincinnati, W. B. Richards; Baltimore, J. J. Vandergrift.

SENDS QUESTIONNAIRE TO DEALERS

**Usoskin Litho., Inc., Asks Talking Machine Men
to Determine Size of Window Cards**

An interesting questionnaire was recently sent by the Usoskin Litho., Inc., producers of the Usoskin Victor Window Service, New York City, to Victor dealers, asking for a statement of their preferences as between either nine small cards each month or two or three large ones. The majority preference as expressed in the replies was to rule. The response to this questionnaire was large and resulted in an equal division of choice. Accordingly the Usoskin Co. will hereafter alternate between large and small cards in the monthly service which this concern sells.

TWO ESTABLISHMENTS COMBINE

The Jessup Piano Co. and J. H. Bartlett, talking machine dealer, both of Wilmington, Del., have consolidated their businesses. The former company was organized about two years ago, while Mr. Bartlett has been in business in Wilmington all his life. The latter for several years has conducted an exclusive talking machine establishment on Seventh street, that city.



PHONOGRAPH CASES Reinforced 3-ply Veneer

**The Standard Case for Talk-
ing Machines and Records**

Let us figure on your requirements

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



Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

Experts Tell Why The Widdicomb Amplifying Tone Chamber Gives Supremacy of Tone—The New-Day Type of Phonograph

(Important to Phonograph Merchants)

EVERY day now phonograph merchants, men of long experience in this business, write us telling how the remarkable tonal qualities of the Widdicomb increase sales. Hardly a day goes by that we do not get at least a dozen letters of this nature.

These men, dealers who are successful merchandisers, say that the Widdicomb Amplifying Tone Chamber marks a new epoch in phonograph history. They all agree that this has been a big factor in the increase of Widdicomb business. And now Widdicomb experts are telling us what this Amplifying Tone Chamber accomplishes.

A New Factor in the Phonograph

Widdicomb scientists have now invented a new factor for the phonograph. It is the Widdicomb Amplifying Vibrationless Tone Chamber. This Tone Chamber accomplishes three main results.

First: It is now possible to play all makes of records on the Widdicomb without the slightest vibration or metallic harshness. This in itself is an extraordinary feature. It gives the Widdicomb a clear, melodious, restful tone. There is not the slightest trace of harshness or metallic grinding

which heretofore has been common in most phonographs.

Second: When playing an orchestral record on the Widdicomb, the deeper, richer notes are given equal prominence. This is an exceedingly rare quality. It marks a big step forward for the Widdicomb.

Third: Full value is now given to the lower as well as to the higher musical tones. This feature, now exclusive in the Widdicomb, has never before been possible in a phonograph.

Exclusive Features—Big Sales

These three big exclusive features are directly due to the Widdicomb Amplifying Tone Chamber. It gives the Widdicomb supremacy of tone and makes greater sales possible for Widdicomb dealers.

The exclusive Widdicomb Amplifying Tone Chamber is made of a patented composition that positively eliminates vibration. The sound waves as they pass through it are extended and expanded so that you get full tonal value without

"blasting." In other words, it simply reproduces more truly.

The Widdicomb is truly a new-day type of phonograph. Dealers who sell the Widdicomb feel confident that they sell a phonograph of the highest quality, unequalled in tone, distinctive in appearance and richer in special features than any other phonograph on the market. Let us send you the details of the 1921 franchise.

Big Demand

Phonograph merchants know that the trend in the phonograph world is toward better and more artistic design. Today the phonograph is more than a musical instrument. It is used to enhance the beauty of the home and necessarily must blend with the other furniture surroundings. This development in the new type of phonograph can only be expected from master craftsmen of the cabinet-maker's art. It is but natural, therefore, that the Widdicomb Furniture Company, fine furniture designers since 1865, should be the leaders of this new-day type of phonograph.

Many Period Styles

Widdicomb console phonographs are made in many period styles. Each model portrays handsomely the fine art of true period interpretation. The artistic cabinet designs and the finish of the Widdicomb are the result of an organization which has more than 50 years of splendid reputation behind it for skill in the art of wood fashioning.

Widdicomb console models contain many distinctive features in design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records and Widdicomb prices range from \$95.00 to \$325.00. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

The graceful cabinet pictured above is the Widdicomb Early American console model. This remarkable machine lists for \$190.00. There is not another phonograph on the market like it at the price.

(51)

The Widdicomb Furniture Company

Grand Rapids, Michigan

Fine Furniture Designers since 1865

NOVEL STAGE HELPS FESTIVAL

Victrolas and Victor Dogs Have Prominent Position During Music Festival Program

An unusually effective scheme that went "big" with the audience attending the annual May Festival of Music by the Lamb's Concert Orchestra, of Pottstown, Pa., held recently in the Grand Opera House, that city, was the unique stage setting for the affair which quite shared honors with the program itself at the hands of the auditors.

This consisted of a background of roses, palms and ferns fronted by a semi-circle of Victrolas extending the full width of the stage, with the familiar Victor dog at "attention" before each instrument. As the varied and delightful musical numbers were delivered by artists of unusual competency, it became more and more apparent to the interested listeners how simple and satisfactory a thing it would be, after all, to carry home with them the instrument and records which could so easily and so often reproduce the identical selections they so generously applauded. The idea was an exceptionally suggestive one and no small benefit has already accrued from it in music trade circles here.

Participating in the long and generous program were Miss Lillias Taylor Egolf, leading Philadelphia contralto; Miss Beatrice Kendall Eaton, favorite Pottstown-soprano, and Pietro Deiro, accordionist and well-known Victor artist. William F. Lamb, proprietor of the Pottstown music house that bears his name and widely acquainted in music trade circles throughout the State, who conducted the festival, was showered with compliments at the termination of the evening's program.

NEW INCORPORATION

The Phono-Toy Co., of Manhattan, has been incorporated under the laws of the State of New York, with a capital stock of \$500,000. E. & J. Ennison are the incorporators.

OPENS NEW RECORD DEPARTMENT

Davis, Burkham & Tyler Co. Now Have Section for Demonstration and Sale of Discs

EAST LIVERPOOL, O., June 1.—The Davis, Burkham & Taylor Co., who operate seventeen music and music supply houses in Ohio, Pennsylvania and West Virginia, opened the new record department in their local store Saturday morning. The department was visited by several hundred people during the day. Souvenirs were given everyone.

The new department consists of nine sound-proof booths, electrically cooled and ventilated, for the convenience of the trade. Trained experts have been engaged to serve the patrons who visit this store for phonographs. The new addition, it is claimed, makes the local store, situated on Fifth street and Broadway, one of the most up-to-date music establishments in the Ohio Valley.

EDISON GETS BACK FIRST MACHINE

Old Talking Instrument With Cylinder of Tin Foil in Inventor's Hands After Forty Years

One of Edison's first talking machines with a cylinder of tin foil has been returned to the inventor after an absence of forty years. At that time he presented it to Robert S. Osborne, now deceased, one-time inspector for the New York Board of Fire Underwriters, who left the machine to his son, John H. Osborne, of Newark, N. J., who, in turn, gave it to A. H. Osborne, of Belleville, N. J., a friend of the family but not a relative. The latter quite recently presented it to Mr. Edison. Barely a half dozen of these machines are known to be in existence, and because of this the inventor is likely to preserve it as an exhibit.

The Rike-Kumler music store of Columbus, O., has recently installed a complete Victrola department.

BUYING RECORDS OVER 'PHONE

Impatient Admirer of Talking Machine Hears Records Over 'Phone at Pa's Expense

It was raining and Camilla decided that she could never live through the afternoon unless she could get a half dozen new talking machine records. She tried to get a taxicab, but all were taken by the theatre crowds. At last she struck upon an idea which only could originate in a bobbed blond head. She would telephone to the music store and have the man play the records for her over the 'phone. If she liked them he could send them over and she would not have to go out.

Camilla called up the store and asked the proprietor if he would mind pushing a talking machine near the 'phone so she could hear the records. As she was one of his best customers he consented. Camilla sat and listened to eleven records and decided that she would only take seven of them. Soon the doorbell rang and the boy from the music store appeared with the records.

Camilla's father hasn't a good sense of appreciation of inventive genius at all, says the New York Sun. He complained about Camilla spending \$4.70 for calling up the music shop.

E. W. KILLGORE WITH VICTOR CO.

E. W. Killgore is a new addition to the traveling sales force of the Victor Talking Machine Co., covering territory in the Middle West. Mr. Killgore was formerly in advertising and sales promotion work with the New York Telephone Co.

ADDS TALKING MACHINE LINES

Nicolas Carries, local novelty dealer of Beacon, N. Y., has entered the talking machine field, having lately added the Victor lines, both Victrolas and records, to his stock. Two sound-proof demonstration booths have been installed in space heretofore occupied by other goods.

STATEMENT *OKeh* Records have proven themselves!

QUESTION-Has your service been as good as the record?

SUGGESTION - Try **KENNEDY-GREEN** service in connection with

OKeh Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

Turn small change to profit

Okeh

NEEDLES

"THE NEEDLE OF QUALITY"

that sell themselves
from the Okeh
Display
Case.

Place the
Okeh needle
display container
on your counter and
your cash register
will ring up more
even sales

Hundreds of
dealers are making
the *extra* profit with-
out trouble or
bother - *why not you*

Prove it to yourself
mail coupon to-day



Manufactured and Guaranteed by
GENERAL PHONOGRAPH CORPORATION
25 WEST 45th STREET NEW YORK CITY

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street New York City

Please give further information

NAME _____
ADDRESS _____
STATE _____



The Credit Manager's Problems—Analyzing 3,000 Representative Accounts :: :: By D. G. Baird

"That's one of the joys of the talking machine business," ironically remarked the credit manager of a large mid-Western music house as an investigator came in and reported that he had "pulled" three machines, while two parties who owed the major portion of the purchase price on talking machines had "skipped" without leaving any forwarding address.

The investigator had other results to report. Not only had he found it necessary to take back three talking machines, the purchasers of which had proved positively that they would not pay, and found that two families had moved away without leaving any means of tracing them, but in several instances he had been unable to find anyone at home when he called to collect, while still others had postponed payment on one pretext or another.

And so it goes, day after day. The problem of how to avoid the necessity of taking back used machines and to prevent the escape of dishonest customers who pay a small initial sum and then skip out, owing the dealer the remainder of the account, is by far the most important one the talking machine dealer has to face to-day.

What is to guide him in passing on applications for credit?

He may become a member of a credit men's association, in which case he can readily ascertain whether or not the applicant has ever opened an account with a member of the association, and, if so, whether he paid such account without coercion.

But what is to guide him in reaching his decision on applications from persons who never before asked for credit from a member of the association?

He must, briefly, be guided by past experience or else just take a chance. He knows, in a general way, that certain classes of people are good risks, while certain other classes are poor risks. He knows to avoid the account of the man who has held half a dozen jobs within the past six months or the one who has been in the city only three months, while he remained only four months in the city from which he came. He is warned, maybe, against women whose husbands are suing for divorce or who have disclaimed responsibility for debts contracted by their wives.

But what of, say, merchants, considered as a

class? Are they good risks or poor risks? Or mechanics? Or professional men? What of Russians as a race? Or Teutons? Or Englishmen? Or Negroes? Or Americans? Are they good risks, as a rule, or poor risks?

Charting 3,000 Representative Accounts

Manifestly, if the dealer knew just exactly what percentage of a large number of American mechanics had proved to be good payers and what percentage of a large number of Irish city employes had shown themselves to be poor payers, or vice versa, he would feel far safer in

and professions—a very interesting compilation.

That the 3,000 accounts chosen are representative is obvious from these facts: They represent accounts numbers 30,000 to 33,000 on the firm's books, being, therefore, accounts handled by a house that had been in business long enough to be well experienced in passing on applications and in collecting accounts; they were charted during the time when they were actually being carried on the firm's books; they cover a period of prosperity and a period of slight business depression, and they were handled in exactly the

3000 REGULAR ACCOUNTS	MECHANICS	RESTAURANT EMPLOYERS	MASONRY	CONTRACTORS	CARPENTERS	ELECTRICIANS	PLUMBERS	PAINTERS	TAXI-DRIVERS	SALESMEN	CHEFS	LAWYERS-DRUGGISTS	MERCHANTS	INSURANCE	TRAVELING	TELEPHONE OPERATORS	TELEPHONE REPAIR WORKMEN	CITY POLICE	DETECTIVES	EMPLOYERS	PARROTTERS	R.R.	JANITORS	PROTECTORS	HOUSEHOLDERS	DRIVERS	LABORERS	DOMESTICS	LAUNDRY HELP	TOTALS	PER CENT				
AMERICANS	928		60	16	17	8	272	16	22	21			55	33	40	18	62	10	10	50	21	37	8	1715	57.2										
HEBREWS	25	2																																	
POLES & FINNS	85	2	7	3	1	1	14																												
ITALIANS	20	1																																	
GREEKS	7	4																																	
NEGROES-MALTESE	51	2	1																																
IRISH	44		2	1	1																														
SCOTCH-WELCH	30	1	1	2	1																														
TEUTONS	85	4	9	5																															
ANGLO ENGLISH-SAXONS	116	4	7	3	2																														
FRENCH-BELGIANS	60		2	3	1	1	10	1	2																										
RUSSIANS	30																																		
SCANDINAVIANS	27		5																																
BALKANS	27	1																																	
SPANISH	5	1																																	
DOUBTFUL	49	2	5	3	2	2	35	3	8	4																									
TOTALS	1642	36	99	36	26	16	446	33	61	32			84	51	58	34	90	27	16	81	44	59	32	3000	49.6										
PER CENT	54.7	12	3.3	1.2	9	5	14.9	1.1	2	1.1			2.8	1.7	1.9	1.1	3	9	.5	2.7	1.5	2	1.1	100.3											

Chart No. 1—Accounts Classified by Nationalities, Trades and Professions

passing on the application of a customer from one of these groups.

To secure just this information the credit manager of a large establishment that does a great credit business recently charted 3,000 representative accounts actually being carried on the firm's books at the time. These 3,000 persons are classified under fifteen nationalities, including one doubtful group, and are divided into twenty-two groups based on their trades

same way as are other accounts by this firm.

There are two of these charts. The one herewith shows the number of persons of each of fourteen nationalities and one doubtful group who opened accounts, divides these into groups representing twenty-two trades or professions with totals and percentages for races and trades.

Reading the first column of this chart from left to right, for instance, we see that of the

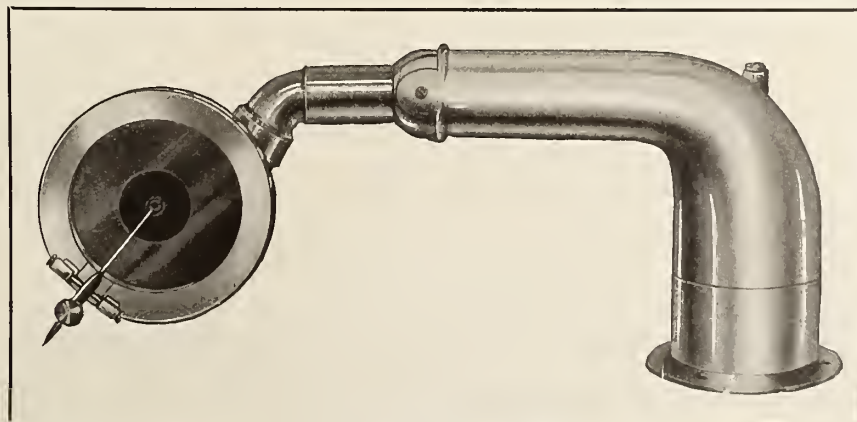
(Continued on page 21)

BIG VALUE IN BOTH TONE AND PRICE

7 1/2 inches
and
8 1/2 inches
centre to centre

Large size sound
box

Mica diaphragm



Our No. 5 Octa-
gon Sound Box to
fit the Victor,
Columbia and
Sonora
is the best

Send for sample

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City

THE CONTROLA

"The Greatest Improvement to the Talking Machine in Years."

After years of careful research we are now able to offer a PERFECT and POSITIVE Automatic Control for Talking Machines.

We mean to say by

PERFECT

It is all that can be desired in construction, silence, simplicity and automatic functions.

POSITIVE

It never fails to instantly function on any record on any Talking Machine. It is not only fool-proof, but it will not get out of order.

AUTOMATIC

That absolutely no setting or attention is ever required. Once attached it may be forgotten, as it always functions with absolute precision.

The Controla is the First and Only device of its kind ever offered to the trade.

It is the First and Only device which entirely eliminates starting and stopping levers.

STARTS

Placing the needle automatically starts the motor.

LIFTS the NEEDLE

At the conclusion of the music the needle is automatically lifted, sufficiently to allow the needle and record being changed without moving the tone-arm. Lifting the needle also prevents the mutilation of the record, and eliminates all disagreeable scratching.

STOPS

Within one revolution the motor automatically stops, silently and without shock.

The Controla is Permanent, Non-Set and Inconspicuous.

Remember, you do absolutely nothing but place the needle on the record. The Controla does the rest, and the wonder of it all is

"IT NEVER FAILS"

Let us tell you about it.

Phonograph Control Corporation

120 MARKET STREET

NEWARK, N. J.

THE CREDIT MANAGER'S PROBLEMS—ANALYZING 3,000 REPRESENTATIVE ACCOUNTS—(Continued from page 19)

3,000 persons who opened accounts 928 were American mechanics; 60 were American contractors, carpenters and masons; 16 were American plumbers and electricians, and so on over to the totals, where we find that 1,715, or 57.2 per cent of the total number charted, were Americans. The next column shows that 58, or 1.9 per cent of the total number charted, were Hebrews; the next that 149, or 5 per cent, were Poles and Finns, and so on down the list.

Reading down the first column, which is headed "Mechanics," we find that 928 of these were Americans, 25 were Hebrews, 85 were Poles and Finns, 20 were Italians, and so on down the list to the totals, where we learn that 1,642, or 54.7 per cent of the total number, were mechanics. The second column shows that 36, or 1.2 per cent, were restaurant employees; the next that 99, or 3.3 per cent, were contractors, carpenters and masons; and so on over to the totals, which show the number charted to be 3,000 and the percentage 100.3—a discrepancy of .3 per cent caused by carrying the decimals to only one place.

It will be seen that the trades are in some instances grouped. "Professionals," for example, embrace lawyers, doctors, nurses, teachers and musicians. "Mechanics" include all factory workers, while "City Employees" include policemen, firemen and postal employees. This is done, of course, to prevent making the chart over large, and is done only where the different trades or professions are very closely related.

The races are in some instances subdivided into nationalities and there may be some little difference of opinion about a few of these categories. The doubtful group, totaling 190 of the 3,000, are those whose race the credit man failed to inquire or to determine.

Chart of Difficult Collections Made

The second chart herewith is arranged the same way as the one already described, but gives, instead of the total number who opened accounts, only those who proved to be difficult to collect from. It is important to bear in mind that these accounts do not represent actual losses, but merely those which necessitated the use of some pressure before collections were made. Some of them, it is true, did "skip," but as a matter of fact the actual losses of this house aggregate less than 2 per cent.

This chart shows that 334, or 11.1 per cent of the total number of persons who opened accounts during the period, failed to pay without some pressure being brought to bear upon them. Of this number seventy-eight were American mechanics, four were American restaurant employees, eleven were American builders and contractors, and so on over to the totals, which show that 166, or 50 per cent of those who failed to meet their obligations promptly, were Americans. This, at first glance, may appear rather unfavorable to the Americans, but going back to the first chart we find that 57.2 per cent of the total number of accounts were Americans, so the percentage of Americans who failed to pay without pressure is 7.2 less than the per cent of Americans who bought. Our second chart shows also that the average percentage of delinquents of all nationalities was 11.1, while the average for the Americans was only 9.7 per cent.

Of the races, the Russians, according to the chart, are the poorest to pay, 29.7 per cent of these having failed to meet their obligations. These are followed by the Balkans, with a percentage of 27; the Italians, with a percentage of 25.6, and the Greeks, with an even 25. Those whose percentages exceed the general average of 11.1 are indicated on the chart by a circle around the figures.

Of the trades the restaurant employees lead the delinquents with an average of 25 per cent. These are followed by the domestics and laundry workers, with an average of 22.7 per cent, and the porters and janitors, with an average of 22.2 per cent of delinquents.

In considering these totals due allowance should be made for the fact that in some cases only a very few of one race or trade are represented. Then, too, great care is exercised in

extending credit to groups that are well known to be poor payers. Taxi drivers, for example, are by no means the easiest group to collect from, and yet they appear on the chart with a clean slate. Only sixteen of these were granted credit and they were carefully investigated, with the result that every one of them paid up promptly. Only eleven Russians failed to keep their agreements, yet they head the list of delinquents, with a rating of 29.7 per cent and are followed by eleven Balkans, with 27 per cent,

with an average of 6 per cent, and the plumbers and electricians, with an average 8.3 per cent, follow the professional group. There are thirty-three in the professional category, thirty-four painters and decorators and thirty-six plumbers and electricians on the chart.

To the layman it may be surprising to learn that 18 per cent of the merchants and 15.6 per cent of the brokers, real estate and insurance men did not pay promptly. Nor can we excuse them on the ground of small numbers. There

3000 ACCOUNTS 334 WHO REQUIRED SOME PRESSURE BEFORE PAYING	MECHANICS	RESTAURANT EMPLOYEES	CONTRACTORS CARPENTERS MASONRY	ELECTRICIANS	PLUMBERS	PRINTERS	TAXI- DRIVERS	CLERKS & SALESMEN	LAUNDRIES	MECHANICS	STREET CAR LIGHT & GAS CO. EMPLOYEES	RETAIL STORE OPERATORS	TELEPHONE OPERATORS	POLICE IN POSTAL EMP.	DEPOSITORS	EMPLOYEES RETAIL STORES	PORTERS & JANITORS	ROOMING HOUSEKEEPERS	DRUGGISTS	THINK TANK	LAUNDRY HELP	DOMESTIC & LAUNDRY	LABORERS	BARBERS	PER CENT DELINQUENTS	TOTALS	PER CENT TOTAL
AMERICANS	78	4	11	2	1			22		2	5	3	4	1	7	3	8	2	10					9.7	166	50	
HEBREW'S	3	1						3															1	19.3	11	3.3	
POLES & FINNS	10	1	1					1																10.7	16	4.8	
ITALIANS	6										1												1	25.6	8	2.4	
GREEKS	2	1								1														2.5	4	1.2	
NEGROES-MALTESE	4	1								1						5								15.7	14	4.2	
IRISH	3									1	1	1												8.8	8	2.4	
SCOTCH-WELSH	2	1		1																				8	4	1.2	
TEUTONS (GERMANS AUSTRIANS BOHEMIANS)	10										1													1	7.9	13	3.8
ANGLO-ENGLISH SAXONS CANADIANS	8	1	2		1			3		1					1	1									4.8	20	6.3
FRENCH-BELGIANS	6											1								2	1				9.7	10	3
RUSSIANS (LITHUANIANS HUNGARIANS CROATIAN SERBIANS RUSSIANS)	9									1														1	29.7	11	3.3
SCANDI- (SWEDES DANES NORWEGIANS HOLLANDERS)	2							1																	5.8	3	0.9
BALKANS (TURKS BULGARIANS RUMANIANS ASIRIANS SERBIANS)	9									2															2.7	11	3.3
SPANISH- (SPANISH PORTUGUESE CUBANS CENTRAL AM.)																											
DOUBTFUL	12					1		12		2			1			1				2	3			16.3	34	10.1	
TOTALS	164	9	15	3	3			42	1	11	5	8	5	7	2	9	6	3	15	10	12	4		11.1	334	100.2	
PER CENT-TRADES	48.8	2.7	4.5	.9	.9			12.5	3	3.3	1.5	2.4	1.5	2.1	6	2.7	1.8	.9	4.5	3	3.6	1.2				49.7	
PER CENT-DELINQUENT	10	2.5	15.1	8.3	11.5			9.4	3	18	15.6	9.5	9.8	12.1	6	10	22.2	18.8	15.3	22.7	20.2	12.6				-	

Chart No. 2—Analysis of People Who Opened Accounts, but Were Difficult to Collect From

Of the races, according to the chart, the Scandinavians—Swedes, Danes, Hollanders and Norwegians—have the best record, only three, or 5.8 per cent of the total of fifty-two who opened accounts, having become delinquent. These are followed by the Scotch and Welsh, with an average of 8 per cent, and the Irish with 8.8 per cent. A total of fifty Scotch and Welsh and of ninety-one Irish opened accounts.

Professional Men Good Payers

Of the trades the professional group proved to be the best to pay, only one member of this group having fallen behind. This places the professional at the head of the list, with an average of 3 per cent. The painters and deco-

were sixty-one merchants and thirty-two brokers, real estate and insurance men represented, and eleven of the former and five of the latter failed to pay without pressure. This is rather startling when compared with the professional group of thirty-three, with a single delinquent.

There are, of course, many other things to be considered in passing on applications for credit—whether one owns one's home, length of residence in the city, length of time in present position, salary, whether applicant lives at home, and many others—but the results thus obtained by this credit manager in charting 3,000 actual accounts will certainly prove a boon to other credit men the country over.

EDUCATION—a Direct Source of Greater Sales

Victor Dealers who are interested in providing their sales people with a broader knowledge of modern merchandising, and those desiring assistance in developing business among schools and colleges, can utilize to profitable advantage the services of the Educational Department conducted by the C. C. Mellor Company.

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.

**PETMECKY
NEEDLES**



CAUTION

THE only genuine Petmecky (combination tone) needles in the U. S. are manufactured by W. H. Bagshaw Co. Each Genuine Petmecky needle will play ten records and produce loud, soft and intermediate tones, by a change of position on the record. Owing to their peculiar construction, Genuine Petmecky needles are self-sharpening, improve the tone quality and prolong the life of the record.

A comparison with imitations, regardless of their name, will reveal that only Genuine PET-MECKY NEEDLES have the characteristic shape and produce the even tone throughout the running of 10 records.

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

When Is a "100% Perfect" Phonograph Not 100% Perfect?

HERE'S the story of an actual occurrence: Mr. Talking Machine Dealer sold an instrument to a customer. Before making delivery, the instrument was carefully inspected, the motor was accurately adjusted, graphite and oil were applied, and the dealer made sure that the sound box, mica diaphragm, tone-arm and reproducer were in perfect condition. Speed regulator and all other adjustments were conscientiously tested. The six phonograph records selected were put under the microscope, and found flawless, and absolutely free from all press marks and scratches. The phonograph and records were received by the customer in good condition, with a package of "needles." Within 24 hours, Mrs. Customer called on Friend Dealer to register a complaint. The instrument was "all wrong." The tone was "simply impossible." And "you should hear the way your records scratch and squeak."

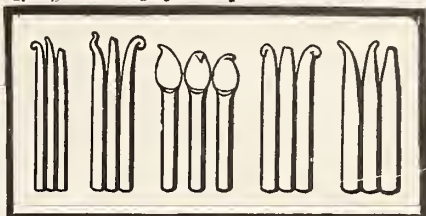
What was the answer?

After three hours' inspection of instrument and records, the seat of the trouble was found. The phonograph was "simply impossible" only because of the "simply impossible" needles.

BRILLIANTONE
STEEL NEEDLE CO. of America, Incorporated
Selling Agents for
W. H. BAGSHAW & CO. Factory, Lowell, Mass.
347 FIFTH AVENUE,
AT 34th STREET **NEW YORK** SUITE 610

Canadian Distributors: The Musical Mdse. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

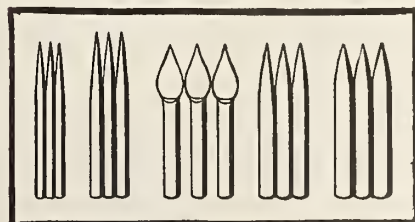
The "Simply Impossible" Kind



MORAL:

I N S U R E
YOUR "100%
PERFECT"
I N S T R U -
M E N T S and
R E C O R D S
with **GUAR-**
A N T E E D
100% PERFECT
BRILLIANTONE
S T E E L
N E E D L E S

Brilliantone Steel Needles





La Nuova Orchestra di Napoli plays the Columbia Novelty Record this month. Both the waltz "Impressions of Naples. Part 2," and the "Italian Fox-trot" are splendid examples of Italian music. Fine additions to your Novelty Record list. E-7115.

**Columbia Graphophone Co.
NEW YORK**

MODEL SHOP PROVES POPULAR

Columbia Dealers in Omaha Territory Well Pleased With Model Grafonola Shop—Dealers Using Ideas Displayed Therein to Advantage

OMAHA, NEB., June 4.—The new Omaha branch of the Columbia Graphophone Co. is proving very popular with Columbia dealers in this territory, due, in a measure, to the handsome Model Grafonola Shop which was recently installed. The shop is a building within a building, and on approaching it from the main entrance of the branch office there is displayed a complete store



Dealers Interested in Model Grafonola Shop front, with two large windows, attractively decorated with Columbia Grafonolas and records, display cards, etc. The interior presents a completely equipped Grafonola shop, embodying ideas of tested merit.

There are two hearing rooms in the rear of the shop, which, with the other panel work and equipment, are Col-Van construction. These fixtures all come in sections and can be taken out, re-erected and changed to fit any store. The lighting scheme is of the indirect type and the color scheme is exceptionally artistic. Ivory and light blue are the predominating colors, affording a handsome background for the Columbia Grafonolas.

The H. R. Bowen Furniture Co., of this city, and other dealers in the country territory have

utilized many ideas embodied in the Model Shop and have installed equipment based on these ideas. W. F. Mullen, Dealer Service supervisor of the Omaha branch, makes his headquarters in this shop, co-operating with the dealers in every possible way.

SONORA PORTABLE AT BALL GAME

At a recent baseball game between the Brooklyn and New York teams of the National League, when the excitement was at fever height, a New York roofer introduced a Sonora portable phonograph and played it to excellent advantage. This fan was an ardent admirer of George Kelly, the home-run king of the New York team, and every time he came to bat the fan played "Has Anybody Here Seen Kelly?" The record was heard throughout the stands and almost influenced George to hit one of his famous home runs.

ENRICO CARUSO OFF TO ITALY

Enrico Caruso, the great Victor artist, whose restoration to health is rapidly proceeding, sailed for Italy on May 28, to spend the Summer at his villa near Florence. He was accompanied by Mrs. Caruso and his daughter, Gloria, as well as by his brother, Giovanni Caruso, and his secretary, Bruno Zirato. General Manager Gatti-Casazza, of the Metropolitan Opera Co., has announced that Caruso will make his re-appearance with the famous New York company next season.

A ROCKFORD INCORPORATION

The Universal Phonograph Co., of Rockford, Ill., has been granted a certificate of incorporation. The officers are B. H. Guess, president; H. B. Guess, vice-president, and F. M. Ramor, secretary and treasurer.

The Lisher Music Co., Napa, Cal., has been incorporated with capital stock of \$100,000.

VICTROLAS FOR DAYTON, O., SCHOOLS

John Patterson, Well-known Philanthropist, Taking a Personal Interest in That Matter

DAYTON, O., June 2.—School children in the Dayton public schools stand a good chance of learning music, harmony and the appreciation of good music and opera, through the medium of the Victrola, if the plans of John Patterson, of the National Cash Register Co., work out.

When Mrs. Frances Elliott Clark, of the educational department of the Victor Talking Machine Co., attended the convention of the Ohio Music Teachers' Association here in April, Mr. Patterson, who is confined to his home, sent for her to come to tell of the work she is doing in education and in what way it might be of profit to him and his organization. Mr. Patterson immediately purchased a Victrola, all the books published on the subject of music appreciation, and began the selection of more than 100 good records.

Mr. Patterson, who is one of the best-known philanthropists in Ohio, is a hobbyist and gives his undivided attention to any subject which happens to catch his interest or fancy, and studies it from every angle. What the National Cash Register Co.'s educational department tries and finds efficient and profitable the Dayton public schools are almost sure to adopt sooner or later. Educators interested in the public schools have been in conference with Mr. Patterson, the possibilities of the use of the Victrola in the schools have been discussed, and courses in appreciation used in other schools in the State are being investigated, with the hope that Dayton schools may soon have music taught with the Victrola under the course mapped out by Mrs. Clark.

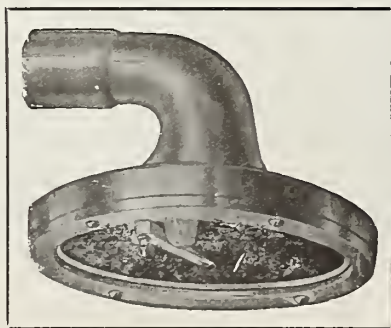
CORPORATION CHANGES NAME

The Excelsior Phonograph Corp., of New York City, has changed its name to the Canora Phonograph Corp.

Quality

The "VICSONIA" Reproducer

Distinction



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Visconia plays both Edison and Pathé records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

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

THE RELATIONS OF THE BANKER AND THE MERCHANT

The Importance of Closer Relations of the Merchant With the Banker Constitutes a Very Informative Article Written by E. H. Jennings, Treasurer of the Sonora Phonograph Co.

In a recent issue of the Sonora Bell, the house organ issued monthly by the Sonora Phonograph Co., there appeared an interesting article entitled "The Relations of the Banker and the Merchant," written by E. H. Jennings, secretary of the company, who is well known in financial circles. Mr. Jennings' article read as follows:

"Many merchants, having had no banking connections, except as depositors, in the past, now regret their lack of foresight in not having insured closer relations with one or more banks. Merchants who did business with one or more banks, even in a small way, find less difficulty in facing tight situations than those doing business solely on their own resources.

"It seems strange that, notwithstanding nearly all self-made capitalists attribute much of their early success to having been able to secure good-sized loans from banks, there are still many merchants laboring under the impression that it is somewhat of a reflection on their business ability, standing or credit to ask a loan from a bank.

"If everyone took this view there would be no banks. It is the business of loaning money that enables banks to exist and if nobody borrowed money there would be no business for the banks. Banks cannot pay interest to depositors for the use of their money if they in turn cannot make good use of it by loaning it and securing interest from borrowers.

"The time to make your acquaintance with a bank is not when you are on the verge of financial embarrassment, but before such a stage is reached, when you can see and convince others that additional capital will pull you safely through a crisis. The wisest course is to start dealing with bankers when business is good and times are normal. When there is no cloud on the business horizon bankers are just as anxious

to loan money as the merchant is to borrow it, but a merchant who has postponed business relations with a bank until general conditions are unsettled and he is in desperate need of funds may find it rather difficult to secure the required assistance from a bank.

"Bankers having known merchants and watching their progress for many years, knowing their weak as well as their strong points, having loaned them money time and again and had it repaid, will undoubtedly give them the benefit of doubts that they would withhold from others of whom they know little or nothing.

"The relations of the banker and the merchant should be frank and friendly. The man who is held in high esteem by the community, who plays fair and honest with everyone and who lets his banker know that he has nothing to conceal, will secure greater assistance when in financial difficulties than one who the bankers think is concealing something.

Do you realize that you can borrow money from a bank in order to discount your bills and, providing you can turn over your stock sufficiently often, you may even make money on the discount? Furthermore, you are making your merchandise account one that is sought for by manufacturers and jobbers and favored above others.

"The most successful phonograph merchants go to the bank for money to insure their holiday stock by buying during the Summer months, paying interest to the bank for the use of the money, but securing the cash discount on the merchandise—all of which enables them to do a good business during the holidays, when everyone is buying phonographs and when many dealers are losing sales because they did not look ahead and stock up.

It should be remembered that the bank is entitled to a fair average balance in return for

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.

174 Wooster St., New York

the privilege of depositing your money, drawing of checks and the service rendered by an expensive clerical force. The payment of interest for loans, being a fair exchange and a separate transaction in itself, should be no reason why a merchant should maintain only a small balance. So long as a satisfactory balance is maintained, the banks do not care how many checks you draw. In fact, most banks prefer an active account to those for which the checks are large but few."

EDISON STORE IN LAKELAND

The Lakeland Phonograph Co. has opened an exclusive Edison Shop at Lakeland, Fla. The establishment has been very handsomely equipped and is making a strong appeal not only to the residents of that thriving town, but it will be a rendezvous for those musically inclined when the Winter touring season opens up.

NEW INCORPORATION

The Master Phone-Disc Corp., of Manhattan, has been incorporated under the laws of the State of New York, with a capital stock of \$51,000. Incorporators: M. Wiener and W. R. Deuel.

They're listing the slackers. Why not also the profiteers?

YOU WON'T BE DISAPPOINTED

If You Always Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Let the De Luxe Speak for Itself and Send for Samples, Discounts and Full Particulars

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

GOV. TAYLOR PRAISES BRUNSWICK

Hon. A. A. Taylor, Governor of Tennessee, in a recent letter to J. B. Morgan, of the Brunswick-Balke-Collender Co., of Cincinnati, O., referred as follows to the Brunswick phonograph which he owns: "Personally, I think it is the most wonderful creation of the phonograph world. I must say that if other possessors of the Brunswick are as well pleased with theirs as I am with mine it must be a pleasure to sell them."

MUSIC IN THE AIR IN AKRON

D. A. Hoffman Tells How Victrola Playing Into Wireless Transmitter Carries Tunes Broadcast, Which Are Very Keenly Enjoyed

AKRON, O., May 23.—There is music in the air. But not one person in a thousand in Akron knows anything about it. Famous bands, orchestras and vocalists contribute to the entertainment. D. A. Hoffman, of Balch street, is the angel of the concerts and he tells how the thing is done.

"I have a Victrola here," he said, "and it plays all of the latest records into the transmitter of this wireless outfit, which sends the concert broadcast. That's all there is to it."

Preceding his service in the army Hoffman was interested in wireless, and while with the signal corps he gained a thorough introduction into the intricacies of the wireless telephone. Since his return he has built for himself various sending and receiving sets. One part of his home looks like the nightmare of a lineman, so complicated are the electric wirings. Recently he conceived the idea of the concert, which is given nightly for a half hour. He estimates that hundreds of wireless enthusiasts listen in on the concert.

TO OPEN NEW VICTOR STORE

H. Lustgarten, agent for the Victor talking machines in Liberty, N. Y., has engaged one of the three storerooms in the new theatre building at Monticello, N. Y., in which he will open a new Victor shop about July 1. He will retain his store at Liberty.

Bryan M. Battey, the youthful ex-service man and skilled air pilot, who aided Orlando Kellum in perfecting the synchronization of talking pictures, learned the art of synchronizing when timing the propeller on his aeroplane to miss the Germans' machine-gun fire.

NEW VICTOR STORE IN AKRON, O.

Windsor-Poling Co. Opens Modern New Establishment in That City

AKRON, O., June 2.—The Windsor-Poling Co. recently opened a new Victor store in the room formerly occupied by the Home Savings Co. at Mill and Howard streets, this city. Victrolas and Victor records will be handled exclusively in this new store, and it is planned to build up a Victor service of unusual excellence. Large display rooms and modern sound-proof demonstrating booths are features of the new store, which was opened on May 31.

The officers of the new company are E. W. Chamberlin, president; W. T. Windsor, vice-president; G. F. Windsor, vice-president; J. F. Windsor, secretary and treasurer, and Earle Poling, general manager. Mr. Poling has been engaged in the Victor business for eighteen years, and his experience should prove valuable.

RECEIVER APPOINTED FOR COMPANY

William P. Hampson, Newark, N. J., lawyer has been appointed receiver for Reed, Dawson & Co., dealers in talking machines, records, etc., of that city, at the instance of Thomas N. Reed, who owns eighty-four shares of the capital stock of the concern, whose place of business is at 6 West Park street. According to the bill filed by State Senator Perry, counsel for Mr. Reed, the company has liabilities aggregating \$13,863.67 and assets valued at \$12,150.85.

HONORED BY TRAFFIC MEN

R. L. French, general traffic manager of the Columbia Graphophone Mfg. Co., Bridgeport, Conn., was elected chairman of the executive committee of the New England Traffic League, composed of the principal traffic managers in that section, at the annual meeting held in Boston recently.

COLLINGS SIGN SERVICE SELLS RECORDS

Victor Records are coming from the factory in larger quantities.

Attractive window signs, featuring current records, will keep your stock moving.

Collings signs classify the records under such headings as "Dance Records," "Red Seal Records," "Vocal Records," "Instrumental Records," etc.

The service consists of four new hand-painted signs monthly
2 signs 13" x 26"
and
2 signs 15" x 37"

Painted in colors by leading experts in sign creation.

The cost is but \$9.75 per month

COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.





The experience of others tells you **Sonora** is best!



ASK any Sonora *dealer* and you'll discover that Sonora is the phonograph that is in demand and that sells. Dealers who, in the past, have carried a half dozen makes of phonographs and who now are concentrating on two or three, invariably consider the Sonora to be the dependable profit-maker—the backbone of a successful business.

Ask any Sonora *owners* about this instrument and from their enthusiastic commendations you'll understand why those who handle Sonora are prosperous.

We are now adding new dealers. A Sonora agency is increasingly valuable.



Adam-Hartford



SONORA, besides having important patents of its own, is LICENSED AND OPERATES UNDER THE BASIC PATENTS OF THE PHONOGRAPH INDUSTRY and Sonora's foundation and future are secure. Write today regarding an agency.

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.

W. B. Glynn Distributing Co.,

Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

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.
Entire State of Indiana.

Lee-Coit-Andresen Hdw. Co.,

Omaha, Nehr.
State of Nebraska.

The Magnavox Co.,

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

C. L. Marshall Co., Inc.,

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

Minneapolis Drug Co.,

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

Moore-Bird & Co.,

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

M. S. & E.,

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Robinson Pettet Co., Inc.,

522 West Main St., Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of N. E. Oklahoma.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Co. of Philadelphia, Inc.,

1214 Arch St., Philadelphia, Pa.
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Phonograph Co., Inc.,

279 Broadway, New York
Distributors for Greater New York and towns on Hudson River below Poughkeepsie.

Sonora Phono. Co. of Pittsburgh,

820 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Southern Drug Co.,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,

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.

Strevell-Paterson Hdw. 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.

The Highest Class Talking Machine in the World

TO RETAIL CARDINAL PHONOGRAPH

Clef Music Stores, Inc., Organize to Conduct System of Chain Stores—First Opened in New York—Philadelphia and Boston Will Follow

A new system of chain stores has lately been formed through the incorporation of the Clef Music Stores, Inc., the executive headquarters of which are at 662 Sixth avenue, New York. The plans of this new organization call for a chain of representative music stores in the principal cities of the country. The first store will be opened during the present month in New York City, which will be followed by stores in Philadelphia and Boston. These stores will retail Cardinal phonographs and records, player rolls and talking machine accessories and, with the exception of the New York store, will wholesale the same products in their respective territories. The officers of the new corporation are as follows: President, Robert Clifford; vice-president, Albert Friedman; secretary, Gus Goldstein; treasurer, J. I. Forer.

HIS RECORDS CAME HIGH

Brooklyn Manufacturer Fined \$100 for Neglecting to Pay for a Number of Records Which He Removed From a Store in a Brief Case

Sixteen operatic talking machine records cost Simon Markus, of Brooklyn, N. Y., manufacturer of women's suits, the tidy sum of \$100. Mr. Markus visited the talking machine department in one of the big Brooklyn stores recently and selected sixteen high-class records, which, it is alleged, he placed in a brief case and removed to his home without the formality of making payment at the store. When brought up before the judges in the Court of Special Sessions Markus was fined \$100. Sometimes music comes high!

Even a tack is no good unless a little driving power is attached to it.



Scottford Model I Reproducer on Victor and Columbia

Plays Only Hill-and-Dale Records, but Plays Them at Their Best
Scottford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer \$3.85 Nickel; \$4.75 Gold—Retail \$6.00 and \$7.50
Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retail \$6.75 and \$8.75
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

MAKING A WINDOW DISPLAY

Opportunities Offered by Victor Catalog and Records for Variety of Windows Pointed Out by Putnam-Page Co., of Peoria, Ill.

Some very timely words of advice on the value of the window recently constituted a part of the dealers' service bulletin sent out by the Putnam-Page Co., Inc., Victor distributors, Peoria, Ill., which reads:

"Your window display is your star salesman," says an authority, and it is wise for a Victor dealer to contemplate how far better off he is than is the average merchant. Leave the display of Victrolas out of the question entirely and consider the opportunities offered by the Victor catalog and Victor records for a variety of windows.

"Do you know where you can borrow a really good-looking violin and, if so, can you imagine a window display consisting of a violin resting on a soft, colored piece of velvet, surrounded by an unusual selection of Red Seal violin records?"

"Is your community dance-enthusiastic? If so, haven't you sufficient dance records to create a dance record window? Have you made any window use of the artists' pictures sent you with your monthly supplement literature by the Victor Co.? The picture of any of those artists, surrounded by their records, is a window display in itself. The best advice in window display is that you utilize one thought and carry it out to simple perfection."

Many a business suffers from too much conversation and too little conference.

Advertisement for Flexlume Sign Company. Includes text: 'Extend Your Frontage With An Oplex Sign', 'A FLEXLUME Oplex Electric Sign doubles the attractiveness of your storefront...', 'Flexlume Oplex Signs are the kind with the raised, snow-white glass letters—perfect day signs as well as night signs...', 'Let us send you a sketch showing an Oplex Sign to meet the particular needs of your business.', 'FLEXLUME SIGN COMPANY', '36 KAIL STREET', 'BUFFALO, N. Y.' and images of various signs like 'THE TRADERS NATIONAL BANK OF ROCHESTER', 'WESTINGHOUSE BATTERIES', and 'MARY PICKFORD IN THE LOVE LIGHT'.

Knowledge of Constructive Features of the Talking Machine a Helpful Sales Point

In talking with an experienced talking machine repair man he brought out several points in salesmanship which should be taken into consideration by every talking machine salesman. Being a repair man of many years' standing in the trade, his remarks carried added weight, and were as follows:

"In the talking machine there are any number of important little facts that a salesman should make himself thoroughly conversant with, so that when a customer wants to know this or that about the construction of the machine he is demonstrating he will be able to answer accurately and promptly. The placing on the market of so many different machines in the last year or so has put the salesman in a different position than he held formerly when he sold his goods by name only, the customer never asking or, for that matter, caring what was in the inside or under the lid of the machine.

"To-day one must show what merit the motor has in comparison to another, what the good points of the sound box and tone arm are, and how the cabinet is made and finished to be equal to or better than another make. A salesman should first get all the information he can from the manufacturer of his particular machine, particularly in relation to the motor construction, and then he should make his own comparisons with the machines of the same type and price in other makes.

"He should acquaint himself with the different parts of the motor, the width and length of the mainsprings, the number of springs in the motor and the number of records it will play with one winding. He should be able to point out to the

customer the proper places to oil and grease the motor and should make it very plain that it is to their benefit to oil the motor every few weeks, to prevent wear of parts and to insure perfect running.

"He should be able to point out the construction of the governor and explain the action of the governor regulator, how moving the spiral

There Are a Number of Technical "Talker" Facts With Which the Progressive Salesman Should Be Familiar

or screw in turn moves the governor lever and friction pad, allowing the governor to go faster or slower, which raises or lowers the pitch of the music or voice, as the case may be.

"The sound box is most important and a customer is always very much interested in how the voice is obtained from it.

"Get acquainted with its construction. Is the diaphragm of mica, paper, aluminum, or some special composition? Are the gaskets solid rubber or tubing? Be able to answer the question

of why one is used in preference to another," remarked this speaker in *The Puritan*. "Has the tone arm a universal joint enabling you to play any make of record; can you regulate the volume of sound other than by changing to a softer-toned needle? These and many other facts should be carefully learned by the salesman. When this is done then and only then is he ready to meet all comers in the selling game."

PRACTICAL RECORD CAMPAIGN

Inaugurated by the Standard Talking Machine Co. to Aid Its Dealers in Sales Development

PITTSBURGH, PA., June 7.—"List a Record—Sell a Record" is the keynote of an interesting sales campaign recently introduced by the Standard Talking Machine Co., Victor wholesalers. In conjunction with this campaign the company issued record slips, listing twenty Victor records. Six slips comprise the series and the records listed were good stock selections, long in demand, but only recently available.

It was suggested that Victor dealers distribute these slips broadcast, using them in all packages, letters, invoices and supplements. It was even suggested that a house-to-house distribution be made wherever possible and that the co-operation of the dealers' outside salesmen could be used to advantage in emphasizing the sales value of these lists.

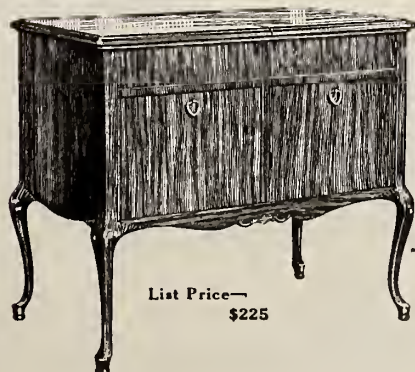
Mme. Melba, the well-known Victor artist, is leaving London this month for Australia on the advice of her physician. She is homeward bound by way of the United States.

An Exquisite Console Model

THE graceful lines and pleasing proportions of this exquisite Jewett console, as well as the absolute fidelity with which it adheres to the delicate style of the Queen Anne period, stamp this model as the achievement of master artisans in phonograph designing.

Combining the attractiveness of artistic cabinetwork with the charm of a beautifully clear, rich tone, it is unquestionably the finest expression of expert craftsmanship ever attained in the building of a musical instrument.

The Jewett Phonograph Co.
1730 Penobscot Building
Detroit, Michigan

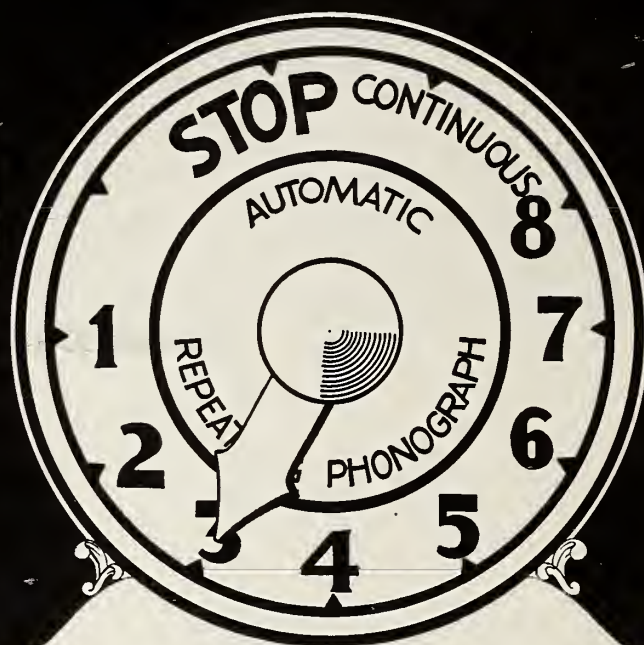


JEWETT
PHONOGRAPHS

The Jewett line of console models is designed to meet the popular demand for high-grade consoles at moderate prices. Write today for our dealer proposition.

The Brooks

**AUTOMATIC
REPEATING
PHONOGRAPH**



Something to Talk About and Help You Make Sales

IT'S tough going trying to sell just any kind of a phonograph in 1921. People are counting their dollars. They are looking for *value* and lots of it.

The phonograph dealer who has the Brooks to sell has something to talk about—something that will make the buyer forget his dollars, while thinking of what you have to offer him. He has a phonograph with tonal qualities that match the best—a magnificent music-producing instrument that graces cottage or mansion.

Added to all these things there is the Brooks exclusive combined automatic repeating and stop device. Plays favorite records over and over again without re-starting. This is *exclusive* with Brooks.

We are entrusting our selling franchise only to live dealers who want a humming business with an article their sales people can enthuse over. Exclusive territory still available for the right kind of dealers. Discounts, terms and literature on request.



Brooks Manufacturing Company
Saginaw Michigan

The Dealer's Vital Part in Music Memory Contests Held in the Schools :: :: By W. A. Willson

Mgr. Educational Department, Columbia Co.

[Editor's Note.—In connection with this interesting article, Mr. Willson has prepared for the use of dealers a valuable list of records that are particularly adaptable for use in memory contests. After listing each record, Mr. Willson has given a brief description of the theme and purpose of the selection, and dealers will find it to their advantage to communicate with Mr. Willson regarding this list.]

In almost every large city, and in many of the smaller cities throughout the United States, music memory contests are held in the schools. The purpose of these contests is to familiarize the children with our best music and composers. Schools that have conducted these contests find that a new interest in music is awakened in the home, schools and community. The contests can be given in rural schools, beginning with a few selections, as well as in large city schools, using the phonograph and records throughout.

It will be of interest to dealers to know something of the rules commonly observed in conducting these contests.

The way to conduct a music memory contest is as follows: First, choose carefully a varied list of records which offer different types of music, played by different types of instruments, and sung by different types of voices.

Second, agree upon rules for the contest. Furnish each pupil with a list of the records. Encourage home study of the music. This will help spread the gospel of good music in the home. In school the music should be played in class-room and assembly, the teacher, of course, expounding on the characteristics to be noted and the lives of the composers. This study should cover a period of two or three weeks.

Third, conduct a preliminary contest for the choice of ten pupils to represent the school in the final contest, following the same plan in the finals, to be indicated later.

Fourth, enlist the interest of the general public by newspaper accounts and by announcements and discussions at the meetings of musical organizations of the city.

Fifth, plan for the final contest to take place in the high school, or some other public hall, and invite the general public. Seat all the contestants on the stage or in the front rows of the auditorium. Provide each contestant with a blank sheet of paper and pencil. Then play each selection on the phonograph in some order of sequence never employed in the preliminary study, and with no comments whatsoever. The audience may be given paper if desired, and they may take part in the contest on their own account. Contestants should write on the papers their names and the name of their school, and the names of the composers and the titles of the compositions played, in the order in which they are played.

After the papers have been collected and the judges are making their decisions (the judges need not be musicians, but other representative citizens) local talent may be used to entertain the audience, or an address given by a prominent citizen or a school official on the need of more and better music in the schools. Also the audience may be led in several community songs.

The returns may be scored on the basis of three points for correct titles and two points for correct names of composers. A deduction of one-half a point may be made for each misspelled word. The local newspaper, or some citizen, or some local organization should be solicited to furnish the prizes, a pennant to the winning team to be owned by the school it represents, and an individual prize for the pupil with the highest personal score.

The benefit of such an enterprise to the pupils, the schools and the city is far-reaching in its effect. Not only will the pupils become more familiar with good music and learn to prefer it, but the musical life of the school will be improved. Also the community at large will be stimulated to increased concert attendance and

to manifest more intelligent discrimination and enjoyment of the music they hear.

Music memory contests are distinctly valuable to all dealers. In many instances the Educational Department of the Columbia Graphophone Co. has been able to place its facilities at the service of leading music supervisors about the country by furnishing lists of selections which its representatives find are in constant use in

The Benefit of Music Memory Contests to the Pupils, the City and the Dealer Is Far-Reaching in Effects

the schools, and by co-operating with dealers for immediate shipment of records for use in the contest in the schools.

Not a little publicity has accrued to the dealers, because these music memory contests always receive the co-operation of the local press. The local papers will furnish notes of the contest with record numbers and give credit to those dealers who actively participate in making the contest a success. Through this publicity a great many records are sold to the schools and

to the homes. As a matter of fact many letters have come to us from school authorities stating that they are unable to secure a sufficient supply of needed records for this work.

This movement is in its infancy. Not only have large cities taken it up, but it is now spreading to small towns and rural communities. Music supervisors all over the country are aware of the exceptional list of recordings offered, and it behooves every dealer to keep constantly supplied with the list. The movement is a school movement. That means sales of records and phonographs to schools. It is also a home movement. Nothing yet done has had such an immediate effect in stimulating the desire for good music. Every dealer, his salesmen and record attendants should be thoroughly familiar with the records that are widely used. It means increased musical culture for everyone, but it also means new business. It means business in the homes long after the music memory contests have closed.

MAX ROSEN GOES ABROAD

Max Rosen, the celebrated violinist, whose recordings are issued by the Brunswick-Balke-Collender Co., sailed the closing days of May for a concert tour abroad. He made his debut in London early in June with great success. He will later be heard in France, Holland, Belgium and Italy.

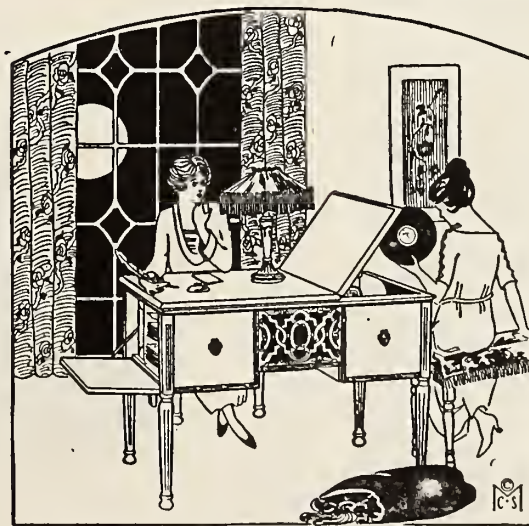
The Kirsch Phonograph Co., of Brooklyn, N. Y., has been incorporated under the laws of the State of New York, with a capital stock of \$10,000. Incorporators: J. & B. Kirsch and J. N. Halperin.



PERIOD MODELS

Louis XVI Model—also Queen Anne Period

A High Grade Phonograph and Library Table Combined



To
Retail
at
\$150.00

Write
for
Dealers'
Discounts

No. 175. Pat. applied for. 42" long, 26" wide, 31" high. Finished on all sides—golden oak, mahogany or walnut

Complete Your Line with These High Class Library Table Models

This high class instrument will enable you to meet any competition, because of its beauty, clarity of tone and utility.

You are missing Dollar profits if you do not write for information—Today.

Now Ready for Delivery

SEABURG MANUFACTURING COMPANY

JAMESTOWN, NEW YORK

Pacific Coast Representative J. W. ROE, 1711 E. Harrison St., Seattle, Wash.

"KEEPING IN TOUCH" TRITE SLOGAN

Talking Machine Buyers Like to Be Remembered After Their Purchases, Says Mr. Birns

"Keeping in touch," to quote the slogan of the talking machine and piano house of Saul Birns, 111-113 Second avenue, New York City, and "keeping in touch all the time," in fair weather and otherwise, has put this establishment in a position where it continuously utilizes to advantage every ounce of its selling energies. This concern is always busy—even now. No complaint is heard that trade is dull at 111-113 Second avenue for the simple reason that "Saul," known as "King of the East Side Talking Machine Men," is on the firing line all the time, keeps his stocks fit as a fiddle, maintains only the best lines and doesn't try to concoct schemes which will keep legitimate and business-getting publicity expenses down. Then, again, he keeps "in touch" with his customers and prospects.

Mr. Birns, who handles the Victrola and Victor records, is a firm believer in the idea that buyers, even in these days of cautious spending, are more and more concerned with the best that the talking machine and allied lines possess. Catering to this desire on the part of the consumer has brought him the success that he enjoys to-day—which is second to none among East Side talking machine merchants. Some axioms at bottom of Mr. Birns' success in business are uncovered in the following:

"The purchasing public to-day is looking for fruitful value," he says, "reasonably regardless of price, and we find that the only way to satisfy this desire is by offering nothing other than standard merchandise to customers. Realizing this fact, all far-sighted talking machine dealers should line up their future accordingly and come, as we have, to the point where they will handle none but the well-advertised lines of talking machines. Quality, not price, should be their objective for the simple reason that the pur-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO. D. R. DOCTOROW
IRONCLAD MOTORS Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462

chasing public has so willed it. Then there are other things that the merchant should do, and do consistently, which have their favorable reactions on talking machine store profits. He should give a square deal and give it every time; back up every sale with a promise of service and keep his promise afterwards; maintain a comprehensive mailing list and utilize it monthly and semi-monthly in sending out supplements and refuse to economize on his window display. Finally, he should keep constantly in touch with his patrons."

No wonder it is a fact that at this house invariably every purchaser of a talking machine comes back in the due course of time for a piano. Mr. Birns said the other day that business had shown no drop with him and that he didn't expect any.

CONDUCTING ACTIVE CAMPAIGN

Wm. Phillips, president of the Wm. Phillips Phono Parts Co., New York City, is a firm believer in the slogan of the Chicago Tribune, "1921 will reward fighters." He is practicing what he preaches, which has resulted in a good share of business coming his way. Mr. Phillips recently completed an out-of-town trip, which resulted not only in substantial orders, but also in a number of new accounts being opened.

DALION DEALERS ARE OPTIMISTIC

Secretary Roth, of the Milwaukee Talking Machine Co., Tells The World of Conditions

Stanley Roth, secretary of the Milwaukee Talking Machine Mfg. Co., Milwaukee, Wis., was a recent visitor to New York, calling on some of his friends in the trade and investigating a number of new ideas that were recently brought to the attention of the company's factory executives.

In a chat with The World, Mr. Roth stated that the Dalion talking machine is making rapid headway in all parts of the country, and that Dalion dealers are optimistic in their reports of business conditions, basing their optimism on their sales totals for the past few months. The company recently increased its factory facilities, and Mr. Roth and his associates are making plans for an active fall trade.

NEW MUSIC STORE IN VENICE, CAL.

Robert Sheehan, formerly secretary of the Venice, Cal., Chamber of Commerce, has opened a new and attractive music store on Ocean Front, Venice, under the title of the Sheehan Music Co. He will handle Columbia Grafonolas and records.

**The General
Phonograph Mfg. Co.**

Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO



Announcing Brunswick Style No. 105

For Immediate Delivery

Specifications:

Mahogany and Fumed Oak
Width 17¼"
Depth 20¼"
Height 15"

Oval Tone Amplifier.
Single Ultona Reproducer
and Tone Arm.
No. 3 Brunswick Motor
and Automatic Stop.
Turntable—with Felt
Cover. Three Needle
Cups.
1 Needle Cup with Cover.
Tone Modifier.
Speed Indicator.
Rubber Feet.



With Grille Removed

A few significant *facts* and *figures* concerning the makers of The Brunswick Phonograph

- They manufacture every part of the Brunswick Phonograph from top to bottom.
- Are the only phonograph manufacturers in the United States, and probably in the whole world, actually doing this.
- Have at present eight factories in which Brunswick Phonographs and parts are manufactured, and two factories devoted to the pressing of Brunswick Records.
- Operate their own timber lands in Northern Michigan.
- Cut their own veneer logs and slice their own veneer.
- Manufacture their own panels.
- Manufacture their own shipping cases for phonographs.
- Are capitalized for \$56,000,000.
- Have branch offices in twenty-five principal cities in the United States, five in Canada, two in Mexico, one in France, one in Cuba and one in South America.

In the light of these facts the notable confidence and enthusiasm which, shared alike by all connected with the Brunswick Phonograph in any capacity, are easily understandable.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 S. Wabash Ave., Chicago

Branch Houses in Principal Cities of United States, and in Canada, Cuba, Mexico, France and South America

New England Distributors: Kraft, Bates & Spencer, Inc.,
1265 Boylston Street, Boston, Mass.

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

The Brunswick-Balke-Collender Co., Ia La Calle De Capuchinas No. 25, Mexico City, Mexico

Brunswick

PHONOGRAPHS AND RECORDS



DEALERS KEENLY INTERESTED

Model Grafonola Shop in New York Branch of the Columbia Co. Furnishes Dealers With Ideas—Dealers Renovating Establishments in Accordance With Model Shop Layout

Since moving into its new home at 121 West Twentieth street the New York branch of the Columbia Graphophone Co. has been visited by dealers from all sections of the metropolitan territory. They have been most enthusiastic re-



Corner of New York Model Grafonola Shop regarding the practical layout of the equipment of the branch and have been particularly interested in the Model Shop which was installed.

The dealers in the New York district have been quick to take advantage of the timely and co-operative ideas represented in this Model Shop, and many of them have removed their old equipment, moved into new locations and installed brand new interiors and store fronts, patterned on the lines of the Col-Van Model Grafonola Shop.

Kenneth Mills, manager of the New York branch, together with his assistants, has left nothing undone to co-operate with the dealers in receiving the full benefits of the Model Shop, for example, a live Columbia dealer located at Broadway, Brooklyn, who had been contemplating a new location, carefully investigated every phase of the Model Grafonola Shop. Mr. Oblo, this progressive Columbia dealer, was quick to appreciate the advantages of the Col-Van construction and adopted the system admirably to a store of a unique shape which runs through the block from one street to the other.

A member of the Columbia wholesale staff visited a Mr. Shapiro, who had rented a store which was formerly an old bakery and who had intended to invest a nominal amount in renovating it as a Grafonola shop. Mr. Shapiro visited the headquarters of the branch and after

inspecting the Model Shop in every detail decided that it could be used as the basis for his Grafonola warerooms. The plan worked out successfully from every angle and during the first week Mr. Shapiro sold \$185 worth of records.

The Model Shop in the New York branch is a real, full-sized store, and in it the dealer may see exactly what Col-Van construction represents and just how it will look in his establishment. Geo. E. Luders, supervisor of the Dealer Service department of the New York branch, who makes his headquarters in the Model Grafonola Shop, is providing the dealers with practical ideas that have proved profitable and invaluable.

INCORPORATED

Schwartz & Chakerin, of Brooklyn, N. Y., has been incorporated under the laws of the State of New York with a capital stock of \$20,000, for the purpose of conducting a retail talking machine business. Incorporators: N. Katz, A. Deutsch and L. J. Cohen.

RECORDS PRIZE WINNING SONG

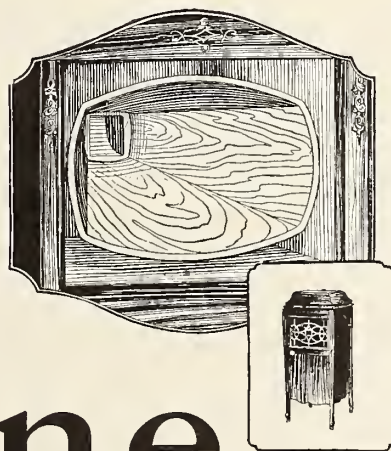
"Santa Lucia Lontana," Sung for Vocalion Record by Crimi, the 1920 Prize Winner in the Annual Neapolitan Song Contest

There is rather an interesting story connected with the song "Santa Lucia Lontana" (Santa Lucia Far Away), which was recorded for the Vocalion records by Giulio Crimi, the well-known Metropolitan Opera tenor, and is found in the June Vocalion list. Every year in Naples, Italy, a prize is offered for the best Neapolitan song written during the year. The prize is known as the Pedigrotta Prize, and arouses much competition among musicians. The song "Santa Lucia Lontana" was the 1921 prize winner, and is therefore conceded to have much merit.

Lorin F. Deland, who in days ago was in charge of publicity for Oliver Ditson Co., Boston, used to say that a high price with a good reason will sell more goods than a low price with a poor reason. *Multum in parvo.*

HARPONOLA

the Phonograph with the "Golden Voice"



**tone
wins**

Without tone a phonograph is nothing. In its richness, clarity and beauty of tone, the Harponola is winning an ever increasing host of friends. Its golden spruce (unstained) horn is scientifically perfect and is responsible for tonal qualities that keep Harponola in its high place in the trade. The Harponola proposition is synonymous with success,—WRITE FOR IT TODAY.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up-to-date factory.

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

Edison Message No. 96

An advance in Edison phonograph prices will be compulsory should the Government increase the Excise Tax on phonographs.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

Going After the Summer Talking Machine Business Where the Summer Business Is

Summer talking machine and record sales resemble Summer farm crops in that if the ground is properly cultivated and the seeds rightly sown the results are pretty sure to come up to expectations, but results cannot be expected if intelligent effort is not put into the work.



L. A. Murray

Talking machine dealers who have made a practice of going after Summer vacation trade in the past have already mapped out their campaigns and began early in June to carry them out through the medium of special advertising and by other means.

There are very few localities in which the campaign for Summer business will not bear fruit, for Americans of all classes are great believers in vacation and most of them manage to get close to nature if only for a week or two during the Summer. There are others who forsake their urban habitations for the entire Summer period and practically live in the open. To all of these music in one form or another is one of the requisites for complete enjoyment.

One dealer in discussing Summer campaigns recently declared that with a fairly plentiful sup-

ply of higher-priced cabinet machines on hand there is no real incentive, as was the case a couple of years ago, to get rid of an unusually large number of small portable models, and that the effort put into the sale of small machines

might just as well be put into the selling of the larger types with the greater profits.

For the individual who makes a drive on small machines during the Summer months, and having made a sale lets it go at that, the logic of the dealer referred to may prove right, but the retailer who is on the job simply regards the

business wherever it happens to be, and in regions favored by vacationists these demonstrations on the spot, so to speak, are comparatively easy.

Perhaps the recital of actual experiences in the selling of small machines to campers may prove an inspiration to other dealers. L. A.

HEAR IT AT MURRAY'S

CAMPERS

TAKE MUSIC WITH YOU

Invite the great stars of Opera, Concert, Vaudeville and Cabaret to your Camp. Remember you can hear these great artists as they wish you to hear them only on the Victrola.

Take the portable style Victrola with you to Camp, then bring it back and use it if you choose, in your home. It's standard and can always be repaired if out of order. Genuine Victrola IV, \$25.00. Ask about our special camper outfit for \$39.60.

Use our Exclusive Victor Service.

305 Brady St. Phone Dav. 1284.

L. A. MURRAY
VICTROLAS & VICTOR RECORDS

HEAR IT AT MURRAY'S

MAKE ARRANGEMENTS NOW FOR YOUR CAMP MUSIC

A phone call will do it. Just phone Dav. 1284 and a representative will call on you and explain our proposition to campers or prospective campers. This does not obligate you.

Special Victrola Outing Outfit

\$39.60

Cash or payments.

Genuine Victrola IV.....	\$25.00
Strong Fibre Carrying Case.....	9.50
12 Record Selections.....	5.10
	\$39.60

(See illustration.)
"Make Your Camp a Home by Having Music."

305 Brady St. Phone Dav. 1284.

L. A. MURRAY
VICTROLAS & VICTOR RECORDS



L. A. Murray's Headquarters

ply of higher-priced cabinet machines on hand there is no real incentive, as was the case a couple of years ago, to get rid of an unusually large number of small portable models, and that the effort put into the sale of small machines

Two of the Typical Summer Advertisements

sale of a small model machine to a vacationist as merely the opening wedge for a bigger sale later on. The vacationist who has enjoyed the music supplied by a portable machine in his canoe or his camp during the Summer is quite likely to be an excellent prospect for a big model for his home in the Fall or Winter, and it is this angle that appeals to the really energetic dealer.

Simply to advertise the small machines and their adaptability for vacation purposes is not quite sufficient, for the vacationist cannot be expected to leave his camp and hunt up the dealer. It is up to the retailer to go after the

Murray, who specializes in the Victor line in Davenport, Ia., has for several years gone after the business of the vacationists consistently and successfully. "Gone after it" is right, for the salesman takes a machine and a supply of records right to the camp. In telling of the method pursued Mr. Murray says:

"About dusk at the camping spots, just about the time the campers are coming to their cottages ready to lounge around for the rest of the evening, one of our men starts his canoe down the river; incidentally he places a Victrola IV and a few records in his boat and at the psycho-

(Continued on page 40)



RESPECT



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



RECORDS

Sapphire or Actuelle

STEEL NEEDLE

First in Tone and Quality
 First out with the Popular Favorites
 First in point of Salability

Sapphire Record No.	LATEST DANCE HITS	Actuelle Record No.
20555	I'M NOBODY'S BABY—Fox-trot..... Della Robbia Orchestra	020555
	PAPER DOLL—Fox-trot..... Della Robbia Orchestra	
20561	ALL BY MYSELF—Fox-trot..... Merry Melody Men	020561
	A BABY IN LOVE from "The Last Waltz"—Fox-trot, Hazay Natzy's Orchestra	
20558	LUCKY DOG BLUES—Fox-trot..... Synco Jazz Band	020558
	SATANIC BLUES—Fox-trot..... Synco Jazz Band	
20556	TÖREADORA—Fox-trot..... Piedmont Dance Orchestra	020556
	YOU'RE THE SWEETEST GIRL IN ALL THE WORLD—Fox-trot, Della Robbia Orchestra	
20557	JUST KEEP A THOUGHT FOR ME—Fox-trot, Waldorf-Astoria Dance Orchestra	020557
	NESTING TIME—Fox-trot..... Jazz Syncopaters	
20559	CROONING—Fox-trot..... Casino Dance Orchestra	020559
	GOOD AS GOLD—Waltz..... Casino Dance Orchestra	
20560	WAIT UNTIL YOU SEE MY MADELINE—Fox-trot, Casino Dance Orchestra	020560
	DO ANOTHER BREAK—Fox-trot..... Green Brothers' Novelty Band	
POPULAR VOCAL HITS		
20554	PUCKER UP AND WHISTLE..... The Harmonizers	020554
	PEGGY O'NEIL..... Billy Jones	
20553	SINGIN' THE BLUES..... Jack Norworth	020553
	AIN'T WE GOT FUN!..... Jack Norworth	
20552	MOONLIGHT AND HONEYSUCKLE..... Orpheus Trio	020552
	DROWSY HEAD..... Orpheus Trio	
20551	HELD FAST IN A BABY'S HANDS..... Lewis James	020551
	CAROLINA LULLABY..... James and Hart	
20554	HOW MANY TIMES—Dance Rhythm... Lavinia Turner and Her Band	020554
	CAN'T GET LOVIN' BLUES—Dance Rhythm, Lavinia Turner and Her Band	



Pathé Frères Phonograph Company

20 GRAND AVE.

BROOKLYN, N. Y.



The Best Salesmen Need Convincing Talking Points

The exclusive features of the *Pathé* line account for the *Pathé* dealer's ability to "put sales across"

The Actuelle

a *Pathé Frères* invention, represents the biggest forward stride in sound reproduction in 25 years.

The *Pathé* Phonograph

embodies 6 exclusive advantages: A full, clear tone produced by the pure tone chamber and the *Pathé* sapphire ball; no needles to change; records do not wear out; plays all makes of records better; always ready to play; volume can be delicately shaded with the *Pathé* controller.

The *Pathé* Electric Motor

with only two moving parts is a marvelous new improvement in electric motors equipped in *Pathé* machines at the same retail prices as spring motor machines.

Pathé Sapphire Records

played with the famous sapphire ball do not scratch or wear out, and because the ball fits the groove perfectly render a full, round, natural tone.

Actuelle (steel-needle) Records

are the only steel-needle records made with the supreme *Pathé* tone.

These invaluable exclusive assets, backed up by prices attractive to the public, and the *Pathé* Selling Plan, the most successful plan for retailing phonographs under present conditions, are enabling *Pathé* dealers to move right on toward prosperity.



Pathé Frères Phonograph Company

20 GRAND AVE.

BROOKLYN, N. Y.



GOING AFTER SUMMER BUSINESS

(Continued from page 37)

logical moment starts to play a good instrumental or a good tenor duet. Here in the wilds of Iowa music in canoes is not at all common and this little stunt brings them out of the camps just like the first 'horseless' carriages used to terrorize our peaceful neighborhood.

"Of course that excites curiosity, and those who have heard and have not seen naturally and innocently ask what it is and who it is. Some-



The Demonstrator Making His Rounds

body has found out and answers that it's Murray's representative and a Victrola and a canoe. Then if they want to know who Murray is, of course there is someone else who can answer that. That starts the propoganda, which is backed up by a circular letter, a newspaper campaign and a vigorous camp-to-camp canvass all over the Tri-Cities wherever there are camps.

"The object primarily was, of course, to sell Fours and Sixes, but another big asset grew from our work in this line which we carelessly

overlooked at the time we planned this campaign, viz., advertising and good will. Our demonstrator at the camps brought us elbow to elbow with a great many residents of the Tri-Cities who are now our record patrons, and who we believe we can safely say are advertising us to other people. A great many of those who bought Fours and Sixes for their camps also bought Sixteens and Seventeens for their homes in the Fall. They told us they would. That doesn't mean that we did like some dealers promise to do, viz., take the Fours or Sixes in at full value on the larger instrument. We did not promise in a single instance to take the Four or Six back. We sold these Fours and Sixes.

"Our salesmen were instructed to make no such promises in their sales talks. It was pointed out to all these buyers of portable Victrolas that, although they had a cabinet style Victrola in their home, the small one would still be useful for next year's outing party or for the nursery, veranda, auto trips, little private dancing parties, etc. We made it appear that the buying of the small Victrola had nothing to do with the buying of the large one and the result is that no one expects us to take them in trade.

"We try to keep out of the 'trade' business as much as possible, but we will, of course, take a Victrola back in certain instances. Other makes of machines we will not accept in trade."

As a preliminary to the visit of the salesman with his canoe and his Victrola, Mr. Murray

carries a substantial advertising campaign in the local papers, using copy that is calculated to make a direct appeal. The accompanying reproduction gives some idea of the type of copy used, the same occupying space three columns wide and approximately a half page deep. The practical manner in which the music is brought to the campers is also shown in the illustration.

There is no reason why the average retailer, especially the man located in the sections favored by vacationists, cannot follow the example of Mr. Murray with equal success.

LAVINIA TURNER WITH PATHE

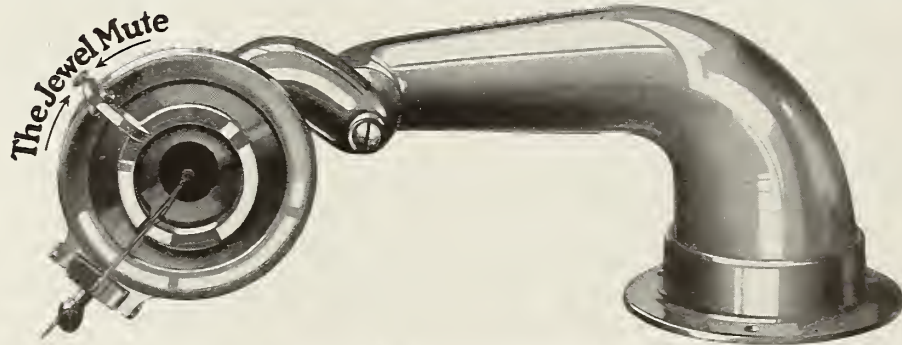
Popular "Blues" Singer to Make Records Exclusively for the Pathé Library

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the acquisition of Lavinia Turner as an exclusively Pathé artist. Lavinia Turner is an inimitable singer of "blues" and will be accompanied by her own jazz band in the various Pathé recordings. Her fame grew from her performance in a number of the best cabarets of uptown New York, and she also gained considerable popularity through her performance in "Tickle Me."

The first Lavinia Turner record includes a pair of irresistible blues songs written especially for Miss Turner by J. Russel Robinson, composer of "Margie" and "Palesteena." The selections are "How Many Times" and "Can't Get Lovin' Blues." They are released in both the Actuelle needle cut and the Pathé sapphire ball records. The tremendous popularity of this type of record, combined with the large following of Lavinia Turner, indicates that it will prove a big success.

A flashy eye-catching window streamer has been prepared and a campaign to push this number will be conducted broadcast throughout the country.

Half the failures in life come from pulling one's horse when he is leaping.



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
No. 2 Round Tone Arm and Reproducer

Jewel
TONE ARM & REPRODUCER

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 is remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

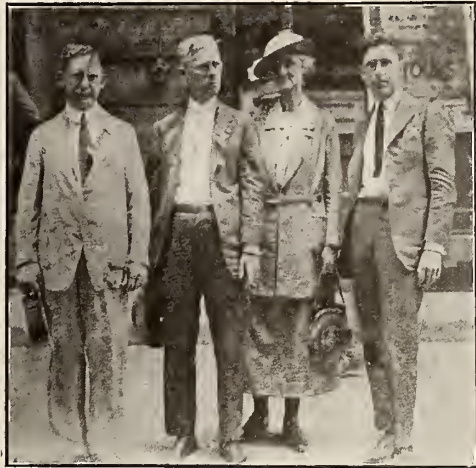
Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago

Convention of Southern Victor Dealers

Most Successful Meeting of Southern Victor Dealers' Association Held in New Orleans on May 19th and 20th, With Retailers from Several States in Attendance—Program a Constructive One—Visitors Elaborately Entertained by Local Jobbers—Interesting Convention Chat

NEW ORLEANS, LA., May 31.—With business sessions abounding in constructive, forceful thoughts and ideas, New Orleans' hospitality liberally exemplified, an inspiring message brought from the Victor Co. by its representative, John G. Paine, and other notable features, the third



Local Reception Committee, left to right—J. V. Dugan, New Orleans, La.; Ned Wilson, New Orleans, La.; Mrs. M. F. Saunders, Memphis, Tenn. (not on Committee); Jack Hofheinz, New Orleans, La.

annual meeting of the Southern Victor Dealers' Association, held here May 19 and 20, proved the greatest gathering of its kind held so far.

The first day the dealers met in morning and afternoon sessions to hear welcoming addresses and topics that struck home. They carried on still more enthusiastically in the evening out at Spanish Fort, the South's favorite playground, as the guests of Philip Werlein, Ltd., where they were dined and feted at Tranchina's restaurant.

On into the second day they went with still



Prominent Visitors, left to right—L. D. Woodruff, Hattiesburg, Miss.; S. G. Wilson, Greenwood, Miss.; O. R. Dom, O. R. S. Music Roll Co., Chicago, Ill.; L. G. Willis, Beckwith-O'Neill Co., Minneapolis, Minn.

more business discussions of a vital nature in the morning—then the afternoon gathering to hear, as President Burton put it, "the whole wheat"—John G. Paine's masterly and inspiring address on Victor ideals—to the wind-up at night with the Association banquet in the Assembly of the St. Charles Hotel—all serving to make it a never-to-be-forgotten, memorable rendezvous of the "leading lights" of Victor representation in the Southland.

Weather conditions were ideal—the real warm season just having about started down here—so this was one of the splendid things to make the convention go over big; also the local dealers, as well as visiting jobbers, helped to put the occasion over successfully by co-operating.

The Subjects Discussed

Among the subjects discussed in the convention, from all of which much good was drawn, were: "Come Back to Normalcy," "Interest on Deferred Payments," "Trade-ins," "Including

Records on Contracts," "The Question of Terms," "Outside Selling," "The Victor Knows No Competition," "Selling IV's and VI's," "Opinion as to Newly Qualified Dealers." Most of the subjects were presented in the form of papers read by members and were then thoroughly discussed by the meeting in general.

Important Resolutions Adopted

The convention also went on record as adopting a number of important resolutions, among them:

"Be It Resolved, That we, the Southern Victor Dealers' Association in annual meeting assembled, strongly reaffirm our loyalty and allegiance to Victor product, which to-day, as in the past, stands pre-eminent in the talking machine industry of the world:

"That we convey to John G. Paine, and to the Victor Talking Machine Co., our deep appreciation of his valued time and presence in our meeting and his wonderfully inspiring address, and that we further convey to the Victor Co. our most hearty good wishes for a continuance of the phenomenal success and high recognition which have already been bestowed on Victor supremacy by an appreciative public."

The convention went on record as favoring a



Some Officers, left to right—R. G. Brice, Charlotte, N. C.; B. B. Burton, Birmingham, Ala.; R. G. McDavid, Birmingham, Ala.; F. E. Mahoney, Chattanooga, Tenn., and Parham Werlein, New Orleans, La.

building up of the membership to make its importance more forcibly felt in the musical industry of the South. It was recommended that the membership at least be doubled by the next meeting, and that interest be charged on deferred payments.

The meeting favored the inauguration of a

record exchange bureau service, one that would be of substantial benefit to all; extended greetings to a new organization of the Southwestern Victor Dealers' Association, and cordially welcomed its representative, E. C. Goodell, of Beaumont, Tex., giving a pledge of hearty co-



Jobbers at the Convention, left to right, top row: J. D. Moore, Talking Mach. Co., Texas; R. D. McLemore, O. K. Houck Piano Co., Memphis, Tenn.; Parham Werlein, Philip Werlein, Ltd., N. O. Bottom row—Ben Hammond, Talking Machine Co., Birmingham, Ala.; Paul S. Felder, Philip Werlein, Ltd., New Orleans; W. H. Reynolds, Reynolds Music House, Mobile, Ala.

operation and assistance in every way possible.

A resolution was also passed thanking the jobbers and dealers of New Orleans for the wonderful entertainment provided for the visitors, and special thanks were tendered Philip Werlein, Ltd., for the hospitality offered by that house.

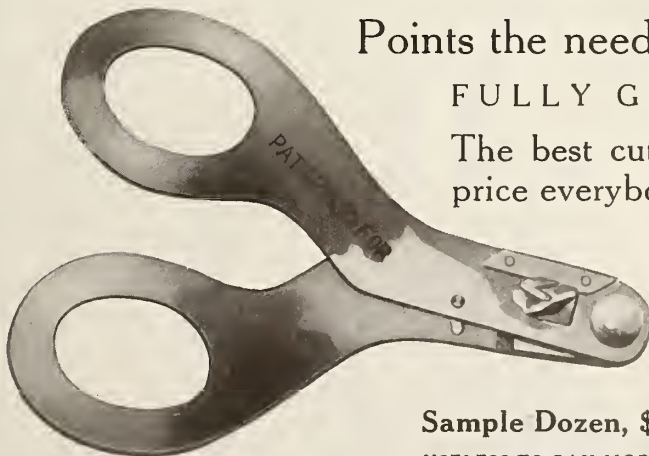
John G. Paine's Message

Mr. Paine, who was the official representative of the Victor Co., spoke on "Victor Ideals." Telling the story of Eldridge R. Johnson, guiding genius of the Victor Co., as essentially a dreamer whose visualization and extreme practicability have given the world's best music to the world's masses, Mr. Paine said that Mr. Johnson, his success already established, was not ready to concede it himself until every

(Continued on page 42)

Need-A-Clip FIBRE NEEDLE CUTTER

Hardened Tool Steel Knife



Points the needle perfectly.

FULLY GUARANTEED

The best cutter made and at a price everybody buys

Retail 75c

Sample Dozen, \$6.60. BY PARCEL POST. C. O. D. ONLY

USELESS TO PAY MORE. NO OTHER AS GOOD. GENEROUS TRADE DISCOUNTS

We also make the PHONOSTOP, well known everywhere. Send us your orders

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 41)

Victor dealer was successful. This is the "great ideal of Mr. Johnson," stated the speaker.

"The Victor Co. is the trustee of every dollar you put into our merchandise and your money is as secure in it because of its 'built-in' quality. Our policy is as broad as is the quality of the product we sell, and when we say the Victrola is 'supreme' we prove it!" Mr. Paine then cited some of the standards exacted in the manufacture of Victor products, touching upon the lumber going into the cabinets, its process of seasoning in the extensive yards and dry kilns "one year for each inch of thickness"; how the forests of China and Japan contributed their

have forgotten the Soul! We're all out of tune. Life!—We've got to bring it back!"

Mr. Paine's word pictures and passages were only surpassed by his enthusiasm and rounds of applause greeted him frequently during his address as well as at the conclusion.

J. J. Rockwell's Paper Read

Due to illness, J. J. Rockwell, of Reincke-Ellis Co., was prevented from attending the convention, but his paper, which was forwarded, was read by Jack Hofheinz, of the Werlein Co.

The dealers are indebted to Mr. Rockwell for the many splendid thoughts contained in his address, and only regretted that Mr. Rockwell

ment of employes to a "fighting pitch" for business, all were stressed as vital contributors to progress at this time.

Not "Hard Times Coming" but "Soft Times Going" illustrated Mr. Rockwell's ideas as to being alive to what the present situation demanded.

Mr. Rockwell offered some excellent and practical suggestions on means for getting business under existing conditions by the use of a large mailing list and by other methods. He declared that too many dealers have let their "selling muscles" get flabby and must go into training again to get the business. He declared that the



Guests at the Association Banquet, May 19, in the Assembly of the St. Charles. Three prominent personages, seated at the table from left to right: B. B. Burton, of Cable-Shelby-Burton Piano Co., Birmingham, Ala.; John G. Werlein, President Philip Werlein, Ltd., New Orleans, La. could not be present himself to deliver the address. Victor dealer and his salesmen were really salesmen-teachers and had an important place to fill in the social and business world.

share to Victor quality; what extreme measures made for a never-warping Victor cabinet construction. Mr. Paine continued by telling how during the war period insistence upon Victor quality prevented other concerns from turning out Victor cabinets, and said that now, as then, "no lure of present gain can induce us to lower our quality."

The speaker paused here to tell of the world's greatest artists choosing the Victor for the faithful reproduction of their genius, which was food for thought.

Speaking feelingly of how the little Victor Dog stands for faithfulness, Mr. Paine said his company would always be the guardian of every dealer's dollar of investment, but in return the Victor Co. would like to hope for a return of this faith in the company itself, from every Victor dealer by honest merchandising, loyalty and co-operation. Then it would be the ideal combination. Apropos present conditions in the business world, Mr. Paine stirred his hearers with this thought: "We ask, 'What's wrong with business?' because we don't ask, 'What's right?' The reservoir is full. Take your buckets and go and dip it out!" The speaker reached the climax of his address when he said: "We

Mr. Rockwell's address assured the hearers that now was the time to work harder than ever



Prominent Visitors, left to right: J. S. Smith, Lake Charles, La.; Joe B. Gressett, Meridian, Miss.; Gene Gifford, Port Arthur, Tex.; C. W. Troy, Tupelo, Miss.; Dave Rice, Jackson, Miss.

for business. More intensive advertising, better attention to details of the business, such as store arrangements and window displays, develop-

"Loving Tribute" to the Jobbers

One of the bright spots of the meeting was the left-handed tribute paid to the jobbers by Ned Wilson, a tribute that brought forth considerable applause.

"The jobber's main aim in life is to keep the dealers posted on the specials of Paul Whiteman and his orchestra.

"No dealer appreciates the jobber. The jobber is the best friend the dealer has. Doesn't he make the dealer regularly a shipment on the 30th or 31st of each month? I don't mean the records that are scheduled for the 1st. Doesn't he always have hymns when we want jazz and nice music? Doesn't he always have American walnut machines? He is one guy that doesn't know anything about mahogany.

"From the number of letters we get there must be ten jobbers or more to each dealer. The Victor Co. writes a letter to the trade and by the time we hear from every jobber from Augusta, Me., to Portland, Ore., and down each coast line, that letter is as well known as the Victor dog.

"Once a year the jobbers just like to get together and have some '378' n' everything. The only difference is that they wonder what they are going to give us and we wonder what we are going to get. But, after all, they are good fellows and we are glad to have them with us once more."

The Werlein Entertainment

The entertainment program was generous and varied. "Positively the best entertainment of its kind at any time, any place." Such summed up what practically everyone thought of the dinner and dance given the first night of the convention at Tranchina's, Spanish Fort, by Philip Werlein, Ltd. Something like 150 guests were conveyed out to the Lake in three big sight-seeing cars. The start was made in front of the Werlein store at 605 Canal street, and on the way out several beautiful residential and boulevard sections were traversed.

The guests sat down at the banquet tables at 8 o'clock, and from then on till the "wee sma' hours" joy reigned supreme. The feast was enough to satisfy the most exacting gourmand or gourmet, being typically New Orleans in this respect, and nothing was lacking to put everyone in good spirits for all the features that made it so enjoyable.

COTTON FLOCKS

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

The New Better Werlein Service

To Southern Victor Retailers!

Actually Helping
You Sell
What You Buy

You'll Like This Policy, Mr. Dealer. Seventy-nine Years of Successful Musical Merchandising Is Behind It!



PHILIP WERLEIN, Ltd.
NEW ORLEANS
Wholesale Victor Department

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 42)

With everyone in such a jolly mood and with such splendid company in the way of local as well as visiting members of the fair sex, who were present, added impetus for a good time was given by the dancing, which then began to the strains of Piron's famous orchestra. In addition the "Spanish Fort Quartet," an organization of negro singers and dancers, kept the crowd in a high state of merriment with their unique entertainment.

The endeavors of Parham Werlein, the president of Philip Werlein, Ltd., and Paul Felder, secretary-treasurer, to extend hospitality to their guests, and the evident pleasure they themselves got out of their cordiality, was the subject of comment upon every side.

In addition to the Werlein entertainment at Spanish Fort, both Mr. Werlein and Mr. Felder, as well as Mr. Hofheinz, of the Werlein Wholesale Victor Department, were active all during the convention to see that nothing was left undone to contribute to the welfare and comfort of everyone in attendance.

The Association Banquet

The Association banquet, which was held the second night of the convention in the Assembly of the St. Charles Hotel, was a splendid affair. This large hall was ideal for the occasion and the setting represented a levee scene on the Mississippi River.

The banquet itself was exemplary of New Orleans fame in this respect, and showed the St. Charles chef at his very best, much to the delight of those present.

The "Jazzo Six" furnished excellent music for dancing, which was indulged in until a late hour. John G. Paine, of the Victor Co., was called upon for a few remarks and ably responded, as usual. Several others also had a few things to say, which were well received. Some 100 people attended this gathering, and it was a fitting finale to the convention.

Mrs. Hazel Dare Wilder, the Louisiana soprano protege of Mary Garden, and hailed as an artist of great prominence, sang a number of selections during the course of the evening.

Those in Attendance

R. P. McDavid, Clark & Jones Piano Co., Birmingham, Ala.; D. H. Rice and wife, Rice Furniture Co., Vicksburg, Miss.; E. L. Staples, Philip Werlein, Ltd, New Orleans; E. W. Wilson, Jr., Collins Piano Co., New Orleans; C. A. Tyler, Montgomery Talking Machine Co., Montgomery, Ala.; W. G. Quinn, Cable-Shelby-Burton Piano Co., Birmingham, Ala.; C. W. Troy, St. Clair Drug Co., Tupelo, Miss.; S. G. Wilson, Wilson Furniture Co., Greenwood, Miss.; M. J. Dreyfus, Dreyfus Hardware Co., New Iberia, La.; H. N. Ellis, Ellis Jewelry Co., Ensley, Ala.; A. D. Pedan, Laurel Furniture Co., Laurel, Miss.; W. P. Berry, Dwycr Piano Co., New Orleans, La.; R. P. Hamilton, Victor Talking Machine Co., Camden, N. J.; L. Hammonds, Foster Jewelry Co., Monroc, La.; F. W. Raggio, City Drug Co., De Ridder, La.; W. L. Schroeder, Philip Werlein, Ltd., New Orleans, La.; T. M. McLemore, O. K. Houck Piano Co., Memphis,

Tenn.; F. E. Gifford, Crowell-Gifford Co., Port Arthur, Tex.; E. W. Guttenberger, Talking Machine Co., Mobile, Ala.; Ben. Hammond, Talking Machine Co., Birmingham, Ala.; B. B. Burton, Cable-Shelby-Burton Piano Co., Birmingham, Ala.; Mr. and Mrs. L. M. Willis, Beckwith-O'Neill Co., Minneapolis, Minn.; R. A. Young, Philip Werlein, Ltd., New Orleans, La.; C. W. Parker, Dulion Mercantile Co., Biloxi, Miss.; W. D. Miller, Reynolds Music House, Mobile, Ala.; Mrs. M. F. Saunders, Bry-Block Mercantile Co., Memphis, Tenn.; W. H. Spitzkeit, Adam Glass & Co., Mobile, Ala.; M. H. Wheat, Reynolds

Unit Construction Co., Philadelphia, Pa.; Ollie Dom, Q R S Co., New Orleans, La.

The following from the local Victor stores attended the various business as well as social sessions of the convention:

From Philip Werlein, Ltd.: Miss B. Hoit, Miss M. Drago, Miss C. Caruthers, Mrs. M. Wilmot, Mrs. John A. Hofheinz, B. L. Adler, C. Sadler, L. L. Abbott, Mr. and Mrs. P. M. Harris, Mrs. Hazel Dare Wilder.

From Maison Blanche Co.: Miss F. Johnson, Miss G. Britton, Miss E. Hardy, Miss B. Sewell, Miss L. Lawley, Mr. Powell.



Group of Conventioneers Taken at Side Entrance to the St. Charles

Music House, Mobile, Ala.; J. G. Paine, Victor Talking Machine Co., Camden, N. J.; R. G. Brice, Parker Co., Charlotte, N. C.; J. D. Moore, Talking Machine Co., Houston, Tex.; John A. Hofheinz, Philip Werlein, Ltd., New Orleans, La.; V. B. Richard, Phoenix Drug Co., Jennings, La.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; Parham Werlein, Philip Werlein, Ltd., New Orleans, La.; C. A. Tyler, Montgomery Talking Machine Co., Montgomery, Ala.; H. Spang, Philip Werlein, Ltd., Baton Rouge, La.; J. B. Gressett, Gressett Music House, Meridian, Miss.; Paul S. Felder, Philip Werlein, Ltd., New Orleans, La.; E. A. Sarphe, Sarphe Jewelry Co., McComb, Miss.; J. S. Smith, Smith Music House, Lake Charles, La.; F. E. Mahoney, Rhodes, Mahoney Co., Chattanooga, Tenn.; E. C. Goodell, Pierce Goodell Piano Co., Beaumont, Tex.; J. V. Dugan, Dugan Piano Co., New Orleans, La.; A. E. Malhiot, Malhiot Co., Thibodaux, La.; L. D. Woodruff, L. D. Woodruff Furniture Co., Hattiesburg, Miss.; B. G. Powell, Maison Blanche Co., New Orleans, La.; Miss E. Delery, Philip Werlein, Ltd., New Orleans, La.; L. M. Baish,

From Dwyer Piano Co.: Miss Johnston, Miss Regan, Mr. and Mrs. Berry.

From Dugan Piano Co.: Miss M. Boos, Miss B. Boos, Ben. Mayer, Miss M. St. Hillare, Mrs. Dugan, Miss M. Rodrigues.

From Collins Piano Co.: Miss G. Cazneuve, Miss C. Bienvenu, Miss G. Bofil, Miss G. Adolph, Mrs. Wilson.

CONVENTION SIDE LIGHTS

As usual, Miss Emma Delery was right on the job welcoming guests down at the wholesale house, as well as at the various meeting and gathering places of the convention. Miss Delery's long service in the Werlein organization has enabled her to form many friendships in Victor circles in this territory, and she practically knows everyone. She was ably assisted by Miss L. Monteleone and Miss M. Guzzardo, as well as N. G. Nicolich, of the wholesale force.

As usual, B. B. Burton made an ideal master of ceremonies and presiding officer. However, (Continued on page 45)



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

LONG
QUALITY
HANOVER, PA., U.S.A.

Making a Console out of A Table Model

The Console type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five "CONSOLES" are intended to be used in connection with the popular Victrola VI, producing a combination outfit that *looks like* a complete unit costing \$250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for these Console Cabinets indicate that they have caught the popular fancy, and they are bound to be big sellers. Place your orders NOW.

Write for copy of catalogue.

The Geo. A. Long
Cabinet Company
HANOVER, PA.

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 43)

everyone believed Mr. Burton really came down to go fishing with Paul Felder and Johnny Dugan, for this was their sole topic of conversation every spare minute.

Someone told us about a play, "The Passing of the Third Floor Back," but "Room 378" kept them from passing up the third floor back at the St. Charles.

The convention enjoyed a visit from our good friend Lew Willis, of Beckwith-O'Neill Co. Lew's "Selrex" Counter did not arrive in time to be displayed before the dealers, but from every indication Lew has a dandy proposition for every dealer, and all of his friends wish him much luck in putting over his clever sales-getting idea. Mrs. Willis was with Lew and was a much sought-for dance partner.

Ollie Dom, of Q R S fame, was not so clever with his "African golf" stuff as he is selling Q R S rolls. Ask F. Raggio, of De Ridder.

John G. Paine was billed as the headliner of the convention, and no one from the "big time" circuit ever got a more enthusiastic reception on any stage.

As usual, the Birmingham delegation was large and enthusiastic. Tyler and Quinn gave all the ladies a treat—thus living up to their reputation.

Bob McDavid "lost his voice," but being such a "vamp" on the dance floor he hardly missed it, as his "wicked steps" will testify.

Looks as if Bill Reynolds will be host at the next convention, in Mobile. Bill brought along a good delegation as usual, and was right there with his 100 per cent Victor ideas.

Ralph Young was the only fellow who did not lose sleep during the convention, and was full of "pep" (?)—during the entire evening.

R. G. Brice and J. V. Dugan, as the new officers of the Association, assure a live organization from now on, and everyone extended congratulations.

Ed. Goodell and Gene Gifford were the two live wires from East Texas at the meeting. Ed. brought along Mrs. Goodell. They were only recently married, and of course were kept busy receiving congratulations.

The membership was glad to welcome W. H. Spitzkeit, who is manager of the newly installed Victor account at the Adam Glass Furniture Co., Mobile, Ala.

As usual, F. E. Mahoney, of Chattanooga, was on hand and lent his guiding genius toward making the convention the big success it was.

Everyone will remember with pleasure meeting Mrs. M. F. Saunders, manager of the Victrola department of the Bry Block Mercantile Co., at Memphis, Tenn., who succeeded John A. Hofheinz in that position several months ago when Mr. Hofheinz came to the Werlein organization here. Mrs. Saunders has already made quite a success in her new work and is, without a doubt, one of the best-posted women in the Victor game.

It is understood that at next year's meeting the question of naming an official "vamp" for the organization will be brought up. Tyler and Quinn will no doubt boom our worthy June Bernice Jalenak, as both the Memphis and New Orleans convention attendance will testify. In addition to having all the qualifications, Miss Jalenak is making a name for herself in Victor circles for the "peppy" way she is handling the Dugan Victrola department here.

The convention enjoyed having R. P. Hamil-

ton, of the Victor traveling forces, who dropped in unexpectedly. Mr. Hamilton is a Victor enthusiast despite his regular stipend from the Victor Co., for he has spent years in building up a library of Victor records and now owns some 4,000 choice selections.

When the dance music started at Spanish Fort someone said: "Now we will see Terpsichore," and, sure enough, Will Berry waltzed right out on the floor, the living personification of the the popular Muse. Berry was "full of hops"—meaning, of course, his remarkable agility as a dancer—and several of his dance partners will testify that he was the cleverest fellow who ever stepped on their feet.

Also among those missing were Lou Pitts and Bill Sutherland, from the Houck forces at Memphis. Lou's absence made it easier on the bell-boys at the St. Charles.

Favorable comments were heard from every side relative to the new wholesale headquarters of the Philip Werlein, Ltd., on Bienville street. The establishment is equipped like a model Victor shop, and many dealers who are contemplating installing new equipment got good pointers in the Werlein place.

Walter Schroeder and Ernest Staples, who have been recently added to the road force of Philip Werlein, Ltd., were about every minute of the time, looking after everybody's requests and wants. Ernest was quite a high financier—ask Ollie Dom. Walter and A. D. Pedan, of Laurel, Miss., were "big buddies" and, like Grape Nuts—"there's a reason."

The Local Arrangements Committee, composed of J. V. Dugan, of the Dugan Piano Co.; Ned Wilson, of Collins Piano Co., and Jack Hofheinz, of Philip Werlein, Ltd., were on the job from morning to night, and received the

praise of everyone for the successful way they handled details at the convention.

Dave Rice, from Jackson and Vicksburg, was here with his mighty attractive little wife. They are recent newlyweds, and Mrs. Rice particularly enjoyed her first visit to New Orleans immensely.

Gordon Powell, of the Maison Blanche Co., was right there with the entertainment. In fact, his several "brands" were most sought after. Gordon also handled the local reception details in his characteristically good way.

Another familiar figure at the convention was C. D. Troy, of Tupelo, Miss. Mr. Troy is a veteran Victor dealer and never misses a gathering of this kind.

Ellis Sarphe, of McComb, was one of the live Victor dealers in attendance; also L. D. Woodruff, of Hattiesburg. Among the other live dealers were Marcel Dreyfus, of New Iberia, La.; J. S. Smith, of Lake Charles; Mr. Burns, of Covington, La.; Mr. Parker, of Biloxi, Miss.; A. E. Malhiot, Thibodaux, La., and V. B. Richard and Mrs. Richard, of Jennings, La.

Among those missing were Mr. and Mrs. Frank Murphey, Alexandria, La., and Frank Allen, of Meridian, Miss., unavoidable circumstances keeping them from attending.

P. M. McLemore, of the O. K. Houck Piano Co., Memphis, Tenn., and H. Baish, of the Unit Construction Co., greeted their many friends.

RECENTLY INCORPORATED

The Vulcan Record Corp., of Wilmington, Del., has been incorporated under the laws of the State of Delaware, with a capital stock of \$550,000. Incorporators not named.



KICHLER VALANCES

especially designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

THE L. A. KICHLER CO.

717 Lakeside Ave. N. W.

(Dept. W)

CLEVELAND

Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City

OKeh Records

Service



Our Service is a natural result of a finely equipped Service Department.

Always abundantly stocked in OKeh Records we are well able to furnish you with material to establish an OKeh Record Agency.

We are glad to share with you our thorough experience in the Record industry and give personal and spontaneous cooperation.

OKeh Records excel because of their round full tones.

OKeh Records satisfy because the dance music is brilliant and vigorous.

You should be proud to sell OKeh Records

Consolidated Talking Machine Co.

OKeh Record *Distributors*

227 W. Washington St.

Chicago, Ill.

Van and Schenck are at their best and funniest in "Sweet Love" and "She Walks in Her Husband's Sleep." And Van and Schenck at their best and funniest have always meant surprising sales. Order big. A-3408.

**Columbia Graphophone Co.
NEW YORK**



COMMENTS ON THE PATHE FUTURE

President E. A. Widmann, of Pathé Frères Phonograph Co., Waxes Enthusiastic Over the Business Outlook in Interview With World

Eugene A. Widmann, president of the Pathé Frères Phonograph Co., struck an enthusiastic note regarding the future as it affects Pathé in a recent interview with The World. Mr. Widmann spoke of the individuality and superior points of the Pathé electric motor and the exclusive sales advantage of this motor for the Pathé dealer. In summing up general conditions Mr. Widmann said in part: "A big thing that



Eugene A. Widmann

has been staring in the face of each manufacturer, whether he be a manufacturer of steel or candy, textiles or phonographs, has been the high price of the finished product on hand and the inventory commitment prices of the raw materials in stock. At the beginning of the year we faced this problem, and for that reason it was not possible for me to give my customary message to the trade. I am happy to say that we have now entirely adjusted the situation and have taken our medicine. We are going into the future with our inventory brought down to present-day prices. This has enacted to the advantage of the Pathé dealer, as it enables us to protect him in any declining price to the public during the first six months of the year. Every Pathé distributor and Pathé dealer is combining with us in the energetic featuring of the Pathé line. The intensive sales energy that is being expended is already bringing good results. Not only have we got an exceptional electric motor, but I believe it is the best on the market, and it can be offered at a price approximating that of the spring motor.

"The Pathé Actuelle needle cut record is another big selling feature for the Pathé dealer. The Pathé record, equipped with the Pathé sapphire ball, has always held a high place in the record field and now we have given our most careful attention to the perfection of the Actuelle

record until it now stands in the first rank of needle cut records. Betterment of general business conditions is reported from all sections of the country, and I am entirely optimistic over the future."

NEW VICTOR SHOP IN PEORIA

Elaborate Musical Program Marked Formal Opening of Peoria Music Shop, Inc.

PEORIA, ILL., June 1.—The formal opening of the new Victrola shop of the Peoria Music Shop, Inc., was held last Saturday at the company's building, 218 South Adams street. An elaborate program was a feature of the opening, one of the stars being Princess Watahwaso, the noted Indian singer and exclusive Victor artist, who appeared in native costume. There were also several other artists and Hoffman's Orchestra played a number of selections. The Peoria Music Shop is conducted by Arthur E. Severe, Russell L. Stutzmann and Margretta S. Scherff, all experienced in the music industry.

SONORA JOBBER IN MEXICO

The Sonora Phonograph Co., New York, announced recently the appointment of M. E. Raya & Co., Mexico City, as distributors for the Sonora product in Mexico. This company, which is well known in Mexican industrial circles, is planning to give the Sonora product a representation commensurate with its high standing in the musical field.

NEW BRUNSWICK DEALERS IN UTAH

Half Dozen New Concerns Take on Brunswick Line During the Past Month

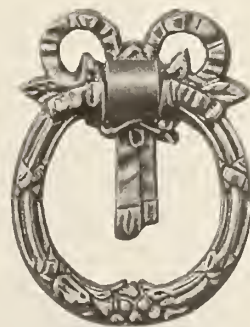
SALT LAKE CITY, UTAH, June 4.—G. C. Spratt, in charge of Brunswick phonograph sales for the Brunswick-Balke-Collender Co.'s branch at 55 South Temple street, this city, states that business has shown substantial advance during the past sixty days over that of the preceding months since January 1. Travelers for the local branch are doing well, and during the past fortnight the following new dealers have been signed up: Lundstrom Furniture & Carpet Co., Preston, Idaho; Allen Mercantile Co., Hyrum, Utah; Lunt Pharmacy, Nephi, Utah; Davis County Drug Co., Kaysville, Utah; Broadway Drug Co., Green River, Utah, and the Richfield Furniture Co., Richfield, Utah. Incidentally it is reported that Brunswick records are proving sufficiently popular in this section of the country.

GO AFTER BOY SCOUT BUSINESS

The spread of the Boy Scout movement throughout the United States and the coming of the season when scouts get into the open and enjoy camp life has directed the attention of a number of talking machine dealers to the possibilities of selling small machines, together with supplies of records, to various Boy Scout troops. There are a number of special records that are found to fit in particularly well with the Boy Scout programs.

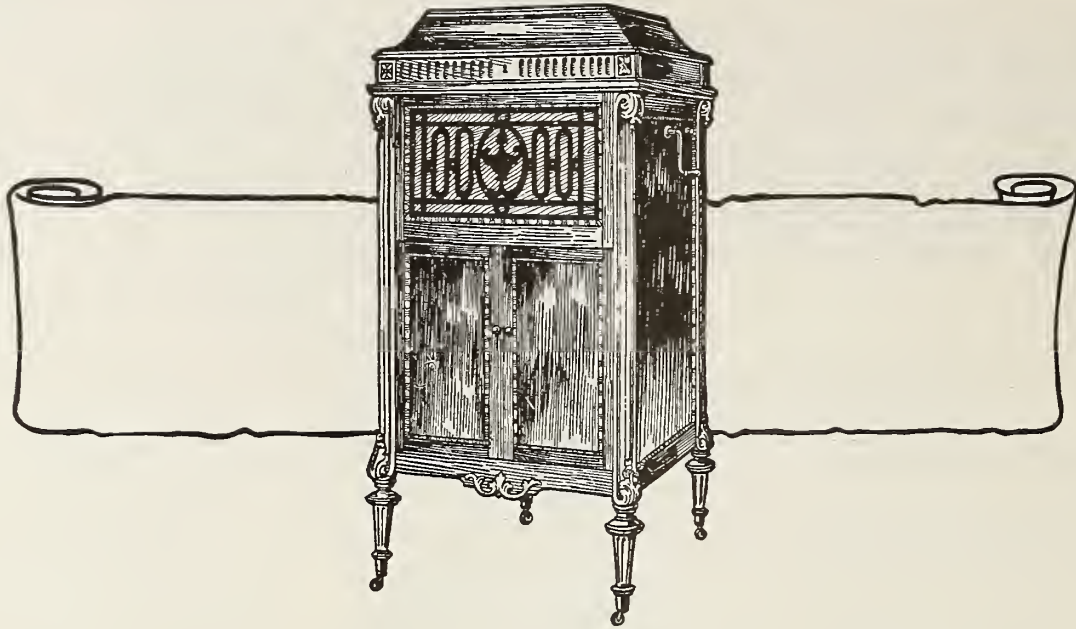
Proper Chippendale—Trimming costs no more than

Proper Queen Anne—but a lot of beautiful Period models are spoiled by using the wrong *Trim*.



We can show you the **RIGHT TRIM** for your needs.

Weber-Knapp Company
Jamestown, N. Y.



The Dalion Dealer has these important Advantages

TO your own efforts in building a profitable phonograph department we offer the aid of a superb line of instruments and a factory organization which is tireless in its sincere, sustained co-operation. The Dalion phonograph is the right one to sell. The Dalion contract is the right sort to sign.

Tonal Quality

Prime consideration in any musical instrument is *tone*. The single quality of tone which counts in phonographs—is *fidelity*. The Dalion is designed and built to *reproduce* tone. It does so without adding to, or taking from the original. Hear one play.



Dalion selling advantages that push past mere talking points are numerous, and real. The Dalion agency in any territory is a valuable franchise. For these reasons:

There are nine models in the Dalion line. They offer a range in style and price which means a well-rounded stock of instruments on which you can concentrate your interest and effort.

Tonal qualities of any Dalion will measure up to those of any machine on the market by any test you or

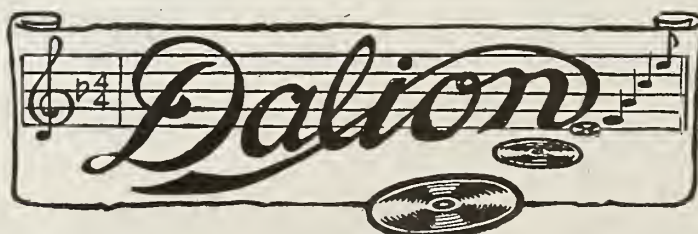
your customer can make. Universal tone-arm. Plays all records.

Mechanical excellence of Dalions evidenced by our specific guarantee which is the strongest in this field and includes protection against spring breakage. Silent motor. Auto-file for records (exclusive).

Beauty of design, quality of cabinet-work and every detail of finish all so far above average that Dalion has not a close second in favorable appearance. Correspondence with merchants invited.

Milwaukee Talking Machine Mfg. Co.

Milwaukee, Wisconsin, 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 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, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3¼-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 MOTOR INTERESTS TRADE

Serenado Announcement in May World Produces Remarkable Results—Motor May Be Manufactured for General Distribution

The Serenado Mfg. Co., Cedar Rapids, Ia., manufacturer of the Serenado talking machine, which recently advised the trade that its instruments will be equipped with the new Serenado motor, guaranteed for five years, has received inquiries from all parts of the country regarding this new motor. The first announcement in connection with this matter appeared in the May issue of The World, and M. E. Lusk, Jr., sales manager of the company, states that requests for information were received from manufacturers and dealers before the company had even seen its own advertisement.

Referring to the company's plans for marketing this motor, Mr. Lusk said:

"When we used our advertisement we had no idea of furnishing a Serenado motor except in the product manufactured by ourselves, and we do not know that we will make any change in this decision. However, there have been so many inquiries received from firms of high standing that we are considering the marketing of the motor in a general way.

"This ready response seems to prove to us that manufacturers generally realize that no matter how good a talking machine may be otherwise it cannot properly function unless the motor is of consistent speed and gives a minimum of trouble.

"Serenado dealers have found that they can eliminate their repair departments, and we believe that our new motor is as near trouble-proof as a piece of machinery can be made. If it were not so we certainly could not guarantee it for a period of five years and replace any motor that may become inoperative during that period with a new one."

REPRODUCE WITH GALENA CRYSTAL

As far back as 1913 Brazier and Dongier showed that the passage of a sufficiently strong alternating current across the surface of contact of a metal point with a crystal of galena caused a sonorous effect. P. Collet, writing in Comptes Rendus, tells of his experiments along this line. By using an undamped wave arrangement and a primary and secondary circuit properly tuned and including a microphone, he has been successful in reproducing the singing voice with the galena contact.

Ernest I. Van Doren, phonograph dealer of Troy, N. Y., has filed recently a voluntary petition in bankruptcy, with liabilities of \$20,248 and assets of \$14,785.

NEW SHOP IN NEWBURGH OPENED

Columbia Music Store of Messrs. Burger & Morse Is One of Finest in Hudson Valley

The new establishment of the Columbia Music Store, in the Academy of Music Building, Newburgh, N. Y., was opened auspiciously to the public of that city recently. Messrs. Burger & Morse are the proprietors of this shop, which is conceded to be one of the best equipped in the Hudson River Valley. The new premises occupy over 2,000 square feet of floor space. The talking machine department has six demonstration booths. Columbia, Sonora and Brunswick machines comprise the group represented by this house. A full line of records and general musical instruments, as well as sheet music, is handled by this concern.

The Victor line of talking machines and records have been added to the Music Shop, Spokane, Wash., owned and managed by Ray A. Grombacher and Mrs. Grombacher, who are handling Columbia talking machines.

NEW POST FOR A. W. ROOS

Former Columbia Co. Manager Joins General Phonograph Corp. Staff

A. W. Roos, formerly manager of the Cleveland and Indianapolis branches of the Columbia Graphophone Co. and more recently assistant manager of the Columbia Co.'s St. Louis branch, has joined the sales organization of the General Phonograph Corp. Mr. Roos has been appointed an assistant to W. C. Fuhri, general sales manager of the Okeh record division, and will make his headquarters in New York. He has been identified with the industry for many years and his thorough knowledge of every phase of record merchandising ideally qualifies him for his new post.

The New Comfort Talking Machine Co., of Wilmington, Del., has been incorporated under the laws of that State, with a capital stock of \$350,000. The name of the incorporator given is that of The Corporation Service Co., instead of the usual individual names.

HONEST QUAKER
MAIN SPRING

TEMPER-LENGTH-WIDTH GUARANTEED

E.T.M. Co. Phila.

Packed in rust and dust proof numbered cartons.
Special prices to manufacturers and jobbers.

A FEW OF THE SIZES WE CARRY:	Prices in Assorted Lots of				
	6	12	25	50	100
No. 25 5/8" x .020 x 8 feet. For Sonora, Pathe and Swiss. Pear shape holes	\$.22	\$.20	\$.19	\$.18	\$.17
No. 29 3/4" x .022 x 10 feet. For Columbia, Heineman, Markel, Van-O-Phone, Pathe, Etc. Pear shape holes	.43	.42	.40	.38	.35
No. 51 7/8" x .022 x 10 feet. For Koch, Talk-O-Phone, Alura, Etc.	.47	.46	.44	.42	.40
No. 33 1" x .025 x 12 feet. For Heineman motors No. 33 and No. 77, Mandel, Pathe, Vitanola, Aeolian, Meisselbach new styles, etc. Pear shape holes	.70	.67	.60	.55	.50
No. 35 1" x .028 x 10 feet. For all styles of Columbia motors. Pear shape holes	.54	.52	.50	.48	.45
No. 34 1" x .025 x 12 feet. For Sonora, Saal, Silvertone, Krasco, Dayton, Etc., Etc.	.75	.70	.65	.60	.55

TERMS:—To customers with satisfactory commercial rating, 2% discount for cash within 10 days, or 30 days net. TO OTHERS, 3% discount for cash in full with order, or 20% of total purchase with order, balance C. O. D. Kindly include Parcel-Post charges, if wanted that way.

If you have not received catalogue W, write for your copy

EVERYBODY'S TALKING MACHINE CO.

Largest Distributors of Main Springs in America

38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation

GRANBY LINE IN WIDENER'S STORES

Widener's, Inc., Will Retail Granby Line in Its Fourteen Stores, Nine of Which Become Factory Representatives of the Granby Corp.

NORFOLK, VA., June 5.—The Granby Phonograph Corp., of this city, has announced an important deal recently consummated whereby Widener's, Inc., will retail the Granby line in its fourteen stores, nine of which have become factory representatives of the Granby Phonograph Corp. and will distribute the line in the territories in which its stores are located. The Widener-Granby deal was made at Granby headquarters between James G. Widener, president of Widener's, Inc., and Harry Levy, president, H. H. Schumaker, secretary, and E. C. Howard, sales director of the Granby organization.

Under the arrangements made Widener's, Inc., has become wholesale factory representative in the following nine cities: New York, Philadelphia, Boston, Newark, Cincinnati, New Haven, Indianapolis, St. Louis and Worcester. Granby phonographs will also be retailed by the Widener organization in these cities in addition to the other five stores of the Widener chain. Much careful investigation was made on both sides before the conclusion of negotiations and entire satisfaction is mutually expressed. J. G. Widener was enthusiastic over his inspection of the Granby plant at Newport News and Secretary Schumaker was equally enthusiastic after he had visited several of the important Widener locations.

An idea of Mr. Widener's opinion of the Granby line is found in a letter which he recently sent from his headquarters in Boston to the Granby Phonograph Corp., in this city.

"We have searched the field for months and have gone over all talking machines, endeavoring to find something to fit what we needed most, viz.:

"First, an instrument that would give our customers satisfaction; second, a tone that the majority would like; third, an instrument that would keep our time accounts using and paying on them; fourth, one that would give least mechanical troubles; fifth, an instrument from a furniture standpoint that would fit in the majority of homes. After six months' exhaustive study we have found it—the Granby."

"Widener's, Inc.,

(Signed) "J. G. Widener President."

The various warerooms of Widener's, Inc.,

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES
 (Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

have been large retailers of Columbia products for many years and constitute probably one of the largest talking machine chain stores in the country. It is stated that the representation of the Columbia line will continue as heretofore. It is also stated by E. C. Howard, sales director of the Granby organization, that the new deal will not disturb the national distribution of the plan of the Granby Corp. outside of the territories covered by Widener's, Inc., and that additional territories will be opened soon.

The Kennedy-Schultz Co., of Cleveland, O., and the Iroquois Sales Corp., of Buffalo, N. Y., will continue as jobbing representatives as heretofore. Both houses report exceptional success in the sales of the Granby phonograph in the territories which they cover. The Granby Phonograph Corp. recently received another order for three carloads of Granbys from the Iroquois Sales Corp. and Edward Ginsburg, Granby factory salesman, has been assigned to

assist the Iroquois Sales Corp. in the excellent work which it is doing.

The opening shot of the Widener-Granby campaign, which is indicative of the enthusiastic way in which Widener's, Inc., has taken on the new line, is to be found in the big display given the Granby phonograph in the Widener shop, west of Fifth avenue, New York. The announcement of this deal, which is one of the most important in recent history of the talking machine trade, has attracted much attention and enthusiastic congratulations are being received at both Widener and Granby camps.

BELLE BAKER SINGS "ELI-ELI"

Records Favorite Jewish Folk Song for the Pathé Actuelle Steel-Needle Records

An announcement of interest to Pathé dealers is that Belle Baker's singing of "Eli-Eli," one of the favorite Jewish folk songs, is now available on Pathé Actuelle steel-needle records. The dealers have been anticipating the news for some time, as there has developed a great demand for this particular record, now available to phonograph owners generally.



Belle Baker

Regarding the record Dr. Joseph Kalman, manager of Pathé's foreign record department, said: "No folk song of the Jewish people is more loved than 'Eli-Eli,' a heart-song fraught with the emotions and sufferings of the Jewish race. This song has been sung again and again by leading artists, but never before has it inspired such an appeal as Belle Baker recently created on the American vaudeville stage. This young artist, who was born and bred on the East Side, amid the sufferings and trials of her people, puts new soul and fervor into the plaintive song—and we feel that our efforts to give the Jewish public what they want have been well repaid by winning the gifted Belle Baker to the Pathé ranks."

The Stradivara Phonograph Shop was recently opened in San Diego, Cal., an elaborate musical program being provided for the occasion.

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 1921-1922
 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

QUALITY

Okéh
ANNOUNCES

The World-Famous Irish Tenor

John Mc Cormack

IN THREE FAVORITE SONGS

70003 {
10¾ in. { ABSENT, John McCormack, Orchestra Accompaniment
\$1.00 {

70001 {
10¾ in. { DEAR LITTLE SHAMROCK,
\$1.00 { John McCormack, Orchestra Accompaniment

70002 {
10¾ in. { A NATION ONCE AGAIN,
\$1.00 { John McCormack, Orchestra Accompaniment

These Records Are John McCormack Himself—No More Need Be Said

Also the Famous Coloratura Soprano

FRIEDA HEMPEL

70101 {
10¾ in. { LA TRAVIATA-ARIE DER VIOLETTA (Sempre Libera)
\$1.25 { (Verdi) (Sung in German) Frieda Hempel,
Orchestra Accompaniment

These recordings were made in Europe by the International Talking Machine Company.
We have secured, at great expense, a license to offer them to the American Public.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street
NEW YORK

Okéh Records



Nestle In Your Daddy's Arms



TALKING MACHINE TRADE IN NEWARK, N. J., INCREASES

General Run of Dealers Optimistic Regarding Conditions—Unsettled Labor Situation Chief Difficulty Just Now—Some Live Publicity Is Getting Excellent Results

NEWARK, N. J., June 2.—If labor conditions in Newark, which have been upsetting building operations there for some time, particularly as affecting masons who have been on strike, are finally settled the new musical establishment of Doll & Sons, of that city, which is in the course of construction, will house one of the most artistic and adequate talking machine departments in the entire State within the next few months.

The talking machine and record business of this house achieved remarkable dimensions long before the concern decided to move from its old premises at 607 Broad street to the present location at 561 Broad street, so it was small wonder that it was decided to make the new headquarters the very last word in completeness and beauty as it relates to the demonstration and selling of this type of musical merchandise. Though it is true that all departments of this company's new store will be fitted in the most modern way, exceptional stress is being laid on their new talking machine and record department, the firm realizing that the manner in which machines are displayed, the demonstration facilities accorded them and their position in the store play the most important part in sales next to the virtues of the instruments themselves.

One of the distinct advantages that the new store will possess will come from the fact that all its departments will be "sun-lit," quite apart, of course, from the elaborate electric devices which have been planned for the store. The talking machine and record section, for instance, situated on the ground floor of the remodeled building, will contain eight all plate glass booths of the latest sound-proof design, and will be veritable reservoirs of natural light. The latter arrangement will characterize all the other departments.

Even while workers are busy remodeling the new establishment business goes on uninterruptedly, there seemingly being no let-up in its volume or in the number of new patrons.

L. W. Collings, of Collings & Co., the well-

known Victor jobbers of this city, in speaking of general business conditions, said: "We are exceedingly pleased with the progress being made in spite of the present curtailment affecting business conditions. We are working our territory very hard, assisting dealers in the promotion of sales, and feel, on the whole, we have secured splendid co-operation, with good results to the trade. We note an improvement in local industrial conditions and in the coal regions which we also serve."

Collings & Co. are making a special drive on their hand-painted sign service, which is issued each month. This assists them materially in selling records, and as dealers are getting records in good quantities the use of such material is found advantageous.

Trade at the O. Wissner store at 903 Broad street is in a flourishing condition, a big demand being shown there for ballad and operatic records especially. Of the popular records "Over the Hills" and "I Found a Rose in the Devil's Garden" have achieved the greatest success here. So great has been the demand for the records made by Duci de Kerekjarto, famous violinist, a newcomer to the ranks of Columbia stars, that Manager W. H. Paullin, of the talking machine department at Wissner's, has had to put in an extra stock of all records made by this virtuoso. All of this artist's records go equally well, there seemingly being no greater demand for one than the other.

Manager Paullin reports that collections are being kept up in fairly good shape, less complaint being necessary of this important phase of the business than for some time past.

There are many signs that the talking machine and record business is picking up in Newark if one takes the big volume of business being done in this musical merchandise by Hahne & Co.'s store as a criterion. Not for a long time have prospects been so plentiful and good and never have inquiries poured in by person and letter in reference to these instruments as they have for the last month or two. Paul Whiteman's Victor "jazz" records are the most popular sellers at this store just now, while the first selling popular songs are "Whispering," "Honolulu Eyes," "Rosie," "I Never Knew," "My Mammy," "Bright Eyes," "Love Bird" and "Humming."

ROUSH ON TRADE EXTENSION TOUR

J. C. Roush, head of the Standard Talking Machine Co., Pittsburgh, Pa., Victor wholesaler, was one of the party of 150 Pittsburgh business men who made the Twentieth Trade Extension Tour early in May, under the auspices of the Chamber of Commerce of Pittsburgh. The tour lasted four days and covered Ohio and a large section of West Virginia.

On their own merits modest men are dumb.

CONCEIVES UNIQUE SALES IDEA

Okeh Dealer Arranges for Display of Relics Which He Owns—Gives a Concert to Aid Sales

ROCK ISLAND, ILL., June 5.—W. H. Whitney, a progressive dealer in this city, handling Okeh records, is using unusual publicity to bring these records to the attention of the trade in his locality. Mr. Whitney makes arrangements with one of the leading stores in a nearby town to feature a three-day window display of relics which he owns and the feature of which is an old Dulcimer dated 1771. Mr. Whitney is an accomplished player of this instrument and on the last day of the display he gives a concert in the store, using the Dulcimer and a Persian lute, interspersed with the playing of several Okeh records on a talking machine.

The plan stimulates the sale of Okeh records materially, especially as the latest Okeh records are scattered in different parts of the exhibit. It has produced tangible results to date and incidentally has developed machine prospects in addition to record sales.

RECENTLY INCORPORATED

The Naturelle Reproductions Corp., of New York, has been incorporated under the laws of that State for the purpose of manufacturing talking machines with a capital stock of \$37,000. Incorporators: S. W. Hanson, H. L. Ward and C. L. Morgan.

No. 35767/10 Palm Plant, 48" high, 10 leaves—with pot, \$3.00; without pot, \$2.50; natural prepared, everlasting.

My SEASONABLE CATALOGUE No. 35 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be MAILED FREE FOR THE ASKING.

	Inches High	Palm Leaves	With Pot	Without Pot
35767/4	24	4	\$1.10	\$0.60
35767/5	30	5	1.25	.75
35767/7	42	7	2.50	2.00
35767/10	48	10	3.00	2.50

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

ENTER-RIGHT NEEDLE GUIDE

Made for both Old and New Style Tone Arms. The Best Thing Ever put on a **VICTROLA** Excepting a Victor Record

An "ENTER-RIGHT" used—eliminates dropping of Sound Box on Records, thereby protecting both records and Tungstone Points.

- Keeps the hand-shadow off record and needle when playing by artificial light. Protects the Plating on Goose-neck. Makes playing more easy and pleasant, encouraging use of Victrola. Easily sold. Attached in a minute. Lasts a life time and improves the appearance.

Not an Accessory—but a Necessity
Sold and approved by hundreds of Victor Dealers
WHY - NOT - YOU?

Nickel Plate 50c Gold Plate \$1.00
Regular Discounts to Dealers

EUREKA NOVELTY CO.
RICHMOND, INDIANA
MAKERS OF NEED-A-LITE, THE GUARANTEED PHONOGRAPH LAMP



DISTINGUISHED
FOR TONE BEAUTY
& UTILITY.

THIS wonderful machine opens a new field for Phonograph Sales. Every feature about it is new and different. With the lamp feature it gives an economic appeal as well as artistic effect.

The Modernola is easily displayed to good advantage—being extremely attractive in appearance.

Furnished in various woods and finishes and a wide selection of lamp shades from which to choose.

Already firmly established it makes a desirable addition to the Phonograph Business.

Anticipating a big demand for the Modernola we ask that you place your order *now* for early delivery.

We offer a very attractive proposition on the Modernola and to take advantage of it at once, please address Dept. D.

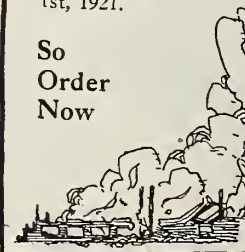
THE
MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors
Eastern Phonograph Corporation
100 West 21st Street, New York

Don't Delay

Fire destroyed our entire new plant April 25. But we are already in temporary quarters and expect to be ready to ship Modernolas September 1st, 1921.

**So
Order
Now**



NORTHWESTERN TRADE QUIET BUT DEALERS OPTIMISTIC

Demand for Records Very Active, but Machines Behind in Sales—Dealer Service Department for Beckwith-O'Neill Co.—Brunswick Progress—New Columbia Booth Installation—Other News

ST. PAUL and MINNEAPOLIS, MINN., June 4.—Talking machines are not talking very loud throughout the Northwest these days, but are playing an humble role and speaking easy. Dealers generally are hopeful and optimistic, but readily confess that they are not doing very much business. The demand for records is up to normal and for special numbers often is very active, but machine sales distinctly are below normal. No particular activity is to be expected until Fall, as there is nothing in sight to give an impetus. Wage disputes still are unsettled, building operations are nil, and on top of these conditions the railroads are closing their shops, throwing thousands of men out of work. It is announced that the shutdowns will not be for long, but whether for short or long the effect is depressing.

At the same time there is business to be had. Beckwith-O'Neill Co. is enlarging its force and taking on new accounts for the Victor products. A dealers' service department has been organized with A. J. Bloom in charge. He will look after the interests of the rural dealers, giving suggestions of improvements, advertising, merchandising and other features. Walter C. Madden, formerly with the L. S. Donaldson Co.'s Victrola department, has been added to the road force and has been assigned to northern Minnesota.

The Selrex service counter, of which Beckwith-O'Neill Co. controls all the rights, is making headway. The Golden Rule has installed the device on its ground floor. Dayton's dry goods store and the New England Furniture Co. will be equipped with the Selrex in the near future.

The Stone Piano Co. is conducting a special advertising campaign featuring the monthly appearance of Vocalion records. The venture is proving successful and according to Manager Gerlick the Vocalion records are becoming great favorites wherever they have become known. The demand for instruments is only fair, but even so the number of sales are considered satisfactory.

"Business is poor and it serves no purpose to try to delude ourselves and others that business is good," remarked Sewell D. Andrews, manager of the Sonora department of the Minneapolis Drug Co. "Of course we are doing some business, but it is not enough to make us over-optimistic. The record business has been good and we are correspondingly pleased thereat, but when it comes to machines the buying public shows little interest."

The Brunswick people are satisfied with their returns. E. L. Kern, director of the Brunswick-Balke-Collender Co., declares that the Brunswick phonograph is holding its own in the race with its competitors, both in the Twin Cities and the Northwest. George M. Nye, department manager, is out most of the time and is meeting with

fair success, particularly in the mining districts, which appear to be the liveliest places in the Northwest.

The Columbia Graphophone Co. recently has completed a series of demonstration booths and model display windows and store interiors in the Northwestern headquarters, 16-20 Third street north, Minneapolis. These features are of the most modern design and are sure to greatly interest all the local dealers who visit the place, as they will be full of ideas which may be adapted for home use.

In the meantime efforts are being made by W. L. Sprague, Northwestern manager, to push business. Several new accounts have been established of late and things look better. Collections are somewhat slow. Mr. Sprague was a member of the big Minneapolis crowd who toured through South Dakota. He remained in that State when the party went into Iowa, which is outside his territory.

"WINDOW NIGHT" FESTIVAL

Effective Way of Securing Sales and Introducing People to Your Shop at Night Evolved

An idea which has recently been introduced by the retail merchants of Jackson, Mich., might be adopted by other cities through the instigation of local talking machine merchants. The retailers of Jackson put on a sort of festival which they called "Window Night." The affair was conducted with the aid of the local Chamber of Commerce, and proved a novel and effective way of securing sales and introducing people to shop at night time. Of course, this idea does not appeal either to merchants or to the public if conducted too frequently. Once a year, however, in the mild weather season, it has some excellent points. "Window Night" in Jackson also served to stimulate greater effort for fine window displays.

NEW SUMMER VICTOR FOLDER ISSUED

Attractive Piece of Literature Designed to Stimulate Sales of Small Models

The Victor Talking Machine Co. has just issued a most attractive and generally appealing bit of literature for the use of dealers in developing Summer business. It is in the form of a folder, with an attractive Summer scene in colors on the cover, and is captioned: "This Summer—a Victrola." The center of the folder is in the form of a spread and shows illustrations, together with descriptions of Victrolas IV, VI, VIII, IX and No. 80. The folder is designed to permit of the dealer's own imprint on the back and should prove of distinct value in stimulating Summer sales.

AN ORIGINAL PUBLICITY STUNT

Colorado Merchant Puts Into Being Means of Getting a Store Close to the Public That Must Be Considered Distinctly Out of Ordinary

A merchant in the clothing business, operating in Colorado, has perfected a clever idea whereby he attracts the public and at the same time saves a part of his electric light bill. At one side of the entrance to his store, high enough so that it cannot be reached by children, this merchant has placed a push button with a metal sign over it. The sign instructs the passer-by to press the button and illuminate the store.

When the passer-by does this a row of white lights along either side of the salesroom inside floods the interior with light. The person outside gets a fine view of the interior and of the stocks. He is likely to remember that store during the opening hours.

The advantage is: A man may come into the city some evening and, finding the stores closed, decide to do a bit of window shopping that same evening. He thus locates the store, gets acquainted and knows where to go the next day to buy whatever he happens to be looking for on the previous evening.

NEW STORE IN SYRACUSE, N. Y.

Will Operate Under Title of Crippen Service and Will Feature Crip-N Ejex System

SYRACUSE, N. Y., June 5.—A new store in the phonograph field has recently been opened at 14 Gibb street, this city, under the name of Crippen Service. This company will sell high-grade phonographs in which the Crip-N Ejex system for filing records will be featured. It will also carry a stock of records and phonograph accessories. The store will be in charge of J. D. Burns, who is already known in the phonograph industry in this city.

DEMPSEY LIKES "TALKER" MUSIC

Champion Keeps Machine Going Almost Constantly at Atlantic City Training Camp

From the training camp of Jack Dempsey, America's champion heavyweight, who is to try conclusions with Georges Carpentier on July 2, comes the report that Dempsey's one consuming weakness, if it may be so called, is talking machine music. He has it with his meals, during his rest periods, while he is training, and as he goes to sleep, and he keeps his secretary busy digging up new records. Jack's favorite talking machine is of rosewood, inlaid with mother-of-pearl, and equipped with all the latest devices. It is significant that his training camp is at Atlantic City, where the talking machine jobbers have so frequently held their conventions.

Watt & Shand, who conduct a department store in Columbia, Pa., have just taken on the Brunswick line of phonographs and records.

FAMOUS SINGERS RECORDS
INCORPORATED



NOVELTY DANCE RECORDS

Exclusive monthly series by

12 HITS

Chas. K. Davis and His Orchestra

12 HITS

- 5050 { PAGAN, Valse Bacchanal, by Chas. K. Davis
- 10 in.
- 85c { DREAMING, Fox-trot, by Jas. N. Caruso.
- 5051 { LOVE'S APPEAL, Hesitation Waltz, by Chas. K. Davis
- 10 in.
- 85c { MOONLIGHT, Fox-trot, by Con Conrad.

- 5052 { ROZALIA, Valse di Concert, by Chas. K. Davis
- 10 in.
- 85c { SUNSHINE and SNAP YOUR FINGERS, by Louis Silvers
- 5053 { KIDLETS, Waltz, by Chas. K. Davis.
- 10 in.
- 85c { IRISH MEDLEY, by Crup and Iucci.

- 5054 { WHERE SWEET DADDIES GROW, One-step, by H. Von Tilzer
- 10 in.
- 85c { IRISH MOTHER OF MINE, Waltz, by H. Von Tilzer
- 5055 { MADELINE, Fox-trot, by Von Tilzer and Lew Brown
- 10 in.
- 85c { OHIO, Fox-trot, by Jellen and Olman

Correspondence invited with Dealers and Jobbers to market these records at special Discount prices.

Address: 249 West 34th Street, New York

Manufacturers of
Arietta Phonographs

ROUNTREE CORPORATION, Richmond, Va.

Distributors of
Emerson Records

Thank You, Business Is Good!

OUR Back-To-Pre-War-Price Movement is getting **BIG ACTION!**

Every day more dealers are ordering more **ARIETTA PHONOGRAPHS** and more **EMERSON RECORDS!**

There can be but one explanation: *More consumers are buying more from them!*

Quality Goods at Right Prices—that is

today's demand. Every dealer is face to face with it. Every *live* dealer will supply it.

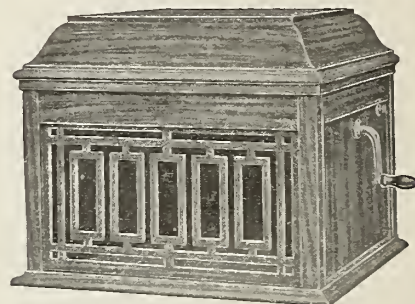
ARIETTA PHONOGRAPHS and **EMERSON RECORDS** prove squarely up to both requirements.

If you are a believer in giving the public what it wants, write today for our proposition.

ARIETTA PHONOGRAPHS

Here are the revised prices:

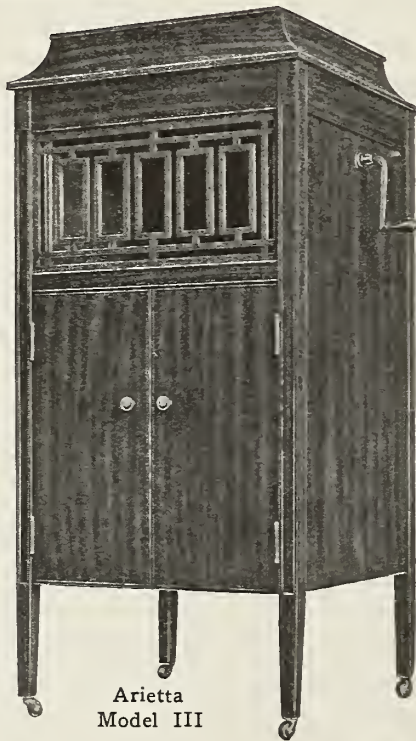
MODEL	FORMER LIST PRICE	PRESENT LIST PRICE
No. 1	\$70.00	\$60.00
No. 2	\$115.00	\$100.00
No. 3	\$150.00	\$130.00
No. 4	\$175.00	\$150.00



Arietta—Model I



Arietta
Model IV



Arietta
Model III



Arietta
Model II

EMERSON JULY RECORDS—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c.

(List prices subject to usual trade discount).

All 12-inch Records Now \$1.25

Releases for July now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.

All Phonograph Accessories Reduced!



PHONOGRAPH

ROUNTREE CORPORATION

Manufacturers of
ARIETTA PHONOGRAPHS

Richmond, Virginia

Distributors of
EMERSON RECORDS



ANENT LOW INSTALMENT TERMS

Some Pertinent Comments on This Subject Offered by Collings & Co. Which Will Be Perused With Interest by Readers

The "Fallacy of Low Instalment Terms" is the title of an editorial appearing in the June number of The Record, the house organ of Collings & Co., Victor distributors for Newark, N. J. The editorial, which touches a vital angle of selling psychology, is reprinted below:

"Merchandising Victrolas on the instalment plan is a most creditable sales policy and undoubtedly has been the backbone of the present large volume of machine business. It has proven itself profitable when properly applied; used otherwise it becomes a menace to satisfactory financing and lowers the dignity and prestige of the article you market.

"A study of the deferred-payment plan, as applied to various lines of merchandise, will reveal the fact that articles of inferior quality are offered on ridiculously low terms, whereas any product of proven quality will command terms commensurate with its high rank.

"Thanks to the brains and ingenuity of our good friends in Camden, Victor products, because of their quality and general superiority, demand the respect of the buying public. So, instead of the very weak argument of low terms, you have at your service an instrument that sells on its merits at the terms you ask.

"Certainly it is good business to make the monthly instalments and down-payments attractive, but never lower your standard to the demoralizing dollar-down-and-dollar-a-week point. It is being done in some lines, but such merchants are selling terms, not a quality product.

"Naturally your terms differ according to the model which is being sold. Two dollars down and a dollar a week on a Victrola IV or VI would be tolerable. But we are now referring to cabinet models of one hundred dollars or more.

"Bear in mind that the purchasers' enthusiasm for paying instalments wanes after a few months and if your contract is of very long duration, say over a year, collections may become difficult. And it is perfectly good psychology to believe that a person who cannot make a reasonable payment down and substantial weekly or monthly payments cannot afford the expensive types on which such payments must be expected. It would be far better business for you to induce the purchase of a less costly model on which the terms are in keeping with the buyer's means.

"When you oversell a customer and he or she becomes delinquent it invariably means that their record business will disappear, as, as has been proven, they will avoid your store and buy their records from your competitors.

"Victor dealers have always maintained a high standard for terms and we hope they will continue this good work. Just remember that Victor products are manufactured with the highest ideals in mind and that they deserve to be merchandised with similar idealistic tactics, on terms in keeping with their high quality."

SCORES A BIG HIT

Gus Goldstein, the versatile Jewish comedian and singer, whose exclusive recordings are found on Cardinal records, has made a tremendous hit at the Second Avenue Theatre, on the East Side of New York, where he is playing an engagement. Mr. Goldstein is also manager of the foreign record department of the Cardinal Phonograph Corp.

A MOTTO WITH A MORAL

Mr. Armour's motto was: "I employ optimists to produce results and pessimists to figure them up."

He himself was a great optimist. So is every forward-thinking business man. If he were not he would not have the courage to run a business and could not run it successfully. A man can be an optimist and still be a conservative business man.—Business Language.

SOME INTERESTING CENSUS FIGURES

Number of Establishments Increases from 18 to 167 During Five-year Period From 1914 to 1919—Products Increase in Value From \$27,116,000 in 1914 to \$158,668,000 in 1919

A preliminary statement of the 1920 census of manufactures has just been issued by the Bureau of the Census Department of Commerce, furnishing statistics for industries relative to the number of establishments and the value of products for the year 1919, with comparative figures for the preceding census year 1914. The figures, which are subject to such correction as may be found necessary, indicate that while in 1914 there were eighteen establishments manufacturing phonographs and graphophones which were taken to include talking machines in general, with products valued at \$27,116,000, the number of establishments had increased in 1919 to 167, with an output valued at \$158,668,000.

Although the figures are naturally not to be considered as very accurate they nevertheless represent about all the available statistics re-

garding the growth of the industry. There is food for thought, too, in the consideration of the figures as offered, for although there was over 800 per cent increase in the number of establishments during the five years the value of the products of the industry increased in value only 485 per cent. The increase in valuation of products is, of course, tremendous, but it is not in proportion to the increased number of factories operating.

WHITE & CO. SHIP ORDER TO BAHIA

AUGUSTA, GA., June 6.—J. B. White & Co., of this city, recently sold a Victrola XA and \$86 worth of records to M. G. White, a missionary in Bahia, Brazil. The instrument was purchased in Augusta, to be shipped to New York, thence by boat to Brazil. This Victrola and records will be practically the only form of entertainment Mr. White will have, as he makes a great many trips to the interior of Brazil.

The man who doesn't advertise discounts his own future, says Class.

*Why
Give
Satisfaction*



ANY one trying to hold prosperity by the weak thread of price is in the same position as the gambler who depends on chance.

The Victor dealer sells satisfaction, the element of price being subordinate to the quality of the merchandise and the service which he renders.

That is why the Victor dealer grows.

CURTIS N. ANDREWS

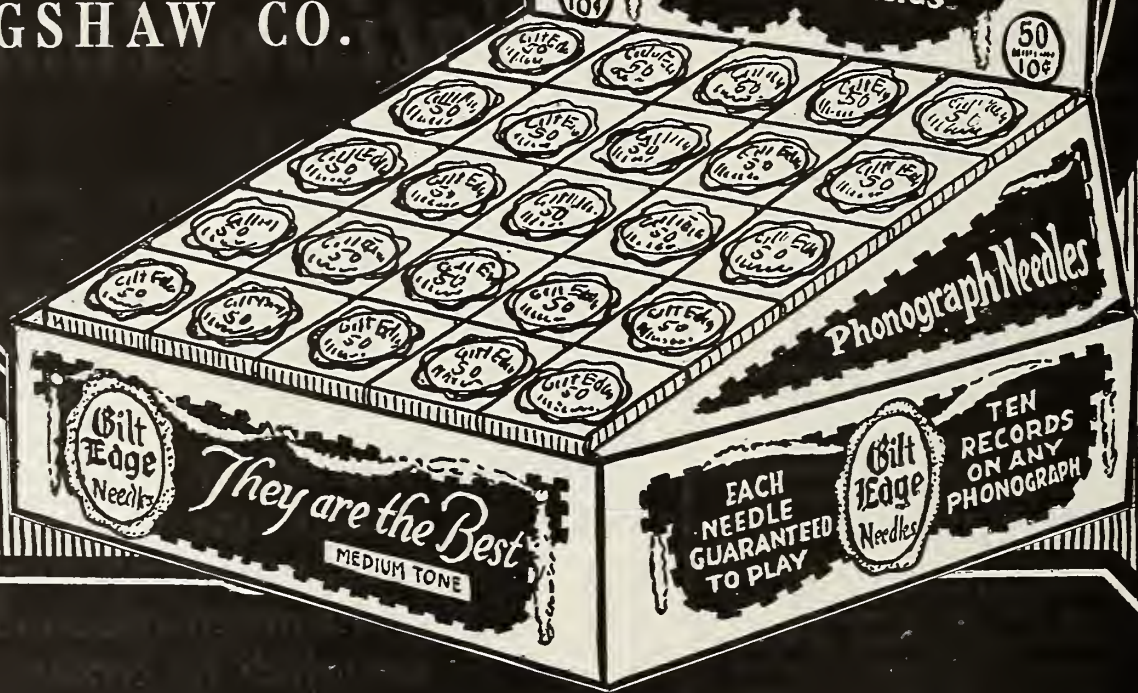
Victor Wholesaler

BUFFALO, NEW YORK



The reason for its "over-night" success.

Made from start to finish in Lowell, Mass. by W. H. BAGSHAW CO.



Write for Samples and Prices

REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th Street

New York City

Suite 610

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

UNFAIRNESS OF EXCISE TAX ON MUSIC IS SHOWN

Chamber of Commerce Files Exhaustive Brief With Senate Finance Committee, Showing How Proposed Excise Tax on Musical Instruments Will Drain Cash Resources of Retailers—Table of Interest to Trade

According to information received by the Music Industries Chamber of Commerce, the sales tax movement as embodied in the Smoot bill is making favorable progress. Outside of Congress sentiment has for some time tended that way and the influence of public sentiment is being felt at the Capitol at Washington. Newspapers which formerly were inclined to the belief that there was no chance for the passage of a sales tax now say that the chances are fifty-fifty. Inside information indicates that the chance of the adoption of the sales tax is better than the newspapers have stated.

The Chamber declares, however, that the ultimate fate of the Smoot bill is in the hands of the voters of the country and lays stress on the necessity of the individuals in the music trade making clear to their friends in other lines and through them to their Representatives and Senators at Washington that in the last analysis the consumer pays the tax and that he will pay less under the Smoot law than under the wartime excise tax law now in effect.

Supplementing the oral testimony of George W. Pound, its general counsel, before the Senate Finance Committee at Washington on May 13 in support of the sales tax, the Chamber filed with the Committee an exhaustive brief along the lines of the report of the legal committee.

In the brief were inserted the following analyses of sales of pianos and phonographs, indicating clearly the disastrous effects of an excise tax which drains the cash resources of the industry in the initial stages of every sale:

Analysis of 1914 Piano Sales
Total Number, 712.

	Per Cent of Total Number
Cash received at time of sale:	
Less than 2½ per cent of price.....	12
Less than 5 per cent of price.....	26
Less than 10 per cent of price.....	23
Less than 15 per cent of price.....	8
Less than 25 per cent of price.....	8
25 per cent and over.....	21

Analysis of 1920 Piano Sales
Total Number, 1,019.

Cash received at time of sale:	
Less than 2½ per cent of price.....	4
Less than 5 per cent of price.....	11
Less than 10 per cent of price.....	26
Less than 15 per cent of price.....	17
Less than 25 per cent of price.....	15
25 per cent and over.....	24

Analysis of 1914 Phonograph Sales
Total Number, 2,049.

Cash received at time of sale:	
Less than 2½ per cent of price.....	7
Less than 5 per cent of price.....	3
Less than 10 per cent of price.....	15
Less than 15 per cent of price.....	24
Less than 25 per cent of price.....	20
25 per cent and over.....	28

Analysis of 1920 Phonograph Sales
Total Number, 4,794.

Cash received at time of sale:	
Less than 2½ per cent of price.....	2
Less than 5 per cent of price.....	2
Less than 10 per cent of price.....	20
Less than 15 per cent of price.....	22
Less than 25 per cent of price.....	23
25 per cent and over.....	27

Analysis of 1914 Piano Sales
Total Number, 657

Elapsed time between dates of sale and final payment:	
Less than one year.....	10
One to two years.....	12
Two to three years.....	27
Three to four years.....	33
Four years and over.....	15

Analysis of 1920 Piano Sales
Total Number, 934.

Elapsed time between dates of sale and final payment:	
Less than one year.....	8
One to two years.....	34
Two to three years.....	30
Three to four years.....	21
Four years and over.....	4

Analysis of 1914 Phonograph Sales
Total Number, 1,926.

Elapsed time between dates of sale and final payment:	
Less than one year.....	60
One to two years.....	33
Two to three years.....	4
Three to four years.....	1
Four years and over.....	1

Analysis of 1920 Phonograph Sales
Total Number, 4,183.

Elapsed time between dates of sale and final payment:	
Less than one year.....	55
One to two years.....	42
Two to three years.....	1
Three to four years.....	1
Four years and over.....	0

BROWN CO. OPENS BRANCH STORE

J. W. Brown Has New Shop in Alliance, O.—Talking Machines and Players Also Handled

ALLIANCE, O., June 4.—The J. W. Brown Piano Co., of Canton, O., has opened a branch store at 51 East Main street, that city, carrying a line of pianos, players and talking machines. The new J. W. Brown Piano Co. took over the business of the late J. W. Brown.

The J. W. Brown Piano Co., located at Third street and Walnut avenue, S. E., is one of Canton's oldest music stores and was established by the late J. W. Brown. This store recently held a most successful piano sale, during which time a special advertising campaign was conducted in newspapers of Canton and surrounding cities.

WILL OPEN VICTROLA STORE

SEBRING, O., May 30.—The Drake & Moninger Co., with stores in Alliance, Canton and East

Liverpool, has leased a storeroom on Fifteenth street and, on or about May 20, will open a branch store, with a complete stock of Victrolas, records and musical merchandise. The large room in the Stewart block will be used as the display room. The Drake & Moninger Co. recently opened its new store at Alliance, O.

C. E. BYRNE HONORED

Secretary and Treasurer of Steger & Sons Piano Mfg. Co. Admitted to the Practice of Law Before United States Supreme Court

C. E. Byrne, secretary and treasurer of Steger & Sons Piano Mfg. Co., Chicago, and Steger, Ill., was singularly honored last month when he was admitted to the practice of law before the United States Supreme Court in Washington.

Mr. Byrne, accompanied by Mrs. Byrne and his mother, stopped in New York a few days the latter part of last week on their return from Washington.

Back to the Old Price—

HERE'S some real news! Bubble Books "that sing" are now selling at the price that made them famous—\$1.25.

"Good stuff," you say—well, we're just as glad as you are. When you can offer a book with wonderful colored illustrations, new fairy stories and three real phonograph records for the price of one record or story book alone—it means real business for you.

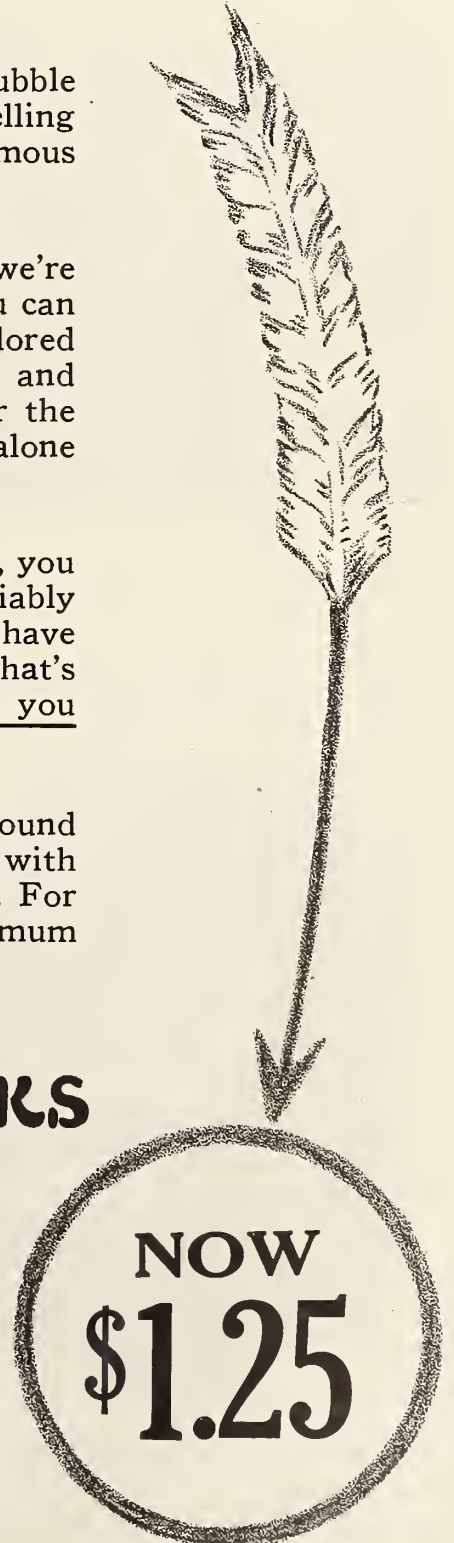
When you sell one Bubble Book, you create a steady customer. Invariably they continue to buy until they have the complete series of twelve. That's why we say, "When you sell one, you sell a habit."

Bubble Books are an all year round proposition—backed by a house with 104 years of honest merchandising. For a minimum investment and a maximum turnover you can't beat—

BUBBLE BOOKS
"that Sing"

HARPER & BROTHERS
Bubble Book Division

130 West 42nd Street
NEW YORK CITY





Frank Crumit's "Pucker Up and Whistle (Till the Clouds Roll By)" is such a snappy, cheerful selection it will bring you a world of customers. And they'll all stay to listen to his new "daddy" song "Nestle in Your Daddy's Arms," played last month as a fox-trot by Art Hickman's Orchestra. Be sure to order a big supply of A-3406.

Columbia Graphophone Co.
NEW YORK

Mlle. BORI VISITS UTICA

Famous Victor Artist Calls on Victor Dealer— Wins Many Friends and Admirers

UTICA, N. Y., June 6—Mlle. Lucrezia Bori, famous operatic star and exclusive Victor artist, was a recent visitor to this city, calling at the



Mlle. Bori in Roberts Store

Victor department of the John A. Roberts store. Mlle. Bori was entertained by Manager Stocher and his staff and won hosts of friends through her pleasing personality.

The John A. Roberts store is one of the Henderson chain of department stores and handles

Victor products exclusively in its talking machine department. The store has developed a splendid clientele for Victrolas and Victor records and its list of patrons is steadily increasing.

GRAFONOLA AIDS TYPISTS

Underwood Typewriter School Using Grafonola to Help Students "Speed Up"

The Columbia Grafonola is being used to advantage in the typewriting class of the employment department of the Underwood Typewriter Co., New York. Several members of the Columbia Graphophone Co.'s educational department visited the Underwood building a few days ago and were gratified to find that the Grafonola was giving splendid service. Using a small-size instrument (the type C), and with thirty-three typewriters in operation, and traffic noises outside, the tone of the Grafonola could be heard distinctly. The students were controlled by the rhythm of the music and the typewriting exercises, and many of them attained a speed far beyond their expectation.

Harold W. Smith, of the Gregg Shorthand School, who is the instructor in charge of the class, referred to the use of the Grafonola as follows: "I prefer the Columbia Grafonola in my typewriting work for its purity and volume of tone, its simplicity and convenience of attachments which make regulations possible with little waste of time and distraction."

"THE MAKER'S MEDALLION"

Opportunity for Dealers to Educate the Public Against Fraud by Use of Cut

The Brunswick-Balke-Collender Co., Chicago, Ill., recently issued what is entitled "The Maker's Medallion," which is designed to be used by dealers in advising the buying public to see that



The Brunswick Medallion

when they buy an instrument it contains this medallion showing the maker's serial number. It is pointed out that it is a protection against imposition and fraud. Dealers are urged to use this cut in their advertising copy, and therefore take the offensive against the "gyp."

COLUMBIA PATRIOTIC ENVELOPE

The Dealer Service department of the Columbia Graphophone Co. has just completed an attractive patriotic record envelope that can be used to advantage by Columbia dealers in con-



Envelope Suitable for Patriotic Occasions
In connection with all patriotic holidays. The design is distinctive and the use of the envelope cannot fail to furnish excellent publicity for the dealer using it and for Columbia product as a whole.

Any man or book that will cause us to think of ten things that we never thought of before is worth listening to, or reading, and it makes no difference whether we agree or not.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

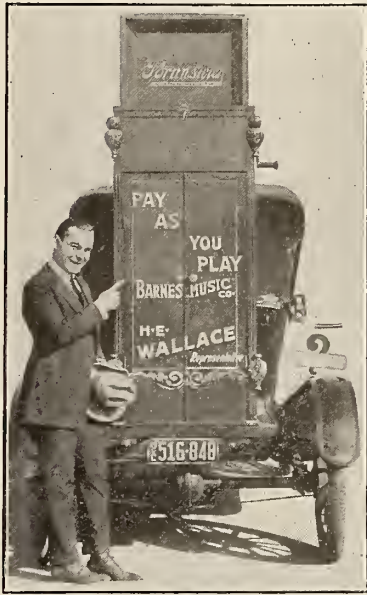
THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YAHN & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

BARNES CO.'S UNIQUE PUBLICITY

The Brunswick Co. announced recently that the Barnes Music Co., Los Angeles, is now featuring the Brunswick exclusively. The Barnes organization was one of Brunswick's earliest dealers on the Coast. The accompanying illustration shows H. E. Wallace, of the Barnes Co., as he looks when on the job boosting the Brunswick by means of a giant model of this well-known



Manager Wallace Boosting Brunswick machine set on the back of his runabout. When calling on a customer it isn't necessary for Mr. Wallace to put the prospect to the trouble of coming down to the store, as he carries a Brunswick machine with a full complement of records within this giant model, which is in reality a container for just such purposes.

The Auburn Music Co., Auburn, N. Y., has recently taken the agency for the new Edison phonograph, which finds a prominent place in the handsome remodeled store of the company, of which R. H. Hole is manager.

HONORED BY PUTNAM-PAGE CO.

Miss Margretta S. Scherff and Arthur E. Severe Given Dinner by Peoria Jobbers

PEORIA, ILL., June 1.—The Putnam-Page Co., Victor distributor, gave a dinner Friday evening, May 27, at the Peoria Automobile Club, in honor of Arthur E. Severe and Miss Margretta S. Scherff, who, with Russell L. Stutzman, are opening the Peoria Music Shop, an exclusive Victor store.

Both Mr. Severe and Miss Scherff were for many years connected with the Putnam-Page Co. in the wholesale business, and the dinner gave their former associates in the Putnam-Page Co. an opportunity to express their good wishes for their success in their new venture.

Besides Mr. Severe, Miss Scherff and Mr. Stutzman as guests of honor, the dinner was attended by the Princess Watahwaso, a noted Victor artist, who is to sing at the opening of the new store, and R. N. Macdonald, who is the accompanist for the Princess.

F. H. Putnam, president of the Putnam-Page Co., made a short address in which he expressed the sentiment of his fellow workers in the Putnam-Page Co. wishing the new firm success in the Victor business. Among those present were: Misses M. A. Cloud, Margretta S. Scherff, Rose Herndon, Anna Thumma, Bernadine Riegel, Marie Kaiser, Marie Spitzer, Eva Wonder, Loo Kcirna, Princess Watahwaso, R. N. Macdonald, F. H. Putnam, Roy Page, P. A. Ware, A. E. Severe, R. L. Stutzman, J. D. O'Malley, Lyle Straight, C. J. Carey, L. S. Putnam, B. J. Oltmanns, Everett Reed, Chas. Stahl and W. P. Mosher.

MRS. E. M. McCLUSKY PROMOTED

PORTLAND, ORE., May 28.—Evelyn McFarland McClusky, who has had charge of the educational department of the Sherman-Clay retail store of this city, has been promoted to the position of educational director for the Sherman-Clay wholesale department, with headquarters in this city, under the direction of Elmer B. Hunt. Mrs. McClusky has developed a very splendid educational department in the retail store and was the motive force back of the successful musical memory contest which was staged by her in the public schools of this city. She will now give her attention to the Oregon district, which covers a very large territory, and she is very enthusiastic over the great opportunity given her to extend her work and promote musical education in the enlarged field given her.

TESTING THE CURIOSITY APPEAL

A certain business man, located in California, has secured some excellent results through the curiosity appeal. This man places a photograph of himself on the left-hand side of his letter envelopes. Underneath this photograph appears the words "Let's Get Acquainted." There is nothing else to indicate who is sending the letter. Some talking machine man might find it worth while to try the scheme.

A SIAM SOO WINDOW DISPLAY

The Walgreen Co.'s Talk Shop, 7101 Cottage Grove avenue, Columbia dealer, recently used Siam Soo, the celebrated Columbia novelty dancing doll, as the basis for an effective window display. This window attracted the attention of all passersby and was responsible for an increased volume of sales, in addition to the sale of several Siam Soos.

L. HAMMOND CRABTREE A VISITOR

L. Hammond Crabtree, sales manager of the International Mica Co., of Philadelphia, Pa., was among the recent visitors to the metropolis. He spent several days in the New York territory calling upon the manufacturers of talking machines and distributors of talking machine accessories.

They sell easily and make good profits for YOU

For every phonograph you sell, you sell many records, and for every record you sell you should sell many needles. *Wide-awake dealers are making needles a steadily increasing source of income.*



Semi-Permanent

NEEDLES

are neither new nor experimental. They've been on the market for a long time, they've demonstrated their superiority, they are well advertised, they're well known, and *they're in demand.* It pays to push these famous quality needles which mean money for you and satisfaction for your customers.

Loud — Medium — Soft

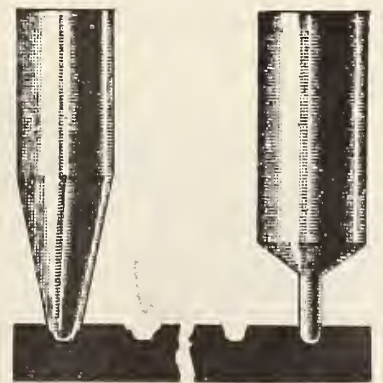
25c. a card of 5
(40c. in Canada)

Today send in your order

Sonora Phonograph Company, Inc.

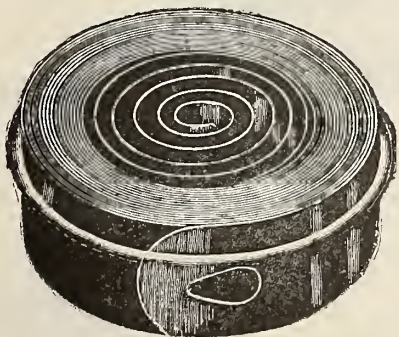
GEORGE E. BRIGHTSON, *President*
279 Broadway New York

Canadian Distributors
I. Montagnes & Co.
Toronto



The ordinary steel needle (left), being tapered, increases in diameter and wears the sides of the record grooves. The Sonora needle (right) has parallel sides, increases the records' life and plays many times without changing.

Main-Springs



For any Phonograph Motor Best Tempered Steel

	Each
3/4 inch x 10 feet for all small motors.....	\$.40
7/8 " x 10 " Columbia, Pathe, Heineman.....	.45
1 " x 10 " " Columbia.....	.50
1 " x 11 " " Columbia with books on end.....	.60
1 " x 13 " " Victor.....	.50
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Heineman and Pathe.....	.60
1 3/16" x 18 " " Heineman and Pathe.....	1.05
1 " x 10 " " Saal Silvertone and Sonora.....	.60
1 " x 13 " " Brunswick, Saal and Sonora.....	.70
1 " x 16 " " Brunswick, Saal and Sonora.....	.85
1 1/2 " full size for Edison Disc Machines.....	1.30

SAPPHIRES—GENUINE
Pathe, very best, loud tone, genuine, each 15c, 100 lots \$11.50.
Edison, very best, loud tone, 15c each, or \$12.00 in 100 lots.

TONE-ARMS
The very best in throw-back style, very loud and clear, \$5.00 each.
Tone-arm with the best reproducer, Universal, \$3.50 each.

PHONOGRAPH NEEDLES
We are jobbers in Brillantone Steel Needles, Magedno, Wall-Kane, Tonofone, Nupoint, and the Gilt EDGE Needles.

ORDER RIGHT FROM THIS AD
Send for price list of other repair parts and motors.
Terms—Prices are F. O. B. St. Louis. Send enough to cover postage if wanted by parcel post, or we will ship by express.

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

Large Market for Records Among Summer Cottagers If Trade Is Intelligently Developed

A Summer cottage without a talking machine is like a choir loft without an organ—at least so it seems to those inveterate talking machine fans who long since have found the singing and instrumental disc an unfailing necessity and source of gratification in the home.

Yet, granting a talking machine is a fine thing to have in a Summer cottage, it is sometimes a deucedly hard thing for the occupiers to get records. The dealers are not always there or in sight, for that matter. There are numerous points to which cottagers go for their supplies during the months of May, June, July and August—stores which supply all their needs but talking machine records. The Talking Machine World has in mind a little village bordering the Hudson, on the fringe of the Catskill Mountains. There are three general stores in the place catering to the cottagers and yet one cannot secure records anywhere in the village. The same conditions can be duplicated in scores of cases which might be cited by persons familiar with the Summer resorts in the Eastern States.

A talking machine can hardly be expected in every Summer cottage, boarding house, hotel and ice-cream parlor at the various resorts unless these people are followed up with an adequate record service. Would people bother taking cameras with them in the Summer if they could not buy rolls of films at the shopping centers of their districts? Would people buy motor launches or "put-puts" if they had to take up enough gasoline to do them for the Summer? Would people think a fountain pen a handy thing at the Summer hotel if they could not buy ink locally? How limited would be the service of a Summer post office that did not

sell postage stamps and many other essentials.

To have the talking machine in general use as it ought to be at the Summer resorts it will become necessary to see to it that Summer boarders, cottagers and Summer boarding house proprietors will be able to easily secure supplies of new records and needles.

A case comes to mind that should be cited as a warning. In a village where there is a certain

Much Attention Given to Phonograph Sales in Summer, but Insufficient Effort to Sell Records to Cottagers

all-year-round trade, but which is largely increased through the coming of Summer cottagers and boarders, a druggist was enterprising enough to secure a phonograph agency. But he so overcharged and gouged the public in their purchases of drugs, etc., that he earned their ill-will instead of good-will. He was the sort of fellow who, when he saw a young fellow coming in with a girl for ice-cream cones, would inquire if he wanted the 5-cent or 10-cent size. No matter which he wanted the young fellow would be

ashamed to say the cheaper in front of the lady, consequently he would say, "Oh, the larger ones." He would pay his 20 cents, but get two 5-cent cones just the same.

Of course, the druggist could not ask more than one dollar for a dollar record, but his policy of "soaking people" was so generally noted that naturally his record business never had a square chance to see what it could do.

Two cases have come to the attention of The World where a branch talking machine store for the Summer is to be tried out. Also one or two cases of new dealers applying for a record agency so as to be in a position to cater to the Summer trade.

MUSIC HELPS ENGLISH WORKERS

Talking machine and player-piano music is being tried with some success by English firms who want to introduce a better morale among their workers. The production of these employes, as well as their efficiency, has perceptibly increased, according to the employers, since the introduction of rhythm into the workshops. Waltz music, it is said, brings the best results, while jazz has been proven demoralizing. The experiment is not unknown in the United States where great success has been achieved.

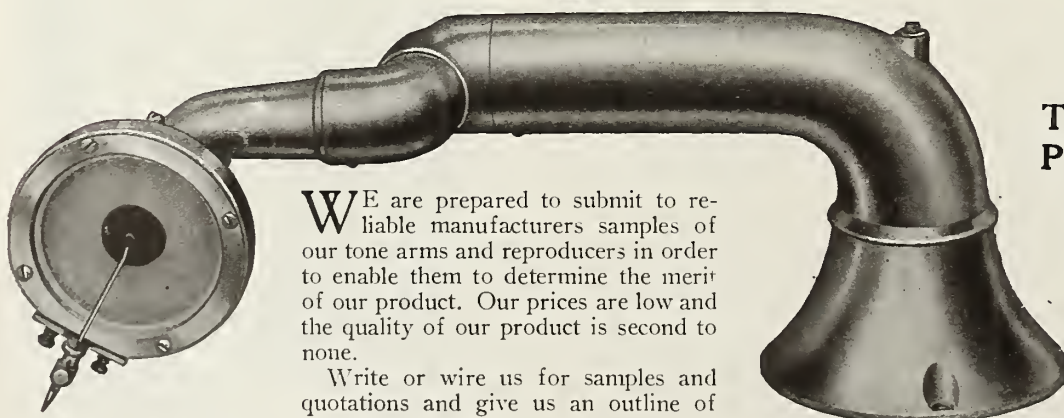
The F. F. Herrmann Talking Machine Corp., of Richmond, Va., has increased its capital stock from \$10,000 to \$20,000.

Are you advertising in a favorable atmosphere and where the "trade winds" are strongest? is a timely question.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"



WE are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

FIGURES ON TALKING MACHINE EXPORTS AND IMPORTS

Total Exports for Ten Months Ending April Amounted to \$10,508,905—March and April Show Decided Falling Off in Trade—Imports for These Months Also Show Decline

WASHINGTON, D. C., June 4.—In the summary of exports and imports of the commerce of the United States for the months of March and April, 1921 (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 March, 1921, amounted in value to \$51,566, as compared with \$96,559 worth which were imported during the same month of 1920. The nine months' total ending March, 1921, showed importations valued at \$583,633, as compared with \$606,801 worth of talking machines and parts during the same period of 1920.

The dutiable imports of talking machines and parts during April, 1921, amounted in value to \$88,517, as compared with \$34,784 worth which were imported during the same month of 1920.

The ten months' total ending April, 1921, showed importations valued at \$672,150, as compared with \$641,585 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,289, valued at \$125,508, were exported in March, 1921, as compared with 4,987 talking machines, valued at \$259,305, sent abroad in the same period of 1920. The nine months' total showed that we exported 59,607 talking machines, valued at \$2,689,874, as against 56,316 talking machines, valued at \$2,501,570 in 1920, and 37,441 talking machines, valued at \$1,103,526, in 1919.

Talking machines to the number of 3,159, valued at \$146,409, were exported in April, 1921, as compared with 8,238 talking machines, valued at \$380,719, sent abroad in the same period of 1920. The ten months' total showed that we exported 62,766 talking machines, valued at \$2,836,283, as against 64,554 talking machines, valued at \$2,882,295, in 1920, and 41,184 talking machines, valued at \$1,244,583, in 1919.

The total exports of records and supplies for March, 1921, were valued at \$204,053, as compared with \$357,256 in March, 1920. For the nine months ending March, 1921, records and accessories were exported, valued at \$2,378,600; in 1920, \$2,940,697, and in 1919, \$2,060,841.

The total exports of records and supplies for April, 1921, were valued at \$225,548, as compared with \$403,040 in April, 1920. For the ten months ending April, 1921, records and accessories were exported valued at \$2,604,148; in 1920, \$3,343,737, and in 1919, \$2,327,571.

HARROLD AT P. B. WHITSIT PLANT

Great Metropolitan Tenor Meets Victor Dealers and Compliments Perry B. Whitsit on Plant

COLUMBUS, O., May 31.—During the recent visit to this city of Orville Harrold, the Metropolitan tenor and Victor artist, who was heard in song recital, accompanied by Emil Pollack, he was the guest of honor at a reception given in the parlors of the Perry B. Whitsit plant. The Victor dealers of this city were invited to meet him, and they were all delighted to get in touch personally with this celebrated singer, whose records are so well and favorably known. Mr. Harrold remarked that the Whitsit plant is the finest of its kind in the country, and he has visited nearly all of them.

TIMELY ADVERTISING ON TRUCK

The Arcadia Book and Music Store, Arcadia, Fla., Sonora dealers, recently bought a new delivery truck and used the entire space of the



Enterprising Florida Dealer large panel to illustrate and advertise the Sonora line. The display shows up to advantage, as will be seen by the accompanying photograph.

INTRODUCE THE CLAROLIN

The Clarolin, a new device for improving tone quality, has recently been placed on the market by Montgomery, MacDonald & Co., New York, and territorial rights are now being allotted to jobbers. A sales campaign has also been introduced in behalf of this new device.



BLANDIN

The tone reproduction of the Blandin Phonograph, controlled through the sound chambers, is the exact tone created by the artists when the records were in the making. There are no confusing elements of sound. Nothing is added, nothing is lost. A comparative demonstration in your store will reveal Blandin qualities heretofore unknown to you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



DICTAPHONE USED IN JUNGLES

The Board of Foreign Missions of the Methodist Episcopal Church have put the dictaphone to a new use in the jungles of Africa, which opens up a new field for the use of this instrument. The missionaries from this organization are using the dictaphone to correctly correlate the speech of the bush natives into an organized grammar which can be expressed in ehirographic symbols. This is done with the idea of teaching the natives to read and thus establishing the fundamentals of education.

He was a mean and cynical man who remarked that the English language was called the mother tongue because father never got a chance to use it.—Van Duprim Magazine.



Keep your shop busy during the Summer

Dress Up Your Window With

UKULELES

They are popular summer vacation instruments, and sell quickly, because they are

**Inexpensive
Easy to Play
Easy to Carry
Easy to Pack**

Add a few Mandolins, Guitars and Banjo Ukuleles

Write for complete lists of all musical merchandise



Buegeleisen & Jacobson
5-7-9 Union Square
New York

EUROPE'S BIGGEST DANCE HIT

MON HOMME

(MY MAN)

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



You can HEAR IT
and BUY IT HERE!

COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT PARIS, FRANCE
PUBLISHED IN AMERICA
By LEO FEIST Inc New York

**MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING
AMERICA AS IT ALREADY HAS WON EUROPE**

REAL CONSTRUCTIVE WORK OF THE TRADE IN DENVER

Celebration of Music Week a Great Success—Knight-Campbell Music Co. Activities—Great Assemblage of Dealers Attend Gathering in Denver—Meet Edward Johnson, Grand Opera Star

DENVER, COL., May 30.—Denver's Music Week has closed in a blaze of glory. During last week practically every musical house had a program of entertainment of some variety, and many foreign and local musical organizations were heard in the local theatres and auditoriums. "Give a Thought to Music" was the slogan adopted by the Music Week Committee and, judging from the great interest created and the number of out-of-town visitors, it is very evident that Music Week in Denver has done much in the way of advancing music appreciation. Naturally this concentration of the public's mind upon music has had a very beneficial effect upon music houses from a sales standpoint, practically all of whom have left nothing undone to capitalize the opportunity thus presented.

Mr. Weidensaul, of the Mason & Weidensaul Co., proprietor of the Victrola Shop, located in the Daniels & Fisher Storage Co., is now attending the Victor School of Salesmanship at Camden. From letters which have been received from him it is very evident that he considers his trip well worth the time and expense required for visiting the school. Mr. Weidensaul will be away for several months, visiting various points

in the East, including Boston and an extended visit to his home in Allentown, Pa.

Of greatest interest to the local talking machine trade is the appointment of Joe Spain as manager of the talking machine department of the American Furniture Co. Mr. Spain at one time was proprietor of a successful music store in El Paso, Texas.

T. P. Pattison, of the Pattison Music Co., has been confined to his home for a period of several weeks, due to sickness, and his friends regret that he is not yet able to attend to business at his downtown store.

The following concerns have recently opened up Victrola departments: Laman & Johnson, 35 South Broadway, Denver; Craigs Drug Store,

Craigs, Col.; Pioneer Pharmacy, Wheatland, Wyo.; Elquest Furniture Co., Torrington, Wyo.; E. L. Montgomery, Chappell, Neb.

Grand Opera Week in Denver was a very wonderful event, and unquestionably was a great success from every standpoint. Many out-of-town visitors attended all performances of the Chicago Opera Company, among whom were



Edw. Johnson Autographing Victor Records for Dealers

Mr. and Mrs. W. C. Alexander, of the Alexander Drug and Jewelry Store, Salida, Col., Victor dealers at that point. Mrs. E. G. Paster, of Colorado Springs, proprietress of the Paster Music Shop, was also a visitor.

Victor dealers and their sales people were invited to the Victor wholesale quarters of the Knight-Campbell Music Co. to meet one of the opera stars, Edward Johnson, in person. Mr. Johnson gave a very interesting talk to the sales people on his experiences as an opera star and his experiences as a record maker. The very enthusiastic endorsement of the Victrola and Victor records by Mr. Johnson delighted the hearts of the sales people. Many other things taken up during his talk caused them to go away with the determination to devote more time, in their selling work, to Red Seal selections.

R. A. Bryant, manager of the Victor wholesale department of the Knight-Campbell Music Co., and J. A. Frye, sales manager, recently visited dealers in Garden City, Kan.; La Junta, Col.; Pueblo, and other Arkansas Valley points. They report that Joe Adamek, proprietor of the La Junta Jewelry and Optical Co., La Junta, proved to be a very gracious host. Mr. Adamek is located in a very prosperous Colorado city, and has for years conducted a very successful music department.

Miss Grace Hunter, educational director of the Victor wholesale department of the Knight-Campbell Music Co., has just returned from a month's tour, where she gave demonstrations of educational work in various schools in the southern part of Colorado and the northern part of New Mexico. This work was carried on in the

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory
Representative:

LOUIS A. SCHWARZ, INC.

1265 Broadway
New York City

dealers' behalf. Considerable enthusiasm over the educational phase of the talking machine business was created.

C. G. Campbell, president of the Knight-Campbell Music Co., and A. W. Landay, manager of the Victor retail department of the company, have just returned from the music trades convention in Chicago. E. A. Cox, president of the Denver Music Co., also attended.

H. D. Leopold, traveling representative of the Victor Co., has been transferred from the Colorado territory to the California territory. He succeeds Otto May, who is to fill the position of assistant in the traveling department at Camden.

Mr. Saunders, of the Denver Music Co., has been confined to his home for a considerable length of time, owing to a throat operation. His friends are pleased to note that he is again on duty at the Denver Music Co., where he shapes the destiny of the talking machine department.

ROAD SIGN WELL RECEIVED

Metal Sign Advertising Co. Attains Considerable Success With Its New Victor Road Sign—Factory Facilities Doubled to Meet the Requirements of the Talking Machine Trade

The Metal Sign Advertising Co., Inc., Muscatine, Iowa, has recently introduced a Victor road sign, which is meeting with exceptional success. Victor dealers and distributors in all parts of the country have placed orders for these signs and they are now making their appearance along the most important roads and highways.

The company is manufacturing this sign in conjunction with its complete line of metal signs that has been on the market for quite some time. These signs have all attained popularity in their respective trades, as they embody a new process which is distinctive and artistic.

The Metal Sign Advertising Co. started in business only two months ago, being an Iowa corporation, formed by H. B. Lord, as president and treasurer of the company, and H. W. Zeug as vice-president and secretary. In this very short space of time the company has doubled its factory facilities in order to meet the demand of its trade and has gone to considerable expense in perfecting its product. The construction of its beaded sign is a patented process, which forms a most attractive framing. The bead is formed by rolling the sides and ends of one piece of galvanized steel, which gives an artistic effect, and makes the sign durable.

AN INTERESTING BULLETIN

The "Imico" bulletin issued by the International Mica Co., Philadelphia, Pa., has gained a place for itself among house organs produced by manufacturers. This interesting folder has already reached its sixth volume and sixteenth number, and is valuable to a high degree in the sales campaign of the International Mica Co.

On the first page of the June issue is reproduced the photograph of James A. Crabtree, vice-president of the company, who is at present in European fields investigating trade conditions. Mr. Crabtree is expected to return in a month or so and will probably bring with him much valuable information regarding foreign conditions. His previous investigation, in the same field, of one year ago proved so valuable that the present trip was undertaken.

Besides the plans of Mr. Crabtree's trip, the "Imico" bulletin contains an interesting listing of the large number of purposes for which "Imico" mica is used.

The Paul Whiteman records of the Victor line are increasing in popularity. This orchestra seems to be just what the people like for dancing—it is away from the loud jazz, of which the people have had their fill, apparently. In other words, people still like syncopation, but they want it played moderately and not with all the noise that most orchestras have played such music in the past.

ATTRACTIVE AMBEROLA WINDOW DISPLAY FOR JULY



That the oldest of phonographs, the Edison Diamond Amberola, is still going strong is one of the most encouraging signs of the talking machine industry. The series of Amberola window displays created by Edison Litho, Inc., New York, are meeting with great favor by Amberola dealers as powerful aids to selling. The July display illustrates a happy outdoor scene featuring the portability and convenience of the new portable Amberola model.

TALKING MACHINE MEN, INC., MEET

Monthly Meeting of Local Association Held This Week—Numbers From Jack Mills, Inc., Catalog Heard—C. D. Isaacson Talks

The Talking Machine Men, Inc., an organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, held their regular monthly meeting at the Cafe Boulevard on Wednesday, May 18.

The meeting was well attended and was preceded by a luncheon, during the course of which several professionals rendered the current song hits from the catalog of Jack Mills, Inc., the well-known New York publishing house, and in addition demonstrated several numbers which are to be featured by that organization during the Summer months.

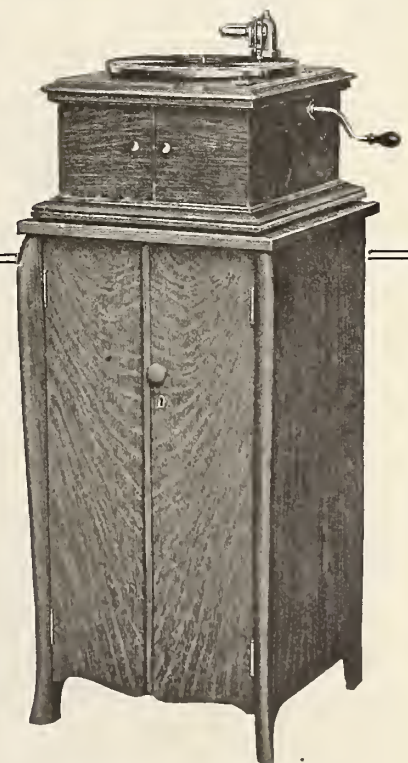
Sidney C. Caine, of the Mills Co., made an ad-

dress in which he described the merits and the special features of the songs rendered and also told of the plans of the Mills organization to give the newer numbers unusual publicity. The songs included "Sleepy Head," purchased by Jack Mills during his recent trip to the Pacific Coast, sung by Alice Shedon; a new Indian number, "Wana," sung by Jack Strauss; a ballad entitled "Calling" and a novelty, "Oh, Marie."

Irwin Kurtz, president of the association, read several letters which had been received from Senators and Representatives in Washington commenting upon the possible passage of a bill for an increased special tax on musical instruments. The members of the association were asked to write their Washington representatives, showing the unjustness of any increase.

Charles D. Isaacson, editor of the "Music in the Home Page" of the New York Globe, made a very interesting address.

This splendid record cabinet number 404 goes to the dealer for \$9.00



FOLLOW up your table type phonograph sales with UDELL record cabinets. When you get a UDELL cabinet in the home you not only make that extra profit but you immediately start again the buying of phonograph records

Number 404 for VICTROLAS IV and VI. Height 32". Width 17". Depth 17". In either quartered oak or mahogany front. Holds 208 Victor records.

The UDELL WORKS

Indianapolis, 1255 West 28th Street



STEGER

*the finest reproducing
Phonograph in the World*

Prestige and Profits



Model
506
\$295.00



Model
502
\$145.00



Model
503
\$165.00



Model
509
\$235.00

EVERY form of musical entertain-
ment finds in the Steger that rare
charm of perfect tone-reproduction
which has made this delightful phono-
graph a big favorite in thousands of
homes.

Its remarkable fidelity to original
tone-values is due entirely to the ex-
cellence of its exclusive patented fea-
tures, which have never been sur-
passed. The wonderful Steger tone-
reproducer, the tone chamber of even-
grained spruce and the easily adjust-
able tone-arm make perfect rendition
of every disc record certain.

Artistry of design and perfection of
cabinet work are distinctive of the
Steger. Music-lovers are quick to
discern real merit. The more critical
they are, the quicker they are to de-
cide in favor of the beautiful Steger.

You can make the Steger a big asset
of your business because of the quick
turnover and because every sale pro-
duces a second sale.

Steger Phonographs are backed by
a great and profitable merchandising
plan. Write for the Steger proposi-
tion and Steger Phonograph style
brochure today.

Desirable territory open.

Phonograph Division

STEGER & SONS

Piano Manufacturing Company

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
\$220.00



Model
504
\$200.00



Model
501
\$115.00



Model
510
\$290.00



Model
500
\$95.00

GREAT OPPORTUNITIES EXIST

Abram Davega Talks Most Interestingly and Optimistically Anent Business

Abram Davega, vice-president of the Knickerbocker Talking Machine Co., New York City, Victor wholesaler, gave his view on current conditions and the attendant opportunities in a recent interview with The Talking Machine World. Mr. Davega said, in part: "A year ago Victor dealers everywhere were clamoring for more goods. To-day general business conditions are not so good and, of course, the talking machine industry is feeling its share of the slowing up. While orders are being received in goodly number they, of course, do not equal the tremendous demand of last year. Present conditions, however, offer exceptional opportunities to both the distributor and retailer. The opportunities are greater than last year; goods are not only more plentiful, but we are able to help the dealer more. There are many helps available, not only our own individual sales co-operation, but many of the well-advertised services. With good use of the many sales helps at his command I believe that the Victor dealer will find good business coming his way."

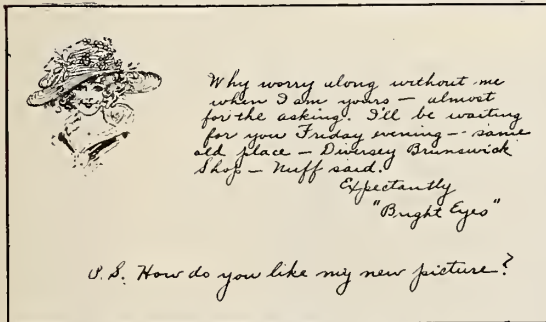
NEW QUARTERS FOR OFFICES

Efficiency Electric Corp. Now Has Headquarters at 342 Madison Avenue, New York

The executive offices of the Efficiency Electric Corp. have been moved from 149 Broadway to 342 Madison avenue, New York. The Efficiency Electric Corp. is the manufacturer of an electric motor produced in its own factory at Lowell, Mass. The company has just issued a new illustrated, descriptive booklet on its "Tru-Time Motor," which is now being forwarded to the trade.

EFFECTIVE INTEREST STIMULATOR

The Diversey Brunswick Shop, of Chicago, has a novel and interesting plan to effectively bring to the attention of customers its wares, service and store. The illustration, featuring "Bright



Card on "Bright Eyes" That Won Out Eyes," reproduced below is printed on the reverse side of a plain United States postal card and is mailed to the customer. The plan has proved very effective, noticeably increasing the number of inquiries regarding this number.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City

DIRECTING CHAMBER OF COMMERCE

Several Talking Machine Men Among Officers and Directors of Music Industries Chamber of Commerce for the Coming Year

Members of the talking machine trade will, during the coming year, play a prominent part in the conduct of the Music Industries Chamber of Commerce through the election of several prominent members of the industry as officers and directors in that big central organization.

At the annual convention of the Chamber of Commerce held in Chicago last month a budget totaling \$129,400 for carrying on the Chamber's work during the year was approved by the various affiliated organizations. This budget provides for the payment into the Chamber's coffers by the talking machine industry of \$40,000 during the year. Practically all this sum will come from the manufacturers, several of whom are individual members of the Chamber of Commerce.

At the election held at the last meeting of the

Chamber Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., was named as second vice-president, and John G. Corley, head of the Corley Co., Richmond, Va., Victor wholesaler, was elected treasurer. The directors include C. A. Grinnell, past president of the Chamber and head of Grinnell Bros., Victor wholesalers in Detroit; James F. Bowers, chairman of the board of directors of Lyon & Healy, Victor wholesalers in Chicago; L. C. Wiswell, of the same house, as president of the National Association of Talking Machine Jobbers; H. L. Willson, general manager of the Columbia Graphophone Co., and William Maxwell, vice-president and general manager of Thos. A. Edison, Inc.

TRIBUTE TO A GREAT TENOR

"Thank God that somebody still lives to uphold the standard of bel canto," is the inscription on a card from Jean de Reszke, one of the cherished mementos brought back from France by John McCormack, the great Victor artist.

ODEON RECORDS

ARE THE TALK OF THE TRADE

We release this month
THE NEWEST POPULAR HITS
catalogued in our new supplement
Also Ready for Delivery
many of the good sellers of our
STANDARD REPERTOIRE
FOREIGN LANGUAGE RECORDS and ARTISTIC SERIES

Place your order now for these
FOUR VERITABLE GEMS
Sung by
JOHN McCORMACK
Made in Europe by the Odeon Co.

Am 33011 Absent (John W. Metcalfe)
" 33017 A Nation Once Again
" 33018 Dear Little Shamrock
" 33020 Roses (Stephen Adams)

American Odeon Corporation
100 WEST 21ST STREET
NEW YORK

THE WINDOW AS A TRADE BUILDER

Iowa Mercantile Co., Newton, Ia., Emphasizes Its Progressiveness by Utilizing the Window of Its Store to Very Profitable Purpose

The value and importance of the window as a trade stimulator and business getter have been referred to frequently in *The World*, but the



Special Victor Artist Window

subject will bear repetition because of its timelessness. It is notable that those dealers who realize the sales value of their windows are steadily forging ahead. They command the at-



Window Display Devoted to Dancing

tention and support of the community. This is a point that other dealers should keep in mind when somewhat indifferent to the importance of the window.

These remarks are adduced by photographs which were recently received from the Iowa Mercantile Co., Newton, Ia., showing two special window displays prepared by H. Lionel Webster, which, it will be admitted, are cleverly handled. The first is devoted entirely to Victor artists and emphasizes not only the great roster of artists whose records are handled, but the attractive display in itself interests. The second photograph is that of a Victor dance record window, in which all the standard dances are represented in the records which appear right in front of the display. It will be observed that this window is also artistically arranged and Display Manager Webster is entitled to congratulations. Too much emphasis cannot be placed on the artistic arrangement and the frequent changing of the windows. The dealer who concentrates on this department of publicity intelligently is going to derive marked benefits.

INTRODUCE NEW NEEDLE CUTTER

Phonomotor Co. Markets Needle Cutter With Unique Features—Planning for Large Output

ROCHESTER, N. Y., June 6.—The Phonomotor Co., of this city, manufacturer of the Phonostop, is now placing on the market a new needle cutter which is the result of extended laboratory experiments. W. F. Hitchcock, of the Phonomotor Co., has invented a number of successful talking machine accessories, and recently conferred with the trade regarding his new needle cutter.

The cutter that will be placed on the market by this company will retail at 75 cents, and Mr. Hitchcock states that orders for over 30,000 have already been received as the result of his demonstrations on his recent Western trip. The company is providing factory facilities for an output of 250,000 during 1921, and plans are being made for an aggressive sales campaign.

The New York Band Instrument Co., of Manhattan, N. Y., has increased its capital from \$100,000 to \$150,000.

L. M. COLE BACK AT HIS DESK

Sales Manager of Iroquois Sales Corp. Recovers From Operation—Tells of His Experiences With St. Peter and Other Happenings

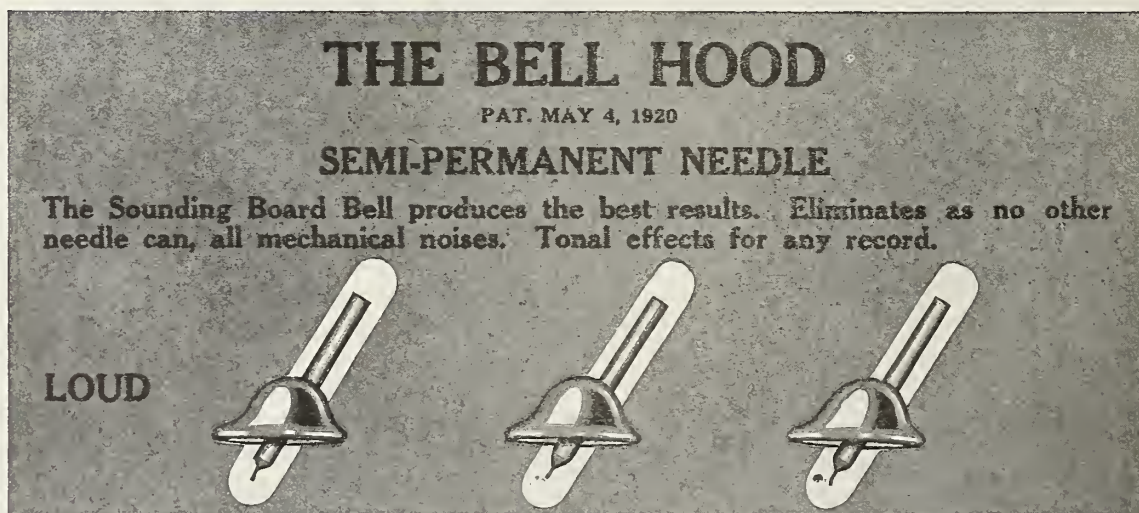
BUFFALO, N. Y., June 4.—Lionel M. Cole, sales manager of the Iroquois Sales Corp., distributor for Granby phonographs and Okeh records, returned to his desk this week after spending a few weeks in the hospital, battling with an old-time illness. Mr. Cole is apparently in the best of health and spirits and has resumed his work with his usual vim and energy.

In a chat with *The World* Mr. Cole commented as follows regarding his sojourn in the hospital: "While 'enjoying' one of the delirious spells incidental to coming out from under the various dopes given me when in the hospital I imagined that I had left this troublous old world and gone straight up to heaven, of course (I told you I was 'delirious'), and was met at the door by the traditional kindly faced old gentleman with a bunch of keys and a nightie on below his whiskers. They were about to fit me out with the usual set of wings, harp, etc., when I put up a roar, saying, 'Heaven won't be heaven to me unless I can have my Granby phonograph and receive all the new Okeh records as they come out—take back your old harp.' This seemed to strike a new angle for the management, though taken kindly and given every consideration. It didn't seem to conflict in any way, as I was informed that there wasn't another talking machine man registered, anyway.

"This fact was my undoing in the end, however, as it was finally decided that perhaps I would be happier with my kind, so they tried to let me down ('down' is good) easy. I was informed that there was a place where they permitted every kind of phonograph and record to be played at the same time, and so I was told to go there. About this time my nurse grabbed me and said gently, 'I wouldn't try to get out of bed if I were you,' and that 'pipe-dream' was ended."

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.

July *Oké* Records Bulletin

- 70001 { DEAR LITTLE SHAMROCK—Tenor with
10¾ in. { Orch. John McCormack
\$1.00
- 70002 { A NATION ONCE AGAIN—Tenor with Orch.,
10¾ in. { John McCormack
\$1.00
- 70101 { LA TRAVIATA (Arie Der Violetta) (Sempre
10¾ in. { Libera) (Verdi)—Soprano with Orch.—(In
\$1.25 { German) Frieda Hempel
- 4344 { GOD BE WITH YOU TILL WE MEET AGAIN
10-in. { —(Sacred)—Contralto-Baritone Duet with
85c. { Organ & String Trio. Helen Clark-Joseph Phillips
- 4344 { LET THE LOWER LIGHTS BE BURNING—
10-in. { (Sacred)—Contralto-Baritone Duet with
85c. { Organ & String Trio. Helen Clark-Joseph Phillips
- 4346 { JEAN—Baritone with Orch. Bernard Ferguson
10-in. { WHEN THE BELL IN THE LIGHTHOUSE
85c. { RINGS DING DONG—Bass with Orch.,
Wilfred Glenn
- 4341 { NOW I LAY ME DOWN TO SLEEP—Tenor-
10-in. { Baritone Duet with Orch.,
85c. { Charles Hart-Elliott Shaw
- 4341 { MAMMY'S LITTLE SUNNY HONEY BOY—
10-in. { Vocal Trio with Orch. Crescent Trio
85c.
- 4324 { DO YOU EVER THINK OF ME—Tenor &
10-in. { Quartet with Orch. . Lewis James & Shannon Four
85c.
- 4324 { I'VE FALLEN IN LOVE WITH THE GIRL OF
10-in. { MY DREAMS—Tenor with Orch. Sam Ash
85c.
- 4325 { AINT WE GOT FUN—Tenor with Rega Or-
10-in. { chestra Billy Jones
85c.
- 4325 { I LIKE IT—Tenor-Baritone Duet with Rega
10-in. { Orchestra Billy Jones-Ernest Hare
85c.
- 4326 { MY MAN (Mon Homme)—Contralto with
10-in. { Rega Orchestra Aileen Stanley
85c.
- 4326 { I'VE GOT THE TRAVELLING "CHOO-
10-in. { CHOO BLUES"—Contralto with Rega Or-
85c. { chestra Aileen Stanley
- 4329 { PEGGY O'NEIL—Tenor & Quartet with Or-
10-in. { chestra Sam Ash & Shannon Four
85c.
- 4329 { THE LAST LITTLE MILE IS THE LONGEST
10-in. { —Tenor with Orch. Lewis James
85c.
- 4340 { LOST YOUR MIND—Baritone with Rega Or-
10-in. { chestra Shelton Brooks
85c.
- 4340 { MURDER IN THE FIRST DEGREE—Bari-
10-in. { tone with Rega Orch. Shelton Brooks
85c.
- 4345 { MONDAY MORNING BLUES—Vocal Quartet
10-in. { The Norfolk Jazz Quartet
85c.
- 4345 { STANDING ON THE CORNER—Vocal Quar-
10-in. { tet The Norfolk Jazz Quartet
85c.
- 4342 { IN A MONASTERY GARDEN—(Incidental
10-in. { Voices by Gounod Quartet—Bird Voices
85c. { by Sibyl Sanderson Fagan) . . . Hager's Orchestra
- 4342 { LOVE IN LILAC TIME—Valse—Whistling
10-in. { Solo with Orch. Gertrude Willey
85c.
- 4343 { MILLIONS D'ARLEQUIN—(Drigo's Sere-
10-in. { nade)—Cello Solo with Piano . . . Julius Berger
85c.
- 4343 { MELODY IN F—(Rubinstein)—Cello Solo
10-in. { with Piano Julius Berger
85c.

- 4321 { THE HEATH'RY BREEZE—(Irish Reel)—
10-in. { —Accordion Solo, Piano Accomp.,
85c. { Peter J. Conlon, Accordion
Joseph J. Garry, Piano
- 4321 { MEDLEY OF HIGHLAND SCHOTTISCHES
10-in. { —Accordion Solo, Piano Accomp.,
85c. { Peter J. Conlon, Accordion
Joseph J. Garry, Piano
- 4336 { CAROLINA LULLABY—Waltz,
10-in. { Green Brothers' Novelty Band
85c.
- 4336 { WHERE THE LAZY MISSISSIPPI FLOWS—
10-in. { Waltz Markel's Orchestra
85c.
- 4337 { PAPER DOLL—Fox-trot,
10-in. { Rudy Wiedoeft's Palace Trio
85c.
- 4337 { TEA CUP GIRL—Fox-trot,
10-in. { Julius Lenzberg's Harmonists
85c.
- 4338 { WHO'LL BE THE NEXT ONE (To Cry Over
10-in. { You)—Fox-trot—Incidental Saxophone by
85c. { Sam Feinsmith) . . . Julius Lenzberg's Harmonists
- 4338 { SIGHING JUST FOR YOU—Fox-trot—(Inci-
10-in. { dental Cornet Obligato by Abe M. Small),
85c. { Rega Dance Orchestra
- 4339 { THE MEMPHIS BLUES—Fox-trot,
10-in. { Tim Brymn and His Black Devil Orchestra
85c.
- 4339 { CAMP-MEETING BLUES—Fox-trot,
10-in. { Tim Brymn and His Black Devil Orchestra
85c.
- 4327 { PUCKER UP AND WHISTLE—Fox-trot—
10-in. { (Incidental Singing by Billy Jones, Whistling
85c. { by Margaret McKee) . . . Rega Dance Orchestra
- 4327 { NESTING TIME—Fox-trot. Rega Dance Orchestra
- 4328 { I LOST MY HEART TO YOU—Fox-trot,
10-in. { Markel's Orchestra
85c.
- 4328 { ORANGE BLOSSOMS—Fox-trot,
10-in. { Markel's Orchestra
85c.
- 4330 { MY MAN (Mon Homme)—Fox-trot,
10-in. { Green Brothers' Novelty Band
85c.
- 4330 { WAIT UNTIL YOU SEE MY MADELINE—
10-in. { Fox-trot Banjo Wallace's Orchestra
85c.
- 4331 { TEA LEAVES—Fox-trot,
10-in. { Ben Selvin and His Novelty Orchestra
85c.
- 4331 { MOONLIGHT—Fox-trot,
10-in. { Ben Selvin and His Novelty Orchestra
85c.
- 4332 { I'LL KEEP ON LOVING YOU—Fox-trot,
10-in. { Natzy's Hotel Biltmore Orchestra
85c.
- 4332 { SUNSHINE—One-step,
10-in. { Natzy's Hotel Biltmore Orchestra
85c.
- 4333 { CROONING—Fox-trot,
10-in. { Erdody's Hotel Pennsylvania Orchestra
85c.
- 4333 { WHAT COULD BE SWEETER?—Fox-trot,
10-in. { Erdody's Hotel Pennsylvania Orchestra
85c.
- 4334 { CHERIE—Fox-trot. . Rudy Wiedoeft's Palace Trio
- 4334 { MOONBEAMS (Intro. Chorus of "Hi-Yo")—
10-in. { Medley Fox-trot. Perry's Syncopators
85c.
- 4334 { IRISH MEDLEY WALTZ (Intro.: My Wild
10-in. { Irish Rose, When Irish Eyes Are Smiling,
85c. { Mother Machree)—(M. Perry, Accordion—
Joe Green, Xylophone)—Medley Waltz,
Rega Dance Orchestra
- 4335 { OLD FAVORITES (The Sidewalks of New
10-in. { York, Sweet Rosie O'Grady, Comrades,
85c. { The Bowery)—Medley Waltz—(M. Perry,
Accordion—Joe Green, Xylophone),
Rega Dance Orchestra

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.





With handy cans of Grafonola oil your salespeople can use their spare time by going to customers' homes, oiling their Grafonolas, and playing a few records. This service builds record sales.

Columbia Graphophone Co.
NEW YORK



NEW BRUNSWICK ARTIST

Miss Florence Easton, Famous Operatic Artist, Now Exclusive Brunswick Artist—Records Will Be Released at an Early Date

The Brunswick-Balke-Collender Co., Chicago, has announced that Miss Florence Easton, famous dramatic soprano and one of the most popular artists in the Metropolitan Opera Co.,



Miss Florence Easton

has signed an exclusive Brunswick contract. Miss Easton's records will be released shortly and will undoubtedly meet with a hearty welcome from Brunswick dealers everywhere.

For a number of years past Miss Easton has been one of the featured artists of the Metropolitan Opera Co. and has attained exceptional success in the most exacting roles. She has been enthusiastically praised by musical critics throughout the world and in adding Miss Easton to its fast-growing list of exclusive artists the Brunswick Co. well deserves the congratulations of its trade.

FIRE DAMAGES MUSIC STORE

The Pincus & Murphy music store located in the Rapides Theatre Building, Alexandria, La., was badly damaged by fire on May 25.

The monthly bulletin issued by the Mickel Bros. Co., of Des Moines, for May contains three interesting articles, one by J. Warren Stevens, manager of the Mickel Co.'s Marshalltown store, on the "Value of Location," an article on "Service" by L. A. Murray, of Davenport, and an article on "Store Equipment" by C. B. McGregor, of Creston, Ia.

CONCERTS HELP DEALERS' SALES

Concert Manager for Pathé Artists Links Up Their Appearance With Sales Campaign of Local Dealers—Good Results Ensur

Mark Byron, concert manager for Pathé artists, has been exceptionally successful in linking up their appearance in various cities with the sales department of the local Pathé dealer. Mr. Byron has recently conducted concerts in Pittsburgh, Pa., Johnstown, Pa., Worcester, Fitchburg and Fall River, Mass. In each city the local Pathé dealers were given a place in the limelight which resulted in many immediate sales as well as an invaluable increase in prestige. In Worcester, where Mullholland and Debruille appeared on May 4, thirteen Actuelles were sold as a direct result of Mr. Byron's co-operation with the local dealer.

The concert is usually conducted under the auspices of some local society. Supplementing the appearance of the artist, Mr. Byron arranges a series of Actuelle recitals before groups of local townspeople. At these recitals the dealer is given an opportunity to get in touch with a very valuable selection of prospects. In Worcester fifteen Actuelle recitals were held, in Johnstown eleven and in Pittsburgh twelve.

The schedule for Pathé artists for the month of June shows a wide latitude of territory covered and undoubtedly will have a stimulating effect upon the record sales in the cities in which they appear during the Summer months.

The development of the Actuelle needle-cut record has received much of the attention of the Pathé staff. Not only the recording but the record itself has been perfected to a high degree. Almost unbelievable wearing qualities are claimed for it.

Bristol & Barber, New York City, recently wrote a highly complimentary letter to the headquarters of the Pathé Frères Phonograph Co., in Brooklyn, N. Y., stating that one of their dealers had played an Actuelle record for two solid days without its showing any wear.

SECURES MUCH MORE FLOOR SPACE

Brilliantone Steel Needle Co. Arranges for Larger and Splendidly Equipped Quarters

The Brilliantone Steel Needle Co., New York City, has long felt the necessity of increased facilities for the handling of its large needle business. During the month of May it was able to secure space, approximately four times that of the former offices, on the sixth floor of the same building at 347 Fifth avenue. In addition to the space occupied by the general office force, there are well-appointed private offices for both Byron R. Forster, president of the company, and Harry W. Acton, secretary. An attractive salesroom has been fitted out and another room has been provided for the sales staff.

Mr. Forster recently returned from Montreal, Canada, where he had gone in the interest of the Brilliantone needle.

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, President

145 East 34th St.

New York City

We are
Sole Metropolitan Distributors of
The CIROLA



Price Now, \$35.00

Regular Trade Discount to Dealers

Write or Phone for Representative to call

The New Cirola Dance Needle is now ready. Use it to get the best results. Send for sample.

Get All Your Accessories from One Source

- Lundstrom Converto Cabinets
- Bubble Books
- Record Albums
- Record Delivery Envelopes
- Motrolas
- Gilt Edge Needles
- Record-Lites
- Fibre Needle Cutters
- Tonofone Needles
- Cabinets
- Talking Machine Toys
- Brilliantone Needles
- Fletcher Needles
- Red, White & Blue Needles
- Polishes and Oils
- Repeaters and Rotometers
- Wall-Kane Needles
- Record Cleaners
- Dust and Moving Covers
- Motor Spring Safety Device

Have you seen our new Console table?

By Special



Appointment

An Impressive Tribute to the Supremacy of the

VOCALION

CABLEGRAM

*H. B. Tremaine, Esq.,
Aeolian Company, New York.*

*Have great pleasure in advising you that
the Vocalion is now being used in both the
Royal Academy and the Royal College of
Music for educational purposes.*

*A. J. Mason, Mgr.
The Aeolian Co., London*

THE above cablegram, notifying us of the installation of the Vocalion for educational use in England's two foremost institutions of musical instruction, is an impressive tribute to the instrument.

Its real significance is that it proves the Vocalion to be rapidly attaining the same position abroad which it occupies in America; a position of unquestioned supremacy in the phonograph field.

Teachers are trained to detect every fault and imperfection in

a musical performance. Their tests of a phonograph are more searching and severe than any others to which the instrument can be subjected.

In such tests there is no consideration other than genuine musical superiority. And wherever they have been made, whether by those specially trained to criticize, as in this instance, or by those with natural musical discrimination, the Vocalion invariably demonstrates its unequivocal title to leadership among instruments of its type.



VOCALION PRICES

Conventional Models from \$60. With Graduola, \$150. Period Models from \$300

THE AEOLIAN COMPANY

NEW YORK

LONDON

PARIS

MADRID

SYDNEY

MELBOURNE



EDISON'S \$10,000 PRIZE OFFER

Offers to Pay That Sum for Best Phrase of Four or Five Words Describing Edison's Musical Creation—Big National Publicity Campaign

One of the striking advertisements appearing in the June national magazines is that signed by Thomas A. Edison, in which he offers to pay "\$10,000 for the best thoughts on one of my problems." The text of the ad is as follows:

"In 1851 Ralph Waldo Emerson said: 'Could I only have music on my own terms, whenever I wished the ablation and inundation of musical waves, that are a bath and a medicine.' Emerson spoke the thoughts of millions, and voiced a need of all humanity.

"It is obvious that the phonographic reproduction of music affords the only means of providing music of practically every variety, wherever and whenever it is desired; without this means even those who live in the great centers of music can hear it only at conventional hours—and then not always the kind of music they most need and desire.

"To make the phonographic reproduction of music serve the need expressed by Emerson it is necessary that the reproduction shall preserve—undiminished and undistorted—the true beauties of the original music. The greatest shortcoming of the phonograph has been its lack of realism. It is this shortcoming which I have sought to remove. The result is a degree of realism in our new phonograph which is baffling to even the most expert ears when direct comparison is made between living singers or instrumentalists and the reproduction or Re-Creation of their work by our new instrument.

"Were Emerson alive to-day I feel that our new phonograph would be accepted by him as a satisfactory answer to the need which he expressed. At any rate, the psychological research work which we have been conducting for nearly two years indicates that the well-known and almost incalculable benefits of music can be derived, in full measure, from the proper use of this new instrument.

"Psychologists, physicians and other scientists appreciate that our object is to provide music of the best sort, under conditions that will insure the largest benefits. The new phonograph which we have developed is merely the instrumentality by which I am endeavoring to place truly fine music at the command of every household.

"A great many people have said that they regard this new instrument as the best phonograph in existence. While such statements are naturally gratifying to me, I find that the importance of our work in the field of music is somewhat obscured by the fact that so many people continue to think of this new instrument merely as a phonograph. They may think of it as the best phonograph—but it still is only a phonograph to them.

"I want a phrase which will emphasize that our new instrument is not a mere machine, but

that it is an instrumentality by which the true beauties and the full benefits of music can be brought into every home.

"The phrase should not contain more than four or five words. I want a dignified expression which will clearly distinguish the instrument from all other sound-reproducing devices.

"I have authorized that \$10,000 in prizes be paid for the best ideas submitted.

"(Signed) Thomas A. Edison."

In this connection it is pointed out that details of Mr. Edison's offer can be obtained from the Edison dealer situated nearest the party interested. Meanwhile Edison dealers are carrying ads in the local papers supplementary to the general publicity of Thomas A. Edison.

BATTLE OF THE BIRDS

DURHAM, N. C., June 4.—The magnetic drawing power of the well-known Pathé red rooster was demonstrated in this city a short time ago when a hostile chicken hawk was drawn to his death by the compelling force of the Pathé trademark. In describing the interesting episode a local newspaper says: "The Burtner Furniture Co. has a large Pathé rooster posted on the big glass front of its building. Tuesday morning a crash was heard and it was thought someone had thrown a rock against the glass. Investigation found a big chicken hawk breathing its last upon the pavement. The hawk had seen the

Pathé rooster in the window and had dropped down to get it, striking the glass so hard that it broke its neck and died within a few minutes."

OBTAINS RECORD THROUGH AD

Unable to Obtain Record in Music Stores, Kansas City Man Advertises and Succeeds

A Kansas City man, S. C. Sherman, was exceedingly anxious to obtain a talking machine record manufactured by the Victor Talking Machine Co. more than six years ago. A thorough canvass of the local music stores proved unsuccessful, as did also an appeal to the Victor factory at Camden, N. J. Mr. Sherman received word from the factory that the record was no longer being manufactured and that they had none in stock, but he was determined to obtain the record if such a thing were possible, so he inserted an advertisement in the Kansas City Star with the result that he obtained what he sought. The foregoing is indicative of the lengths resorted to by music lovers when in search of a favorite selection.

The Continuous Phonograph Player, Inc., of 49 Real Estate and Law Building, Atlantic City, has just been incorporated with a capital stock of \$125,000 for the purpose of manufacturing talking machines, etc. The incorporators have not been named.

6 RAILROADS
3 BOAT LINES
BESIDES A NETWORK OF ELECTRIC INTERURBAN FREIGHT LINES

SERVE
COHEN & HUGHES INC.
VICTOR DISTRIBUTORS

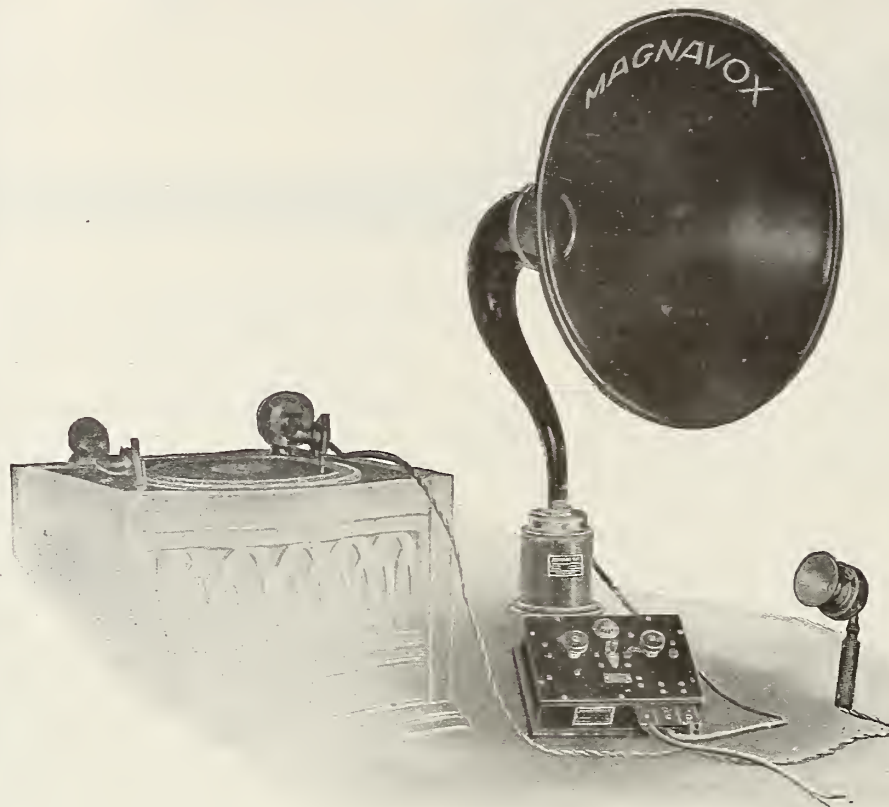
WASHINGTON, D.C.

WASHINGTON HAS UNEQUALLED FACILITIES FOR SHIPPING TO POINTS IN ALL DIRECTIONS. THESE FACILITIES PLUS PERSONAL CO-OPERATION ARE THE COMPONENT PARTS OF COHEN & HUGHES SERVICE

Map labels: BALTIMORE & OHIO, CHESAPEAKE BEACH, POTOMAC RIVER, RICHMOND - FREDERICKSBURG - POTOMAC, PENNSYLVANIA, SOUTHERN, CHESAPEAKE & OHIO.

Use Magnavox Equipment

AND INCREASE YOUR PHONOGRAPH AND RECORD SALES



The Magnavox equipment, type MV-1, as shown here on the left, is completely equipped to amplify the music from a phonograph or piano* or the speaker's voice. It is entirely fool proof, does not wear out and is always ready for its own particular type of work.

*Note: To amplify piano music, hold hand transmitter firmly against sounding board of piano, either upright or grand type.

AS A BUSINESS BOOSTER

MAGNAVOX

Music and Voice Telemegafones Are Unique



Commodities must be sold these days. Selling effort has taken the place of order taking. What better salesman in the phonograph game than the always accommodating MAGNAVOX? It plays your records with perfect reproduction many times amplified on any type of machine. It demonstrates and sells phonographs, records and needles to the greatest number of people with the minimum of labor on your part. It will reproduce your sales talk loud or soft at a finger's touch. Simple, practical and efficient, it will utilize electrical power to do the same amount of sales effort as could be put forth by many men. It will pay you to get in touch with the distributor nearest you.

MAGNAVOX DISTRIBUTORS

J. O. Morris, Inc.,
1270 Broadway, New York City

J. W. Sands Company,
123 East 5th St., Dayton, Ohio

Kiefer-Stewart Company,
Indianapolis, Ind.

Minneapolis Drug Company,
Minneapolis, Minn.

Telephone Maintenance Company,
17 North LaSalle St., Chicago, Ill.

Southwestern Drug Company,
217 South Market St., Wichita, Kan.

Sonora Distributing Company,
1707 Elm St., Dallas, Texas

I. Montagnes & Company,
Ryrie Bldg., Toronto, Canada

The Magnavox Co., Oakland, Cal.

The Magnavox Co., 1270 Broadway, New York City

LATEST PSYCHOANALYSIS FEAT

Hubby Cured of Snoring Through "Suggestion" Due to a Talking Machine Record

Mrs. Spoogle was having tea with Mrs. Dinkle. Crash! One of Mrs. Dinkle's best tea cups splintered on the floor. "Oh! I'm so sorry," apologized Mrs. Spoogle, "but I am becoming a nervous wreck. My husband snores so at night that I can't sleep a wink."

Mrs. Dinkle straightened up from the operation of removing the remains of the tea cup and nodded in a knowing way. "I know just how you feel. My husband snored until I cured him. That is, he did, but he doesn't now. I cured my Bill's snoring after I had taken my seventh lesson in psychoanalysis. It was in that lesson that I learned that even my Bill had a subconscious mind."

"You don't say so!" marveled Mrs. Spoogle, listening eagerly.

"So I deduced from what I read in lesson three," Mrs. Dinkle continued, "that Bill's snoring was a product of his subconscious mind. I immediately set out to curb his sleeping songs by appealing to his subconscious mind, which, according to lesson five, never sleeps."

"One dull Sunday afternoon I was reading in the parlor while Bill napped on the couch in the adjoining room. He made the most awful noises, ranging from a moo cow to the water running out of the bath tub. The time was ripe, thought I, for my first practical psychoanalytical experiment."

"I went to the 'talker' and adjusted the loudest needle I could find. I then played Tosti's 'Goodby,' as sung by Caruso. My dear, when Caruso struck those high B notes I couldn't hear a thing, not even Bill's snoring, but when the song was over Bill was as silent as a mouse. I peeped at him to see the effect of my experiment and found that his mouth was open, as it usually is when he snores, but no sound came from it. He seldom snores nowadays. He is psychically trained."

"You see, Mrs. Spoogle, Tosti's 'Goodby' arrested the unconscious functions of Bill's subconsciousness."

"I see," said Mrs. Spoogle, who didn't, "and I'm going to buy my Alex a Tosti's 'Goodby,' if only to drown out his moo cowering."

QUIT HOWLING "HARD TIMES"

Some Straight-from-the-shoulder Remarks of an Oklahoma Man

The Cabinet and Accessories Co., wholesale distributor of talking machine accessories, New York City, recently received a letter from one of its customers in Calvin, Okla., on the back of which was a general message which was particularly timely: "Let us quit howling 'Hard Times.' We have howled it ourself, and we have heard it howled until we are sick and tired of it. We are all in the same boat. Let's quit it and show the fighting qualities that are in us; let's work hard, quit worrying and get out from under the load we are carrying. Let us all pray together, pull together and enjoy with each other the proverbial cornbread, buttermilk and turnip greens. Here's for success in 1921 in spite of Low Cotton."

INVENTS NEW SOUND BOX

MINNEAPOLIS, MINN., June 6.—E. P. Moffit, of this city, has perfected a device which he calls his "oscillating sound box." This device consists of a unique connection between the tone arm and the sound box, which, Mr. Moffit states, causes the needle to automatically maintain itself at all points in the record in a substantially tangential relation to the groove. Mr. Moffit has perfected this device after extensive laboratory experimenting and many members in the local trade have evinced keen interest in his invention.

The rust rots the steel which use preserves.

DEATH OF LEWIS HANSEN

Lewis Hansen, formerly connected with the record sales department of the Columbia Graphophone Co., New York, died recently at Jamaica Hospital, Jamaica, L. I. Mr. Hansen, who was twenty-four years old at the time of his death, resided at Flushing, L. I. He is survived by his mother and a brother.

MARKETING A NEW PORTABLE

The Wonder Talking Machine Co., of South Norwalk, Conn., and New York City, manufacturer of motors, tone arms and small types of talking machines, is now marketing a new portable style produced with a carrying case. This product is being manufactured in large quantities and while it is a sturdy machine, made to withstand rough usage, it is sold at a popular price.

Let your ambition in life be to do small things in a great way; great things in a quiet way.

WILL OPEN RETAIL STORE

Fred H. Walter to Open Exclusive Brunswick Shop in Lowell, Mass.—Was Formerly Wholesale Manager of Kraft-Bates & Spencer, Boston

BOSTON, MASS., June 6.—Fred H. Walter, manager of the wholesale department of Kraft-Bates & Spencer, Inc., of this city, Brunswick distributors, has resigned from his position to open a retail store in Lowell, Mass., where he resides. Mr. Walter is succeeded by Kenneth Finney, who has been associated with the Kraft-Bates & Spencer wholesale department for some time past.

According to his present plans, Mr. Walter will open an exclusive Brunswick shop at 108 Merrimac street, Lowell, Mass. The warerooms will be called the "Bungalow Shop," and the interior decorations will carry out this idea as closely as possible. Mr. Walter is a Brunswick enthusiast, and his thorough knowledge of retail merchandising should enable him to attain signal success as a Brunswick dealer.

QUALITY

QUALITY alone causes repetition of purchase. Whether the product be expensive or cheap, it is the quality for the price which causes repetition of buying. It is the unquestionable and superlative quality of Victor merchandise which is one of the biggest factors in making Victor dealers so successful.

And it is the true co-operative quality of our dealer service which causes so many dealers to use our institution. You know Victor quality, but do you know the quality of our service? TRY IT.

Buffalo Talking Machine Co.
Buffalo, N. Y.

UNIQUE SUMMER SALES IDEA

Manager Brennan, of Wurlitzer Victor Department, Makes Appeal to Boat Owners—Sells Many Table Model Victrolas Through This Publicity, Which Is Admirably Presented

The Rudolph Wurlitzer Victor department, at 121 West Forty-second street, New York, is making extensive drives in every direction for Summer business. The latest innovation introduced by Herbert A. Brennan, manager of this department, is a threefold broadside, which has been sent to every owner of a boat, yacht or canoe in and around New York City. The outside cover has a blue background with white letters forming a boat, and a table model Victrola is shown on the deck of this boat.

Nautical vernacular is used throughout the entire broadside, giving it a decidedly marine atmosphere. The inside of the broadside shows the three table model Victrolas, which can be used in boats or canoes, giving the space required for each model. This unique appeal to the yacht owner has met with favorable comment by every one who has seen it, and considerable business has been obtained from the use of this folder. Individually designed publicity of this kind always makes the strongest kind of appeal.

"NEW MUSIC SHOP" OPENS

Johnson City Now Has Modern Store Carrying Complete Victor Line

The desires of Johnson City, N. Y., residents for a thoroughly modern music store have at last been realized in the opening of the "New Music Shop." The management is featuring a full line of Victrolas, Victor records and musical merchandise. Four sound-proof rooms, where the prospective customer can listen to records being played without interruption, have been constructed.

A complete repair department is conducted in connection with the shop where a full line of accessories and parts needed for Victrolas and other instruments are kept in stock to meet the needs of purchasers.

MORE ROOM FOR REFLEXO CORP.

The Reflexo Products Corp. has taken largely increased space at 347 Fifth avenue, where it has been located for several years. The volume of sales of the Gilt Edge needle, produced by this company, is growing constantly and its popularity has spread to China and Australia, from which countries substantial orders have been received.

CARRIES PHONOGRAPH ON TRAVELS

Motion Picture Actress Entertains Fellow Travelers With Small Phonograph

A new fad in the shape of a small phonograph, which she calls her "traveling companion," has been adopted by Miss Sylvia Jocelyn, motion picture actress of Hollywood, Cal. Miss Jocelyn carries the machine along with her on all her travels to pass away the time and, incidentally, entertains fellow travelers. The machine was carried by Miss Jocelyn for the first time when she started from Hollywood for a visit to friends and relatives in the East, including Syracuse, Burlington, Vt.; Tampa, Fla., and Brooklyn.

The machine is a miniature model, is carried in a small leather case and the music is of a quality equal to that of a larger machine.

INCREASES CAPITAL STOCK

The Jewel Phonograph Co., of Indianapolis, Ind., announces an increase in the number of its directors from four to six and an increase in the capital stock of the company from \$75,000 to \$100,000.

The Elite Phonograph Corp., of Manhattan, N. Y., has been dissolved.

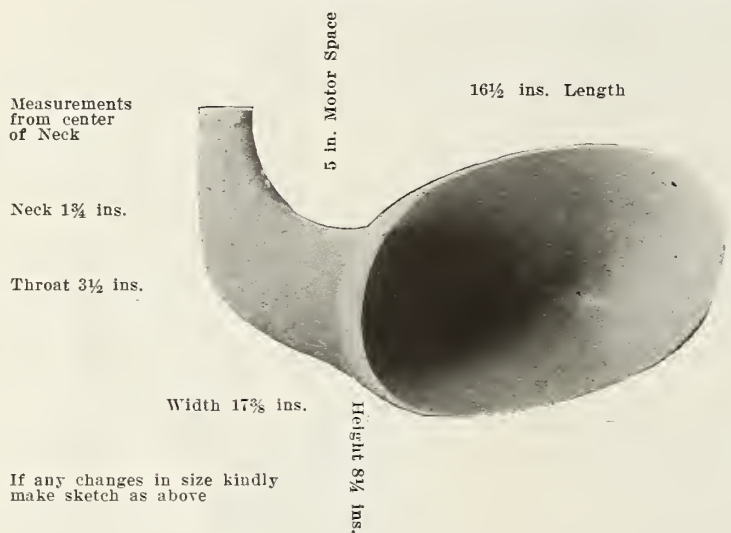
Patented U. S. February 22, 1921

Canada, January 25, 1921

Winterrath Composition Amplifier

405 Evergreen Avenue, Brooklyn, N. Y.

Manufacturer of the IMPROVED PHONOGRAPH AMPLIFIER



AMPLIFIER WITH GRILL REMOVED
Amplifier set behind frame as shown below



All Inside Measurements
Thickness of material 1/4 inch. Weight from three to five pounds.

Our one-piece Amplifiers are unbreakable. Our amplifiers are guaranteed not to warp—they are damp-proof. These amplifiers can be laid in water for any length of time and will not lose their shape. Made to order any size or shape, from our own composition and by our own process. Send sample amplifier and we will duplicate it.

On all stock sizes Neck 1 1/4 inches and throat 3 1/2 inches. All stock amplifiers finished in a light ivory gloss enamel. Can be finished in any color, in quantity lots.

Order by Number

NO. 13-17				NO. 18-22				NO. 23-27				NO. 28-32				NO. 33-37			
No.	Length	Width	Height	No.	Length	Width	Height	No.	Length	Width	Height	No.	Length	Width	Height	No.	Length	Width	Height
13	16 1/2 in.	17 3/8 in.	8 1/2 in.	18	15 1/2 in.	14 3/8 in.	7 3/4 in.	23	16 in.	18 in.	10 in.	33	16 in.	15 1/2 in.	12 1/4 in.	38	16 in.	16 1/2 in.	7 3/4 in.
14	17	"	"	19	16	"	"	24	16 1/2	"	"	34	16 1/2	"	"	39	16 1/2	"	"
15	17 1/2	"	"	20	16 1/2	"	"	25	17	"	"	35	17	"	"	40	17	"	"
16	18	"	"	21	17	"	"	26	17 1/2	"	"	36	17 1/2	"	"	41	17 1/2	"	"
17	18 1/2	"	"	22	17 1/2	"	"	27	18	"	"	37	18	"	"	42	18	"	"

ROUND AMPLIFIERS

No.	Length	Width	Height	No.	Length	Width	Height
43	15 1/2 in.	11 in.	11 in.	51	17 in.	13 in.	12 in.
44	16	"	"	52	17 1/2	"	"
45	16 1/2	"	"	53	18	"	"
46	17	"	"	54	18 1/2	"	"
47	16 in.	12 in.	12 in.	55	16 1/2 in.	14 in.	14 in.
48	16 1/2	"	"	56	17	"	"
49	17	"	"	57	17 1/2	"	"
50	17 1/2	"	"	58	18	"	"

Prices \$1.75 in Dozen Lots F. O. B., N. Y.

Special Prices in Quantity Lots

CONVINCE YOURSELF

Send us \$2.50 and we will send you any one of these stock sizes, for your approval. If not up to our guarantee, return amplifier, and we will refund your money.

TERMS: 2 per cent 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3 per cent discount, cash with order.

"Hokum" is a fox-trot by the great Art Hickman's Orchestra. And "Cherry Cherokee" is a medley by them too. This record's a wild war cry to every merry dancer. Stock up and see the business this dance record makes you do. A-3402.

**Columbia Graphophone Co.
NEW YORK**



PITTSBURGH TRADE GETS RESULTS BY STRENUOUS WORK

Sales Show Up Remarkably Well—Proof That It Pays to Advertise—Governor Vetoes Much-desired Bill—Edison Caravan Convention Interests—New Stores Opened—Victors in Schools

PITTSBURGH, PA., June 9.—While trade conditions in the talking machine industry in the Steel City have not been as satisfactory the past month as the major portion of the dealers would have desired, it can be said that sales for the month of May showed up remarkably well in comparison with the same month a year ago and also in some of the talking machine shops it was stated that April sales records were surpassed.

The industrial situation in the Pittsburgh district has undergone little if any change for the better over a month ago. The large iron and steel mills are not operating at anything like capacity to date, and it is safe to say that it may be another month before conditions change for the better. Orders for iron and steel are coming in slowly and in such small quantities that it will require a large quota to make anything like a decided impression on the number of idle men that now frequent the Pittsburgh territory.

With idle men there is the inevitable slowing up of buying, and it will require busy mills and active factories to bring back the trade that the talking machine fraternity is accustomed to. In some of the talking machine shops the past week small cards were observed which read as follows: "No, Hard Times Are Not Coming, But Soft Times Are Going." This little sentence contains a world of truth that is plainly seen by the various dealers here who handle talking machines and records.

Advertising Campaigns Get Results

In order to attract business, many of the dealers are using liberal advertising space in the newspapers, especially the smaller weekly publications that serve given communities. In these papers the dealer can, with a reasonable cost, present his case to his neighbors in a very satisfactory manner. Other dealers are circularizing the sections in which they do business, many of them using the New Records Magazine in a well-selected mailing list. Other dealers are going direct after business and are sending some of the sales staff to prospective patrons, the visit being made at the pleasure of the patron.

That business can be done in this manner was shown by an authenticated instance the past week where a man answered a key advertisement of a downtown Victrola dealer. When the inquiry came in a phone call was utilized for making an appointment. Within three hours one of the salesmen was at the house of the inquirer and an hour later the same salesman and his prospect were in a demonstration booth. As a result a Victrola XI was sold, together with an assortment of records passing the \$30 mark.

There is, it is noticed, an optimistic feeling among the talking machine dealers, who are convinced that in due time there will be a "turn of the tide," and when the industries of the Pittsburgh district are in full swing again, as they will undoubtedly be in due time, it will

have a marked effect on business of all kinds and stimulate buying.

Waiting for Wage Readjustments

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, is convinced that in due time there will be a "turn in the road" that will lead to better business conditions. In speaking to The World representative Mr. Brennan said: "We are preparing for what I believe will be a very satisfactory business in the Fall, just as soon as the wage scales of the large industrial plants and the railroads have been readjusted. The business for the talking machine trade in the Pittsburgh district is here and can be secured. We show our faith in the future of the trade as far as the Pathé line is concerned in keeping out on the road our entire sales force. There is every indication that the Pathé line will have a successful run this season."

Systematic Advertising Brings Results

John Henk, the well-known general manager of the Columbia Music Co., exclusive Columbia dealers, is carrying on a systematic advertising campaign which, he stated, brings results. Mr. Henk stated that while trade was showing a sort of hesitancy, he felt that this state would be remedied in due time and that better business conditions would follow. Mr. Henk is one of

the veteran talking machine dealers of the Pittsburgh district and has one of the leading shops in the city.

Governor Vetoes McDade Bill

The McDade Bill, which had been passed by both the Senate and General Assembly of the Pennsylvania Legislature, and was endorsed by the talking machine trade and the musical trade in general, due to the fact that the bill provided for the exemption of talking machines from seizure on landlords' warrants, after due notice had been given to owners of houses, apartments, etc., was vetoed by the Governor. The bill was introduced in the Legislature in January and met with little or no opposition. However, some weeks ago it became apparent that the Governor was inclined to veto the bill. Letters were sent to him from interested dealers in the hope of convincing him that talking machines should be placed in the same status as pianos and organs. But to no avail, as the executive approval was withheld and the bill failed.

H. E. Young, manager of the Victrola department of McCreery & Co., stated to The World representative that he was pleased with the results of business for the month of May. He stated that the call is for high-grade goods.

Victrolas for Altoona Schools

In response to a call by the educational authorities of Altoona, Pa., Miss Lillian A. Wood, supervisor of the educational department of the Victrola department of the C. C. Mellor Co., spent several days in the schools of that busy

(Continued on page 74)



Putnam-Page Company
VICTOR DISTRIBUTORS

VICTOR IN ILLINOIS AND VICINITY

- ☞ An exceptional service to acceptable Victor Dealers is offered by a distinctively Victor Organization.
- ☞ The map is your guide and if we are in proximity to you we are your logical wholesaler.
- ☞ Ask a Putnam-Page Dealer what he thinks of our organization.
- ☞ Then ask us about our individual service to individual dealers.

PUTNAM-PAGE COMPANY
Exclusive Victor Distributors
PEORIA, ILLINOIS

A NEW FLETCHER PRODUCT

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 STREET, CHICAGO, ILL.

PITTSBURGH TRADE GETS RESULTS

(Continued from page 73)

central Pennsylvania city demonstrating to teachers and pupils the work of the schoolroom Victrola. That her work was highly appreciated and successful was shown by the substantial recognition fully accorded Miss Wood, who selected a list of Victor records that will be used in the school. Miss Wood also spent some time in Altoona previously for the benefit of the Victor dealers there, and did most effective work. She is under the direction of the wholesale Victor department of the C. C. Mellor Co., which is under the management of Thomas T. Evans, who aims to have all Victor dealers in his territory who wish the services of Miss Wood to be pleased.

Mr. Evans is viewing the immediate future with keen satisfaction relative to Victor business and believes that he will be able to surpass for the next few months the volume of business handled in similar periods a year back. The service department is a new feature of the Mellor Co. that is being developed rapidly for the accommodation of Victor dealers, and it is stated that plans are under way for the installation of a modern printing plant in the wholesale department so as to expedite the work of that growing part of the Mellor organization.

Attended Edison Caravan Convention

H. M. Swartz, assistant manager of the Buehn

Phonograph Co., Edison distributor, and E. J. Condon, H. C. Trader and J. K. Nichol, of the sales staff, attended the Edison Caravan sessions in New York. A number of Pittsburgh zone dealers accompanied them. A. A. Buehn, treasurer of the company, will attend the Edison Caravan sessions in Chicago. Mr. Buehn stated that business for May in the Edison line showed up remarkably well, considering present-day industrial conditions. He is very optimistic concerning the future of the Edison line in this section. The retail Edison Shop is under the management of L. A. O'Neill, who is preparing for a brisk Summer season. By reason of its location the Edison Shop is always cool in Summer and is a favorite resort for Edison enthusiasts and their friends.

H. Milton Miller, manager of the Sonora Phonograph Co., of Pittsburgh, stated that his roadmen were reporting trade conditions better than they had anticipated. New dealers are being placed and the outlook for Fall trade, Mr. Miller stated, was most bright.

Kaufmann's Celebrities

Mrs. C. H. Walrath, the well-known manager of the Victrola department of Kaufmann's (The Big Store), was one of the participants in the Golden Anniversary celebration of the establishment which was started fifty years ago. In honor of the event a series of Golden Anniversary concerts were arranged to be carried on all through the month of June, free of charge

to the public. The first public concert was held June 2 in the Kaufmann Auditorium, and was featured by the appearance of Anna Case, the famous Metropolitan Opera Co. star. She was greeted by an audience that tested the capacity of the huge auditorium. Other artists to be heard under the auspices of Kaufmann's are Marie Rappold, Anna Fitzu, Paul Althouse, Florence Macbeth, Harold Bauer, Evelyn Scotney, Percy Grainger, Mishel Piastro, Helen Stanley, Arthur Hackett, Leo Ornstein, Nelle and Sara Kouns, David Bispham, Helen Jeffrey, Cyrena Van Gordon, Leopold Godowsky, the Salzedo Harp Trio, Rafaelo Diaz and Clarence Whitehill.

Opens New Store in Bedford, Pa.

S. H. Koontz, the well-known music and talking machine dealer of Bedford, Pa., held a formal opening of his new store on May 20 which was well attended. The Bedford Band, of which Mr. Koontz is the leader, was present and rendered a number of selections to the edification and delight of a large crowd. Mr. Koontz has a modernly equipped and up-to-date store.

On Chamber of Commerce Trip

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co. and a member of the Pittsburgh Chamber of Commerce quartet, participated in the Golden Rule Tour of the Chamber through western Pennsylvania, Ohio and West Virginia. Mr. Parsons, for the tour, placed on one of the cars a Victrola XVI and a number of Victor records.

Occupy New Quarters

The National Phonograph Co., manufacturers and distributors of the Ultraphone and also retail dealers in the Brunswick and Vocalion, have taken possession of their new building and storeroom at 633 Liberty avenue. It is a most complete talking machine shop and a pleasing addition to those already located there.

Reports Business Progress

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that business for May showed an increase over the same month a year back and that he anticipated June would be a highly satisfactory month. Mr. Nichols said: "The man in the talking machine trade to-day who is landing the business and making sales is the dealer who goes out and hunts his customers. The time has gone past for a dealer to remain in his shop and await patrons. They are to be found, but they must be sought. Our campaign among Columbia dealers to have them start the truck sales movement is meeting with success, and many dealers who have invested in a truck are so pleased with the results in actual sales that their sole regret is that they did not start the truck sales plan earlier."

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is very hopeful for better business conditions as the year grows older. He is strongly of the opinion that more Victor merchandise will be sold in the Pittsburgh territory this season than ever before.



ATTENTION

Phonograph Manufacturers and Dealers

*Market Records Under Your
Own Label*

We will furnish you with every essential to make you a factor in the record business. Advertise yourself, and be free to get the bulk of the profits. WRITE FOR INFORMATION.

United States Record Manufacturing Corporation
PIERCE AVE., LONG ISLAND CITY, N. Y.

"RED SEAL DERBY" HELPS TO STIMULATE RECORD SALES

C. C. Mellor Co. Designs a Clever Chart to Promote Selling Races Among Record Salesmen—Designed to Arouse Sporting Interests—Serves as Check on Popularity of Artists and Records

PITTSBURGH, PA., June 4.—With a view to stimulating Victor record sales for the dealer the wholesale Victor department of the C. C. Mellor Co., this city, has what is known as the "Red Seal Derby," a race to be participated in by the dealer's salesmen.

A miniature race course is laid out on a large card and the contestant is eligible to enter the race after he has made sales totaling \$55 or more. For each five dollars in sales the contestant advances one point and the salesman who is first to record \$500 in record sales crosses the finish line and is declared the winner. The course pro-

vides for six contestants and with suitable prizes offered to the winner the progress of the race is calculated to keep the sales race up to a high pitch.

Before being offered to the retailers the Red Seal Derby will be given a practical tryout in the well-known Pittsburgh store and it is declared that within a period of four weeks Red Seal records to the value of \$1,667.55 were sold. It is understood, of course, that only sales of Red Seal records are counted in the race, and this feature has made a strong appeal to retailers with substantial stocks of such records.

Special "Track" for Record-selling Races

vides for six contestants and with suitable prizes offered to the winner the progress of the race is calculated to keep the sales race up to a high pitch.

Around the edges of the card are squares bearing the names of various Red Seal artists and various organizations making Red Seal records. As each sale is made a check-mark is made in the square appropriated to the particular artist whose record has been disposed of. At the end of the contest, therefore, the manager has an accurate record not only of the total amount of sales made during the period of the derby, but

The accompanying reproduction gives some idea of the general character of the Red Seal Derby layout, which has been copyrighted by the C. C. Mellor Co.

TIMELY HINTS IN PATHE NEWS

Interesting and Helpful Pointers Set Forth That Must Hold Dealers' Attention

Many interesting topics are discussed in the current issue of Pathé News, a paper published by Pathé Frères Phonograph Co., Brooklyn, N. Y., in the interest of the Pathé dealer.

Attention is called to the June bride as being the best of phonograph prospects, and also the wisdom of making a strong appeal to the Pathé owner through his or her children. The subject of making the window sell more goods is forcefully presented. Many successful selling experiences of other dealers provide inspiration. Following the usual custom, many excellent advertising suggestions for the Pathé dealer are given. A new column headed "Foreign Record Topics," and edited by Dr. Joseph Kalman, head of the foreign record department of the Pathé Frères Phonograph Co., appears with this issue. This column is interesting to a high degree and many excellent ideas in the selling of foreign records are set forth.

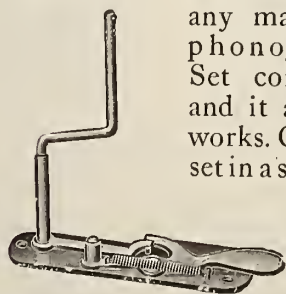
PASSES PREFERRED DIVIDEND

Directors of the Columbia Graphophone Mfg. Co. have announced that action on the preferred dividend due at this time had been deferred. The company had been paying at the rate of 1 3/4 per cent.

It was said that "in view of the present business conditions which are affecting the operations of this company, in common with practically all other lines of industry, the directors deferred the quarterly dividend on the preferred stock." Earlier in the year the company passed its dividend on the common.

NEW JEWEL AUTOMATIC STOP

Simplest and most effective automatic stop made. Watchlike in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Set correctly and it always works. Can be set in a second.



JEWEL PHONOPARTS CO.
154 West Whiting Street
CHICAGO

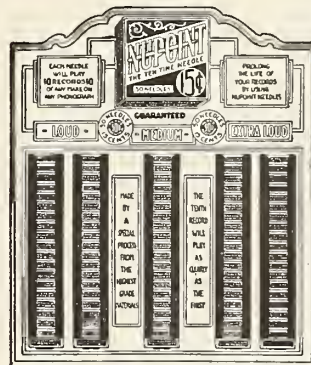


Quality

100 pkgs. to a Carton



Medium, Loud, Extra Loud



Metal Display Stand

FREE A beautiful display stand in colors holding 100 boxes of NUPPOINTS, Free with trial outfit. This makes a practical silent salesman for the dealer's counter.

Here Is the Ideal Dealer Outfit

Dealer's Price	{ 100 packages of Nupoint Needles (40 ex. loud, 40 loud, and 20 medium). One Display Stand. Free sample envelopes, window strips, display cards.	Retail Value
\$7.00		\$15.00

Order From Your Jobber

JOBBERS

Some jobbing territories still open. Write for samples and our proposition.

Nupoint Mfg. Co.
1208 W. 59th St.
Chicago, Ill.

Our Factory Representatives
LOUIS A. SCHWARZ, INC.
1265 Broadway, New York
525 Forsythe Bldg., Atlanta
21 E. Van Buren St., Chicago.



CRITONA RECORDS

PIANO RECORDINGS

Lovers of piano music for the first time find available phonograph records which will reproduce the TRUE TONE and VOLUME of the piano. The most convincing test of piano recording may be made by noting in a record the vibrations of the strings when a full chord is struck with the *loud pedal open*. In CRITONA RECORDS the vibrations will be heard dying out to the last degree exactly as if one were listening to the instrument itself. We invite your consideration of this remarkable phase of CRITONA piano records.

The most successful recordings of the piano up to the present time have only been an *approximation* of the tone of the instrument. Though "musically interesting" the quality has never been the true tone of the piano. Select at random any of the CRITONA piano records listed below and compare with the best records previously recorded of this instrument. You will at once note the marked *fidelity* with which CRITONA records re-state the tones of the piano. The metallic sound IS NOT in evidence, and the restrictive vibrations of the strings do not now deplete the overtones of their value. The full, resonant, string tone and the brilliant, true piano quality unmistakably reach the ear, with the overtones so fully developed that the longing for the real music of the piano is completely satisfied.

PIANO SOLOS

EIGHTY-FIVE CENTS EACH—10-inch, D. F.

- | | |
|--|--|
| 715 COME BACK TO ERIN (Claribel). Piano Solo,
Jack Glogau | 721 THE ROSARY (Nevin). Piano Solo.....Phil Ohman |
| MOTHER MACHREE (Olcott-Ball). Piano Solo,
Phil Ohman | IN THE GLOAMING (Orred-Harrison). Piano Solo,
Phil Ohman |
| 716 DIXIE'S LAND (Emmett). Piano Solo.....Jack Glogau | 722 LAST ROSE OF SUMMER (Moore). Piano Solo.
Phil Ohman |
| OLD FOLKS AT HOME (Foster). Piano Solo..Phil Ohman | AULD LANG SYNE (Burns). Piano Solo..Jack Glogau |
| 717 MELODY IN F (Rubinstein). Piano Solo..Jack Glogau | 701 HOME, SWEET HOME (Payne-Bishop). Piano Solo,
Jack Glogau |
| ANNIE LAURIE (Douglas-Scott). Piano Solo..Phil Ohman | OLD BLACK JOE (Foster). Piano Solo....Jack Glogau |
| 718 I LOVE THEE (——). Piano Solo.....Phil Ohman | 702 BELIEVE ME, IF ALL THOSE ENDEARING
YOUNG CHARMS (Moore-Stevenson). Piano Solo,
Jack Glogau |
| GOOD-BYE (Tosti). Piano Solo.....Phil Ohman | GLOW WORM (Lincke). Piano Solo.....Jack Glogau |
| 719 HEARTS AND FLOWERS (Tobani). Piano Solo,
Phil Ohman | |
| JUST A SONG AT TWILIGHT (Bingham-Malloy).
Piano Solo.....Phil Ohman | |
| 720 SILVER THREADS AMONG THE GOLD (Rexford-
Danks). Piano Solo.....Phil Ohman | |
| SWEET ADELINE (Armstrong). Piano Solo..Phil Ohman | |

We suggest that dealers order—now—your selection of numbers on this list and determine for yourselves the genuine merit of Critona Records. Write for catalogue.

CRITERION RECORDS, Inc.

1227 Broadway

New York City



INDIANAPOLIS DEALERS RIGHT "ON DECK" AFTER TRADE

Stewart Publicity Wins Praise—Brunswick Artists Heard—Miss Streeter's Great Educational Work—Many New Edison Dealers—Pathé Shop Reopened—Sonora Line With Herz Store—Other News

INDIANAPOLIS, IND., June 4.—Nearly every city in the trade territory of the Stewart Talking Machine Co. contains billboards owned by an outdoor advertising company which is co-operating with the Victor jobbers in the maintenance of the first complete outdoor poster advertising campaign ever conducted through any Victor agency in this locality.

The posters bear a handsomely reproduced likeness of the Victrola XVII in natural colors with a background showing a gay dancing party and a ballroom decorated with varicolored Japanese lanterns. The dealer's name is given equal display with the word "Victrolas," and the whole effect of the poster is most interesting and compelling.

Practically every city in the territory contains the boards placed to dominate the traffic of the city and to gain what is called the greatest possible amount of circulation.

B. O. Wilking, president of the Ready File Co., of Indianapolis, has bought the patent and manufacturing rights of the Wade Fibre Needle Cutter, and will soon begin manufacturing the device in this city. Mr. Wilking has appointed the Stewart Talking Machine Co., Victor jobber, as distributor for this territory.

E. L. Snapp, of the Brooks & Snapp Drug Co., Paris, Ky., in the territory of the Mooney-Mueller-Ward Co., Pathé distributor, is now conducting the Pathé department of his firm under his own name. Mr. Snapp has been able to place several Actuelles in the schools and is doing an otherwise large business in his community.

J. M. Wallace, of the Wallace Music Co., Pathé dealers of Marion, Ind., visited the office of the distributors recently and reported somewhat slack business, which he does not expect to become much better before Fall. This firm has just placed a Pathé model 17 in the Soldiers' Home at Marion. The home recently was converted by the Government from a home for Civil War veterans to a convalescent hospital for World War veterans.

The Isham Jones Orchestra, Brunswick artists, is meeting with much success in Indiana. On May 16 it played at a second engagement for the Elks' Club at Elwood. It was accorded an ovation when it played at the Indianapolis Canoe

Club and plans were made to have it return in the near future for an engagement of two or three nights. It played during the month of May at Lafayette, Terre Haute, South Bend, Goshen and Fort Wayne. The result of these and other engagements has been to largely increase sales of Brunswick records, according to the Brunswick-Balke-Collender Co., of this city, distributors.

The Frelinger Music Co., exclusive Brunswick dealer at Lafayette, has moved into a new building on the south side of the Square and reports steadily increasing business in that territory.

Brunswick dealers are sending many queries to the distributors concerning the new financial proposition of the company whereby the dealers are relieved of the burden of carrying time paper.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports continued good business in the Brunswick machines recently taken on by that firm. He has employed E. V. Johnson, formerly of the Pathé shop, as an outside salesman.

Business is not good now, says O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., but he sees indications of much better business in the early Fall. The new Sonora Etude, to retail at \$100, is being received by distributors, he says, and is being distributed to agencies and it apparently is going to be decidedly popular.

"Our most satisfactory single bit of business in May," said Mr. Maurer, "was done when we signed up the A. Herz department store, of Terre Haute, as Sonora agents for that city. The store is one of the largest in the State and we are anticipating big results from so progressive a firm."

Miss Minnie Springer, of the Victor department of the Taylor Carpet Co., says her department did a larger business in May than was done in the corresponding month last year. April also, she said, was a better month than April last year. Miss Springer has detailed one of her salesladies, Miss Norma Bronson, to attend the salesmanship school at the Victor factory. Another of her salesladies, Miss Lottie Mitchell, will be married this month to Earl Mitchell, of Indianapolis. She will continue her work as saleslady.

The Circle Talking Machine Co. has increased its capital stock from \$20,000 to \$40,000. This has been done, said Manager Whitman, for the purpose of providing for increased business. Other salesmen will probably be added this Summer, he said.

Packed houses have greeted the return of the Eight Victor Artists in this territory. Victor dealers, under whose auspices the concerts were given, report that they not only realized more than expenses on the concerts, but that they are still enjoying sales from the stimulated interest in Victor records made by these artists. In Louisville the artists appeared under the auspices of the Krausgill Piano Co. and in Terre Haute under the management of the firms of A. Herz, Root Dry Goods Co. and W. H. Paige & Co.

Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co., was a guest of the Stewart Talking Machine Co. and the seven Victor dealers in Indianapolis for several days early in May. She did extensive educational work in the city and among the schools of the Indianapolis territory.

Front-page newspaper publicity was obtained by J. A. Coffing, Victor dealer at Attica, when he entertained a number of teachers of the Attica schools at a Victrola recital given at his store. After the program Mr. Coffing served his guests with refreshments.

More than one hundred and fifty people listened to a Victrola concert arranged in the public library at Rochester, Ind., by W. A. Howard, Victor dealer of that city. To present the Vic-

trola in its artistic rather than its commercial aspect, Mr. Howard obtained the co-operation of a teacher of piano and music theory and a teacher of music in the public school. These two people told a story of each record before it was played and succeeded in establishing a feeling that the artist himself was present in person rather than that the music came from a record.

"There is every reason to believe that the talking machine business will be back to normal before long," said E. H. Jarrard, manager of the talking machine department of the Capital Paper Co., wholesale distributors of Kimball phonographs. "By July first, it has been estimated, all idle railroad men will be back at work. This one factor will mean that a mighty big buying group has been brought back into the market. Also billions of bushels of grain will be moved for the farmers this Summer. In most instances there will be a two years' crop instead of one. Farmers will be buying freely again before long, I believe."

Business for the month of May among Edison dealers of the State shows a very steady improvement over preceding months, according to H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor.

"Quite a number of our dealers' sales for May, 1921, show a decided gain over May, 1920," said Mr. Anderson. "Recent group meetings conducted throughout our territory were the most successful ever held. Ninety per cent of our dealers attended the meetings and practically every dealer expressed himself as well repaid by the many new ideas and new sales promotion plans developed. Our school for Edison salesmen, recently established, is proving very popular with the dealers. New salesmen are sent to us and they are thoroughly schooled in selling the New Edison. They also are given a thorough course in mechanical construction."

"Beat 1920" is a slogan that has been adopted by W. O. Hopkins, of the Edison Shop, and he and his salesmen are working hard to make good with the slogan. They are getting much new business through the Mood Change Chart parties, the most interesting of which, and probably the most successful, was given before the singing classes and musical appreciation classes of the Technical High School. Mr. Hopkins obtained at this party some exceptionally
(Continued on page 78)

Why Break Records?
Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.



free!

TINTED PHOTOGRAVURE OF McCORMACK

Or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHUMANN-HEINK. A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY

These photogravures are FREE to Victor Dealers, who send requests on firm stationery and enclose 8 cents in stamps to cover mailing. They are being sent free to introduce our three-dollar set of Famous Victor Artist portraits. Requests for free photogravures will be filled as long as a limited supply lasts. *Send immediately.*

STEWART

TALKING MACHINE CO.

Victor Jobbers

INDIANAPOLIS





The Quickest and Biggest Hit of the Year

CHERIE

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

INDIANAPOLIS TRADE GETS RESULTS

(Continued from page 77)

intelligent reports. Requests for similar parties have been received by Mr. Hopkins from several high schools in the State. He has given the parties at every fire station in this city at the request of the assistant fire chief.

In line with his determination to "beat 1920," Mr. Hopkins will take his entire sales force, with the exception of one clerk, to the Edison Caravan convention at Chicago June 19 and 20.

The Pathé Shop has been opened after being closed a month following the fire that resulted in damage amounting to \$15,000. The loss was covered by insurance. The shop has been re-decorated so that it is much handsomer than before.

T. W. Hendricks, manager of the talking machine department of the Pearson Piano Co., is going to devote himself to the Victor, Edison and Vocalion records, with particular attention to the Victor, of which he had a stock of 26,000 on April 1. Mr. Hendricks says he finds business continuing to be more steady, with the demand chiefly for high-grade instruments.

Widener's Grafonola Shop has received its first shipment of Granby phonographs, for which it will be distributor for Indiana and part of Kentucky. W. G. Wilson, manager, says he will begin his advertising campaign on them about the middle of June, giving particular attention to the quality and the low cost of period models.

Charles J. Orbison, Federal prohibition director for Indiana, was a speaker at a district convention of Edison dealers held at Evansville. "The man who lies down under the tree and waits for the cherry to drop into his mouth is out of luck; it's the fellow who shins up the tree and grabs the cherry that is going to get it," said Mr. Orbison in reference to the work that every salesman faces at the present time.

OPEN BRANCH OF BRUNSWICK SHOP

A new branch of the Brunswick Shop has been opened in the Avenue Bank Building, Oak Park, Ill., by H. E. Geise, of Oak Park, and S. W. Henderson, of River Forest. Brunswick phonographs and records will be handled exclusively.

To build a well-rounded career, be square.

MOOREHOUSE-MARTENS' NEW STORE

Old Building Destroyed by Fire—New One Erected on Same Site—Million-dollar Store Opened—Dedicatory Exercises Held

COLUMBUS, O., June 8.—Although it is little more than a year since the old store was destroyed by fire, the new million-dollar Moorehouse-Martens establishment was formally opened last Tuesday on the site of the old store. Governor Harry Davis and Mayor Thomas made the formal dedication and Col. John Y. Bassell and officials of the store assisted in the dedicatory exercises. The store was open to the public, but no goods were sold. The opening program is to continue throughout the week, each day being set aside for some special group.

Of special interest is the talking machine shop, which is located in the basement. Here an Edison or Victrola machine of any size or type can be purchased. The shop is pleasingly finished in delicate ivory and blue tints and is a model of convenience for its patrons. Sixteen sound-proof booths have been built for the demonstration of records, and the record files are so arranged that customers can find the records they seek without reference to catalogs.

Photographs of the record-making artists are incorporated in the fixture containing their respective productions. The demonstrating instruments in the booths are equipped with Motrolas, eliminating the necessity of frequent rewinding. A new concert telephone has been installed which permits friends of the store to hear concerts by favorite artists in their own homes. Lester I. King is manager of the new phonograph department, officials of the store announced Monday. Many congratulatory telegrams were received.

Experience teacheth us that resolution is a help in need.

FEATURES STRIKING SONORA SIGN

There appeared in a recent issue of the New York Tribune an unusual photograph showing the mammoth Sonora sign that is displayed on the building on Forty-seventh street between Broadway and Seventh avenue, in the heart of the "Great White Way." This giant electrical



Sonora Sign Featured in New York Tribune

display, which is 107 feet in length, can be seen from a great distance, and as it is in the center of the theatre district it is viewed daily by thousands of people. It has been shown in at least six moving picture plays, countless newspapers and magazines, and was even included in the back drop curtain of the "Ziegfeld Follies" for almost a year.

TO DISTRIBUTE THE MASTERPHONE

The James L. Hatch Music House, of Altoona, Pa., has been appointed distributor of the Masterphone sound reproduction device for Altoona and vicinity by the manufacturers, The Masterphone Corp. of America, New York.

TONE ARMS and SOUND BOXES

Especially designed for portable phonographs. Special designs made to order. We also manufacture portable motors playing four ten-inch records. Strictly high grade and fully guaranteed. We can better your equipment and save you money. Samples on request.

TRIANGLE PHONO PARTS COMPANY
722 ATLANTIC AVENUE BROOKLYN, N. Y.

TELEPHONE STERLING 1120

"PARLOR PARTIES" FOLLOW SALES

Houston Concern Has Evolved Exceedingly Effective Advertising Plan of Increasing Sales

HOUSTON, TEX., June 1.—The Jonathan Cox Phonograph Co., of this city, has adopted a novel advertising plan which is proving very satisfactory. Whenever a machine is delivered to a customer a "parlor party" is arranged. Friends and neighbors and anyone known to be interested in music are invited. Programs, including popular, secular and sacred music, are arranged by Mrs. Statley, manager of the record department. This plan is proving very popular and many sales of phonographs and also of records to those who already possess talking machines can be traced directly to it.

BIG VICTOR RECORDS IN DISPLAY

Oberlin Furniture Co. Features Coming of Eight Victor Artists to Kankakee With a Window Display of Unusual Character

KANKAKEE, ILL., June 4.—The appearance of the Eight Famous Victor Artists in this city recently was celebrated by the Oberlin Furniture Co., Victor dealer, with an elaborate and un-



Striking Victor Record Window

usual Victor display, the feature of which was a series of eight immense reproductions of Victor records, each with a typical Victor label, on which appeared the name of one of the eight artists in place of the usual song title. Each of the records was over three feet in diameter and the eight of them, set at various levels, practically filled the window. The display attracted much attention.

VITULLO & ULISSE START BUSINESS

Their New Music Shop in East Utica, N. Y., a Handsome Structure on Busy Street

UTICA, N. Y., May 30.—A new music store was recently opened at 672-674 Bleeker street, East Utica, by Vitullo & Ulisse, both well-known Uticans. The establishment is decidedly one of the most handsome and well-arranged business structures in that busy part of town. All the recognized lines of musical merchandise, such as pianos, players, sheet music, player rolls, etc., are handled by this house, including the Victor and Columbia lines of machines and records. Three sound-proof booths for record and player roll demonstration have been installed.

BANGOR HAS NEW HOUSE

Rice's Shop Opens Its Doors in Fine Structure With Complete Musical Lines

Occupying handsome quarters in the new Stetson Building on Central street, near Hammond street, Bangor, Me., Rice's Music Shop recently had an auspicious opening, the proprietor, H. Edward Rice, personally greeting the hundreds of his friends and patrons who came to inspect the store and congratulate the owner. The new shop will carry a full line of musical merchandise, sheet music and orchestrations and talking machines. Manager Rice is the leader of the orchestra that bears his name and was manager for ten years of the music department of Andrew's Music House on Main street, that city.

"The criticism of enemies is more valuable than the praises of friends, because friends desire only to gild our defects."

BRUNSWICK MUSIC STORE FORMALLY OPENED IN DUBUQUE

The Brunswick Music Store, of Dubuque, Ia., formally opened last month, is one of the best-appointed piano and phonograph ware-

and two for the demonstration of player-pianos. There is also a big display room for pianos and an attractive player roll and sheet music depart-

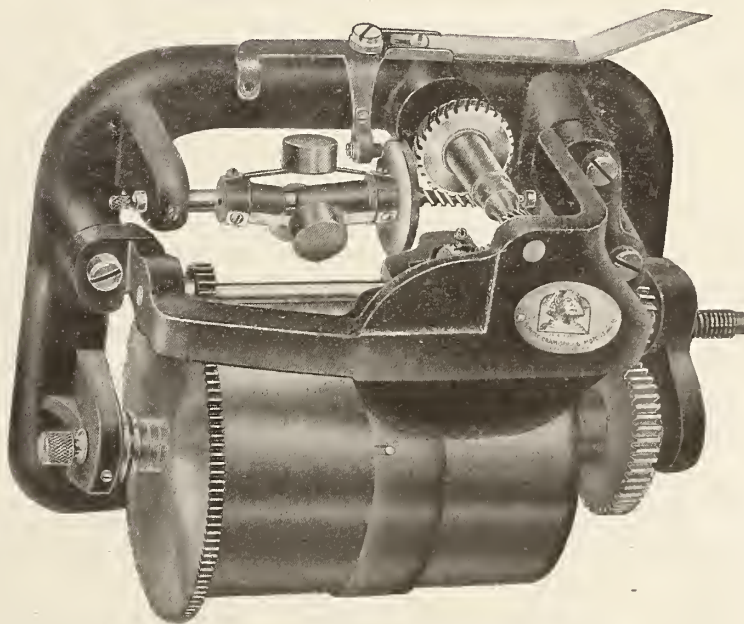


Views of New Music Store Recently Opened in Dubuque, Ia.

rooms in that city. The appointments of the store were installed under the supervision of Fred. J. Feller, manager, and the equipment includes eight sound-proof booths for phonographs

ment. The lines handled include the Estey, Milton and Gulbrandsen pianos and player-pianos and the Brunswick phonograph and the new Brunswick records.

The SPHINX MOTOR



The only real advance in Phonograph Motor Construction

*Better Designed
Better Built
Better in Operation*

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

STYLE SHOW WEEK INTERESTED THE TRADE IN CLEVELAND

Lectures and Demonstrations Valued—Dealers Concentrate on One Style—New Stores Opened—Columbia Dealer News—Victor Record Exchange Started—Edison Activities—Other Live News

CLEVELAND, O., June 7.—Furniture interests who feature talking machine departments presently will be benefited in increased business in both divisions as the result of a style show week for furniture held by the Cleveland Retail Furniture Dealers' Association. The main object was not to sell furniture immediately, but to increase the public interest in good home interiors and increase that same public interest in home owning. Thousands of persons visited the retail stores conducting this exposition and thousands attended the lectures and demonstrations conducted by Ross Crane, head of the extension department of the Chicago Art Institute, who was brought here especially for this event. Leaders in the enterprise already report that numerous prospects for both furniture and talking machines have been developed which will be worked upon as their plans for entering new homes mature.

Firms that could benefit in both talking machines and furniture business through this medium included the S. Kohn & Sons Co., the Vincent-Barstow Co., Brown Bros., Bing Co., Henry Leopold Co., Clifton Furniture Co., Mayer-Marks Co., Starr Piano Co., all of whom sell one or more makes of the Victor, Columbia, Pathé, Cheney, Starr, Brunswick or other machines and records.

Of particular significance to the talking machine trade was the use of Pathé period models by Professor Crane in his demonstration lectures, which were conducted at Masonic Auditorium. It was claimed by Mr. Crane that the Pathé adhered truthfully to period design and in his lectures he pointed out the fact that no home may be considered complete without music in one form or another.

Some Concentrated Advertising

Campaign for interesting the people in all models of the Victor talking machine through concentration of publicity upon one model is being conducted by twenty-five dealers, members

of the Talking Machine Dealers' Association of Northern Ohio.

This move, in the opinion of C. K. Bennett, general manager, the Eclipse Musical Co., Victor jobber, is expected to give added impetus to the new business of firms that have opened in the last few weeks, or contemplate holding their openings during June. And this in spite of the setback to general business through the strike of approximately 40,000 operatives in the building, printing and other trades through May and into June.

Many New Stores Opened

The latest enterprise to make its bow in Cleveland proper is the new establishment of C. C. Lipstreu, long identified with the talking machine trade at Payne avenue and Forty-first street. The formal opening of the new Lipstreu store at Lexington avenue and East Fifty-fifth street was held May 27. The location is in the same territory, but more advantageous to increased business, according to Mr. Lipstreu. The opening was heralded with newspaper publicity and 1,200 invitations to individuals were sent out. Local musical talent entertained and souvenirs were distributed.

An unique method of impressing the Lipstreu establishment upon the minds of the people was adopted. Every visitor was given a blank card with ten lines. At the top the name and address of the holder was written. Then ten records, all reminiscent of the Civil, Spanish-American and World Wars, were played, and the names of these airs were written in the ten blank spaces. Those naming all the records had their names printed in the newspapers and were entitled to any record free that they might choose.

At Cuyahoga Falls, O., the W. M. Hale Co. marked its official talking machine department openings with the distribution of balloons and Victor dogs. Attendance was in excess of 1,300, according to M. C. Smithisler, manager of the

new department. The Hale establishment is not new in Cuyahoga Falls, having for many years been identified with the jewelry trade. Prestige from this source is expected to be an added factor in talking machine business for the immediate future.

More new stores or departments make their appearance with the advent of Summer in the Cleveland district. Conspicuous among these is the Victor department of the Scheuer-Frankle Co., Sandusky, which uses practically the entire first floor for this division, opening with five hearing rooms and with provision for several more booths to be added later. The strike of building trades operatives did not interfere with the opening and a big attendance of people from Sandusky and surrounding towns was had. Miss Ruby Cummings comes here to take charge of the new department.

The formal opening of the Windsor-Poling Co., Akron, O., was held May 31, a feature being the presentation of the store to the visitors by Earle Poling, formerly traveling representative for the Eclipse Musical Co., and who has for several years made similar openings successful for other dealers in the territory. Miss Charlotte Roderick, formerly of the May Co. talking machine organization, will be a member of the Windsor-Poling staff.

The R. Svehla Music House is completing plans for a formal opening of its new home on the West Side. Long identified with the music industry in the West Twenty-fifth street section of Cleveland, this firm presently will blossom out in new front and interior that will make it one of the distinctive talking machine enterprises of the community. M. S. Fenn, long identified with the talking machine trade in this section, has been appointed general manager. The record and accessories departments will have a prominent place in the forward part of the store and in the rear will be several hearing rooms opening off a reception room. The sales staff will have the benefit of a sales educational campaign, to be conducted by Mr. Fenn. Special attention will be given toward increasing record sales, so that customers will come to recognize the establishment as a record headquarters. The Victor record ordering system will be used, it being claimed by Mr. Fenn that this feature forestalls the overstocking of any particular record.

Still another new establishment for South Side folk has been opened by John Ortl, in the Ortl Music House in lower West Twenty-fifth street. Mr. Ortl has a large following among the musical people of Cleveland, having long been associated with Cleveland orchestras. The Brooks phonograph and the Okeh records will be featured here.

Columbia Dealers Visit Cleveland

Special trips for Columbia dealers in the Cleveland territory are being planned regularly by J. L. Du Breuil, general manager, the Columbia Graphophone Co., and Stanley B. Lee, publicity director, largely for the purpose of introducing the new store recently completed in the Cleveland headquarters of the company. This store is as complete as modern merchandising ingenuity can make it. Nothing is lacking to make it the most attractive to visitors and officials at Cleveland demonstrate to dealers just how business is being increased for them through use of this model store's features. Many dealers plan to install stores complete, either in their present or future locations, and all are using some of the features set forth in this display according to H. C. Cooley, headquarters manager.

Sales interests in and out of the talking machine industry in this section were benefited by the address of C. K. Woodbridge, sales manager

Sales from the Window

WITH a story dramatically told in their dealer's window, our customers are nullifying the general apathy of the buying public.

Window displays that convey a distinct selling message, such as are created and lithographed by the Einson Organization, are today the logical and most economical means for maintaining and increasing Phonograph and Record sales.

Call us in to work with you on the idea of your window display. From sketch to lithography, you will have the benefit of specialists in window display advertising.

EINSON LITHO INCORPORATED

Executive Offices, Art Department, Manufacturing Plant

327 East 29th Street,

NEW YORK CITY

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey'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

of the Columbia Graphophone Co., who spoke before the national convention of the Taylor Society here this week. He pointed out faults in both the salary and commission systems of payment to salesmen. Mr. Woodbridge suggested a point system, by which a salesman would be paid not only for his sales, but for all activities that tend to increase business for the firm and himself. Present methods create a tendency to oversell, which handicaps the retailer, according to Mr. Woodbridge.

Several Columbia dealers in the Cleveland district have started to rebuild their stores, under supervision of H. Allen Dalley, vice-president, the Van Veen Co. Mr. Dalley made the tour through Ohio with J. L. Du Breuil, general manager of the Cleveland district, and Karl Karg, member of the Cleveland organization.

The regular monthly meeting of the Columbia sales organization in the Cleveland territory was held this week. Reports of both city and out-of-town representatives showed that a marked increase in business for dealers is being attained through the use of the Columbus house-to-house rural truck sales and fancy gift-record envelope plans.

Association Starts Record Exchange

A unique feature for Victor dealers throughout Ohio and campaign for increasing the membership to 200 has been started by the Northern Ohio Talking Machine Dealers' Association in the establishment, June 1, of a record exchange. Miss J. A. Agate, at present with the Euclid Music Co., becomes assistant secretary and manager of the record exchange. Miss Agate's appointment follows the retirement as secretary of Ed B. Lyons, sales manager, the Eclipse Musical Co., who has advised President Grant Smith that increased demands from clients of the Eclipse require that he relinquish his post with the Association. It is the belief of the Association officials that the new record exchange will fill a long-felt want of dealers and serve to bring about the creation of one of the largest organizations in the country.

Going After the Sporting Trade

In business building practices the plan of E. A. Friedlander, manager of the Bailey Co. talking machine department, stands out. Mr. Friedlander is catering especially to the professional sport folk, baseball, boxing and other adepts. He does not let the opportunity pass to advertise this to the people who admire those baseball or fight artists, and increased business is coming thereby. The move started with the sale of a Victrola to a private individual who presented it to the Cleveland Baseball Club. Sale of a similar machine followed to Doc Johnson, first-baseman. Then Roger Peckenpaugh, shortstop, took an Edison, and so it has gone since then. Johnny Kilbane, prize fighter, is buying all his records at the Bailey Co. because "Eugene knows how to pick out the ones with plenty of Irish in them," he asserts.

Some Edison Activities

Increased record demand at the Phonograph Co. has resulted from the use of an unique system inaugurated by Harry Tucker, sales manager. Members of the staff have compiled lists of machine owners from the office ledgers. These persons have been called upon on the telephone and asked to hear a dozen records on trial. Records are sent to the homes, and almost invariably sales have followed immediately. The mood change charts of the Edison also are being used successfully here. A new department has been created and through this the schools, colleges and other institutions are being visited, as well as the homes. Results are being obtained largely through concentrating upon the

announcement of physicians that music is now recognized as having certain curative powers.

A Victor Club has been formed by the Sell Bros., Delaware, O. Every present customer of the firm who suggests a buyer of a machine will be rewarded with a certain number of records in proportion to the size of the sale. The plan is being advertised throughout the country, and although in effect only a few weeks has been productive of big results.

What is expected to be the largest billboard campaign ever conducted by a talking machine

house will be started soon by the Buescher Co., which has taken the full quota of boards assigned to one firm in Cleveland. This firm has been using billboards successfully in a small way, but results justify expansion in that direction, according to I. H. Buescher, general manager.

A. H. Lichtig, lately prominent in other business in Cleveland, has joined the Kennedy-Green Co. Mr. Lichtig will have charge of the inside business of the firm, and will receive callers from out of town.

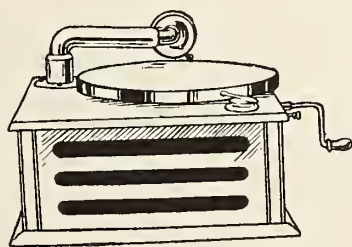
SALES CAMPAIGNS BRING RESULTS

Pathé Dealers Who Make Special Efforts Are Fittingly Rewarded

Many exceptional results are reported by Pathé dealers in widely separated sections of the country from the extensive sales campaign which they are conducting. H. F. Maier, Bergenfield, N. J., through intensive efforts sold ten Pathés and secured eleven excellent prospects

within eight days in a territory that has not yielded much since the first of the year. Another exceptional campaign was conducted by the Lea-Lewis Co., of Danville, Va., who, on the first day of its campaign, sold six Pathés. In Alabama the Louis Pititz D. G. Co. succeeded in selling twenty-five Pathés in one week. Many other reports from other sections of the country are being received which clearly indicate that the dealer inspired with the "go get 'em spirit" is getting the business.

**QUICK PROFITS
 During HOT WEATHER**



Model No. 2

Height, 9 1/2 inches; depth, 14 inches; width, 14 inches

Retails at \$20.00

Here are the summer specials, bringing quick cash sales and good profits.

Our new model Charmaphone No. 2 will sell on sight.

Made for Camps, Outings and Travel.

Loud, clear tone—a sturdy machine for outdoors.

And at a price



Height, 12 3/4 inches; depth, 20 inches; width, 18 inches

Retails at \$40.00

**CHARMAPHONE
 NEW MODEL No. 3**

Here, too, is a fast summer seller. Mahogany finish, quality cabinet—best equipment. A good profit maker in any season.

Send for new illustrated catalog of complete line

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

NEW PEARSON PIANO CO. STORE

Eighth Branch of Indianapolis Music Concern Opened in Greensburg, Ind.

INDIANAPOLIS, IND., June 2.—The Pearson Piano Co. has opened a new store at Greensburg, under the management of Dan Williams, manager of the store at Shelbyville. Greensburg is a town of 5,000 population and the new store has been opened as a temporary proposition, the permanency of which will depend on the business developed in the next few months. Mr. Pearson says the opening of the store was attended by more than 4,000 people.

This makes the eighth Pearson store in the State, in addition to the one in this city. The seventh store was recently bought by Mr. Pearson at North Vernon from G. R. Williams, father of H. P. Williams, manager of the Pearson store at Columbus. The younger Mr. Williams is managing both the Columbus and North Vernon stores.

E. W. Stockdale, manager of the Indianapolis store, reports business more stable, with high-priced instruments continuing to sell better than the less costly instruments. General conditions, he thinks, point to a steady betterment of trade that will end with business close to normal in the Fall and Winter.

COLUMBIA NEWS GLEANINGS

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. spent a few days last week in Montreal and Toronto, visiting the Columbia headquarters in these important cities. He found business conditions very satisfactory, with the dealers optimistic in their comments anent the future.

Henry Kahn, of Kahn's Music Shops, Boston, Mass., accompanied by Mrs. Kahn, visited the Columbia executive offices last week, making a tour of inspection of the eight floors occupied by the company in the Gotham National Bank Building. Mr. Kahn spoke favorably of business conditions in New England, stating that he was making preparations for an active Fall business.

E. O. Rockwood, general credit manager of the Columbia Co., spent a few days last week at the Columbia branches in Boston and Philadelphia.

The Music Shop, Bartlesville, Okla., to deal in musical instruments, has been incorporated with a capital stock of \$25,000.



On the VICTOR



On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

CA Mellow, More Musical Tone on All Makes of Records

Makes the Owner of an Old Machine a "Live" Record Buyer

SAMPLES ON APPROVAL

Superior Reproducer with 21-VE Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.35

Retails \$6.50 and \$8.50

Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95

Retails \$7.00 and \$9.50

Superior Reproducer with 21-P Connection for O. S. Pathe—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95

Retails \$7.00 and \$9.50

Quantity Prices on Application



Superior Specialties for Phonographs

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

MOVES TO LARGER QUARTERS

Famous Singers Records Now Located in New Home—Will Issue General Catalog

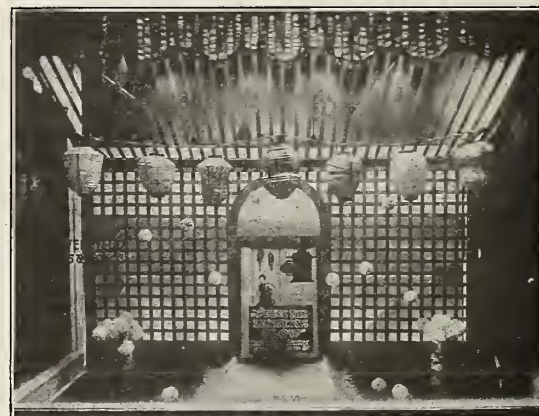
The Famous Singers Records, Inc., formerly located at 231 Lenox avenue, New York, has moved to 249 West Thirty-fourth street, where it has greatly increased facilities and is in a position to handle the requirements of its trade. The executive personnel of this company consists of Frank A. Lappan, business manager, who has had extensive experience in the recording field, and John Stege, who has specialized in recording for a number of years. Mr. Lappan will be in general charge of the business, with Mr. Stege in direct charge of recording.

Chas. K. Davis has been appointed musical director of Famous Singers Records, Inc., and a number of records have been produced under his able direction. Mr. Davis was formerly director of the Orpheum Quintet and the orchestras which played at the Café Boulevard, Churchill's and Temple Bay Hotel.

For the purpose of developing trade in Cuba and adjacent islands in the South, Louis Unger, sales representative of the Brilliantone Steel Needle Co. of America, sailed late last month by the "Calamares" for Havana, where he contemplates establishing agencies.

F. C. Jacobs Doing Thriving Grafonola Business at Stevens Point, Wis.

Stevens Point, Wis., is a town of about 7,500 population and F. C. Jacobs, Columbia dealer in that thriving community, is an old pioneer in the music industry. He has spent many years



Window Display Featuring Columbia Record in the business and through the use of consistent and effective publicity is known throughout this section of the country as "The Columbia Man."

The photograph shown herewith, featuring a window display prepared by Mr. Jacobs in behalf of the Columbia record, "Where the Lanterns Glow," is typical of the publicity methods used by this progressive Columbia dealer.

BRYANT WINS PROMOTION

The general sales department of the Columbia Graphophone Co., New York, announced this week that J. Bryant, formerly connected with the general sales division at the executive offices, has been appointed assistant manager of the St. Louis branch, succeeding A. W. Roos, resigned. Mr. Bryant has been connected with the company for a number of years and will undoubtedly render valuable assistance to E. M. Morgan, manager of the St. Louis branch.

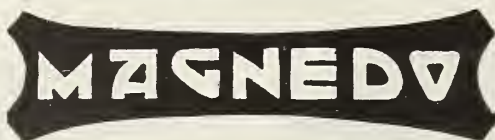
B. Pinkham, who has been a member of the general sales department for the past few years, has been appointed to take care of the particular work heretofore handled by Mr. Bryant in the Grafonola division of this department.

NEW SMALL PORTABLE MACHINE

The Charmaphone Co., whose executive offices are at 39 West Thirty-second street, New York City, and whose factory is in Pulaski, N. Y., has just placed on the market a new small, portable model talking machine. This style, known as the Charmaphone, No. 2, is particularly adapted for camps and outings and made to sell at a popular price.

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE ON THE MARKET

Retails at 10 cents per box of 50 needles



Each needle guaranteed to play 10 records

THE FAMOUS STEEL NEEDLE WITH THE GOLD FINISH



This metal and glass display case given away free with orders of 3 cartons

Magnedos are in great demand since Dance Records have become so popular, because they eliminate the nuisance of frequent changing of needles

SOLD BY ALL THE LEADING JOBBERS



50 needles to box, equal to 500 ordinary steel needles

MAGNEDOS PRODUCE SWEETER AND CLEARER TONE
MAGNEDOS REDUCE SURFACE NOISE

MANUFACTURED BY

SUPERTONE NEEDLE WORKS

18 WEST 20th STREET NEW YORK

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., June 7.—Quite generally throughout the talking machine field in this territory indications continue to point to a more encouraging state of affairs. This, at any rate, is the impression gained from reports of jobbers and dealers alike, who, without attempting to gloss over affairs as they stand at present, assert quite unanimously that the situation is steadily improving, although slowly. On the whole, business during May, judging from reports, showed to considerable advantage over April, and while the trade generally makes due allowance for the normal Summer quiet that ignores no line of business they see ahead the prospect of fine activity in the early Fall.

The general outlook for the upward trend of pretty nearly the entire industrial world is noted with satisfaction, but perhaps more particularly does the talking machine trade find satisfaction in reputable reports of general conditions in New England, especially. There is, for instance, the report of Frederick H. Curtiss, Federal Reserve agent of the Federal Reserve Bank, Boston, for May, following his usual monthly survey of industrial conditions in this territory. In this report it is stated that unemployment is generally held to be less than during the Winter, due partly to "better conditions existing in several of New England's predominant industries, such as textiles and shoe manufacturing." The talking machine industry has already felt the improvement that has obtained in some of the manufacturing centers, jobbers particularly noting this in their transactions with dealers in cities where a short time back the depression was especially marked.

Improvement Reported at Steinert's

Steady improvement generally and well-sustained record business is reported by Kenneth E. Reed, wholesale manager of M. Steinert & Sons Co., Victor distributors. Mr. Reed expressed himself as optimistic with regard to the outlook, and stated that so far as the house of Steinert is concerned all goods obtainable from the Victor factory continued to be received at the Boston headquarters without restriction. More particularly with regard to the record situation, Mr. Reed expressed satisfaction over the fact that

Steinert Service Serves

Have you made use of our
Educational and Personal Service Bureau?
Let us help you with Practical Store Ideas.
Promotion of Educational Work in the Schools a Specialty.
At your command—anywhere in New England.



HIS MASTER'S VOICE

An unsurpassed Record Stock enables us to give the New England Victor Dealer—most complete and quickest Record Shipments.
Build up your Record Stock now—through our Back Order Record Service.
Back Order Record Forms—sent on Request.

M. STEINERT & SONS

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

with improved shipments from the factory there would appear now to be opportunity to replenish record stocks, doing away with the inconvenient and rather unsatisfactory condition that has hitherto prevailed in this respect.

Small Type "Talkers" in Demand

At the present time the local trade is devoting attention perhaps more particularly to the sale of the small type talking machines, making the customary drive on these styles with the opening of the vacation season. While these machines have been to the front only a relatively short time reports are that quite satisfactory re-

sults are being obtained. The majority of dealers are showing attractive window displays of the machines, urging upon the public the desirability of the instruments for camps and cottages during the Summer.

Spoke on "Music Appreciation"

"Music Appreciation" was the subject of a talk which Miss Grace Barr, of the Steinert Co., gave before a gathering of 200 school teachers in Portland, Me., toward the end of the month. Miss Barr has within recent months been especially active in such work, letting slip by no opportunity to advance the cause of the talking machine in the school, and with results that have been very gratifying.

Two Golf Enthusiasts

Now that real golf weather has set in—although enthusiasts will insist that almost any old weather is golf weather—Robert Steinert, of the Steinert Co., and Wholesale Manager Reed are getting in some fine work on the links hereabouts. Within a short time Mr. Steinert undoubtedly will be heard from in tournament play, now that the season is in full swing. Probably no two followers of the game watched with greater interest the recent international amateur tournament in England than Messrs. Steinert and Reed, and, like all other Americans, were greatly disappointed that the American contingent did not fare better in the tilt across the Atlantic.

Eastern Co. Provides Autos for Road Men

Herbert Shoemaker, general manager of the Eastern Talking Machine Co., Victor distributor catering to a large clientele throughout New England, takes a distinctly encouraging view of conditions, noting gradual improvement and prospects for excellent business later on. Mr. Shoemaker makes it a point to follow closely the conditions obtaining in the general industrial field, and finds the situation at present pointing inevitably to improvement that will be quite marked in the early Fall. The Eastern Co. has recently provided Buick automobiles for its road men, and this motor equipment, according to Mr. Shoemaker, is proving a valuable investment, both in point of adding to the reputation of the house and in giving service to dealers. The car doors bear in attractive form the name

(Continued on page 84)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



HIS MASTER'S VOICE

NEW ENGLAND is the summer playground of the United States.

This extra population should enable you to maintain normal sales of Victrolas and Victor Records.

But go after the business aggressively.

Eastern Service will lend a helping hand.

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Eastern Talking Machine Co., around an artistic reproduction of the famous Victor dog, the sign constituting an excellent advertisement for both the Eastern and the Victor. Since the recent announcement of his engagement to be married, the latter part of June, Mr. Shoemaker has been the recipient of congratulations from a host of well-wishers in and out of the talking machine trade.

Reasons for Optimistic Viewpoint

At the headquarters of the Musical Supply & Equipment Co., handling the Sonora, Manager Joseph H. Burke reported that business during May ran well ahead of April, with everything pointing to a gradual return of more nearly normal conditions. Dealers trading with this house manifest a more optimistic attitude, according to Mr. Burke, who is convinced, from experience, that there is business to be obtained if you only go out after it. Mr. Burke has been going after it and has been getting it, and so have Sonora dealers who have not lain back to wait for it to come to them.

Richard Keyes, who recently has been engaged in the West, has lately returned to the M. S. & E. Co. staff here, and is looking after the interests of the Magnavox, which is handled here exclusively by the Musical Supply & Equipment Co.

What Manager Wheatley Reports

Manager Wheatley, of the local headquarters of the Aeolian-Vocalion, reports May business to have run ahead of April by a good margin, and he, like others in the talking machine trade, entertains only encouraging views for the future. A sale of second-hand, shop-used goods held recently at the Boylston street warerooms was very successful.

Harry Beach Visits Local Trade

Harry Beach, vice-president of the Unit Construction Co., and Gus Mayer, of the same firm, were visitors to the local trade late in May, calling on the Victor jobbers—Oliver Ditson Co., the Eastern Talking Machine Co. and the M. Steinert & Sons Co. Mr. Mayer hit Boston after a trip through the West, and to the representative of The World said that wherever he went he found things to be showing steady improvement.

Arthur J. Cullen Visits the South

Toward the latter part of the month Arthur J. Cullen, of the Lansing Sales Co., left town for a two weeks' business trip through the South. W. W. Radcliffe, of the Hallet & Davis Piano Co., left at the same time, bound South also.

Robert F. Bensinger Visits Harry Spencer

Harry Spencer, Brunswick distributor here, had as a visitor for a few days late in the month

HORTON-GALLO-CREAMER CO.

NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

The Summer Season offers the Victor dealer additional opportunities in Vacation business. Let us co-operate with you in securing these extra profits.

Robert F. Bensinger, son of President B. E. Bensinger, of the Brunswick Co. Mr. Spencer, in addition to reporting the opening up recently of a number of new Brunswick accounts, finds business very satisfactory, the present month having shown a good-sized increase over April.

Frank J. Berghaus Resigns

Frank J. Berghaus, formerly for twelve years with the house of Kraft, Bates & Spencer, has resigned from his position with the F. C. Henderson Co., which not long ago took over the Boylston street retail store of Kraft, Bates & Spencer Co., following the decision of Harry Spencer to devote his attention exclusively to Brunswick distribution in this territory.

Open Many New Accounts

A number of new accounts recently have been opened up by the E. B. Shiddell Co., handling Okeh records for New England, according to Mr. Shiddell, who further reports that business with his house is very satisfactory.

\$50,000 Issue of Preferred Stock

An extension of business, significant of grow-

ing operations of this company, has been undertaken by the Delta Co., Inc., of Lowell, Mass., manufacturer of talking machine needles and accessories. The company has placed upon the market, for popular subscription, a \$50,000 issue of 8 per cent preferred stock, carrying a bonus of one share of common stock for every two shares of preferred. The officers of the company include Dr. Frank B. Johnson, of Boston, president, and Allen B. Estey, of Brookline, treasurer. The company reports that the extension has become necessary to meet present demand for its products.

Grey Gull Record Publicity

In its local advertising campaign the Grey Gull record store recently opened up on Summer street, in the heart of the shopping district, is capitalizing the fact that Grey Gull records are the "only ones made complete in New England." The idea is set forth as follows: "Grey Gull records, being the only records recorded and manufactured complete in New England, naturally have every advantage in presenting the



TWO POINTS OF CONTACT
BOSTON NEW YORK

FOR DITSON SERVICE

Double service that is founded on successful experience in handling the problems of the retailer and proves of genuine assistance.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

V I C T O R
EXCLUSIVELY

latest hits to New England people before they are available on records manufactured elsewhere. The selections marked with a star (in the advt.) in the printed list have either not yet been even issued by any other manufacturer, or at least are extremely difficult to obtain except at Grey Gull dealers." Reports are to the effect that the Summer street store has been operating since its establishment with very satisfactory success.

Jobbers Help Success of McCormack Concert

A highly successful concert in aid of the suffering women and children of Ireland was given by John McCormack, the celebrated Victor artist, in Symphony Hall on the afternoon of Sunday, May 22. An audience that taxed the capacity of the hall was on hand, and among the distinguished guests was Lord Mayor O'Neill of Dublin. Credit for the success of the concert was due in part to the advertising given the event by the Boston Victor distributors—M. Steinert & Sons Co., the Eastern Talking Machine Co. and Oliver Ditson Co.

Fred E. Mann Visits Portland Trade

The middle of the month Manager Fred E. Mann, of the Columbia Co., in his Studebaker car took a trip among the Maine agencies of the company, and on his return after nine days reported that he was greatly encouraged over the situation he found in that territory. Mr. Mann, who was accompanied from Portland by W. R. Ingalls, the salesman in that territory, visited thirty-four towns and called on more than fifty dealers and covered 1,150 miles. Some of the manufacturing centers he found rather hard hit, but many of the dealers through the use of auto vans were doing a good suburban business.

Attractive Osgood Window Display

Chester J. Sylvester, head of the talking machine department of the C. E. Osgood Co., has just been exhibiting an attractive window of the new convertible talking machine and library table of Colonial design which has been attracting a great deal of attention. The machine in-


For Every Month of the Year

Dealer helps of practical value have long been an important factor of Cressey & Allen service to the progressive Victor Dealer.

In every month of the year there is a timely, vital dealer help that we have prepared for just that particular month. It is not guess-work, but knowledge based on experience that has made our dealer service a practical success.

CRESSEY & ALLEN

PORTLAND, MAINE



stalled is a Victrola VI and the combination has found a ready sale.

Columbia Dealers Meet

Manager Fred E. Mann, of the Columbia Co., who is planning a western Massachusetts trip within the next few weeks, presided over the usual monthly dealers' meeting the latter part

of last month, and he was much encouraged to find the better feeling that obtained, for May, up to that time, was found to be a far more productive month than was April, which was even better than March. Plans for a vigorous campaign during the succeeding months were made.

(Continued on page 86)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS



Brunswick
PHONOGRAPHS AND RECORDS

A PHONOGRAPH IN A CLASS BY ITSELF

THERE is only one phonograph which can play all makes of records exactly as they should be played, without the use of bothersome attachments. Dealers who have investigated thoroughly know that it is The Brunswick.

Some other phonograph may play one or two makes of records correctly, without using attachments.

Another phonograph may play one or two makes of records by using attachments.

But no phonograph, except The Brunswick, plays all records correctly, without using attachments.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston Street - - Boston, Mass.

<i>Tonofone</i>	<i>Motrola</i>	<i>Victrolene</i>	<i>Record Flashers</i>
<i>Steel Needles</i>	<i>Albums</i>	<i>Record Brushes</i>	<i>Khaki Covers</i>



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

Fred E. Mann, by the way, was chairman of an unusual entertainment entitled "Who's Who in the Blighted Lamp," a burlesque, which was pulled off at the Boston City Club a few nights ago with great success. Mr. Mann also was in the cast, and as a prominent member of this big civic organization he does a lot to keep things a-booming.

Hopkins at Dedication of Masonic Temple

George W. Hopkins, of the Columbia Co., came over to Boston during the latter part of May to assist at the dedication of the new Masonic Temple in Concord, Mass., the local lodge of which he is a past master.

Columbia Dealers Getting Together

Practically all of the preliminary work looking to the formation of the Columbia Dealers' Association of New England has been accomplished, according to Arthur C. Erisman, manager of the Grafonola Co. of New England, and prime mover in the proposed organization. Persuaded that there is great good to come from such an organization, Mr. Erisman is actively and energetically spreading his enthusiasm for the project, setting forth to the hundreds of Columbia dealers in the New England territory the advantages which real organization inevitably brings.

It is Mr. Erisman's idea to make it 100 per cent strong, and to this end he insists that it is the duty of each and every Columbia dealer to support the Association with his membership, thus contributing not only to something that will be of real service to all, but to the upbuilding of the music trades generally. It is up to the New England Columbia dealers, Mr. Erisman states, to get busy on this proposition and show the spirit that does not wait for the other fellow to do something first. With a 100 per cent organization, Mr. Erisman sees benefits to all members which can scarcely be conceived in advance.

Prime Evidence of Business Activity

That New England dealers expect, and are preparing for, good Fall business is evidenced by the number of inquiries and requests for estimates received by Frank B. Curry, of this city, manufacturer of modern equipment for phonograph stores.

Mr. Curry has finished, in the last few weeks, a number of attractive installations. Among them are the Schwartz Music Shop, Dorchester, Mass.; F. S. Henderson & Co., Boylston street warerooms, in Boston, and James Ahearn, Framingham, Mass. The Schwartz installation

Treasurer, Salesmanager and Lawyer

Several years' experience in office routine and management. Now treasurer and sales manager of two corporations. Seeks new association. Especially adapted for wholesale phonograph and record business having clientele of over five hundred dealers, with full knowledge of their credit ratings, etc. Highly efficient on sales, collections and thoroughly understands commercial paper. Will invest small capital. Address Box "962," care of The Talking Machine World, 373 Fourth Ave., New York City.

consists of four large booths, two record cases, one counter and a sheet music rack. The Henderson installation consists of six booths, and that of James Ahearn an entire new department.

Mr. Curry's activities, while centered in New England, have not been confined to that section of the country entirely. He is now preparing an equipment for Wertz & Doran, of Brooklyn, N. Y., consisting of three booths, record case and counter which will be attractively finished in silver gray.

The Model Grafonola Shop

"An excellent idea for my shop" and "A sale display that is certainly different" were the remarks of two Columbia dealers who were recently inspecting a record display in the large window of the Model Grafonola Shop in the Boston branch of the Columbia Graphophone Co. The Model Grafonola Shop in this branch, which is under the management of Fred E. Mann, is one of the series of model shops just installed by the Columbia Graphophone Co. in its various branches.

This Model Grafonola Shop is similar in size and design to the other shops built by Columbia for its branches, covering a width of twenty-two



feet and a depth of forty feet. It is a full-size model in every respect, featuring Col-Van construction, which has been developed and perfected after years of study and experience. Included in this equipment are two display windows, backed by special-designed window screens, the foyer of a Grafonola showroom, two display corners suitable for the display of period model Grafonolas, two different sized hearing rooms, exposed record racks and a wrapping counter for the display of small accessories. The ivory-colored arch in the center of the shop and the blue panel designs serve as the main background for this Model Grafonola Shop.

J. J. Moore, Jr., Dealer Service supervisor of the Boston branch, makes his headquarters in the model shop and dealers are constantly making use of the practical ideas embodied in the construction of the shop to increase the attractiveness and efficiency of their own establishments. One of the many dealers in this territory who is planning to erect a model shop is W. L. O'Brien, of Hudson, Mass., whose new store is practically a duplicate of the model shop in the Boston branch.

The broader the service the better the results. The better the results the more opportunities for service.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yuell.

IF!

If you sell EDISON, VICTOR, or COLUMBIA Phonographs, we say: *Send for our catalog right now!* Not just because *PERFECTION ATTACHMENTS increase the value of your machines 50%* by equipping them to play *all* of the best records. No—but—

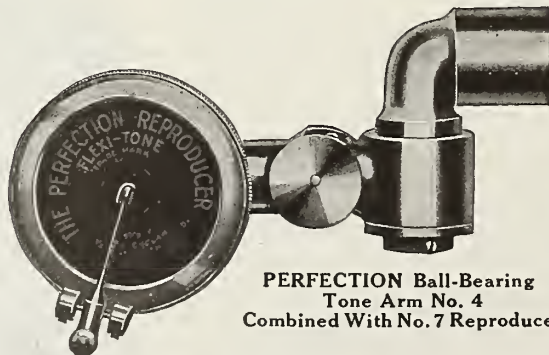
Mind you, *PERFECTION ATTACHMENTS* do more than that. They actually sell those machines for you. How? Just put a *PERFECTION ATTACHMENT* on one of your machines—one you've been listening to day after day: Then listen once more. You'll whistle with happiness!

And that isn't all. Take a *PERFECTION ATTACHMENT* into your hands. Examine it. Man! There is workmanship to gladden the heart of any expert. In gold or nickel finish—the best you ever looked at.

Think what this means to your business. Think hard! Then spend two cents to bring our catalog. Two cents!

—One of the best investments you've made since you opened your shop!

"PERFECTION ATTACHMENTS" FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS



PERFECTION Ball-Bearing
Tone Arm No. 4
Combined With No. 7 Reproducer

NEW ENGLAND TALKING MACHINE CO.

MANUFACTURERS

16 BEACH STREET

BOSTON, MASS.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City



ANNOUNCES NEW RECORD

R. M. C. Record Will Be Made and Marketed by Record Mfg. Co.—Will Continue to Press for Trade—To Have Monthly Issues

FRAMINGHAM, MASS., June 6.—The Record Mfg. Co., with offices and factory in this city, will shortly place on the market a new record, which will be known as the R. M. C. record. The company plans to manufacture and market every month from ten to twenty of the newest popular dance numbers and popular songs, together with standard and classical selections.

In a chat with The World L. F. Burns, factory superintendent, stated that the company is well equipped to take care of this new phase of its business and that it will continue to press records for the many record companies for whom it has been pressing for some time past. The factory is now equipped with hydraulic presses throughout and twenty new presses have been recently added to the equipment.

AN ENTERPRISING BATH DEALER

BATH, ME., June 8.—There is one concern here that seems to be forging ahead in commendable shape and that is the Mikelsky Music Co., which is located on Main street. Miss Sophie M. Mikelsky is the head of the business and she has with her a brother and five sisters, all of whom are veritable hustlers. What Miss Sophie doesn't know about the business isn't worth knowing and she keeps three auto trucks canvassing the surrounding country, with the result that she has been able to place any number of Columbia machines in homes that otherwise might be without music. The Mikelsky sisters bid fair to soon become known throughout all of Maine.

The J. M. Kurtz Music Co., of Augusta, Ga., has secured the exclusive agency for the Kimball line of phonographs, pianos and players for South Carolina and greater part of Georgia.

TWO POPULAR RECORD RECEPTACLES



Words and Music by
L. W. HOUGH, Factory Representative
20 Sudbury St. Boston, Mass.

Consider These 12 Points Well

then get in touch with us. We assure you of prompt and efficient service.

- 1st—Each dep't is designed to meet the dealers' requirements.
- 2nd—Every booth is made as sound-proof as wood and glass can be made.
- 3rd—Every section in each booth is complete from top to bottom.
- 4th—All glass in each section is set in felt.
- 5th—Any pattern of glass can be selected, and it's all quality A.
- 6th—Each ceiling in each booth has ventilation facilities.
- 7th—Any design can be had in Single or Double Construction.
- 8th—We match any sample of color or finish.
- 9th—There are no small parts to sort out and put together.
- 10th—Special arrangement is made when erecting booths on tile, marble or concrete floor.
- 11th—No order is too large or none too small to get prompt and efficient service.
- 12th—Our prices are very moderate.

FRANK B. CURRY 72-74 Dedham St., Boston

A SERVE-SELF PLAN OF SELLING RECORDS

By **CHAS. H. SMITH**

One of the largest department stores in a city of about two hundred thousand recently installed a novel scheme in its record department. This firm sells a great many talking machine records and the usual way of selling them—of having a girl in attendance on each customer playing the records while the customer listens—would involve the employment of a great many record girls. Instead, only three or four girls are needed. These girls are able to wait upon as many as fifty customers at one time in very short order, thus effecting a big saving for the merchant with a "thirty-second service" which the store advertises.

This is how the plan operates. At one end of the balcony is a long counter with stools and comfortable chairs before it. Behind it in cases are thousands of records. Around the entire balcony is a string of small rooms tastefully decorated and carpeted and each containing two or three chairs and a large-size talking machine. The customers go to the record counter, get the records they wish to hear and take them to the individual parlors containing the machines and then play their selections over, using the kind of needle they prefer—steel, fiber or tungsten—thus obtaining just the volume of music they like. If they care to they can play each record over twice or three times before making a final selection—something they would not care to ask a record girl to do.

This service on the serve-self plan is very popular with a great many people, as it enables them to get very prompt service—the girls merely handing out the records—and they are able to listen to their selections in the privacy of individual parlors and play them as they like to hear them without feeling under any obligations to anyone. Furthermore, there is no one to urge them to like a record. They return the records to the record counter when they have heard them and either purchase or not, just as they please. The balcony contains thirty individual "listening" parlors.

SPAIN'S NEW TARIFF HITS U. S.

WASHINGTON, D. C., May 30.—The new Spanish customs tariff made effective May 21 favors nations with depreciated currency and is more unfavorable to American products than the last tariff. The changes in the new Spanish tariff will not apply to merchandise accompanied by documents, which show that shipment was made by rail or vessel before May 21. Most-favored-nation treatment is eliminated by the tariff, but there is an invitation to all nations to negotiate favorable treatment in return for reciprocal concession to Spanish exports.

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size
43"x20"x23 1/2"

\$6.50

large size
49"x23"x24 3/4"

\$7.35

extra large
52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



Eliot and Warrenton Sts.
BOSTON, 11, MASS.

Competition Is Easily Met With

Lundstrom **CONVERTO**

PATENTED DEC. 11, 1917

Talking Machine Cabinets

IT is now a market where price appeals. The economy idea is rampant. Here is where the Lundstrom Converto Cabinet combined with a genuine Victrola IV or VI gives a customer the advantages of a full cabinet machine at a marked saving.

Through our reduced prices you can now meet the competition of low-priced unnamed machines and provide the known quality Lundstrom Converto-Victrola combination.



All Standard Lundstrom models have been improved by the addition of casters and ferrules.

The C. J. LUNDSTROM Mfg. Co.
LITTLE FALLS, N. Y.

Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

Converto

Wholesale Distributors

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Ebes Talking Machine Co.
- Baltimore, Md. Phillips & Crew Piano Co.
- Birmingham, Ala. Cohen & Hughes, Inc.
- Buffalo, N. Y. E. F. Droop & Sons Co.
- Burlington, Vt. Talking Machine Co.
- Chicago, Ill. Curtis N. Andrews
- Cincinnati, Ohio American Phonograph Co.
- Cleveland, Ohio Lyon & Healy
- Columbus, Ohio Rudolph Wurlitzer Co.
- Dallas, Texas Cleveland Talking Machine Co.
- Denver, Colo. The Perry B. Whitsett Co.
- Des Moines, Ia. Sanger Bros.
- Elmira, N. Y. The Knight-Campbell Music Co.
- El Paso, Tex. Mickel Bros. Co.
- Houston, Texas Elmira Arms Co.
- Indianapolis, Ind. W. G. Walz Co.
- Jacksonville, Fla. The Talking Mach. Co. of Texas
- Kansas City, Mo. Stewart Talking Machine Co.
- Memphis, Tenn. Florida Talking Machine Co.
- Milwaukee, Wis. J. W. Jenkins' Sons Music Co.
- Mobile, Ala. Schmelzer Co.
- Newark, N. J. O. K. Houck Piano Co.
- New Orleans, La. Badger Talking Machine Co.
- New York City Wm. H. Reynolds
- Omaha, Nebr. Collings & Co.
- Peoria, Ill. Phillip Werlein, Ltd.
- Philadelphia, Pa. Emanuel Blout
- Pittsburgh, Pa. Cabinet & Accessories Co., Inc.
- Portland, Me. Knickerbocker Talking Machine Co.
- Richmond, Va. Ross P. Curtice Co.
- St. Paul, Minn. Mickel Bros. Co.
- San Francisco, Cal. Putnam-Page Co.
- Syracuse, N. Y. C. J. Happe & Son
- Toledo, Ohio Penn Phonograph Co.
- Washington, D. C. H. A. Weymann & Son, Inc.
- Standard Talking Machine Co.
- Cressey & Allen, Inc.
- The Corley Co., Inc.
- W. J. Dyer & Bro.
- Walter S. Gray Co.
- W. D. Andrews Co.
- Toledo Talking Machine Co.
- Cohen & Hughes, Inc.
- E. F. Droop & Sons Co.

Here's good news for all Columbia dealers. Barbara Maurel is back! She sings those two famous love songs, "Oh, Promise Me" and "I Love You Truly." Here's a combination that will put cash in your till. A-3396.

**Columbia Graphophone Co.
NEW YORK**



MODEL SHOP AROUSES INTEREST

Columbia Dealers Quite Enthusiastic About Model Grafonola Shop Recently Introduced in Columbia Co.'s Kansas City Branch

KANSAS CITY, Mo., June 6.—The sales staffs associated with the Columbia Graphophone Co. dealers in this territory were introduced to the new Model Grafonola Shop in a most unique way, for E. A. McMurtry, manager of the local branch, provided them with a signal surprise on



Record Department of Model Grafonola Shop the occasion of the recent Columbia party in the new home of the branch.

The guests had just completed an inspection tour of the first floor and were waiting to see the main offices. It had been announced that a surprise was in store for them and everyone was trying to guess what was going to happen. The word was given, and after the lights were turned out all that was visible was a brilliantly lighted Columbia sign, which stood out in mid-air with seemingly no other background. In the next instant the brilliant lights of two full-sized display windows were flashed, followed by another

set of lights which gave the sales people the first view of the interior of a retail shop. As each battery of lights was turned on the details were emphasized more strongly and finally there was displayed a modern Columbia Grafonola shop, complete in every detail.

The guests were astounded, for they had not imagined that an actual shop of regular dimensions, fully equipped and modern in every detail, would be presented for their approval. J. C. Clinkenbeard, Dealer Service supervisor of the Omaha branch, stepped out of the shop into the doorway and invited the sales folk to examine the Model Shop thoroughly.

The shop is the pride of the whole Columbia organization and the dealers are using it to excellent advantage. Equipped with its up-to-date hearing rooms, modern record racks, efficiency display fixtures and period model display platforms it affords an ideal for any dealer, whether he is located in a large city or a small town. It is all standard Col-Van construction, and can be adapted to suit the requirements of every type of store or location.

HAS BRUNSWICK LINE IN DES MOINES

DES MOINES, IA., June 8.—Davidson Bros., of this city, one of the largest furniture houses in this part of the country, has arranged to handle a complete line of Brunswick phonographs and records. This house has had considerable experience with the Brunswick line in the past, as the line has been featured in its Waterloo branch. Frank Kiethly, district manager of the Brunswick Co. at Des Moines, closed this important deal, which gives the Brunswick product splendid representation in this city.

George E. Buss, Edison distributor of New Philadelphia, O., is one of the 4,000 Edison dealers from the four corners of the globe whose picture appeared in the April number of the Ladies' Home Journal. The group was snapped at the annual convention held last July in Chicago.

THE BRUNSWICK IN MEXICO

Headquarters Established at Monterey and Mazatlan on West Coast and Nogales on Border

The Brunswick-Balke-Collender Co. announced recently that headquarters had been established in Mexico at Monterey and Mazatlan on the West Coast and Nogales on the border. The addition of these three cities to the Brunswick chain in Mexico gives it effective representation in this country. The company was recently advised by Wm. H. Stanley, its Mexico City representative, that the Brunswick line is steadily increasing in popularity throughout Mexico, and that the dance records in particular are meeting with a ready sale.

DEATH OF A. H. JACOT

President of Ideal Music Co., New York, Dies After Brief Illness—Well Known in Trade

A. H. Jacot, president of the Ideal Music Co., 29 John street, New York, exclusive Victor retailer, died recently at his home in Stapleton, S. I., after a brief illness. The funeral was attended by a number of Mr. Jacot's friends in the trade, including J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York.

Mr. Jacot was one of the pioneers of the talking machine industry, having been the founder of the Jacot Music Box Co., which many years ago was an Edison and Victor jobber. He was also secretary of the Eastern Talking Machine Jobbers' Association, an organization which was active in the early stages of the wholesale trade, and for many years was identified with numerous talking machine activities.

The concerts which are conducted the first of each month by the Anderson Music House, of Charles City, Ia., are attracting large audiences and considerable praise.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Manufacturers of

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

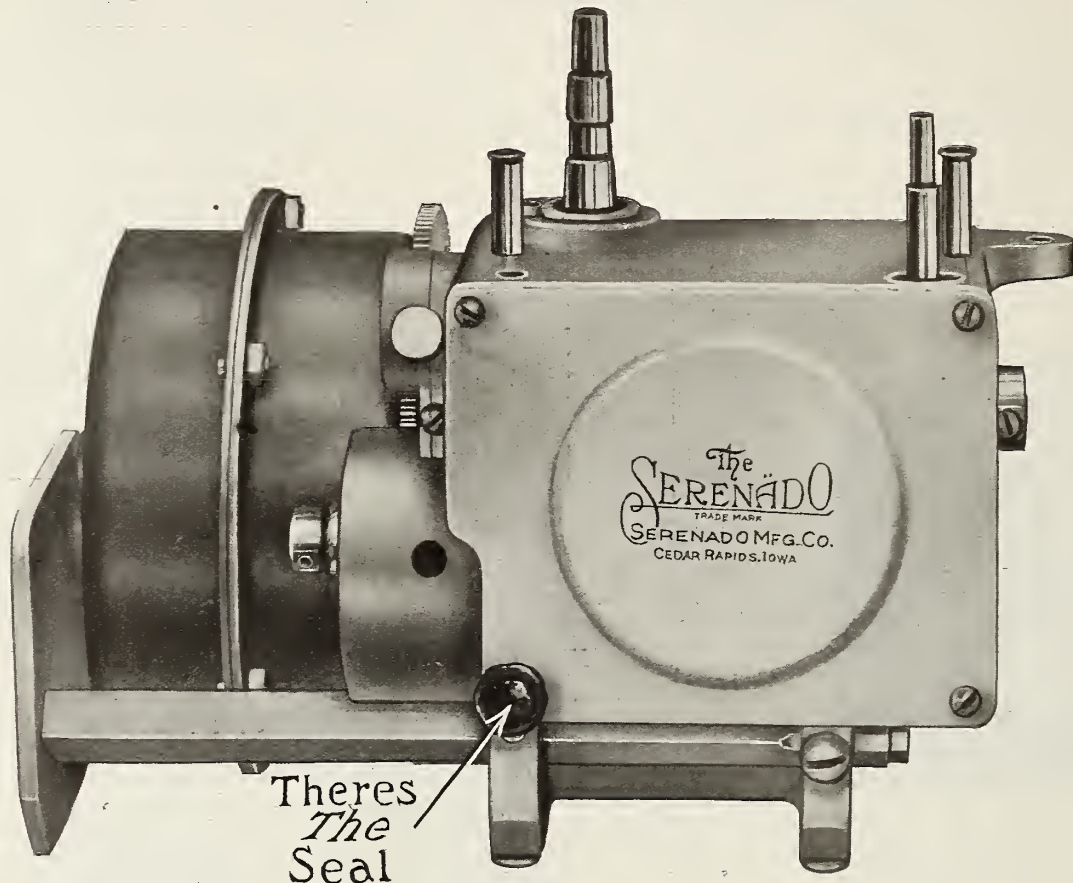
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SERENADO
TRADE MARK
SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

A MOTOR WORTHY OF ITS GUARANTEE



There's
The
 Seal

THE GOODNESS — SEALED IN THE TROUBLES — SEALED OUT

GUARANTEE:— The Serenado Motor with each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of FIVE (5) YEARS.

Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect.

SERENADO MFG. CO.

SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

INTEREST IN MUSIC GROWS IN SOUTHERN CALIFORNIA

Music Week Scores Big Success—Business Is of Fair Volume—Boothe Talks of the Convention—Welcome for Salyer—Columbia Surprise Party—Important Association Meeting—Other News

LOS ANGELES, CAL., June 6.—Music Week commenced in Los Angeles and surrounding towns on Sunday, May 29, with an enthusiasm exceeding the expectations of the most sanguine, and additional interest will doubtless grow as the week progresses. The effect of this great musical festival will be not only to accomplish the purpose which was intended, namely establishment of the community spirit through music, but it will doubtless stimulate the desire to own more and better musical instruments.

Phonograph and talking machine business, according to reports from the various houses, was very fair for the past month and compared very favorably with the corresponding period of last year.

J. W. Boothe Returns From Convention

J. W. Boothe, general manager of the music department of Barker Bros., has returned from the Chicago national convention. He reports that the retail talking machine merchants from all over the country who attended the convention expressed great satisfaction over the outcome of the special session with regard to the formation of a national association or committee for retail talking machine men. There was never any intention of separating or being distinct from the National Association. There are a number of associations listed as associations on the letterheads of the National Association, which are in reality and in fact committees within the National, so there can be no objection to the committee of retail talking machine men calling themselves the N. T. M. A. The main object, after all, is to see that the committee or association (within the National Association of Music Merchants) functions. It was pretty well demonstrated at Chicago that there was a need for such an organization.

Walter S. Gray in Los Angeles

Walter S. Gray, president of the Walter S. Gray Co., phonograph accessory supply house of San Francisco, spent a week in Los Angeles visiting the trade. He motored from San Francisco; he declared that it was his intention to visit Los Angeles at least every sixty days and combine business with pleasure. Arthur H. Soule has been appointed traveling representative for southern California for the Walter S. Gray Co. and has already made many friends in the trade.

Frank J. Salyer Returns to Old Love

After temporarily taking up an altogether different line of business, which proved successful but non-satisfying, Frank J. Salyer has returned to the talking machine field. Irving Westfall, manager of the talking machine department of the Southern California Music Co., has secured Mr. Salyer's services for his department.

Sonora District Manager Here

Morley Somers, district manager of the Sonora phonograph division of the Magnavox

Co., Sonora distributor for the Pacific Coast, visited Los Angeles last week. Mr. Somers has established offices at 310 East Third street, Los Angeles, and will devote considerable time to developing Sonora business in southern California.

New Grafonola Department Opened

Remick's Song and Gift Shop, on Broadway, has for some time been making extensive alterations and additions and on Saturday the new Grafonola department on the lower floor was formally opened to the public. The new department is handsomely decorated and every attention was given by L'Anglaise, Los Angeles manager, to devices and arrangements for facilitating the selling of instruments and records, as well as for the convenience of the public.

Good Business in Whittier

J. D. Scouller and E. M. Nelson, proprietors of the Whittier Music Co., report excellent sales in their Victrola department. Mr. Scouller was for some time manager of the Edison department of the Fitzgerald Music Co.

Columbia Surprise Party

A surprise party was planned and very successfully carried out by the Los Angeles sales force of the Columbia Graphophone Co. The surprise party was for L. C. Ackley, newly appointed manager of the San Francisco branch, and, from all accounts, there was no simulation in his surprise. W. F. Stidham, manager of the Los Angeles branch, started two automobiles—his own Buick and Harry Allen's; the surprisers numbered eight and included Manager Stidham; C. Mack, Los Angeles city salesman; Harry Allen and Frank E. Newmann, southern California field salesmen; W. O. Ryle, Los Angeles Dictaphone manager; H. N. Elliot, of the Long Beach Music Co.; C. W. Pfisterer, assistant manager of the Los Angeles branch; L. V. Felger, proprietor of the Broadway Music Shop of Santa Maria. At San Luis Obispo the Harry Allen machine broke down, so the whole party, with their baggage, piled into the Stidham auto and reached San Francisco in record (Columbia) time. Surprised and surprisers had a good time, pow-wowed, swapped ideas and yarns, and returned home safely.

Open House for Elks

J. W. Boothe, general manager of the music department of Barker Bros., announces that Barker Bros. will keep open house to all Elks during the National Convention, which will be held in Los Angeles in July. All visiting Elks are cordially invited.

Subject of Payments Discussed

At the last general meeting of the Music Trades Association of Southern California the subject of payments on talking machine outfits was discussed. It was the unanimous opinion of members that where an outfit included rec-

**RECORDING
PLATING
PRESSING**

Phonograph Manufacturers and Dealers are offered an opportunity to have recorded and manufactured exclusive records of their own selection and under their own label or trade mark.

Complete facilities for engaging talent, recording, plating and pressing 10 in. disc records.

Commercial department specializes in records for advertising and sales demonstration.

Inquiries solicited.

The New York Recording Laboratories, Inc.

1140 Broadway
NEW YORK, N. Y.

ords the first payment should at least equal the price of the records. For instance, if the outfit consisted of a hundred-dollar machine and \$25 worth of records the first payment should be no less than \$25 (the cost of the records). The discussion arose through the action of a member in advertising an outfit like the above for only \$12.50 down, in conformity with the Association's resolution of a minimum first payment of 10 per cent.

Wegman Bros., makers of talking machines at 45 Clinton avenue, Rochester, N. Y., suffered damage estimated at \$10,000 as a result of a fire which broke out in the company's plant recently. The loss was covered by insurance.

Victor Dealers,

Your needs in Victor repair parts will be taken care of promptly.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

PROGRESSIVE POLICIES IN SAN FRANCISCO TRADE

Association Resolutions Help Stabilize Trade—
Stern Activities at End—New Stores Opened
—Music Week Idea Grows in Favor—Aeolian
Line With Hanson—News of Month

SAN FRANCISCO, CAL., June 4—The general business situation on the Pacific Coast has not improved in the last two weeks and the outlook is rather unfavorable for the near future, owing to various labor troubles and the consequent shipping difficulties and building curtailment. Unemployment is a serious problem and will become worse unless there is a speedy settlement of wage disputes. Retail business is quite generally reported quiet throughout California and wholesale business is only fair. Industrial activity is at the lowest ebb. Merchants handling talking machines and other music lines do not expect a normal demand until the people become convinced that prices are permanently readjusted. The working people, of course, are retrenching now in all directions by absolute necessity.

Progressive Policies Inaugurated

Progressive policies have been outlined by the newly organized Music Trades Association of Northern California, which will undoubtedly do much to stabilize conditions in the trade and promote harmony of the true co-operative type. At a recent meeting of the Association the following resolutions were adopted:

1. To standardize trade practice so that dealers will refrain from interfering with sales when completed by another firm it is provided that a sale should be considered made (a) when a contract has been signed by the customer and the instrument delivered, (b) when a delivery has been made on open account, (c) when a contract has been signed by the customer and a deposit on the first premium made of a minimum of \$10 for a piano and \$5 for a talking machine.
2. Providing for the offering of a reward by the dealer interested to all repairmen and tuners for information leading to the recovery of lost or stolen talking machines or pianos. The reward is to be a percentage of 10 per cent on talking machines and 5 per cent on pianos, calculated on the basis of "balance due" on such instruments respectively, with a minimum reward of \$5. The secretary is also instructed to collect numbers and descriptions of all lost machines or pianos.
3. The secretary to collect from members



Scotford Tonearm and Superior Reproducer

Illustrating **STYLE 1 FINISH**
A combination of Japanned and Plated Parts
Sample Prepaid, \$7.00 Nickel—\$9.00 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

each week slips showing unsatisfactory accounts and "pulls" and from these complete a list to be sent to all members.

4. The maximum length of contract for sale of talking machines to be fifteen months. The minimum amount of first payment to be 10 per cent of the full price. The contract is to contain the name of the model and retail price.

5. No commission on talking machines sales be paid to other than regular employees.

6. Talking machines not regularly carried by a dealer must not be displayed in the window.

7. The practice of giving away player rolls with player-pianos is to be abolished.

Permanent offices of the Association have been opened in the Phelan Building, San Francisco, Room 806, and a permanent secretary, M. B. Bowman, appointed. A drive for membership is under way and already the majority of the dealers in the interior have signified their intention to join.

Frederick Stern in Trouble

The Mercantile Finance Corp. and the Stern Talking Machine Co., both of which organizations were promoted by Frederick Stern, who was president of the enterprises, have come into serious difficulties with the authorities this month. An attachment for \$5,000 was placed by the Western Phonograph Co., to which concern it is alleged that \$25,000 is owed. It is further claimed by attorneys representing the

Fathé Co. and others that the corporations have liabilities totaling over \$200,000. The most serious charges of all are those of fraud in stock selling made by stock purchasers. Mr. Stern has been arrested, and the books of his company are being investigated by expert accountants. He is at liberty on \$5,000 bail. The Mercantile Finance Corp. is the holding company for the Stern Talking Machine Co., which is the backer of several phonograph stores in San Francisco and vicinity. The Pathé and Rex talking machines were featured extensively and apparently a big business was built up in a few years. Many of the stockholders are employees. The affairs of the companies will be threshed out in the United States Court.

Open Stanford Music Shop

John M. Camp, formerly of Sherman, Clay & Co., and O. G. Stratton, of San José, have opened the Stanford Music Shop at Palo Alto. The new concern carries talking machines, featuring the Sonora phonograph and pianos and other musical merchandise.

Open Branch Store in Oakland

The California Phonograph Co., of San Francisco, has opened a branch store at 1432 San Pablo avenue, Oakland, which carries Victor goods exclusively. This store is under the management of Edgar I. Jessen, a wide-awake and progressive young man who has had much experience in the talking machine business, both with the California Phonograph Co. and other concerns.

Hale Bros., of this city, announce that they will be exclusive Victor dealers hereafter.

Great Columbia Campaign

L. C. Ackley, the new manager of the local office of the Columbia Co., has infused a spirit of co-operation among the Columbia dealers in northern California and the co-operative advertising campaign recently launched by the exclusive Columbia dealers is bearing good fruit. The "Little Columbia Shops" are making a strong appeal to the public.

Music Week Idea Popular

The Music Week idea has hit the Coast hard and those cities which have adopted the plan are rejoicing at the results. The various business and professional organizations of San Francisco are planning to have a big "Music Week" here soon.

Formal Opening of Hanson Music House

The Hanson Music House, 137 Powell street, was formally opened this month and the public has been lavish in praise of the artistic establishment. A full line of musical merchandise is carried. Bert Davis, formerly of the Aeolian Co. of California, is manager of the talking machine department. Aeolian-Vocalion goods are featured with splendid effect. Arline Ryan, formerly of Bush & Lane, Seattle, is in charge of the Vocalion record department.

Walter King, 78 Ellis street, this city, has announced that in the future he will be an exclusive Columbia dealer.

Independent Jobbing Co.

SPECIALIZE IN

Improving Record Business

for Dealers with OKEH SERVICE and

Okeh Records

INDEPENDENT JOBBING CO.

122 E. CENTRE ST., N.

GOLDSBORO, N. C.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., June 4.—There is a general feeling of optimism among talking machine dealers at this time which was noticeably lacking during the month of May. While business was exceedingly poor during the early part of the month a steady and decided improvement is noticed, which, if it continues, will soon bring the business up to the normal standard of former years at this time.

The machine and record situation has assumed a decidedly favorable aspect and the former complaint of want of stock is rarely heard. Labor troubles are not exerting any detrimental influence on the trade at present.

Joseph Joiner's Sphere Broadened

During the month the talking machine department of John Wanamaker fell heir to a new manager in the person of Joseph Joiner, head of the Wanamaker piano department. Mr. Joiner, who was signally successful in the piano department, is a capable man for the job and it is likely that he will introduce some innovations into the talking machine department. A year ago ten makes of machines were handled in this department, but they have been gradually reduced until at the present time only five makes are listed. Mr. Joiner replaced Mr. Quinn, who was in temporary charge following the resignation of Grant Rowbotham, who recently assumed the management of the talking machine department of the Baldwin Co., Cincinnati.

Business Progress of Louis Buehn Co.

The Louis Buehn Co. reports that its business is showing a material improvement. Sales have been more active and during the month the successful working of the company's period model shop was demonstrated. It was used

almost daily during the month by the Buehn dealers, bringing in their customers to have a look at the period models and to make a sale of these styles. A number of the \$1,065 and \$1,265 period models were sold during the month.

During the month the Buehn firm entertained, among other distinguished visitors, Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., New York; French Nester, of the Standard Talking Machine Co., Pittsburgh; C. N. Andrews, Victor distributor for Buffalo, and E. J. Youngjohns, of Norristown.

Misleading Advertisement Statute

The misleading advertisement statute of Pennsylvania, thus far, has failed to affect the music business with one exception, that of the Cunningham Piano Co. Exception was taken to an advertisement of the company which contained the following: "The only piano factory in Pennsylvania which sells directly from the factory to the home." After several hearings the case was dismissed by Judge Barrett as being too ridiculous for judicial consideration.

Donovan Co.'s Successful Sales Drive

The Donovan Co., of Lancaster, Pa., has been making a special sales drive and as a result it obtained the names of 600 talking machine owners who were not receiving Victor supplements and 500 names of persons who did not own talking machines of any kind. The J. H. Troup Music House, of Harrisburg, Pa., is about to institute a campaign of a similar character.

New Pathé Dealers Appointed

The Interstate Phonograph Co., Pathé distributor, reports a recent decided improvement in business and a steady increase is looked for

during the remainder of the Summer. A number of new accounts have been opened recently, including a new Pathé representative in Hagerstown, Md.

President Walter E. Eckhardt recently suggested to a number of Pathé dealers in Wilkes-Barre, Reading, Easton, Baltimore, Pottsville, Hagerstown, etc., that a house-to-house campaign be instituted. This idea was followed with very favorable results.

Mr. Eckhardt attended the piano convention, held in Chicago, and the local assistant of Mr. Eckhardt, C. W. Flood, who is the sales manager, recently spent the week in Baltimore, where he closed several new deals.

E. A. Widmann, president of the Pathé Co., visited the local offices during the past week. LeRoy Goldberg, of the Richmond Phonograph Co., was also a visitor.

Increased Vocalion Demand

Manager Burkart, of the Philadelphia Show Case Co., Vocalion distributor, reports a steady and encouraging business increase during May. Mr. Burkart, during the latter part of the month, visited the large interior cities of the State and also Baltimore and Washington. Everywhere, he states, he found the general business conditions quite fair, with the dealers all sanguine. They all feel, he says, that the business is going to be fine in the early Fall and all through the season.

"In a conversation with one of the Washington dealers," said Mr. Burkart, "that gentleman said: 'There are 75,000 Government employes in Washington, all of whom are getting about the same money they were getting in the past five years, and yet they are not buying. Why are

(Continued on page 94)

"What You Can Sell"

ONCE it was "what you can get" and your ability was judged by the capacity of the factory to turn out the product.

Now it is WHAT YOU CAN SELL and you, yourself, make your own rating as to sales volume.

Your sales of Victrolas and Victor Records, with the co-operation of Buehn Service, are without limit. Many Victor dealers are way ahead of last year, due to concentrating upon one product and to increasing their salesmanship energy.

Our constructive service is of vital help to the dealer.

The Louis Buehn Company
of Philadelphia



SUMMER PLEASURES AND SUMMER PROFITS



are waiting for dealers who are selling **Okeh Records**. Our dealers are selling them. The reasons why will help you sell them.

SONORA CO. of PHILADELPHIA

1214 ARCH STREET

PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

they not buying? For the reason that they have joined what is being termed a buyers' strike. There are certain conditions to be adjusted to bring about a breaking of this strike, and the railroad situation is one of the most important. There is nothing to indicate a real reason why business should not be good."

Buys Porch Bros. Stock

F. A. North & Co. have purchased all of the Victor stock of Porch Bros., Johnstown, Pa.

Add Demonstrating Booths

T. Hayes Harmon, of Chambersburg, is adding a number of new demonstrating booths to his store.

Kiefer Band Records for Vocalion

This has been Kiefer week in Philadelphia. Lieut. J. P. Kiefer, head of the municipal band here, has written two military marches which he has called "The Iron Division" and "The Buckeye State," which are being played at all Kiefer concerts on the City Hall plaza this week. Both selections have been recorded by the Vocalion Co., and the Vocalion records are used at these concerts.

Columbia Co. Activities

Manager Cummin, of the Columbia Co., local distributor of the Grafonola, during the month visited practically all of the firms that sell Columbias in the State. He returned home reporting that the Columbia dealers in every section note a gradual increase in their business

which they expect to be most satisfactory by Fall and through the Winter.

The recently elected president of the Columbia made a first visit to the firm during the latter part of the month, and among other visitors were: Frank Crumit, of the Greenwich Follies Co., who makes records for the Columbia; J. W. Maus, of Shamokin; Neal Connaghan, Mt. Carmel, and R. L. Porter, the field sales manager of the Columbia. Recently the firm secured a new dealer at South Bethlehem—the Bethlehem Music Store, Second and Webster avenues.

Picnic of Columbia Forces June 15

The "Note-the-Notes" Girls' Club of the Columbia is giving a benefit at the Stanton all this week. The object is to raise sufficient money to secure a bungalow for the Summer for the girls to go on their vacations and to spend the week-ends. The annual picnic of the entire Columbia force—always a most enjoyable event—will be held on June 15, but the place has not yet been selected. The same club has just had an open-air meeting on the Belmont Plateau.

Lorenzo Addresses Dealers

Mr. Lorenzo, the new Dealer Service man of the Columbia, has been taking active hold of the work here and has been infusing much spirit into the local dealers. On the last Saturday of the month he arranged a sales meeting for the Model Shop, which was addressed by

Mr. Cummin, and which was very well attended. He reports that the Columbia business has been picking up in a satisfactory way. C. A. Oschman, who has just joined the firm as city salesman, has been with the Lauter Piano Co. for nine years and was manager for that company in Easton, Pa.

The Columbia dealers in this district have taken quite kindly to the company's record exchange for the benefit of the retailers.

Banquet of Penn Co.'s Traveling Staff

The traveling staff of the Penn Phonograph Co., Victor distributor, together with T. W. Barnhill, president, and H. F. Miller, secretary and treasurer of the company, held a dinner during the last week of May at the Hotel Hanover, this city. The gathering was informal in every respect and after the dinner a general discussion took place. Ideas were interchanged freely and the meeting proved of great value to all who attended.

Weymann's Big Record Trade

H. W. Weymann, of H. A. Weymann & Son, Inc., of this city, Victor distributors, reports that Victor records are coming through in fair-sized shipments and they are now able to complete many of the back orders which have been accumulating and that they are now able to keep their stock in such a condition as to be able to fill orders on demand. He states that there has been a notable improvement during the past week on orders being received for styles 4, 6, 11 and 14 and which orders it was possible to fill the same day. Mr. Weymann stated, in closing: "Prospects in our territory are most promising and I look for a substantial business in the Fall."

Wurlitzer Co. Will Be Exclusive

The Wurlitzer Co. is now cleaned out of all the machines and records owned by its predecessor, and will shortly be an exclusive Victor shop. It is having a number of fine booths built for the machines and the extent of the counter space has been doubled.

Emerson Dealers Meet

The Emerson Philadelphia Co. held a very important and interesting meeting here during the month, which was attended by more than fifty Emerson dealers in this territory. The leading speaker at the meeting was Louis D. Rosenfeld, who was accompanied by Charles Usher. The former is the manager of the foreign record department and the latter one of the field representatives.

The meeting was an all-day affair and was very much enjoyed by those who attended. He spoke optimistically of the future Emerson outlook and what pleased them immensely was his statement that the Emerson had planned an extensive advertising campaign in this territory, which has already been begun. Mr. Rosenfeld also showed the dealers how a record is made, including the difficulties that are encountered. He also had several test records with him to show the record-making process. He

Greater Sales



Greater Prestige

The buying public more and more is demanding greater value for each dollar it spends.

The dealer selling VICTOR products has a decided selling advantage.

Our wholesaling facilities are unsurpassed. Weymann Service insures the dealer best results.

VICTOR PRODUCTS

Musical Merchandise

Q. R. S. Player Rolls

H. A. WEYMANN & SON, Inc.

1108 CHESTNUT STREET

PHILADELPHIA

"The Best in Everything Musical Since 1864"
Write for catalogue and special stock list

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

also had with him and played some new Jewish records, which were greeted with great enthusiasm as being the best Jewish records that have thus far been heard in this city. These records have just been put on sale.

Callers at Sonora Headquarters

Among recent visitors to the Sonora Co.'s offices here were Mr. Bennett, a traveling man from the General Phonograph Corp., and F. J. Coupe, vice-president of the Sonora Co. The Sonora Philadelphia Co. established five new dealers in May.

To Install Large Vocalion Sign

Blake & Burkart, at Eleventh and Walnut streets, report that they have been doing very well with the Vocalion and they are about to hang a large electric Vocalion sign in front of their store.

Penn Phonograph Co. Doing Well

The Penn Phonograph Co. reports that its business has been most satisfactory through the entire month of May. It is looking for a

steady improvement throughout the Summer and an active trade in the early Fall. Many of their dealers report that they are finding business better than it was last year, and the Penn Co. also states that its business is, as a matter of fact, a little ahead of last year.

Great Demand for Victor Dogs

The Penn Co. has been receiving very large orders for its miniature Penn Victor dogs during the month. In two weeks this company sold 18,500 dogs. One of the largest orders was for 3,000 dogs, which was received from the Windsor-Poling Co., Charleston, W. Va. The Scranton Talking Machine Co. sent in an order for 1,000 and the distribution met with so much success that it phoned for 500 additional dogs, plain, and 500 with the name of the firm on them. Large orders also came in from the Nanticoke Temple of Music and the Scranton Temple of Music.

The Penn Co. is at present distributing to all of its dealers a little button to be used on

the lapel of the coat, containing the Victor trade-mark—"His Master's Voice." It has added to its sales force a new man, D. Wilson Mayberry, who has just finished several weeks of training and a Red Seal course at the Victor factory. He is about to take the road.

Helped in Donovan Sale

In the recent sales drive conducted by the Donovan Co., of Lancaster, Pa., 2,000 Penn Victor dogs were given away, resulting in increased business for the Donovan store and the line of instruments handled.

Planning for an Active Fall

There is a decided feeling of optimism in the retail talking machine trade in this city and while the next two months may show a little slowing up, dealers are planning for an active campaign for trade in the early Fall.

You wouldn't think of shutting off a Caruso record till it's done: when you've got a good thing to say see that you finish it.

PLAY BALL!

Is the cry in every city, town and village all over the land today

The baseball season affords every Victor dealer an opportunity to make an exceptional window display and with the use of the Penn-Victor dogs representing the contending teams attract great crowds to his window.

We Will Specially Decorate 25 Penn-Victor Dogs

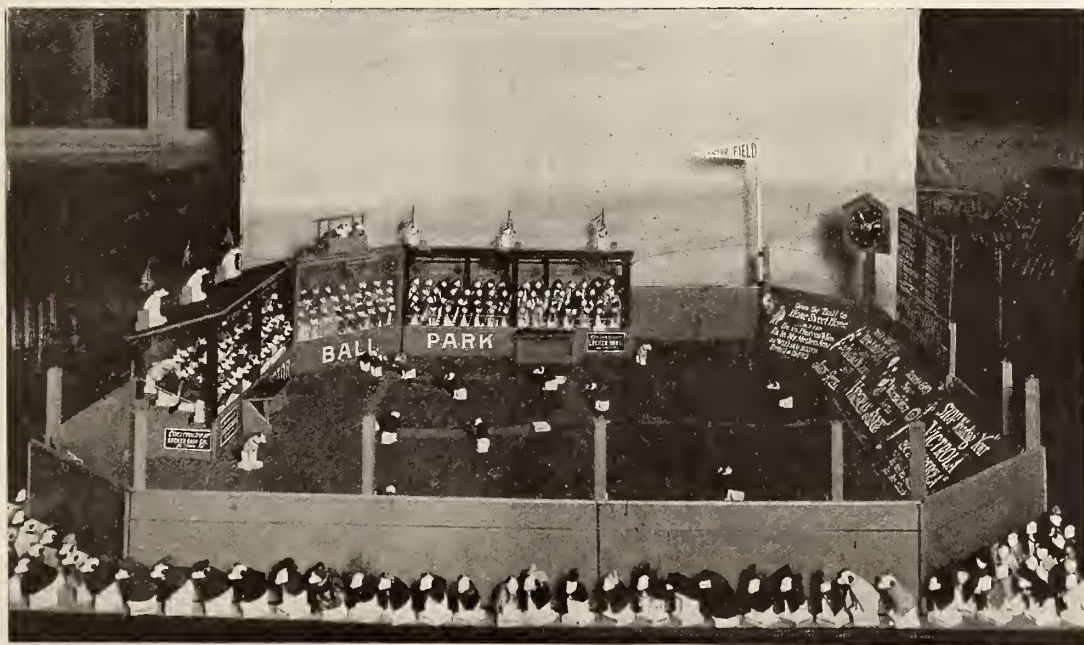
of your order and cast your name in the pedestal at no extra cost, on an order of 500 Penn-Victor dogs. We also supply at cost electrotypes for circular or newspaper advertising if requested, crediting same when returned.

Twelve dogs will be decorated in blue uniforms and twelve in red (painted on) and one will be decorated to represent the Umpire.

The dealer can then arrange a baseball diamond in his window and use a goodly number of the regularly painted dogs as spectators.



(Half Size)



Window Display of the Kranz-Smith Piano Co., Baltimore, Md. They gave away five thousand Penn-Victor dogs.

In your home town games, the National league games and specially at the time of the world series the scores may be recorded on the score boards as the returns come in inning by inning, thereby holding the crowd in front of your window during the entire game. This has been done heretofore with great success.

Mr. Victor dealer, don't miss this chance to advertise yourself and the Victor Talking Machines and Victor Records.

DISTRIBUTORS:

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Elyea Talking Machine Co.
- Baltimore, Md. Cohen & Hughes
- Birmingham, Ala. E. F. Droop & Sons Co., Inc.
- Boston, Mass. Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
- Boston, Mass. Eastern Talking Machine Co.
- Brooklyn, N. Y. The M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Brooklyn, N. Y. G. T. Williams Co.
- Buffalo, N. Y. Buffalo Talking Machine Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Bros.
- Chicago, Ill. Chicago Talking Machine Co.
- Cincinnati, O. Ohio Talking Machine Co.
- Cleveland, Ohio. Cleveland Talking Machine Co.
- Cleveland, Ohio. The Eclipse Music Co.
- Denver, Colo. The Knight-Campbell Music Co.

- El Paso, Tex. W. G. Walz Co.
- Elmira, N. Y. Elmira Arms Co.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Stewart Talking Machine Co.
- Jacksonville, Fla. Florida Talking Machine Co.
- Memphis, Tenn. Houck Piano Co.
- Kansas City, Mo. J. W. Jenkins Music Co.
- Milwaukee, Wis. Badger Talking Machine Co.
- Minneapolis, Minn. Beckwith-O'Neill Co.
- Mobile, Ala. Wm. H. Reynolds
- New Haven, Conn. The Horton-Gallo-Creamer Co.
- Newark, N. J. Collins & Co.
- New Orleans, La. Philip Werlein, Ltd.
- New York City. Emanuel Blout
- New York City. C. Bruno & Son
- New York City. Charles H. Ditson Co.
- New York City. Kniekerbocker Talking Machine Co.
- New York City. New York Talking Machine Co.

- New York City. Ornea, Inc.
- New York City. Silas E. Pearsall Co.
- New York City. Louis A. Schwarz, Inc.
- Omaha, Neb. Mickel Bros.
- Philadelphia, Pa. H. A. Weymann & Son.
- Pittsburgh, Pa. W. F. Frederick Piano Co.
- Portland, Me. Cressey & Allen, Inc.
- Richmond, Va. The Corley Co.
- Rochester, N. Y. E. J. Chapman
- St. Louis, Mo. Koerber-Brenner Co.
- St. Paul, Minn. W. J. Dyer & Bro.
- Toledo, Ohio. The Toledo Talking Machine Co.
- Washington, D. C. Cohen & Hughes
- Washington, D. C. E. F. Droop & Sons Co.
- Washington, D. C. Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

Penn Phonograph Co., Inc., Victor Distributors Wholesale Only 913 Arch Street, Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

RAYBURN CLARK SMITH TELLS OF EUROPEAN CONDITIONS

President of Unit Construction Co. Sees Great Future for Talking Machine Trade in Great Britain—Instalment Sales and Artistic Wareroom Equipment Favored—Conditions in France

PHILADELPHIA, PA., June 6.—Rayburn Clark Smith, president of the Unit Construction Co., of this city, returned from Europe during the latter part of May, after several months spent in England and the Continent. His return to

during the strike of stewards in England many influential men and members of the nobility volunteered to take their place on the voyage. He was among those fortunate to be served by titled stewards. Commenting on European conditions after his return, Mr. Smith in an interview with The World said in part: "In England I found conditions upset from the various strikes which had been brewing. Of course, the general strike which was predicted never occurred, but it had its undermining effect on business, nevertheless. In fact, when I arrived in London, early in April, it reminded me greatly of an army camp. This was because of preparations caused by the expected general strike. The coal strike is also tying up business generally. Conditions might be attributed to general industrial unrest.

"The gramophone industry is less affected than the general run. It is temporarily off normal, but there is a wonderful future ahead of this industry in Europe. I say this for the reason that the consumption of gramophones is



Rayburn Clark Smith (third from the left), Mrs. Smith and fellow passengers ready to embark on the London-Paris air trip. Pearl White, famous moving picture star, is seen in aviatrix costume

this country was made on the "Aquitania" on the trip which received so much comment in the newspapers. It will be remembered that

normal, but there is a wonderful future ahead of this industry in Europe. I say this for the reason that the consumption of gramophones is

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.

probably not 25 per cent of ours. The deferred payment plan, or, as they call it in London, the 'hire purchase' plan, is just being introduced on the other side. Up to the present time the buying of the gramophone constituted a cash transaction. Many other American merchandising ideas are being put into effect. Also the use of audition rooms is being actively taken up by English houses.

"One of the largest and most beautiful talking machine wareroom equipments, not only in London, but in the world, will be opened up in the London warerooms of the Gramophone Co. during this month. It is expected this will have a stimulating effect on the entire British trade. During the five months I was in London I had the pleasure of calling upon all of the leading dealers in that great city and many of the principal dealers in other sections of England. As a result of the survey of this field the Unit Construction Co. is making extensive plans to introduce "Unico" equipment throughout England and the Continent. An educational campaign projected by the English dealer is winning the English people to the musical attributes of the gramophone. It is no longer considered as a musical toy and the English dealer is, therefore, securing the proper fittings for his wareroom for the merchandising of an instrument of art."

Mr. Smith, accompanied by Mrs. Smith, had the interesting experience of a four-hour trip by airplane from London to Paris. This passenger-carrying service between these two great capitals has been perfected to a great degree. The passenger is called for at his hotel and taken to the flying field and at the other end of the journey is taken from the flying field to his hotel. Mr. Smith stated that the appointments were excellent and that a remarkable view was obtained at all times throughout the flight. Among the fellow passengers of the trip undertaken by Mr. Smith was Pearl White, the famous motion picture star, to whom an airplane is no longer a novelty, as she has already won her pilot's license.

In speaking of conditions in France Mr. Smith stated: "I found business conditions depressed. There was a shortage of money and people did not seem to have recovered as yet from the depletion caused by the war and seemed to be waiting for reparation money from Germany. While in France I had the opportunity of making a short trip through the devastated regions where the battles of the great World War had been fought."

When in London Mr. Smith made an inspection trip to the Gramophone Co.'s plant at Hayes. While not as large as the plant of the

WE BUY AND SELL RECORDS WE BUY AND SELL

Mr. Dealer—We can supply you with records by the World's Most Famous Artists

Also Latest Monthly Issues at attractive prices.

Keen Talking Machine Supply Co.

49 N. 10th ST., PHILADELPHIA, PA.

The organization of the

Interstate Phonograph Company, Inc.

is not only prepared to stock a retail Pathé Merchant acceptably, but also to teach his sales people the most approved selling practice applied to successful phonograph and record placement. Let us explain to you how we can increase your business and build up a lasting good will with Pathé Merchandise.

(Pathe Franchise available wherever not actively represented)

INTERSTATE PHONOGRAPH CO. INC.

1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

Victor Talking Machine Co., at Camden, N. J., Mr. Smith stated that it was remarkably well equipped and operated on a high plane of efficiency. The entire product of the company, both gramophones and records, is manufactured in its entirety in this plant, no outside production being used.

BELIEVERS IN WINDOW DISPLAY

Penn Phonograph Co. Arranges Historical and Holiday Windows That Win Favorable Notice—President Barnhill's Prize Possessions

PHILADELPHIA, PA., June 2.—The exceptional growth of the talking machine industry in the last twenty-five years was cleverly depicted in a recent window display by the Penn Phonograph Co., Victor wholesaler, at its headquarters in this city.

On the left side of the window was placed a wooden table covered with an old-fashioned, red-and-white table cloth, and upon which was a Victor talking machine which was popular in the days of 1898, which the scene portrayed. It was a machine type A7171 and consisted of an iron-encased motor, screwed down to a motor board, a brass horn, small turntable and winding crank that revolved when the motor unwound. A homy effect was obtained through

the introduction of a pair of old-fashioned spectacles and a much-used corn-cob pipe, which lay on the table with the talking machine.

On the right side of the window and in direct contrast was the modern Victrola in a rich setting. This display drew much attention and numbers of people were in front of the window from morn till night each day.

The Penn Phonograph Co. is a believer in the value of window displays and practices what it preaches with its own windows. An exceptionally attractive, patriotic display for Memorial Day was achieved through the use of Miss Liberty, of the group of operatic figures produced by the Penn Phonograph Co., together with artistic drapings of the flag and a wreath of poppies.

In addition to the old type of talking machine which was used in the window display T. W. Barnhill, president of the company, has lately secured two early numbers of Victor records. Both are single-face—one is a seven-inch record and the other an eight-inch, and the label bears the imprint, "Victor record, manufactured by Eldridge R. Johnson." The seven-inch record is entitled "Whistling Mike" and the eight-inch, "Yankee Doodle," recorded by Harlan and Stanley. These two discs are hung over Mr. Barnhill's desk and attract much attention from the visiting Victor dealers.

"BLACK DIAMOND" GRAPHITE Spring Lubricant
The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWARZ, INC.
1265 Broadway, New York City
21 East Van Buren St., Chicago, Ill.
525 Forsyth Bldg., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

We did not make anything on this one song, but the profits we received from the sales of other records more than made up for our trouble and expenditure. Besides, we became acquainted with many new customers and record buyers. Advertising pays and pays big, but you have to keep plugging at it continually. Sudden splurges never helped much and never will. It takes the steady grinding on the softest tone to wear it away. Why not use the same principle in advertising? It will work all right."

The Editor of The Talking Machine World commends this achievement and passes it along for the consideration of those who are "on the fence" regarding the importance of going after trade—and getting it.

ENERGY AND ENTHUSIASM FACTORS IN SELLING RECORDS

A Dealer Described Interestingly How He Moved Old Records and Back Numbers, at the Same Time Building Up New Trade—Proves That Advertising Pays Big When It Is Continuous

"Some time ago we found ourselves overstocked with some old records and back numbers. We thought they were very good music and songs and could not understand why people were not buying them. But the buying was not very lively at that time nor were the people buying any new records," writes a subscriber of The World, located in a Kansas town. "At last we decided something must be done, so we started the ball rolling and the records selling by a little energy and enthusiasm on our part.

"We had quite a lot of back or old records. Such a one was, 'Who Played Poker With Pocahontas?' sung by Al Jolson. We arranged an advertisement of this record in the paper. Ran it two weeks. The space we used was double column by four inches deep. We advertised other records in this advertisement, but used the above record as a main feature of the ad.

"We ran a slide at the picture show in the form of a teaser campaign. The first night we used the wording of the title only. Nothing else. The second night we printed on the slide, 'Al Jolson wants to know "Who Played Poker With Pocahontas?"' The third night the wording, 'Would You Like to Know,' etc., and we kept this up for two weeks. We painted the sidewalks around town with slogans about this record. Made window trims, sent out postcards

about it, and every piece of literature that left our store carried something about the songs. The postcards were sent out twice a week for two weeks. People couldn't help but notice it.

HELPS FOR THE REPAIR MAN

New Devices Designed to Simplify the Handling of Talking Machine Main Springs

Everybody's Talking Machine Co., of Philadelphia, Pa., well-known manufacturer and distributor of talking machine accessories, main



No. 1



No. 2

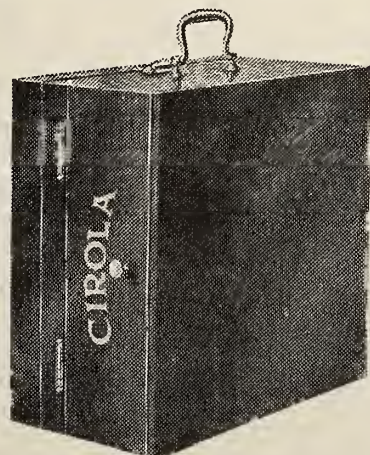
Two Convenient Tools for the Repair Man springs, motors, etc., is offering two new repair tools, made to simplify the handling of talking machine main springs. Illustrations of these prod-

ucts, which are called "The Repair Man's Friend," are shown herewith.

Tool No. 1 is particularly adapted for the removal of kinks in the center of springs regardless of the shape of the twist. It is also adapted to enlarging or reducing the center hole of the spring. The product illustrated in figure 2 is a spring vise which lends itself to the insertion of any size spring in a simple and time-saving manner.

BARNES-SHUCK MUSIC STORE OPENS

An artistic music house has lately been opened in Glendale, Cal., at 211 North Boulevard avenue, by Barnes & Shuck, the former widely known for his compositions of popular music and the latter with considerable reputation in California as a salesman of musical instruments. The concern handles pianos, talking machines, sheet music and player rolls. Commodious, sound-proof demonstration booths are a part of the talking machine division of this very attractive store.



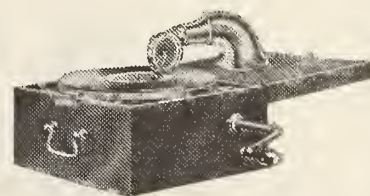
Size: 12 1/2 x 11 1/2 x 6

"Take Your Music With You"

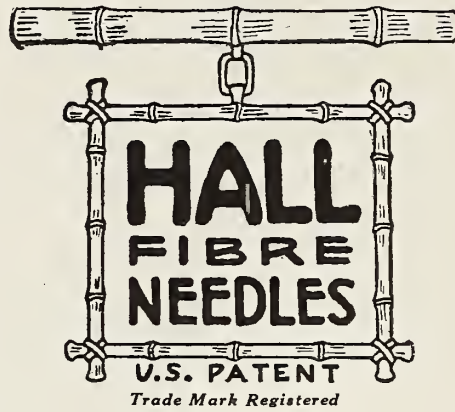
"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.
Distributors of the
CIROLA PHONOGRAPH

PROMPT DELIVERIES



204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.



Warning:—

The reputation which has been built by the HALL FIBRE NEEDLE and the universal use into which it has come have been due to the special process of manufacture developed by this concern.

The HALL MFG. CO. intends to protect that reputation and assures its dealers that it will prosecute, under Letters Patent 870723, any firm which illegally attempts to duplicate the HALL FIBRE NEEDLE.

HALL MANUFACTURING CO.

(Successors to B & H Mfg. Co.)

33-35 W. Kinzie St., Chicago, Ill.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the eighth of a new 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.]

A TIMELY STORY AND A MORAL

A few weeks ago the following letter was received by the editor of this publication. Pressure on our space has prevented its earlier reproduction, but the matter to which it refers is just as much a matter of importance to-day as anything can be.

For a good long time past we have been pointing out in these columns that salesmanship means knowledge. If salesmen do not know anything about the goods they have to sell it will be the customer who buys, not the salesman who sells. And the customer will buy, therefore, ignorantly instead of the salesman selling intelligently. Neither party gains, but both lose by such a transaction, which is, however, typical of the talking machine business, of the player-piano business and of certain other branches of the music industries.

Here is the story which furnishes my text:

"I wonder if you are interested in the experiences of one who sought education via the musical route? A short time ago an item in the Chicago Tribune stated that all country schools were to be equipped with talking machines. The instruments were to be used in teaching geography and history, as well as music. Being interested in history, I started out to find records that would illustrate the subject. My search led me to three Loop dealers in Chicago, three dealers in outlying sections of the city and two dealers in a small city.

"The information I gained was enlightening, to say the least. One salesman assured me that all songs used in the Revolution were lost long ago. From none could I gain information that was at all usable.

"Now, I know from the advertisements and pamphlets put out by talking machine producers that there are some such records. There might be more, and from the point of view of the historian they might be more illustrative than most of the so-called 'educational' records are. But the salesmen seem ignorant of the fact that there are such things produced. Some of their suggestions were amusing, to say the least.

"Are you interested in the subject? Or are you interested in what manufacturers might do on such a subject? Yours truly,

"Jessie J. Kile, Chicago."

Decidedly, we are interested, and interested because manufacturers who make educational records have gone into this important branch of the

business very deeply and have spent a great deal of time and money on its development. It is not fair that such expenditures should be wasted.

But there is another and a more important side to the matter than even this.

A Specialty Business

The talking machine business is distinctly a specialty business. That is to say, it is concerned with making and selling goods which do not immediately appeal to the consumer by reason of any practical purpose which they obviously subserve. This has nothing to do with their value, it merely has to do with the speed or readiness of the customer's recognition. The customer buys groceries because the need for groceries is an elementary need and one which is so common to the human being that no special effort is required to think it. But the customer does not buy a talking machine, at least in most cases, or a bundle of records because of any fierce primal elementary need for the same. On the contrary, that need, genuine and right as it is, has been stimulated by advertising and must now be brought to a head by careful salesmanship. Nothing else will give the customer the right mental slant.

So when a man goes into the talking machine business his first need is to find out how to sell. And when his business begins to grow the next need is to get hold of some salesmen and saleswomen who also know how to sell. Now, knowing how to sell talking machines and records is, in reality, knowing how to sell music. And that brings us around again to the general subject of our series: the exploitation of the musical possibilities of the talking machine.

Why the Ignorance?

When our correspondent went in search of records of music, of oratory, of narrative, of historical subjects, when she went looking for Revolutionary songs, folk-tales of the Colonial time, and what not, she could not find a salesman or saleswoman who knew that such material is to be found in large quantities in the Victor educational catalog, and in other catalogs issued by Victor, Columbia, Edison and other companies. Why did not these salesmen know this? Some of them certainly represented Victor records and machines (to take the first example that comes to mind). Why did they not know the contents of their catalogs?

Mainly because it never seems to have occurred to talking machine men in general that selling records is selling a highly specialized product, which cannot be intelligently sold until it has been intelligently studied. Does anybody suppose that an automobile salesman does not know the points of his machines? Of course, he does. He knows them all. In just the same way the record salesman or saleswoman ought

to know the selling points of his or her goods.

The trouble extends far beyond the specific subject of complaint. Wherever one goes it is as plain as can be to every observer that the customer has to do his or her own buying in most cases. The salesman is content to find out what the customer wants, if the customer knows, and to get the corresponding records out of the shelves. But that is not salesmanship. Salesmanship comes in when a salesman or saleswoman can find out, from the customer's obscure and confused talk, what is really wanted, and can then guide that taste along natural lines into a desire for more and better of the same stuff. That is salesmanship. The other is mere order-taking and not very good order-taking, either.

Merchandising and Music

It would be putting the matter quite correctly and not at all too strongly to say that the biggest need in the merchandising of the talking machine, and especially of the talking machine record, is better understanding of music, better acquaintance with the catalogs and greater sympathy with the general idea for which the talking machine business stands and of which it is the embodiment. This idea is the idea of giving to every owner of a talking machine, by the sale of that machine to said owner, a key whereby he or she can open the door into the land of music. Music is contained in the records and the gift of that key is an invitation to the possessor thereof to enter into the delightful land and pick from the inviting branches which spread out their arms everywhere the desired buds and blossoms of music. But how can the unaccustomed thought know how to choose? In truth it cannot and does not.

The people do not know what they ought to buy and in consequence they buy in small quantities and with poorer discrimination than they ought to employ. This is not their fault. Nor is it the fault of the salesman in the first instance that a man or woman is ignorant how to choose music aright. But it is decidedly the fault of the salesman if the customer remains ignorant.

Knowledge to Hand

Miss Kile's letter points to ignorance and indifference on the part of those who sell. But no such ignorance or indifference need continue to exist. It is only necessary to study the catalogs. The salesman who cares for the job will also be a salesman who cares for music, who will put in otherwise idle time playing over and becoming familiar with all sorts of selections, who will read the biographies of musicians and the stories of operas, who will learn to distinguish between a symphony and a sonata, between an

(Continued on page 101)

The Perils of Pauline Had Nothing on the Fellow in

**"OH, THEY'RE SUCH
NICE PEOPLE"**

**The Biggest Comedy Song of the Season. You Can't Go to Vaudeville
Without Hearing it. Orchestras Play it in One-Step and Fox-Trot Form**

BROADWAY MUSIC CORP., 145 West 45th Street, New York

Sell Records Under Your Own Label

**Advertise your own concern, not some other concern.
Having your own record strengthens prestige and
makes money for you in many ways.**

You deal with a *manufacturer* instead of a middle-man and can buy records carrying your own name and trade-mark for *less than you have been paying for some other concern's records.*

We offer you the facilities of a large established concern which records and manufactures records complete in its own plant—being one of the few concerns in the country that does so. This concern has, for over two years, been manufacturing records under its own label as well as under the labels of other concerns and individuals, including phonograph manufacturers, retail stores, musical institutions, fraternities and others.

Allow us to submit samples and quote you a price in quantities, large or small. A large catalog to select from, including all the latest popular hits as well as standard selections. All records in the standard 10-inch size, double disc, lateral cut.

Record Sales Agency

25 West 42nd Street

New York City

A TIMELY STORY AND A MORAL

(Continued from page 99)

aria and a cantata. That is the sort of knowledge which the customer has not and the salesman ought to have. How otherwise can musical possibilities of the talking machine be featured?

In fact, of course, they cannot be featured by ignorant and indifferent salesmanship. Knowledge is the need. But knowledge cannot be justly rejected on the ground that it is hard to acquire. On the contrary, it is easy to acquire. The record shelves of a retail store provide an education in music. The salesman has that education at his hand.

MAGNAVOX POPULAR IN SUMMER

J. O. Morris Co. Reports Increased Activities Among Dealers—Used for Many Outdoor Purposes—Co-operating With the Dealers

The J. O. Morris Co., New York, distributor of the Magnavox, sound amplifying device, which has attained phenomenal success throughout the country, reports increasing activities among talking machine dealers in New York and New England territory. The Magnavox is being used to advantage in the ballrooms of many hotels and also as a medium of entertainment at bathing pavilions and other Summer resorts. It is admirably adapted for dancing purposes, as it increases the tone volume tremendously.

The J. O. Morris Co. is co-operating with Magnavox dealers in every possible way, and the results of this co-operation are reflected in the increased sales throughout the metropolitan district.

EMERSON CITY SALES DEPARTMENT

Distribution of Emerson Products in This Territory Will Be Handled Direct by Company—Irving Wendling Joins Sales Staff

H. T. Leeming, general manager of the Emerson Phonograph Co., announced this week that the distribution of Emerson product in metropolitan territory would hereafter be handled by the company's city sales department, under the direction of Harry G. Neu. The Emerson Record Sales Co., formerly distributor of Emerson phonographs and records in this territory, is now being liquidated, and all of this company's previous activities will be in the hands of the city sales department of the Emerson Phonograph Co.

Irving A. E. Wendling, formerly connected with the Griffith Piano Co., Newark, N. J., has been appointed a member of the sales force of the city sales department of the Emerson Phonograph Co.

NEW OKEH RECORD ARTIST

The General Phonograph Corp., New York, announced recently that Miss Daisy Martin, well known in musical circles in Richmond, Va., and other parts of the South, had signed an Okeh record contract and would record for this library. Miss Martin visited the recording laboratories a few days ago and made several records which will be released in the near future. There is no doubt but that her records will meet with a ready sale through the South and other points, as they are typical of modern jazz music and the standard melodies of the sunny South which are so greatly in favor throughout the world these days.

REMINGTON STORE FOR LANCASTER

LANCASTER, PA., June 1.—A new Remington agency has been opened here by C. H. Horn and Harvey E. Butzer. Mr. Horn was formerly manager of the talking machine department of Leinbach & Co. and has been in the business for the past ten years.

PHILLIPS & CREW IN NEW HOME

New Store in Atlanta Is Commodious, Modernly Equipped and Favorably Located

ATLANTA, GA., June 1.—Phillips & Crew, one of the oldest and best-known music establishments in the South, are now occupying their new home at Peachtree and Ellis streets, in the heart of the hotel and theatrical districts. The new store will have one of the finest and most modern showrooms and demonstration parlors in the South. Provisions have been made for a recital hall on the second floor which will accommodate between 200 and 300 people comfortably.

The company handles the Steinway, Knabe, Fischer and other well-known lines of pianos. It has the exclusive Aeolian agency in Atlanta for the Pianola and the Duo-Art reproducing piano. It is also distributor of the Victor Co.

The music department, which has facilities to carry more than 100,000 sheets of music, will be operated by the G. Schirmer music stores of New York.

RECEIVER FOR CREMONA PHONO. CO.

Action Taken to Protect Investors—Assets Given as \$170,856 and Liabilities as \$165,000

PORTLAND, ORE., June 6.—The Cremona Phonograph Co. has gone into receivership and Fletcher Linn, who is both a stockholder and creditor, has been appointed temporary receiver by Presiding Judge Kavanaugh, of the Circuit Court. The company was sued by E. N. Wheeler for \$507 for work done by him and his attorneys told the court that the company was on the verge of insolvency and that some step had to be taken to protect the investors. The assets of the company were given as \$170,856 and it was said that only \$25 of this amount was in cash, while the liabilities were placed at about \$165,000. The attorneys of both the plaintiff and defendant concurred in the appointment of Mr. Linn as receiver.

There can be no economy where there is no efficiency.



KIMBALL PHONOGRAPHS

Faithful reproduction is precisely the result achieved in the Kimball Phonograph and a demonstration will quickly establish our claim.

The visible beauty; the thorough workmanship throughout; exclusive features; and a comprehensive line of distinctive designs in upright cabinets and console types are factors that produce ready sales.



Kimball Style J Mahogany Walnut

The Kimball *prestige* and their *co-operative financing* plan for the dealer make this line a safe and profitable merchandising proposition.

Write for Agency Terms

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave. CHICAGO



The attractive Unico Department of the S. Kohn & Sons Co.,
Cleveland, Ohio

There is a Reason for Unico Quality

*It begins with the selection of proper raw material
and is carried thru every phase of Unico endeavor*

Construction Counts

Each unit is built with exacting care to assure its enduring quality.

An idea of Unico construction of quality and permanence may be obtained from the cross section illustrated.

Cabinet Work—Not Mill Work

NOTE!

—**Core built up of chestnut**

Ten separate pieces to prevent warping and assure durability.

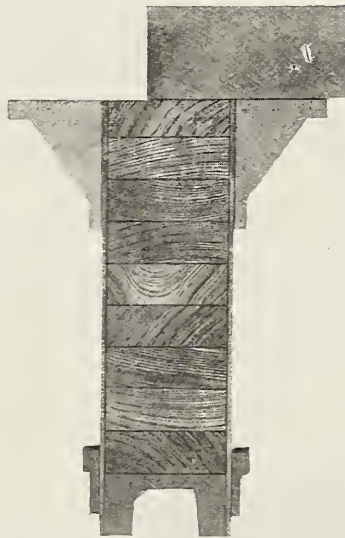
—**Birch Surface**

To secure excellence of finish obtainable only with hardwood.

—**Moulding built on**

A permanent part of the unit—not just applied.

Each unit built on this system of enduring quality—explains the merit of the Unico system of flexibility.



Cross section of Unico
Cornice

Make a Comparison

The necessity for store improvement every few years to meet business expansion is well recognized. With the Unico System a change in arrangement can be effected with little loss of time and minimum labor cost.

Therefore, Unico Equipment, assembled from patented, cabinet constructed units, is an *economical* investment.

Built-in equipment is an expensive investment. Changes are difficult and result in loss of time and money.

Do not stop with superficial appearance—insist that the quality be enduring; not just temporary.

The Unico System is Sales Insurance—a guaranty that your equipment will always be most efficient and possess attractive sales qualities regardless of changing conditions.

Unico Service is at your command! Investigate the true economy of the Unico System!

Unico Construction is Patented.



Unico Designs are Patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan
Boulevard

OPENS NEW VICTOR DEPARTMENT

New York Band & Instrument Co. Opens Handsome Victor Warerooms—H. Wilson Is Manager of Artistically Arranged Department

The New York Band & Instrument Co., 111 East Fourteenth street, New York, formally opened its new Victor department on Saturday, May 21, and to properly celebrate the event two orchestras were secured to give concerts throughout the day. The opening was attended by music lovers from all parts of the city and



Partial View of Very Complete Equipment floral tributes were received from many Victor wholesalers in Greater New York.

This company heretofore handled a complete line of band instruments exclusively, and, realizing the tremendous sales possibilities for the Victor product, started negotiations some time ago to secure a Victor franchise. Its efforts were rewarded a few months ago and its new Victor department is one of the most attractive retail showrooms in the city.

Twelve Unico booths were installed by the Unit Construction Co. on one side of the store and on the facing side there is an artistic show-room for the display of Victrolas. "One-minute-service" record racks and counters near the entrance provide for maximum efficiency.

"THE STUFF THAT COUNTS"

"The test of a man is the fight he makes,
The grit that he daily shows;
The way he stands on his feet and takes
Fate's numerous bumps and blows.
A coward can smile when there's naught to fear,
When nothing his progress bars,
But it takes a man to stand up and cheer
While some other fellow stars.

It isn't the victory, after all,
But the fight that a brother makes;
The man whom driven against the wall,
Still stands up erect and takes
The blows of fate with his head held high,
Bleeding, and bruised, and pale,
Is the man who'll win in the by and by,
For he isn't afraid to fail.

It's the bumps you get, and the jolts you get,
And the shocks that your courage stuns,
The hours of sorrow and va'n regret,
The prize that escapes your hands,
That test your mettle and prove your worth;
It isn't the blows you deal,
But the blows you take on the good old earth
That shows if your stuff is real."

H. Wilson has been appointed manager of the department and his sales staff will include George Brennan, Mary Bryant and Dorothy Smith. They have all had extensive experience in the Victor field and are well equipped to give the store patrons efficient service and co-operation.

A MAN OF ORIGINAL IDEAS

Mr. Marsh, of the Davis County Drug Co., Kaysville, Utah, who has recently taken on the Brunswick line, is a man of original ideas. He has just completed an attractive booth for the display of the Brunswick phonograph, which he has placed in the front of the store, thus attracting attention to his house and his product. He reports large Brunswick phonograph and record sales.

R. G. BRICE CHOSEN PRESIDENT

Of the Southern Victor Dealers' Association at Convention Held in New Orleans

The Southern Victor Dealers' Association, at its well-attended convention in New Orleans, La., May 18 and 19, and reported on pages 41 to 44, elected R. G. Brice, of Parker & Co., Charlotte, N. C., as president. Other officers selected were: J. V. Dugan, of the Dugan Piano Co., New Orleans, vice-president; R. P. McDavid, of Clark & Jones Piano Co., Birmingham, Ala., secretary; W. G. Cummings, Huntsville, Ala., treasurer; R. G. Burton, of the Cable-Shelby-Burton Piano Co., chairman of the resolutions committee.

MUSIC FIRM MOVES TO DORCHESTER

Waltham Music Store to Open New Headquarters in Massachusetts

The Waltham Music Store, Waltham, Mass., whose recent closing-out sale has been under the direction of Hugh H. MacDonald, will open a similar shop in Dorchester, Mass., because of the inability to find a suitable location in the former city. A Columbia line of machines and records will be a feature of the new store. R. F. Carlmark, manager of the Waltham store, will be put in charge of the new enterprise in Dorchester, when the site of the latter has been chosen.

JOINS PEARSALL SALES STAFF

Herman Steinbruck has been appointed a member of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler. Mr. Steinbruck has had general experience in the Victor retail field, and is, therefore, equipped to co-operate to advantage with Pearsall clientele.

Salesmanship used to be regarded as the art of talking. The ablest salesmen to-day listen quite as much as they talk.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL JEWISH RECORDS

ALL HITS

- | | | | | | |
|--|------|--|------|---|---|
| <p>The
Phonograph
With The
Tongue</p> | 1112 | <p>A Cale Bazetzen—Orch. Accomp.,
Gus Goldstein & Co.</p> | 1114 | <p>Kinder Shreibt a Brivele—Orch.
Accomp. . . . Morris Goldstein, Tenor</p> | <p>The
Record
That
Talks</p> |
| | 1113 | <p>Der Mesader Kedushin—Orch. Ac-
comp. . . . Gus Goldstein & Co.</p> | 1115 | <p>Die Lendlords—Orch. Accomp.,
Morris Goldstein, Tenor</p> | |
| | | <p>Got Sheink Jeden Kind Zein Mame—
Orch. Acc. . . . Jos. Feldman, Tenor</p> | | <p>A Mames Shlof Liedele—Orch. Ac-
comp. . . Rachel Rosenfeld, Soprano</p> | |
| | | <p>Feter Men Ken Eich—Orch. Accomp.,
Jos. Feldman, Tenor</p> | | <p>Die Liebe (By Jos. Rumshinsky)—
Orch. Accomp.,
Rachel Rosenfeld, Soprano</p> | |

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.

BRUNO

"That Magazine Has Real Value!"

Numerous methods are in vogue whereby the Victor dealer is steadily increasing his sales of Victrolas, Victor Records and Needles. Many of them possess real merit but there is nothing that quite equals the live, accurate and up-to-the-minute mailing list.

Keeping your name; your store; your efficient service everlastingly fresh in the minds of the people in your community is the one big idea of the resourceful and seasoned dealer. He has learned that by steady, forceful and dignified repetition the results sought will sooner or later be brought home.

And equally important to the reliable mailing list is the style and kind of literature distributed—for good, clean, interesting copy will cause the same mailing list to multiply by leaps and bounds. Ideally suited for this purpose is the

"New Records Magazine".

It is a small pocket size, snappy little publication gotten up for the exclusive use of Victor Dealers for general distribution to the public. It is just such a magazine that will bring the dealer substantially more trade, cause the mailing list to become a most valuable asset and bring that which every honest merchant seeks—prestige.



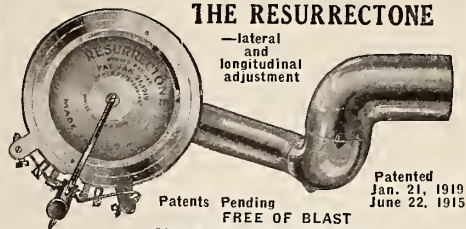
The "NEW RECORDS MAGAZINE"—a monthly publication printed in two colors on fine coated stock—lists the new Victor Records of the current month and is crammed full of real human interest relating to music, musical subjects, Victrolas and Victor Records, that every music lover will be delighted to know.

Your wholesaler can give you detailed information regarding the "NEW RECORDS MAGAZINE". Don't fail to write him today.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue
New York

Victor Distributors to the Dealer Only



THE RESURRECTONE
—lateral and longitudinal adjustment

Patented Jan. 21, 1919
June 22, 1915

Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order a sample now. Subject to return if not satisfactory.
"Tuned Up Like a Piano" Write for Quantity Prices
HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City
Makers of the "Air-tight" Tone Arm and Hoffay Phonograph

INVENTS COLORED TALKING MOVIES

German Scientist Perfects Device to Produce Talking Moving Pictures in Colors

An article in a recent issue of the "Phonographische Zeitschrift," of Berlin, describes an invention by Dr. Ing. Max H. Handsdorff, a German scientist, of motion pictures that not only talk but which are presented on the screen in their natural colors as well.

A description of the invention follows: "The proof or record is taken with an ordinary cinema photo machine on mechanism, the film being about 1 cm. broader than the ordinary film. The front of the recording machine is fitted with delicate microphones which are able to register the lightest and finest sounds at a distance of over 300 yards. In these microphones (better known as the Detectophone) the sound waves are transformed into electric energetic vibrations, and these serve in turn to the magnetic electrical employment of a contrivance for a constant source of light (low volt electric lamps). The whole of the apparatus is installed in a cinema studio, and the sound vibrations are registered simultaneously with the taking of the film. The recording machine is fitted with a clockwork movement in order to gain a correct registration of sound. The reproduction follows analogous to the recording on a projection mechanism, the only difference being that a constant light is used (generally electric lamps), which constantly illuminates the film. Only such light vibrations as are necessary to get the correct sound and light movements for the film pass through cells similar to those employed in wireless telegraphy, which is proportionate to the illumination caused by the electric current. Here again the light vibrations are transformed into electric vibrations. The electric energy led through cells is used in combination with loud-sounding telephone apparatus so-called (vocaphone), which is capable of producing an exceedingly loud, clear, and natural tone. All these arrangements have already been in use some time, the machine for recording and reproduction being in no way complicated. Further, apparatus, films, working expenses, etc., are not very much more expensive than the old system."

COLUMBIA CHANGES IN BOSTON

BOSTON, MASS., June 6.—Fred E. Mann, manager of the Boston headquarters of the Columbia Graphophone Co., announced the first of the month the appointment to the direct selling organization of John J. Moore, Jr., who has been supervisor of the Dealers' Service department at the Boston branch. Mr. Moore takes charge of the southern Massachusetts territory, succeeding H. E. Gill, who has resigned. Paul H. Hanrahan, formerly Mr. Moore's assistant in the service department, succeeds to the position of supervisor. Mr. Moore enjoyed a wide acquaintance throughout the New England trade, and in that capacity has to his credit a record of which he can well feel proud.

HENIGAN, HESS & CO., Inc.

160 Pearl Street, New York City, N. Y.
EXPORT REPRESENTATIVES

for
HOFFAY PHONOGRAPH CO.

Makers of the "Resurrectone" reproducer, "Air-Tight" Tone-Arm and Hoffay Phonographs.

CENSUS FIGURES TELL GROWTH OF "TALKER" INDUSTRY

Figures Covering Five Years Show That Manufacturers Jumped From 18 in 1914 to 166 in 1919—Value of Products Increased Nearly 500 Per Cent During Same Period—Some Interesting Data

WASHINGTON, D. C., June 8.—A preliminary statement of the 1920 census of manufactures with reference to the manufacture of phonographs, graphophones and talking machines has just been issued by the Bureau of the Census, Department of Commerce. It consists of a detailed statement of the quantities and values of the various products manufactured during the year 1919.

The figures indicate most graphically the great growth of the industry during the five-year period from 1914 to 1919, the value of the products increasing nearly 500 per cent during that time. Particularly interesting is the fact that the number of manufacturers jumped from eighteen in 1914 to 166 in 1919.

The figures are based on the returns from 166 establishments with products for the year

valued at \$158,548,000. At the census of 1914 there were eighteen establishments with products valued at \$27,116,000.

In 1919 thirty-six establishments were located in Illinois, thirty-two in New York, twenty in Ohio, fifteen in New Jersey, thirteen in Indiana, ten in Michigan, nine in Wisconsin, eight in Pennsylvania, four in Minnesota, three in Connecticut, two each in California, Iowa, Massachusetts, Missouri, North Carolina and Oregon and one each in Montana, Rhode Island, Tennessee and Virginia.

The statistics for 1919 and 1914 are summarized in the following statement. These figures are preliminary and subject to such change and correction as may be necessary from a further and more exhaustive examination of the original reports:

Summary of Statistics for the Manufacture of Phonographs, Graphophones and Talking Machines, 1919 and 1914

	1919	1914
Number of establishments.....	166	18
Value of products.....	\$158,548,000	\$27,116,000
Phonographs, graphophones and talking machines:		
Number	2,226,000	514,000
Value	\$91,569,000	\$15,291,000
Records, disc and cylinder:		
Number	106,997,000	†27,221,000
Value	\$44,690,000	\$11,111,000
Disc records:		
Number	101,085,000	23,314,000
Value	\$42,931,000	\$10,377,000
Cylinder records:		
Number	5,912,000	3,907,000
Value	\$1,759,000	\$734,000
Parts and supplies, not included in the finished instruments, value...	‡\$15,778,000	‡\$357,000
All other products, value.....	§\$6,511,000	§\$357,000

† Includes blanks to the value of \$185,186.
‡ Includes needles.
§ Includes custom work.

G. I. STANTON PASSES AWAY

G. I. Stanton, formerly Dealer Service manager of the Okeh record division of the General Phonograph Corp. and for many years connected with the Columbia Graphophone Co., died at his home in Chicago recently, after several months' illness. Mr. Stanton was well known and esteemed in the Western trade.

A. D. IMFELD MANAGES NEW STORE

A. D. Imfeld, of the Imfeld Music Store Co., Hamilton, O., will personally take charge of the new Imfeld store at Oxford, O. George Schuster will act as assistant manager. The store, which features the sale of Victrolas and Victor records, was opened only recently and is building up a nice business.

Large Southern Distributors of

Okéh Records

You May Depend Upon the Name

EVERHART & BROWN

*Ours Is the Service
That Never Stops*

1705 East Broad St. Richmond, Va.

CONCENTRATE
for
PROFIT

Emerson Records

The progressive dealer
realizes the value of

of the VERY LATEST Songs and Dances

CONCENTRATION

He has this opportunity
with the Emerson Com-
plete Line

Oil up the National's* old gears,
And tighten up the springs,
Friend Dealer's in a happy mood
Most pleasantly he sings—

"I've just received these records new
Step in—and hear them played.
Here's songs and dances, ballads, too,
To please both man and maid."

Content and satisfaction paint his face
For sure he knows as thro the door they throng
That jolly well before they leave his place,
Each visitor some Emersons will take along.

(*cash register)

NEW DANCE HITS

- 10387 { TWO LITTLE GIRLS IN BLUE. Medley Fox-trot,
Joseph Knecht's Waldorf-Astoria Dance Orch.
Sunshine. One-step.....Plantation Dance Orchestra
- 10388 { PAPER DOLL. Fox-trot.
Joseph Knecht's Waldorf-Astoria Dance Orch.
Jealous of You. Waltz.....Joseph Samuels' Music Masters
- 10389 { TWO LITTLE LOVE BIRDS. Fox-trot..Great Lake's Orch.
Sultan. One-step.....Joseph Samuels' Music Masters
- 10390 { YANKEE. Fox-trot.....Green Brothers' Novelty Band
Jabberwocky. Fox-trot.....Plantation Dance Orchestra
- 10379 { IN A BOAT, For Two. Fox-trot..Sherbo's Little Club Orch.
I'll Keep On Loving You. Fox-trot..Sherbo's Little Club Orch.
- 10372 { WHAT COULD BE SWEETER? Fox-trot.
My Dream Rose. Fox-trot.....Erdody's Famous Orchestra
- 10383 { CHERIE. Fox-trot.
Nestle In Your Daddy's Arms. Fox-trot.
Lanin's Roseland Orch.

POPULAR SONG HITS

- 10386 { AIN'T WE GOT FUN? Comedy Song.....Fred Hillebrand
In A Baby's Hands. Tenor Solo.....Charles Harrison
 - 10391 { CAROLINA LULLABY.
Fare Thee Well Love.....New Stellar Male Quartet
 - 10374 { PEGGY O'NEIL. Tenor Solo.
Rose of Athlone. Tenor Solo.....Hugh Donovan
- Blues Character Songs by Lillyn Brown & Her Jazz-Bo Syncopators**
- 10384 { BAD LAND BLUES.
The Jazz-Me Blues.
 - 10366 { IF THAT'S WHAT YOU WANT HERE IT IS.
Ever Lovin' Blues.

New Records by Noble Sissle and His Sizzling Syncopators

- 10385 { BALTIMORE BUZZ.
In Honeysuckle Time.
- 10367 { MY MAMMY'S TEARS.
Royal Garden Blues.

STANDARD SELECTIONS

(Vocal and Instrumental)

- 10392 { LET THE LOWER LIGHTS BE BURNING. Criterion
In the Sweet Bye and Bye.....Male Quartet
 - 10393 { SERENADE (Schubert). Violin Solos.....Milan Lusk
Minuet in G (Paderewski). Violin Solo.....Milan Lusk
 - 10394 { MEDLEY OF IRISH JIGS.
Medley of Irish Reels.....Tom Ennis
- Violin Solos—Marie Dawson Morell**
- 10378 { VIENNESE POPULAR SONG (Kreisler).
Souvenir (Drdla).
 - 10380 { LITTLE SONG (d'Ambrosio).
Valse-Bluette (Drigo).

Emerson Records in German, Polish, Italian, and Hebrew-Jewish
are a big asset to the dealer catering to these nationalities.

Play EMERSON RECORDS on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.

New York
206 Fifth Avenue

Chicago
315 So. Wabash Avenue

Write the distributor on list
below who is nearest you for
details.

EMERSON PHONOGRAPHS
EMERSON GOLD SEAL
RECORDS
EMERSON PICTURE
RECORDS
EMERSON NEEDLES

Emerson Wholesale Distributors

Alexander Drug Co.
Oklahoma City, Okla.

Carpenter Paper Co.
Omaha, Nebr.

Clark Musical Sales Co.
Baltimore, Md.
322 N. Howard St.
Pittsburgh, Pa.
123 Water St.

Emerson Products, Inc.
Syracuse, N. Y.

Emerson Philadelphia Co.
Philadelphia, Pa.

Emerson Phonograph Co.
Chicago, Ill.

Emerson Ohio Co.
Columbus, O.

Hessig-Ellis Drug Co.
Memphis, Tenn.

Collins Talking Machine Co.
418 N. Capitol Ave.
Indianapolis, Ind.

Lansing Sales Co.
Elliot and Warrenton Sts.,
Boston, Mass.

Marshall Wells Co.
Duluth, Minn.

Murmann Phonograph Co.
St. Louis, Mo.

Northwest Phonograph Jobbers
Inc.
Spokane, Wash.

Rountree Corporation
Richmond, Va.

Southern Drug Co.
Houston, Tex.

Southern Sonora Co.
Atlanta, Ga.

George W. Stolte Co.
Dallas, Tex.

Strevell-Paterson Hardware Co.
Salt Lake City, Utah

Tri-State Sales Co.
Kansas City, Mo.



INCREASED OPTIMISM KEYNOTE OF TRADE IN ST. LOUIS

Dealers and Public Buying Cautiously, but Volume of Business Is Growing—Association Co-operation—Roberts' New Post—Greater Attention to Window Display—New Dealers—Other News

St. Louis, Mo., June 9.—Business in St. Louis and the St. Louis trade territory is somewhat hesitant and irregular, but is characterized by increasing optimism. Dealers are still buying cautiously and in proportion to their visible needs, but the feeling is gradually becoming firmer. Although it cannot be said that the volume of business is appreciably greater than a month ago, it can be said that there is a better feeling throughout the trade. There is a clearly discernible tendency toward sound business growth which last month was only beginning to take form. The seasonal demand for the smaller machines, suitable for outing parties and the like, is about as good as usual, and there is a lively call for records of the sort that appeal to parties of that sort. Some distributors and dealers say that on volume of business they are ahead of the same month last year, but this condition is not general. It is within bounds, however, to say that the outlook is better than it was either a year ago or a month ago. Business throughout the St. Louis trade territory has been affected by unusually unfavorable weather conditions which persisted throughout the Spring until very recently.

Means of Avoiding Friction

Future meetings of the Music Merchants' Association of St. Louis will not be notable for the airing of the little feuds which sometimes arise among talking machine dealers. Meetings in the past have been considerably enlivened in that manner, especially the one before the last. At that meeting the talking machine members occupied practically all of the time settling their little difference and the piano members felt like stepchildren. So at the last meeting a resolution was adopted that hereafter all grievances must be mailed to the president of the Association, who will call a meeting of the Board of Directors and act on them and report back to the general meeting. It is expected that the elimination of disputes at the general meetings will have a tendency to increase the attendance and make the meetings more pleasant and more profitable.

Two Artistic Window Displays

Two clever windows arranged by Harry Kieselhorst for this month attracted much attention. One is a tie-up with the usual ad appearing at the first of the month in the supplement cover and newspapers, featuring a group of the new month's records for a specific sum, this time \$8.45. The window contained a package of records wrapped, properly addressed and labeled and stamped, ready for shipment. Another package of the same kind was opened and the records of the group displayed. A window card advised the purchase of this group of carefully selected records for \$8.45.

The other window was put in during the local appearance of "Irene." The Penn figure of Miss Liberty was dressed in a charming pan velvet gown of Alice blue trimmed in silver lace. A card "In My Alice Blue Gown" accompanied the figure and the window was completed by a display of the various records from "Irene" and an announcement of the place and time of the opera.

Paul G. Roberts With Koerber-Brenner
The Koerber-Brenner Co. is congratulating

itself and its trade on securing the services of Paul G. Roberts, late of the W. J. Walz Co., Victor jobbers of El Paso, Texas, and previously of the traveling department of the Victor Talking Machine Co. Mr. Roberts joined the Koerber-Brenner sales department on May 6.

Lehman Featured Lambert Murphy

Under the auspices of the Schubert Club, of East St. Louis, Lambert Murphy, as guest artist, gave a very pleasing program on May 10. The East St. Louis Victor dealer, Fred Lehman, was as usual on the job. Attractive posters announcing the concert were prepared and placed by Mr. Lehman not only in East St. Louis but in the windows of the Victor dealers in neighboring towns. Publicity of all kinds was handled by him, although he had almost no Murphy records in stock.

Joins the Bauer Forces

Wm. Bauer, Jr., has joined the sales force of Victor salespeople in his father's store in St. Louis. Mr. Bauer recently took the salesmanship course offered by Koerber-Brenner Co.

Keeps Records of Visitors

Miss Anna Clayton, of the T. E. Clark Music Co., Cape Girardeau, Mo., Victor dealers, keeps a record of the visits of her customers and when too long a period elapses without another visit she writes a personal letter asking if they have failed to receive courteous treatment, have been dissatisfied with the stock or other reasons. Miss Clayton reports many added sales and revived interest resulting.

To Discuss Salesmanship

"Salesmanship" is the subject for the June meeting of the Music Merchants' Association of St. Louis, with Frank H. Preston, a salesmanship expert, as the speaker. Talking machine salesmen are invited.

La Pierre Released From Bond

Arthur F. La Pierre, president of the Lyre-Ola Mfg. Co., was released a few days ago from his \$2,500 bond, under the warrant charging him with perjury in applying for passports. He was alleged to have made affidavit that he was born in this country, whereas he had previously, in applying for naturalization, made affidavit that he was born in Italy. Investigation, however, showed that he had merely declared that he was born in this country to the best of his knowledge and belief. His parents had told him he was born in Brooklyn, but he was unable to find a record of his birth there and to remove doubt had applied for naturalization. It appeared further in view of advices from the Department of Justice that he would not have committed any offense against the Government even if he had made false statements in his application for passports, because passports are not required and applying for them is optional. La Pierre disappeared while on bond on the perjury charge after bankruptcy proceedings had been brought against the Lyre-Ola Co., and relatives stated that he had gone back to Italy.

Otto Heineman a Visitor

Otto Heineman, president of the General Phonograph Corp., and W. C. Fuhri, general sales manager, were here recently.

Artophone Corp. in New Quarters

The Artophone Corp. is now established on the fourth and fifth floors of 1103 Olive street,

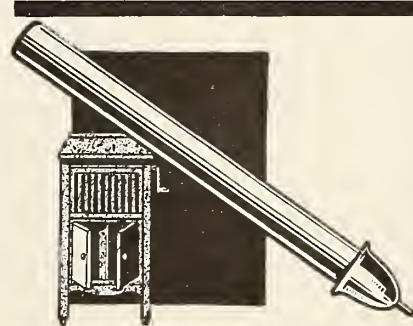
after vacating the lower floors to the Shattinger Piano & Music Co., which took possession June 1, moving from 910 Olive street. Sales Manager Salmon, of the Artophone Corp., says that the record business improved last month, partly due to a run on the records of the new Okch artist, Miss Daisy Martin. The visit of Miss Aileen Stanley, who appeared at the Orpheum Theatre for a week, stimulated the sales of her records.

Takes on the Brunswick Line

The Vogelsanger Music Co. has opened for business at Cape Girardeau, Mo., with an exclusive line of Brunswick machines and records. The Vogelsanger family for many years has been in the hardware business. The music store is a new venture and will be conducted in addition to the other interests. It will be in charge of Elbert Vogelsanger, as manager, assisted by his brother-in-law, George Marsh.

Mr. Gribble, of the Taylor Music Co., which has stores at Columbia, Moberly and Mexico, Mo., was a recent visitor at the store of the Brunswick-Balke-Collender Co.

(Continued on page 109)



AT LAST!
One Phonograph Needle for all Tones
Loud, Medium and Soft Needles Unnecessary
Tonofone
The Needle With A Flexible Point
Has Solved The Big Problem
The point being flexible and softer than the records will neither tear nor batter them.
IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE
 Each Tonofone Plays 20 to 50 Records Any record — Any Phonograph, in ORIGINAL TONE and VOLUME
The best needle value ever offered.
4 for 10¢ - 12 for 25¢

No dealer's stock is complete without this needle that satisfies music lovers.

It improves new records and makes old records almost like new.

Wholesale Distributors in all important commercial centers.

Write for samples, prices and full particulars about free advertising helps and the Wonderful Tonofone Window Display.

R. C. WADE CO.
 110 South Wabash Avenue CHICAGO
 Inventors and Sole Makers

Electro Platers and Polishers

DIE CASTING PLATING OUR SPECIALTY

Tumbling Barrel Plating—Gold, Silver, Nickel, Copper, Brass, Bronze

Our work is guaranteed high-class

Write for our prices

Office Telephone
 Murray Hill 9070-9071

FACTORY: 224 CENTER ST.
 Telephone Canal 9285

LUNA NICKEL PLATING CO.

347 FIFTH AVE.

NEW YORK CITY

Edison Message No. 94

An increase in the Excise Tax on phonographs would make it necessary to advance Edison Phonograph prices.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

INCREASED OPTIMISM IN ST. LOUIS*(Continued from page 107)*

J. M. Dick, formerly Southern representative of the Columbia Graphophone Co., is now traveling in southern Illinois and western Kentucky for the Brunswick Co.

Budget of Columbia Happenings

A. W. Roos has resigned as assistant manager of the Columbia branch in this city and, with his family, has moved to New York City, where he is now connected with the General Phonograph Co. He had been with the St. Louis branch nearly three years, and his connection with the Columbia Co. dates back some twenty-odd years.

J. Bryant has been appointed assistant manager to succeed Mr. Roos. He comes from the New York executive office and brings some real New York enthusiasm and energy to give him a running start on his new responsibilities.

H. L. Pratt, of the branch service division of the New York executive office, spent the last ten days of May in St. Louis, looking over available sites for the location of the proposed new Columbia branch here. Larger quarters are urgently needed to take care of the expansion of Columbia business in this territory. One by one all the Columbia branches in the big centers have been modernized and placed in new buildings of adequate facilities, and St. Louis is one of the last to be thus taken care of. St. Louis expects to have the best branch when it finds the right location.

E. M. Morgan, branch manager, returned a few days ago from a trip to Memphis, Little Rock and other points in the Southern territory. He reports business conditions reviving there rather more slowly than in some other sections.

M. C. Finch, exclusive Columbia dealer in Doniphan, Mo., was in St. Louis, accompanied by his wife. He reported some very good Grafonola sales and bright prospects that would do credit to a much more populous community.

The monthly sales conference, which is a regular Columbia institution in each of the company's distributing branches, was held on May 21. New plans were laid before the assembled sales force that will keep Columbia business lively through the Summer season.

New Victor Dealer

Among the enthusiastic new Victor dealers announced by Koerber-Brenner Co. is that of Ellis Bros., of Ellsberry, Mo. Mr. Ellis and Miss Myrtle Mays will handle the work of the department, which opened May 6.

13,000 Pupils in Music Memory Contest

Thirteen thousand pupils in the upper grades of the St. Louis public schools recently participated in the preliminary music memory contest. Forty per cent of them received a grade of 90 or better. These pupils, 5,475 in number, will take part in the sectional test, and the winners will meet in the final test late in May. In accord with the rule of the Board of Education no prizes can be given, all being done "for the honor of the school."

Miss Elizabeth Weemer, of the O. D. McLaughlin Co., Victor dealers in Paducah, Ky., reports the schools of Paducah 100 per cent Victor. Every school is now equipped with Victrolas and a music appreciation course has been in operation this year and will be incorporated in the course of study for 1921-1922.

Silverstone's "Daring Offer"

Mark Silverstone, president of the Silverstone Music Co., is out with one of his periodical challenges to competitors. Mr. Silverstone now proposes to send Edisons to the stores of competitors for the purpose of having comparisons made by the competitors in their own salesrooms. He calls it "A Daring Offer."

Hear Eight Famous Victor Artists

Haussler Bros., exclusive Victor dealers of Centralia, Ill., succeeded in obtaining the Eight Famous Victor Artists for a concert. The seat sale was conducted in the Victor department and advertised for a certain hour. Within two hours the entire house was sold out. The stage was crowded with seats and many were turned away. A big sale of records of these artists

resulted. A record customer was heard to remark: "Many times I have been disappointed in the concert of artists whose records I have admired. In this concert I expected to enjoy it and surely enjoyed it more than I expected."

Refurbish Department

Haussler Bros.' Victor department has been recently redecorated and carpeted throughout and is very handsome in its cool gray and blue. Miss Orpha Hopkins, in charge of the department, is justly proud of the splendid business that has developed in Centralia.

Trade-mark Beautifully Displayed

Some very handsome settings have been arranged for the new oil painting of the Victor trade-mark. At the Kieselhorst Piano Co., this city, it has been placed at the extreme end of the passageway between the booths, the lines of the booths, that of the center runner converging at this point. The concealed spotlight is trained on the picture in a way to make it the most conspicuous thing in the store on entering.

JOINS RODEHEAVER FORCES

The Rodeheaver Record Co., 219 East Thirty-ninth street, New York, announced recently that T. P. Ratcliff, formerly associated with the Vocalion record division of the Aeolian Co., New York, and also with the Victor Talking Machine Co.'s educational department, had joined the company's staff in an executive capacity. Mr. Ratcliff is well known in the talking machine field and his thorough knowledge of the educational possibilities of the record field will undoubtedly aid him materially in attaining success in his new and important field of operations.

L. A. Schwarz, H. F. Thornell and I. W. Becker have incorporated under the laws of the State of New York, with a capital of \$10,000. The firm, which will handle talking machines and player-pianos, will operate under the name of Louis A. Schwarz.

Now is the time to sell the Magnavox

THE MAGNAVOX is used more than ever during the Summer and Vacation season. Wherever people are gathered together out-of-doors the Magnavox can be used to advantage. It amplifies both the human voice and mechanical reproductions. Ex-President Wilson spoke to 30,000 with a Magnavox.

With a Magnavox attached to a phonograph you can hold a dance or give a concert. Sell the Magnavox to clubs, chatauquas, churches, amusement parks and wherever crowds assemble.

It is also a means of direct advertising. Advertise a product in this novel way—especially your own machines and records.

Write for Bulletin 21, which tells of its many uses and ways to make money.

**The Equipment Consists of:**

Telomegafone—A device to reproduce and amplify sound.

Horn—Spun copper, 22 inches in diameter, black baked enamel finish.

Telomegafone Cord—A four conductor cord aeroplane type, 11 feet long.

Control Box—Mahogany with polished Bakelite cover.

Universal Super-sensitive Transmitter Tone Arm—It can be attached to any phonograph—adapted to all makes of records.

Hand Transmitter—High power, weight 1 1/4 pounds, and is used for amplifying the voice or musical instruments, such as piano, violin, etc.

J. O. Morris Co., Inc.

1270 Broadway New York

Eastern Distributors

Magnavox



Lubricate sales as well as Grafonolas with Grafonola Oil, available to Columbia Dealers only. This is profitable "Service" and "Advertising" merchandise. Have you a sufficient supply?

Columbia Graphophone Co.
NEW YORK

NOTED TECHNICAL MEN PRODUCING CRITONA RECORDS

Officials of Criterion Records, Inc., Well Pleased With the Reception Accorded This Product and Inquiries Have Been Received From Widely Separated Sections of the Country

Criterion Records, Inc., New York, which introduced Critona records to the trade last month, is delighted with the enthusiastic reception accorded its product. Geo. W. Beadle, president of the company, states that inquiries for

the direction of some of the best-known members of the technical division of the recording field. Alexander N. Pierman is responsible for the recording of the Critona records, and under his able direction production is progressing

in conjunction with Mr. Pierman and rendering him invaluable assistance. Wm. F. Nehr, who spent a number of years in the recording field, is in charge of the mechanical end of the recording and his thorough knowledge of this important phase of the business is reflected in the many letters that have been received by Criterion Records, Inc., regarding the smooth surface of the product.



Wm. F. Nehr



Alexander N. Pierman



George W. Slight

representation have been received from all parts of the country and from many points in Canada. Merchandising and distributing plans are now being perfected and details will be shortly announced by the company's executives.

Critona records are being produced under satisfactory and rapidly. Mr. Pierman has been associated with the record field for over twenty years, spending the greater part of his time in research and experimental activities.

Geo. W. Slight, one of the best-known recording operators in the country, is working in

INSTALLING NEW MACHINERY

Lewis C. Frank Corp. Making Plans for Active Fall Trade—Increasing Scope of Service to Dealers—Increasing Factory Capacity

DETROIT, MICH., June 7.—The Lewis C. Frank Corp., of this city, manufacturer of record envelopes, is increasing the capacity of its factory in anticipation of an active Fall trade. At the present time there is being installed in a new building in Greensburg, Ind., an automatic machine that is capable of increasing the output materially. In the past the company has concentrated its activities on furnishing record envelopes to Victor dealers exclusively, but, beginning in September, it is planning to offer a similar service to talking machine dealers in general.

During the tremendous shortage of paper the Lewis C. Frank Corp. had many opportunities to take advantage of this shortage and change its price list accordingly, but in order to cooperate with Victor dealers the company maintained a standard list of prices and fulfilled all its contracts without revision. Mr. Frank has made a special study of the requirements of the dealers, in so far as envelopes are concerned, and through his progressiveness many dealers have been able to use these envelopes to advantage in stimulating business.

NEW STORE IN HUNTINGTON, W. VA.

R. W. Tyler Music House Opens Handsome Quarters in That City

HUNTINGTON, W. VA., June 6.—The formal opening of the new R. W. Tyler Music House, at Fourth avenue and Eighth street, this city, was held recently. The new company has most elaborate quarters and the many visitors took occasion to inspect them on the opening day and were entertained with an excellent musical program. R. W. Tyler is president of the company, Ada Kettwell, treasurer, and B. F. Becker, vice-president. The company, which maintains a branch at Clarksburg, handles the Kurtzmann, Emerson, Milton, Lindeman and Schomacker pianos, player-pianos and a full line of talking machines and records.

The Webber Music Co. is the latest establishment devoted to the sale of music to open in Red Wing, Minn. Talking machines, pianos and musical merchandise will be handled. The business is controlled by Randall Webber, a prominent musician.

OUR LOSS—YOUR GAIN



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

We must make room for our new models, and to clear some of our stock have decided to reduce prices.

Sample	\$15.00 each
In quantities of 3.....	14.50 each
In quantities of 6.....	14.25 each
In quantities of 9.....	14.00 each
In quantities of 12.....	13.75 each
In quantities of 25.....	13.50 each
In quantities of 50.....	13.25 each
In quantities of 100.....	13.00 each

Send in your order today, as this offer is good for June and July only.

STEEL NEEDLES (IN PACKAGES OR IN TIN BOXES)

Made by America's best manufacturers at 35c. per 1,000. Supplies and accessories at very remarkable prices. Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details today.

(Cash with order, or a deposit and balance C. O. D.)

FULTON TALKING MACHINE CO.

253-255 Third Avenue, New York City

Between 20th and 21st Sts.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and the Will to Win Out

The outstanding feature of the retail trade in Brooklyn territory the past month has been the active demand for portable machines and small table models. Many of the dealers are basing their Summer campaigns on the idea of selling a portable phonograph with a fair amount of records, and this sales plan is meeting with excellent results. The record business is keeping up very satisfactorily, and the jobbers are co-operating with the retailers in every possible way to insure larger business.

Dealers Use Sales Ideas

The American Talking Machine Co., Victor distributor, is enthusiastic regarding the success attained by its many dealers in securing Summer business. New and progressive selling ideas are being sent out by this company to dealers each month, and R. H. Morris, general manager, states that these suggestions are being used to advantage by the dealers generally.

Parness T. M. Co. Buys Victor Store

H. Thiele, Flatbush avenue, Victor dealer, recently sold his Victor establishment to the Parness Talking Machine Co., of 358 Livingston street, and Mr. Parness has sold the fixtures and lease of Mr. Thiele's store to R. W. Olsen & Co., who will conduct a retail talking machine store at this point. Mr. Parness, however, is moving his Victor stock from Flatbush avenue and will locate in the vicinity of Borough Park, where Mr. Parness feels that a Victor dealer can develop an excellent business with the large residential population in and around that section.

Increases Store Equipment

Theodore Jospe, Victor dealer at Glen Cove, L. I., has recently added to his equipment two booths to take care of his increasing record business. There has been a demand for the small size Victrolas for use in Summer camps and outdoors, and Mr. Jospe expects that this Summer will prove a prosperous one for Victor dealers, who will make an effort to sell these small-size Victrolas.

Victor Trade Is Optimistic

G. T. Williams, head of G. T. Williams Co.,

VICTROLAS


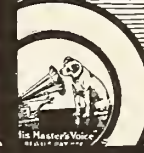
Cultivation

THE Victor Talking Machine Co. has planted in your territory fertile seed, some of it in virgin soil—all of it in crop-bearing land that will produce sales.

The Victor dealer must cultivate this rich sales producing field at all times, but during the Summer season he should place extra energy in his work by canvassing and using all available efforts to get the full season's harvest.

This sales producing territory will give a larger yield where the Red Seal record and the Tungstone Stylus, exclusive Victor adjuncts, are used with the Victrola to encourage growth.

VICTOR RECORDS

G.T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, NY.

Inc., 217 Duffield street, Victor distributors, in speaking of the general retail sales situation, said: "While a demand for records seemingly predominates at the present time the dealers in our territory are not overlooking the sale of talking machines. They apparently realize that there is business to be secured and it is only a matter of devising specific ways of closing the sales. Many of them have found canvassing most advantageous. At any time 'pep' can be made a factor and the dealers are not overlooking this."

Grafonola Sales Activity

The Grafonola department of Cowperthwait Co., at Flatbush avenue and Fulton street, is very well satisfied with the sales of Grafonolas and records in the past few weeks. E. Wooley, manager of this department, states that although business has been more or less in a slump he has been able, through strenuous outside work, to keep his sales up to a fair average. Mr.

Wooley was formerly connected with the Cowperthwait store in New York City and later was proprietor of the Phonograph Repair Service Co., at 203 East Fifty-second street, New York. Mr. Wooley has as his assistant Miss S. J. McCormick, an experienced talking machine saleslady, who has made many friends for the Cowperthwait Co.

Betrothal of Popular Saleslady

The many friends of Miss Bertha Hermelin are offering her congratulations on her recent announcement of her engagement to Dr. Henry Levy, well-known Brooklyn physician. Miss Hermelin has been connected with her father's Grafonola shop at 1441 Broadway for some time, and has made many friends by her courteous and efficient service to Grafonola patrons.

Rountree Buys Victor Store

Wm. M. Rountree has recently purchased the store, fixtures and stock of John C. Wetjen, Inc., Victor retailer, located at 11309 Jamaica avenue, Richmond Hill. Mr. Rountree plans to make extensive alterations, especially in the show windows, and to give to the music lovers of Richmond Hill enhanced service.

Robbins Sells Establishment


Geo. W. Robbins, Victor dealer at Amityville, L. I., has sold the entire stock and equipment of his Victor store to Chas. A. Thiele, who will continue the business at the same address.

Sells Remington to Army Officers

John Strieff, exclusive Remington dealer at 73 Flatbush avenue, has sold two Remington phonographs to the army officers at Fort Tilden, N. Y. Mr. Strieff states that the purchasing committee investigated and heard many other makes of machines and decided in favor of the Remington phonograph, which, in their opinion, was the most satisfactory in tone as well as in cabinet construction. Mr. Strieff expects many more sales from this same source, as several army officers are considering the purchase of Remingtons for their homes.

SONORA DEALER LEASES STORE

NEWBURGH, N. Y., June 7.—Burgher & Morse Sonora dealers, now located at 70 Broadway, are planning to move very shortly to new quarters at 82 Broadway. The store will be re-decorated and new booths will be installed, in order to give the firm's clientele efficient service and co-operation in the purchase of Sonora phonographs.



AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALE

BROOKLYN NY

Go Get It

If you wait for sales to come to you without effort, you are not getting all you should out of your investment.

Get the Prospects and Follow Them Up

Good advertising will create the prospects.

Good salesmanship will make buyers out of prospects.

You Can Do It.

HAPPENINGS IN THE DOMINION OF CANADA

IMPORTANT NEWS DEVELOPMENTS IN TORONTO TRADE

Dealers Secure Sun Record Agencies—New Quarters for Scythes Vocalion Co.—How Curran Makes Sales—Williams Has Victrola Line—Pett, Cornell & Co.'s New Store—Other Items

TORONTO, ONT., June 6.—Several Toronto talking machine dealers have taken on the selling rights of the new "Sun" records put out by H. S. Berliner. These records are the product of the plant of the Compo Co., of Lachine, Quebec, which firm is the enterprise of H. S. Berliner, who, together with the members of his staff, is skilled in the manufacture of record materials as well as in the pressing of records. "Sun" records are being marketed by the newly organized The Sun Record Co., of which T. Nash is manager.

L. Montagnes, of the Toronto firm, distributing Sonora products in Canada, was in New York recently, and while there had several conferences with George E. Brightson, head of the Sonora Corp.

Lorne Lee has joined the selling staff of the Scythes Vocalion Co., Ltd., in this city, which has the exclusive distributing rights of the Vocalion phonograph and Vocalion records. Mr. Lee's territory will be in the Province of Ontario.

Edwin A. Stevenson, president of the Regal Phonograph Co., Ltd., has just returned from a honeymoon trip to New York and other American points.

Friends of C. J. Pott, Canadian manager of the General Phonograph Corp., think the world must be coming to an end. Their reason for so thinking is that this gentleman has actually taken a respite from business worries and has gone off on a vacation at Atlantic City. Mr. Pott reports an excellent time.

The Scythes Vocalion Co., Ltd., which has been occupying temporary quarters, has removed to a permanent address at 29-31 Alice street. "Records are coming through very satisfactorily," remarked Mr. Scythes, "and we are in a position to give real Vocalion service."

An attractive talking machine store has been opened in Hamilton by Pett, Cornell & Co. It is situated in one of the best residential districts and equipped in a manner compatible with its surroundings. Several up-to-date sound-proof demonstration rooms have been installed, and room has been left at the rear of the building for further additions when found necessary. Both Mr. Pett and Mr. Cornell, proprietors of the new emporium, were formerly with the Hamilton branch of Heintzman & Co., Ltd.

The employees of the "Big Four" group of industries in Brantford, Ont., were recently entertained by an Aeolian-Vocalion phonograph and a number of the latest Vocalion records during the noon-hour shop meeting, which they greatly appreciated.

Earl Curran, who runs a phonograph department in his book and music store in St. Thomas, Ontario, focuses a good deal of his attention on phonograph records. In pushing sales he does not resort to stereotyped methods, but rather invents clever devices of his own, each one bearing the earmarks of originality. For instance, when the well-known song "Feather Your Nest" came out in record form Mr. Curran lost no time in featuring a nest—a great big one, one that couldn't fail to attract attention—and he placed it right in the center of his record window with a generous display of the featured records all round. The unique window trim proceeded to feather Mr. Curran's cash register by bringing in customers by the score—people who would have undoubtedly passed by the ordinary advertising matter without noticing it. Curiosity is the biggest asset in the business world, but too few business men realize it. Mr. Curran is one who is cashing in on public curiosity. He

has a novelty to offer every month, just in talking machine records.

John A. Croden, president of the Starr Co. of Canada, Ltd., is on a visit to Europe in connection with the Starr-Gennett catalog of European recordings. Mr. Croden is accompanied by L. R. Beaudry, manager of the Montreal branch of P. T. Legare, Ltd.

The question of how to figure labor turnover in industry evoked much discussion when R. G. Maddock, employment manager of the Columbia Graphophone Co., Toronto, spoke on this interesting subject before the members of the Industrial Relations Association.

R. H. Murray, who was recently transferred from the Halifax, N. S., branch of His Master's Voice, Ltd., to take the managership of the Toronto office, was more than surprised and, needless to say, greatly delighted, to receive by express a handsome cabinet of silver from the members of his Halifax staff.

The Columbia Graphophone Co. will shortly place on the market standard blue-label Columbia popular records, which will retail at 69 cents. This will be the first time the public has ever had the opportunity to buy Columbia standard Blue records at this price.

Principal R. H. Eldon, of the High School of Commerce, in this city, proposes to use a phonograph in the teaching of languages in his modern language department.

The Cecilian Co., Ltd., is supplementing its range of Concertphone models with several de-

signs. The Louis XVI console model is the first of the new series to make its appearance. This will be followed by Jacobean, Louis XV, William and Mary and Colonial models.

R. S. Williams & Sons Co., Ltd., Ottawa branch, will now handle the Victrola, as well as the Edison diamond disc. As a result of this move there are now quite a number of music houses in a row on Sparks street, Ottawa, all selling the Victrola along with various other lines.

Mother's Day was made special mention of by the R. S. Williams & Sons Co., Ltd., and the Musical Merchandise Sales Co., Ltd., both of Toronto, in their respective advertising preceding that date. Both Edison and Brunswick phonographs and records were suggested as ideal gifts for mother.

H. S. Strahl, who has opened a new music store in Kitchener, Ont., has taken on the Aeolian-Vocalion agency.

W. B. Puckett, F. A. and B. A. Trestrail, proprietors of Musical Merchandise Sales Co., distributor, were among Canadians in attendance at the recent music trades conventions held in Chicago.

O. Wagner, who has been general supervisor of the R. S. Williams & Sons Co., Ltd., Toronto, has just been appointed manager of that firm's wholesale division, including all wholesale departments and branches of the organization.

"Ontario is the only province in the Dominion of Canada and the only country within the pale of civilization to-day which does not assist children to continue the study of music," stated Miss Mae Skilling, of the educational department of the Columbia Graphophone Co., Toronto, to the members of the Women's Canadian Club in Ottawa recently.

MONTREAL AWAITING PROMISED "PEPPING UP" OF TRADE

Despite Lower Prices Trade Is Moving Slowly—Fairbairn Co. Opens in Montreal—Layton Bros. Managerial Changes—E. M. Berliner a Visitor—Vocalion Line With Robitaille

MONTREAL, QUE., June 4.—Talking machine retailers here are still waiting for the promised "pepping up" of business. The general report among them to-day is that although some of the manufacturers have seen fit to reduce prices there has been no commensurate increase in the volume of sales. From the standpoint of sales by the retail trade business shows a slight decline. The demand for records and machines is moderately quiet, even Saturday afternoon and evening business being dull.

E. M. Berliner, recently elected to the vice-presidency of the Berliner Gramophone Co., Ltd., Montreal, recently visited the distributing house at Toronto of His Master's Voice, Ltd.

C. Robitaille, of Quebec City, has lately taken on the Vocalion lines for the lower town of the city of Quebec. The department is in charge of Alfred Richard.

The appearance of the New York Philharmonic Orchestra (exclusive Columbia recordings) in Montreal has revived considerable interest in this musical organization's repertoire.

Victor dealers shared heavily in the sale of Galli-Curci's records following her appearance in Montreal recently. J. A. Gauvin, of Gauvin & Courchesne, Quebec, states that the popularity of Galli-Curci as a Victor artist made it possible for him to seat 3,000 people at the Drill Shed in that city, where this artiste recently gave a recital.

The Fairbairn Sales Co., Toronto, has opened a Montreal retail sales branch and is now occupying the quarters of the Brunswick Shop, St. Catherine street west, which has transferred its stock to its East End store. G. L. Lewis is the Eastern manager here for the Province of Quebec and the Maritime Provinces. This firm is handling the Pathé Actuelle and other American models ranging in price from \$50 to \$250. It has on hand a heavy stock of machines and likewise Pathé Actuelle lateral-cut records as well as sapphire records in French.

Layton Bros., Edison, Columbia and Brunswick dealers, announce a number of changes in

(Continued on page 114)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

EVERYBODY LOVES—

Peggy O'Neil

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

An adorable Song about a charming girl.

You can HEAR IT and BUY IT HERE!



BUSINESS PROGRESS IN MONTREAL

(Continued from page 113)

their phonograph department as follows: Frank H. Layton is now manager of the Columbia and Brunswick departments, while George S. Layton assumes the responsibilities of the Edison department.

Geo. P. Harang, Park avenue, has lately taken on the sale of Brunswick records.

W. J. Olmstead, office manager of the Berliner Gramophone Co., Ltd., spent a couple of days at the offices of His Master's Voice, Ltd., Toronto, on his return to Montreal from a visit to the Winnipeg and Calgary branches.

Marceau & Fils, Quebec, have in view the enlargement very shortly of their Brunswick and Columbia departments, which are growing at a rapid rate.

TWO NEW CANADIAN CORPORATIONS

The Victoria Talking Machine Co., Ltd., 41-43 Flack Block, Vancouver, B. C., wholesale dealer in talking machines, has been incorporated; capital, \$50,000.

Musicmaster Phonograph, Ltd., Roger's Building, Vancouver, B. C., has been registered, acquiring the business carried on by H. Hamilton and J. B. Maysmith, under the name Music Master Phonograph Co.; capital, \$500,000.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

APPEAR ON COPYRIGHT BILL

Talking Machine Record Men Discuss Various Phases of Bill With Legislators

TORONTO CANADA, June 2.—In connection with the Copyright bill, now before the House of Commons at Ottawa, the committee in charge of this particular bill received a deputation recently from the talking machine record industry and discussed various phases of the proposed legislation. The deputation included R. L. Chilvers, Berliner Gramophone Co., Ltd., Montreal; W. D. Stevenson, the Starr Co. of Canada, Ltd., London; A. E. Landon, Columbia Graphophone Co., Toronto; E. C. Scythes, Scythes Vocalion Co., Ltd., Toronto, and C. H. Weicker, Brunswick-Balke-Collender Co., Toronto. The record manufacturers left Ottawa feeling that new copyright legislation for Canada will be enacted at this session of Parliament and that the varied interests of authors, publishers, record and player roll manufacturers have been carefully looked after.

On the second reading of the Canadian Copyright bill in the Senate this week an amendment by Senators Belcourt and Proudfoot was rejected affecting royalties on phonograph records, the former seeking to increase royalties to the rate paid in Great Britain and the latter seeking to reduce the rate from 2 cents on a record to 1 cent, and also to provide that no royalty be paid on records for export.

EDISON TEST IN WINNIPEG

Mood Chart Change Experiment Interests Many—The Results—Columbias for the Schools

WINNIPEG, MAN., June 8.—Recently the Edison Music Store of this city conducted an interesting psychological study on the Thomas A. Edison Mood Change Chart. The experiment was conducted by P. Sidney Tutte, manager of the Edison store, and those present were G. S. Babson, of Babson Bros., Chicago; G. Paul, of the R. S. Williams & Sons Co., Ltd., Winnipeg; M. Frankland, manager of the phonograph department of the Winnipeg Piano Co.; James Arthur, Western representative of the Edison distributors; C. T. Dolman, noted 'cellist; C. A. Burns, and press representatives. Mr. Edison's experiment in this line is to obtain analysis of mental reaction to music. The most interesting change in moods at this particular experiment was that of C. T. Dolman and C. A. Burns. The former changed in a mood from serious to gay by the playing of a band selection called "The Spirit of Independence." He reacted to dreamy and remained so through the session after the playing of Spalding's "Drink to Me Only With Thine Eyes," while the latter experienced no reaction while five re-creations were being played, until a selection, "Calvary," caused a mental reaction to optimism. The experiment proved a great success, it being the opinion of many that only bright and lively music could cause optimistic and merry moods.

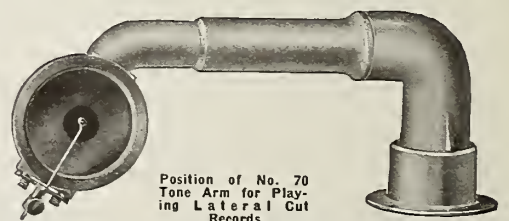
E. N. Moyer & Co. are the wholesale agents who represent the Columbia interests in Edmonton, Alta., and district. G. Everton Smith, manager of the Edmonton branch of the firm, reports that his company is still keeping up an energetic agitation in regard to the adoption of talking machines in the schools. In this connection Mr. Smith is hoping that the Columbia Co. may see fit to send Miss Mae Skilling to the Province of Alberta before very long. Personal experience of her work witnessed in Winnipeg some time ago showed that she was one in a thousand in regard to educational demonstration. The Province of Alberta still lies a fallow business field to clever people like Miss Skilling.

NEW MANAGERS FOR PHILPITT STORE

Earl W. Smith Named General Manager and T. H. Bower Sales Manager in Jacksonville

JACKSONVILLE, FLA., June 1.—S. Ernest Philpitt, well-known music dealer who conducts establishments in Tampa and Miami, as well as in this city, has recently appointed two new managers for the local store at 314 Main street. Earl W. Smith, formerly connected with the M. Steinert & Sons Co., Boston, will be general manager of the store, while Theodore H. Bower, formerly connected with the A. J. Crafts Piano Co., Richmond, Va., will be sales manager. The Philpitt house handles a notable line of instruments, including the Steinway, the Aeolian Co.'s products, Kranich & Bach, Shoninger and other makes of pianos, as well as the Victor line of talking machines and records. The latter department of the business has shown a steady advancement.

ASSOCIATED No. 70 UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing Lateral Cut
Records

Quality Construction
Unusually Good Tone No Blasting
For use in Phonographs retailing up to \$100.
Price for sample—\$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

ELABORATE PLANS PREPARED FOR CONVENTION OF NATIONAL ASS'N OF TALKING MACHINE JOBBERS

Selling Problems to Have First Consideration at Annual Meeting of Victor Wholesalers in Colorado Springs July 11-13—Interesting Program of Entertainment Arranged

Although at the time of going to press all the details of the convention plans of the National Association of Talking Machine Jobbers have not been completed, the general program has been far enough advanced to indicate that the forthcoming annual meeting of that body at the Hotel Broadmoor, Colorado Springs, Colo., on Monday, Tuesday and Wednesday, July 11, 12 and 13—barely three weeks off—will be in every respect one of the most interesting and constructive that it has been the privilege of the jobbers to enjoy.

The selection of Colorado Springs as the meeting place has met with approval, not only for the fact that it is more or less centrally located, but because it combines with the convention business an opportunity for the majority of the jobbers to enjoy a real vacation. The Broadmoor is ideally located, with the snow-capped peaks of the Rockies practically surrounding it, and it will be a rather unique experience for many talking machine men to be able to gaze upon the snow, and, perhaps, actually walk in it, in the generally torrid month of July.

Stops in Chicago and Kansas City

The Eastern jobbers, those in the New York, Boston and Philadelphia districts, will travel westward on special cars, over the Pennsylvania Railroad, leaving New York on July 7, and stopping first at Chicago, where the local wholesalers have arranged an elaborate one-day program of entertainment. There will be an automobile trip about the city, luncheon at the Country



The Golf Club

Club, perhaps a visit to the ball game in the afternoon, and finally a dinner at the Drake Hotel, Chicago's newest and finest hostelry, in the evening, after which the Chicago contingent will board a special train on the Santa Fe with the Easterners and embark on the second leg of the journey to Kansas City, where the local Victor wholesalers have also arranged for the entertainment of the travelers over a period of several

hours. Then the whole party will embark on Saturday night, July 9, on the special train for the final leg of the journey, arriving at Colorado Springs on Sunday. It is believed that the several breaks in the journey will prove most welcome, and, as the conventioners will arrive at the Broadmoor on Sunday morning, there will be a real opportunity for rest before the formal opening of the convention on Monday.

To Be a Real Selling Convention

Every effort is being made to have the coming



The Hotel Broadmoor, Convention Headquarters at Colorado Springs

convention a real selling convention. In the past it has been largely a matter of considering the production question, but the business situation having developed to the point where the question of selling is again of paramount importance, both the jobbers and the Victor Co. representatives will devote themselves to practical talks on the best means of selling Victor products, plans for developing the business at a normal rate or better, and ideas for stimulating retailers to renewed efforts along lines that will produce the greatest results for all concerned.

Features of Business Sessions

According to the schedule, Monday, Tuesday and Wednesday mornings will be devoted entirely to business sessions, with one of the sessions, as is the usual custom, being given over to the Victor Co., so that its officers and repre-

sentatives may present facts calculated to interest and instruct the jobbers.

There will be only two principal outside speakers, and plans call for the presence of practical business men in both cases. One of the speakers, it is intimated, will be a high official of the United Cigar Stores Co., who, it is believed, will be able to offer much information on merchandising in general. The other speaker has not yet been decided upon, but several men of prominence in the business world are under consideration. Gilbert H. Montague, counsel for the Association, will also be present at one of the sessions and offer his usual fund of legal and legislative information for consideration of the body.

The Entertainment Plans

Realizing that the most successful convention

is one in which business is mixed with pleasure, agreements have been made whereby the afternoons will be devoted entirely to entertainment features, these including visits to Pikes Peak, the Garden of the Gods, the Cave of the Winds and other points of interest in and about Colorado Springs. Plans also call for a real Western barbecue and an exhibition of Wild West sports, participated in by cowboys, cowgirls and sharpshooters.

On Monday evening the wholesalers will be guests of the Victor Co. at a dinner dance, the music being supplied by Paul Whiteman and his famous Ambassador Orchestra, which organization, through the courtesy of the Victor Co., will remain at Colorado Springs throughout the period of the convention in order to provide dance music whenever desired by the jobbers.

(Continued on page 117)

DO YOU CONSIDER APPEARANCE WHEN CHOOSING A CABINET?

Appearance is the guiding star to the port of first impression, and the cabinet is the most conspicuous part of a Talking Machine.

The reason that our line is now the best selling line of Phonograph Cabinets lies in the tasteful appearance of our product, the good quality of material used in it, and the workmanship spent upon these materials.

The Public is looking more and more for Phonographs of quality, and you will have no difficulty in serving the public, if you adopt our line of cabinets.

The Celina Specialty Co.
Celina, Ohio

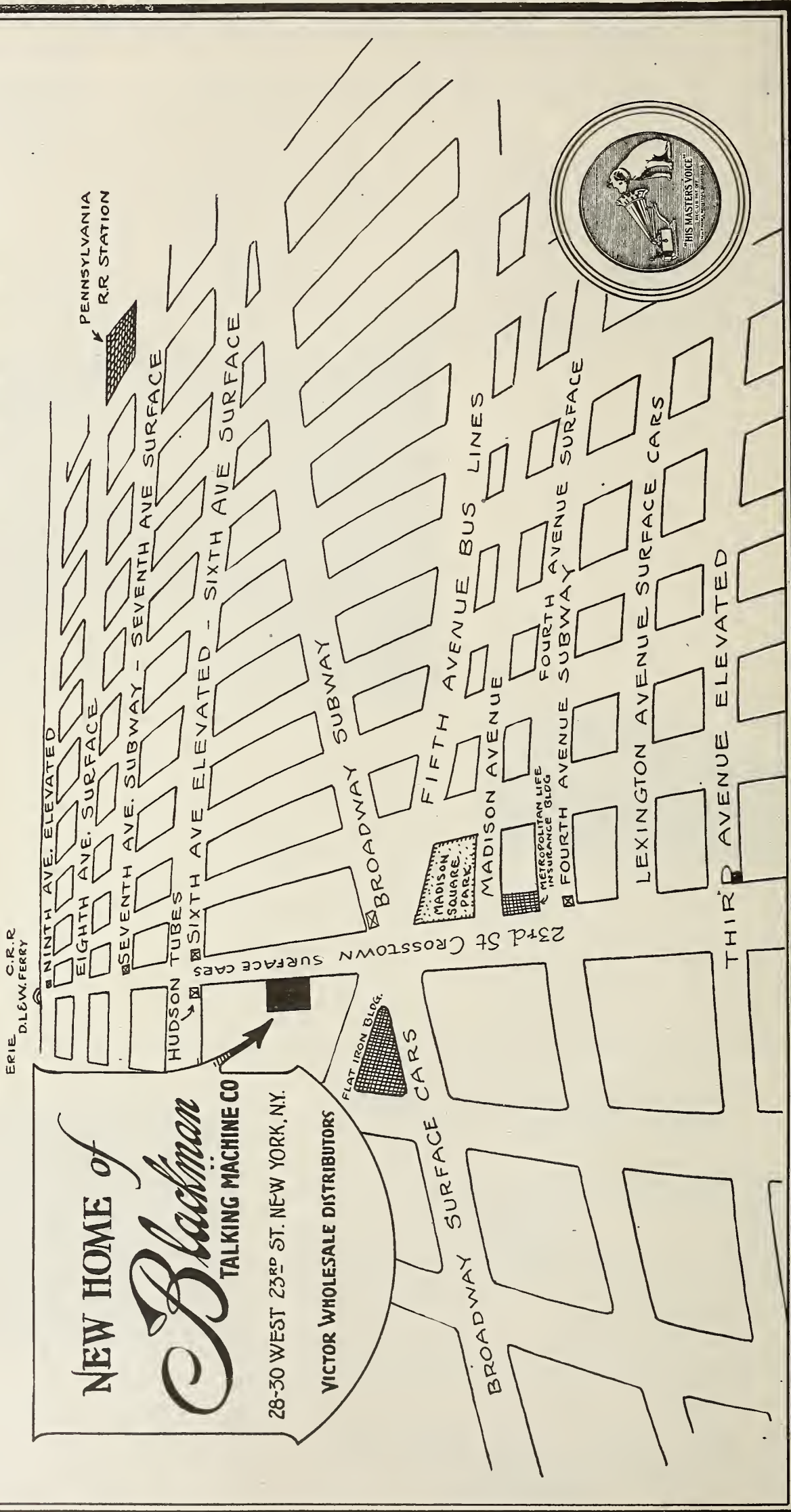


Louis XV

HOW TO REACH US NOW

Blackman

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



NEW HOME of
Blackman
 TALKING MACHINE CO.
 28-30 WEST 23RD ST. NEW YORK, N.Y.
 VICTOR WHOLESALE DISTRIBUTORS



Columbia



Model Grafonola Shop in Cleveland Branch



Dealer Service



Model Grafonola Shop in Kansas City Branch

\$250,000 More Spent for Columbia Dealers


A quarter of a million dollars has already been invested by Columbia in building and installing thirteen complete and full-sized Model Grafonola Shops in Columbia's branches in thirteen different cities. Eventually every Columbia Branch will have such a full-sized Model Grafonola Shop. All Columbia Dealers are invited to visit and use to their advantage the thirteen existing Model Shops installed entirely for their benefit.

These shops will not bring a single dollar's return to Columbia, except as they assist Dealers to sell more Grafonolas and Columbia Records. They are simply idea shops, based upon the actual experiences

of many successful Columbia Dealers in retail selling from day to day. Each one is managed by a Dealer Service Specialist, trained and waiting to help Columbia Dealers in their retail problems.

Take your problems to Columbia for help—and if you are interested in finding out in just what surroundings and with what equipment Columbia Grafonolas and Records are best and easiest sold, ask your Columbia Branch for the booklet describing the new "Col-Van Grafonola Shop Equipment Service," prepared especially for Columbia Dealers by a leading equipment manufacturer, and reserved exclusively for Columbia Dealers' use.

COLUMBIA GRAPHOPHONE COMPANY, New York



Melodious, New Fox-Trot Song

NOBODY'S BABY

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

No Dull Months

A Letter from one of the Largest Music Houses in the Country.

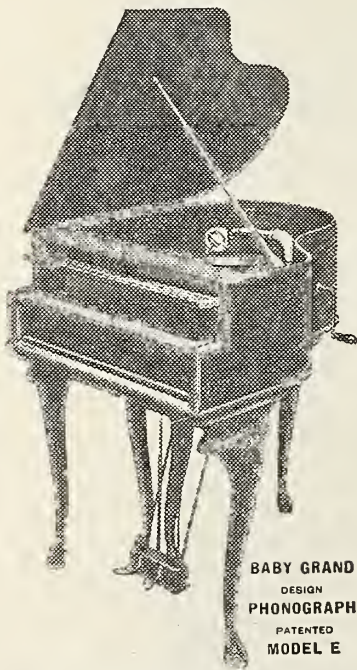
Replying to your recent inquiry as to the success we are having with the Baby Grand Design Phonograph, wish to state that we have ordered something like thirty-five or forty machines in the last month and we have been short of these machines most of the time, as we have sold everything just about as fast as we could get them on our floor.

I have sold talking machines of every make for the last fourteen years and I can truthfully say that I have never seen anything that would compare with the Baby Grand Design Phonograph in beauty of tone, in rich design and fine workmanship.

The thing that appeals to us most about the Baby Grand is the class of people that are buying it, as we have sold many of the finest homes in Denver since we have put these machines in stock and many sales have been for spot cash.

We wish to congratulate you upon this wonderful instrument and wish you every success.

Sincerely yours,



Write for Catalog and Prices

EASTERN DISTRIBUTORS

**KROLL & HOROWITZ
FURNITURE CO., Inc.**

258 Canal Street

New York

BALTIMORE DEALERS SEEKING TRADE ARE GETTING IT

Summer Conditions Prevail and Country Business Better Than City—Illustrations That Business Can Be Had When Unusual Efforts Are Made to Capture It—The Situation Reviewed

BALTIMORE, MD., June 14.—Last month was a dull one in the trade here, generally speaking, both in the sale of machines and records, but there has been an improvement noted in the sales of machines so far this month. Owing to the general closing of business houses for a half day, and in many instances all day, Saturday, coupled with the opening of the parks, seaside resorts and dance halls, not much improvement in the record business is looked for until cool weather.

While the above holds good generally for store and business, outside sales are good, according to the best posted men in the trade. In other words, they say, "the business is there all right, but you have to go after it now." And speaking of going after it, Leonard Trout, of Trout Brothers' Highlandtown Music Shop, adopted a rather novel method one night last week. Putting a Magnavox and a number of jazz records in a flivver he went through the colored section of the town stopping at street corners and putting on a jazz dance record. Before long he had a crowd of several hundred following his flivver and using the street as a dance hall. After playing a record he would put it on sale and in this way not only disposed of several hundred for cash, but took orders for future delivery of several dozen more. Altogether the plan worked so well that he and his assistant, "Young" Hanekamp, are going to repeat the performance weekly.

The country trade is also better than the city trade just at present, according to reports received here. This is due to the fact that the farmers in this section are getting big prices for their strawberries this year and naturally are buying what they want. The success of Benefield, Motley Co., Inc., of Danville, Va., is cited as one of the proofs of good business in small towns. This firm, which has just erected a handsome exclusive talking machine shop that would do credit to some of the larger towns, now operates three selling trucks through the surrounding country and is planning to put on several more.

Mr. Wilkins, of the Queen Furniture Co., of Elizabeth City, N. C., was a visitor last week and reported business as good down his way and prospects for better in the future. He said his firm was going to try out the scheme of employing high school boys and girls in a house-to-house sales canvass and he expected good results. He figured that each one would be able to reach a number of customers with whom his salesman would never come in contact and in that way would make sales that ordinarily would not be made.

This plan may also be the means of developing some live-wire salesmen, judging from the experience of Paul H. Merker, of this city, who is now with the McCoy Co., of Charlotte, N. C.

Merker was a shipyard worker during the war at one of the plants here and since he lost his job took a position as private detective for a local concern. Tiring of this he applied for a job at the Columbia Grafonola branch here. Manager Parks was impressed with the man and with one week's training sent him to the McCoy people, who wanted an outside salesman. The first day he went out with one of the firm's salesmen and sold three machines. The second day he went by himself and sold five, and in a letter the firm reports that he sold sixty machines during the month of May. This is a record of which to feel proud.

While Washington was having its "Music Week," from May 29 to June 4, Baltimore had its "Novelty Week," featuring Columbia novelty records played by orchestras all over the world, and it proved a big success. Cusdorf & Joseph, one of the big furniture houses in the city, gave up its largest show window to the display, which not only attracted a great deal of attention, but resulted in many sales.

Aaron Burdwise, proprietor of the Burdwise Music Store, 11 North Howard street, sailed from New York on the steamer "Celtic" on May 30, Decoration Day, for a four months' foreign tour, during which he plans to visit all the countries in Europe. During his absence Abraham Quall is looking out for the business here.

H. J. Crafts, of the Crafts Phonograph Co., of Richmond, Va., was a visitor here the first week of the month.

Ernest Thompson, of Warsaw, Va., paid a flying visit to Baltimore last week and stopped long enough to report excellent business, especially in the Magnavox line.

C. J. Levin, president of the Hamann-Levin Co., 412 North Howard street, reports business as very good and says there is an increase in the number of sales for cash among the working class of people.

George P. West, manager of Hecht Bros. & Co., Baltimore and Pine streets, says business so far this month is practically double what it was the same month last year.

NEW MUSIC STORE IN SOUTH TACOMA

SOUTH TACOMA, June 4.—The South Tacoma Music Store & Sewing Machine Agency is the name of a new concern which has opened up for business here in the Odd Fellows Building, on Union avenue.

The music department will be in charge of Mrs. W. H. Warner, who previously conducted a similar department in Centralia. Talking machines, pianos, player-pianos and sheet music will be handled.

The opening of the store, it is said, will give to South Tacoma one of the most modern music stores in the city.

SALES OF SLOW-MOVING RECORDS QUICKENED IN BUFFALO

Successful Method Put Into Effect by Buffalo Talking Machine Co.—New Columbia Manager—Goldstein Opens at Niagara—Outing of Talking Machine Men—New Iroquois Quarters

BUFFALO, N. Y., June 9.—A unique but highly successful method put into effect in May by the Buffalo Talking Machine Co. has resulted in the disposal of many unsold Victor records that were in the racks of retailers. A sort of record exchange has been arranged at the company's headquarters here—the first of its kind in the country.

This Spring it was noted that many dealers had surplus stocks on their hands. It was believed that in many of the records of which there was a surplus here, there was a shortage in other portions of the country. This was found to be the case. Hence letters were sent to the various dealers of this section outlining the plan to them. Under it each dealer was allowed to return one-half of his stock of any record in the Victor catalog with the exception of some certain numbers, a list of which was furnished to the company's headquarters here.

The dealers responded and a list of the records they sent in was given publicity among a number of Victor dealers. As a result, many records have been disposed of.

On July 1 a check will be made on the records, to see how many of each number have been sold and a pro rata credit will be given to all dealers sending in that number. Then they will be given the choice of letting the remaining records stay in the "exchange" or taking them again. All unsold records in the exchange remain the property of the dealers.

The plan is working out most successfully. Many dealers' wants have been filled, and many have disposed of records of which they had an overstock.

H. B. Haring is the new manager of the Columbia branch here. He was formerly manager of the New Haven Columbia branch and has been promoted to the same position at the Buffalo office, filling a vacancy caused by the promotion of W. H. Lawton to the management of the branch at Seattle, Wash. Mr. Haring has left a host of good friends among the dealers in the New Haven territory and is rapidly developing more in Buffalo.

A new talking machine and record store is to be opened at Niagara Falls by David Goldstein. It will be known as the Music Shoppe. It will be located at Main street and Lincoln place.

The music group of the Buffalo Chamber of Commerce has adjourned until Fall. Nothing of importance took place at its final meeting before adjournment.

The monthly sales meeting of the local Columbia branch was held May 21 at the office here. Field Sales Manager Robert Porter and Manager Haring of the Buffalo branch conducted the meeting. Guests of honor were Lester L. Leverich, advertising manager, and Arthur Van Veen, president of Van Veen & Co., of Philadelphia and New York, designers, manufacturers and installers of the exclusively Columbia Col-Van music shop equipment.

At noon recess luncheon was held at the Buffalo consistory. In the evening, a dance was held at the Columbia offices, the music for which was furnished by such Columbia artists as Art Hickman and Ted Lewis, a la Grafnola L-2.

The Talking Machine Dealers' Association may hold an outing. Plans will be announced at the next meeting. The Association is to hold its last meeting before Fall this month.

The Iroquois Sales Corp. has moved from its former quarters at 20 North Division street to fine new offices in the King and Eisele Building, on the northwest corner of West Huron and Franklin streets. The change was made to secure larger quarters. The corporation deals in Granby phonographs and Okch records, and its business is growing rapidly. Lionel M. Cole, sales manager of the concern, who has been in the hospital for a gallstone operation, is expected back on the job soon.

Out-of-town Columbia dealers who visited the local branch last month were: Ralph Liske of Niagara Falls, Mr. Provenzo of Rochester, Robert Mann of Warsaw, Mr. Arnson of Niagara Falls, G. S. Webber of Lyndonville, J. W. Besch of Towanda, J. A. Goldstein of Niagara Falls, Mr. Brett of Brett & Masson, Dunville, Ont., and Mr. Martin of Fredonia.

C. N. Andrews, Victor distributor, states that the Victor business is holding its own in the Buffalo district. Mr. Andrews said that the May business of his firm will compare favorably with sales of other months of 1921 and with the corresponding month of previous years.

A. F. Koenig, Columbia dealer, has utilized empty Grafonola boxes for a unique advertising scheme. He stands a box on the sidewalk and puts on it placards advertising the Columbia machines and the latest record releases. "I

find that it is attracting a lot of attention," said Mr. Koenig.

Among the recent visitors at the store of Burley & Biesinger was Fred Danielson, proprietor of two music stores at Jamestown, N. Y., who reports that business is increasing in Jamestown.

An intensive Victrola sales campaign is being conducted by the Robert L. Loud Music Co. It is meeting with considerable success.

TWO NEW PATHE WHOLESALEERS

Two new wholesalers of Pathé products have been added to the Pathé distributors list. They are the Superior Manufacturing & Supply Co., 506 North Third street, St. Louis, Mo., and the Richmond Phonograph Co., 5 Grosvenor street, Richmond, Va. Both these houses have efficient distributing organizations which will be devoted to the development of the prestige of the products of the Pathé Frères Phonograph Co., Brooklyn, N. Y., in their respective territories.

What Are You Offering a 1921 PUBLIC?



SHERATON CONSOLE
MODEL 300
Width - - 42 inches
Depth - - 23 1/4 inches
Height - - 37 1/2 inches

Is it a line of out-of-date cabinets incapable of standing up in competition,

or

Is it the SINGER LINE of up-to-the-minute CONSOLES designed and priced to meet

the needs of a discriminating 1921 public?

We will furnish Cabinets equipped or unequipped and at a price that will enable you to do business even under present highly competitive conditions.



QUEEN ANNE CONSOLE
MODEL 200
Width - - 40 inches
Depth - - 23 1/4 inches
Height - - 36 1/4 inches



QUEEN ANNE CONSOLE
MODEL 190
Width - - 36 inches
Depth - - 22 1/4 inches
Height - - 36 inches

SINGER TALKING MACHINE CO.

575-9 Market Street

Milwaukee, Wis.

Edison Amberola Message No. 17

There is no buyers' "strike" against the Edison Diamond Amberola. It has the confidence of the Public because it is THE phonograph of high quality and low price. Live Amberola dealers, everywhere, are "cashing in" on the Public's appreciation of this fact.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

BUSINESS HOLDS UP WELL IN CINCINNATI TERRITORY

New Edison Co. Arranges for Tone-test Tour—A. H. Bates Tells of Sales Promotion Work—Brunswick Dealer Expansion—Shilito Co. Getting Business—Columbia Activities—Other News

CINCINNATI, O., June 7.—The talking machine business held up fairly well in this territory last month and dealers are plugging away for more, notwithstanding the general depression. Sales are not so easy to make, but those who are going out and digging up every prospective customer are getting some very satisfactory business both in volume and quality.

Edison Expansion Plans

Manager Oelman, of the New Edison Co., announces that he has just arranged for an eight-weeks' tone-test tour with Edith McDonald, who will be assisted by two other artists. The tour will start in the Fall and he is counting on some very good results from it. The Edison Co. is making great preparations for the Chicago dealers' convention and expects to take at least fifty dealers in the party from here. A special car will be provided for this delegation. Manager Oelman reports a decided increase in the May business over that of April. He says he sees no reason for a Summer drop in the business and declares it is all up to the dealers. The oft-repeated statement that "business is spotty," he asserts, only indicates the fact that some dealers are out hustling for business, while others are lying down.

The Edison Co. has established a new department to handle the Re-creation business and will have one representative doing field work. Miss Aietnee will have charge of this department and she will study the sales problems of the dealers and collect all the information possible, from which it is planned to evolve a very effective sales promotion scheme for the Re-creation sales. R. T. Carrol has returned from a tour of the Ohio territory and found conditions throughout the State very promising. Among out-of-town visitors during the month were A. E. Jay, of Blanchester; E. A. Searles, of Huntington, and R. A. McGhee, of Charleston, W. Va.

Sales Promotion Idea Works Well

A. H. Bates, of the Ohio Talking Machine Co., reports a very good month and declares the sales promotion idea is working out most satisfactorily. E. H. Wilson has just finished a campaign at Marietta, where he met with the greatest success and now is conducting a campaign in Charleston, W. Va. Many of the dealers had gotten down in the dumps during this period of depression and figured that business was dead, but a visit from the sales promoter has shown them that by getting out and hustling for it they can get plenty of business, Mr. Bates states. He recently made a trip through parts of West Virginia and found the outlook there very promising. Many of the mines and mills have been reopened and the oil wells are beginning to pump again, which will have a very good effect on the talking machine business in that section. Among the new agencies established during the month was one at Rip-

ley, W. Va., which is in the heart of the cattle and oil district and which is expected to do quite a large business in Victors.

New Brunswick Agencies

The Brunswick has had a very fair month, according to Manager Reis, who states, however, that he does not look for a return to a really normal condition in the business world until next year. Business has been doing well under the present conditions and continues to show a trend toward better things, but it will take at least another year before things are back on a firm basis, is his view of the situation. Among the new agencies established by the Brunswick during the month were: Chester Reid, Kingswood, W. Va.; J. E. Spurgeon, Salem, W. Va.; Melody Shop, Gallipolis, O.; J. H. Huhn, Hamden, O.; John F. Pierce, Rollersburg, W. Va.; M. R. McMillin, McComas, W. Va.; Inter Mount Drug Co., Appalachia, W. Va.; Hope Bros., Mayerston, Tenn.; J. V. Ledgerwood, Knoxville, Tenn., and the Chubb-Steinberg Music Co., of Cincinnati, which will open up one of the finest music shops in this city during the month at 17 East Sixth street.

Inaugurates Many Changes

U. G. Rowbotham, who recently came on from the John Wanamaker store in Philadelphia to take charge of the talking machine department of the Baldwin Co., is very much pleased with his new work in this city. He states that he has found his surroundings most congenial and that he has found excellent co-operation from the staff. The talking machine business in this section is very much more promising than in the East, he declares, and the Baldwin Co. had the best month of the year in May. Mr. Rowbotham has introduced several new features that are expected to liven up the business. One of these, that has already made a big hit, is the perpetual care of machines which the Baldwin Co. will give to every machine which it sells. Another feature will be better delivery service. Mr. Rowbotham is making plans for a big Fall trade and is getting his staff organized to put over some record sales. Just now the company is making a big drive on the Red Seal records.

Making Great Drive for Business

The Shilito talking machine department did 50 per cent more business in May than it did in April, according to Manager Donovan. He also calls attention to a very pleasing feature of this business—that 90 per cent of the sales made are cash sales. Few customers ask for the instalment plan, most of them prefer to pay cash when the sale is made. Mr. Donovan is making a big drive for business right now and is going after it in a way that is expected to bring quick results. Fifteen thousand letters have been sent out to customers of the Shilito Co. A coupon attached gives them the privi-

lege of having a Victor machine sent to their homes for two days for trial. In that time they can become acquainted with its merits and attractions. If they do not care to keep it there are no obligations to the Shilito Co., but in many cases they will get "the bug," and even if they do not buy at once it makes them a good prospective customer. Besides this feature of the drive Mr. Donovan has a big truck touring the farm sections and visiting the Summer camps and the Summer homes, leaving machines for forty-eight hours for a trial, and he expects to do quite a big business along this line during the Summer. The Rodeheaver records are still in demand at the Shilito shop and "My Man" is having one of the biggest runs of any record this house has ever handled.

Reports That Show Columbia Activity

The Columbia Co. states that while the machine business compared very favorably to that of April there was a slight falling off in the demand for records. Manager R. F. Woodford made two extensive trips during the month. On the first trip he visited Columbus, Zanesville, Newark, Lancaster and Dayton. At Dayton he opened a new exclusive account, the Victor Furniture Co. On the second trip he took in Huntington, Portsmouth, Ashland and Ironton. He was very successful on both these trips in securing big orders for Columbia Grafonolas. The Herndon Drug Co., of Barboursville, Ky., reported to the Cincinnati branch that it got very large and satisfactory results from its advertising campaign calling attention to the pre-war prices on Grafonolas. The Casino Co., Columbia dealer, of this city, furnished a machine for the Memorial Day service of the Washburn School in Lincoln Park and made a big hit with the line of records sent with the Grafonola. The Columbia dealer in Oxford, O., reports excellent results from the concert given there by the Columbia artists, Barbara Maurel, Florence Macbeth and George Meader. Advertising Manager Wilson, of the local branch, is quite proud of the record of E. Riker, Columbia dealer in Riley, O. In a town of 190 and five miles from a railroad Riker sold 156 talking machines, and 150 of them, be it said, were Columbia Grafonolas. New accounts established during the month were: The Rice Piano Co., Aurora, Ind.; Quality Hardware Co., Arcanium, O.; Johnson Beverage Co., Gloucester, O.; Louisa Furniture & Hardware Co., Louisa, Ky.; Enterprise Co-operative Co., New Concord, O.; Walter Davidson Furniture Co., Huntington, W. Va.; Ellison Furniture Co., Jellico, Tenn., and the Rockhouse Coal Co., Blackey, Ky.

Manager Dawson, of the Sterling Roll & Record Co., reports that May business about equals that of April. Several new agencies were established during the month. He expects business to remain rather quiet during the Summer, but predicts better things by Fall.

E. F. Osborne, of Knoxville, Ia., is enlarging his Victor department. He plans a very complete equipment.

GREAT ROBBERY!

Held Up by the "James Boys"

James Kendis and James Brockman took \$15,000.00 away from us on their first advance and are coming back for more to make us pay for

"SUNNYSIDE SAL"

A Novelty Ballad With Class Written All Over It

Published by Broadway Music Corp., 145 W. 45th St., New York



BIG TOUR OF PRINCESS WATAHWASO

Noted Indian Singer and Victor Artist Appears in Series of Concerts in Illinois and Iowa Under Auspices of Putnam-Page Co.

PEORIA, ILL., June 4.—Princess Watahwaso, the noted Victor artist, last week completed a most successful tour through Illinois and Iowa conducted under the auspices of the Putnam-Page Co., Victor wholesalers in this city, and under the direct management of Miss M. A. Cloud, head of the dealers' service department of that organization. The series of concerts, which were booked largely by Victor dealers, were given for the purpose of promoting interest in music appreciation in the schools. So popular was the artist that the audiences were not confined to students and teachers, but were generally varied in character. Particularly notable was the support given by the supervisors of music in the cities and towns where the princess appeared, for they all held her educational work at its true valuation.

The first concert was given at Moline, Ill., under the supervision of the Norberg Music House. The princess next appeared in Clinton, Ia., under the auspices of Hoffman's Music House, and then in Davenport, where the Murray company handled the details in a most elaborate and successful fashion. The next appearance of the artist was in Burlington, Ia., under the auspices of the Music Shop, managed by J. W. Pauley, where she was greeted by an audience totaling over 6,000 people.

One of the most interesting of the concerts was that given in Peoria before the Rotary Club, and the large number of business men who attended were duly impressed. In fact, the

audience was brought to its feet at the end with a rendition by the princess of Cadman's "The Doeskin Blanket," which she recorded recently for the Victor company. Her official appearance in Peoria was in connection with the opening of the new Peoria Music Shop, where she gave four groups of songs before audiences totaling over 6,000 people.

NEW STEWART SALESMANSHIP CLASS

Most Successful Class of Series Held at Indianapolis Headquarters Last Week

INDIANAPOLIS, IND., June 6.—The Stewart Talking Machine Co., Victor distributors of this city, had one of its most successful educational classes for dealers and salesmen on Tuesday and Wednesday of last week, May 31-June 1, when an abundance of practical selling information was offered to those privileged to attend.

The class was held under the auspices of Miss Hobson, head of the educational department of the company, and the first day was given over entirely to young ladies inexperienced in Victor work, who were instructed in the proper way to approach a customer, how to read and understand Victor literature, and how to sell educational and Red Seal records to the best advantage.

The Wednesday session was devoted to a discussion of machine sales. James R. Jones, the new field representative of the Stewart Co., was the first speaker and he covered in detail the many selling points of the Victrola. Boyd Kasey, of the Stewart repair department, gave a short talk on repair work. Charles T. Leary, of the Sander & Recker Furniture Co., gave an illuminating talk on the sale of period furniture and its relation to the sale of period Victrolas, which, he declared, "are the most perfect pieces of period furniture I have ever seen." Tom Sawyer, director of penmanship in the Indianapolis schools, gave a demonstration on the value of the Victrola in connection with the use of penmanship, and Edward W. Kilgore, traveling representative of the Victor Talking Machine Co., gave an interesting talk on Victor factory policy.

One of the bright spots in the program was the actual demonstration of a series of folk dances by eight small girls from one of the local public schools. The class ended with a music-memory contest, conducted by Miss Hobson.

IMPORTANT ANNOUNCEMENT COMING

It is anticipated that before the twentieth of the month an announcement will issue from Pathé headquarters in Brooklyn that the company has thoroughly completed the plans of next year's business. One of the important statements that it is expected will be issued at that time is on the subject of "more distribution," which President Eugene A. Widmann has had in mind for some time.

C. H. MURRAY BACK FROM EUROPE

Advertising Manager of Pathé Frères Comments Interestingly on His Visit to London and Paris—Meets King of Spain

C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., returned during the latter part of May from a trip to England and the Continent of several months' duration. The occasion of his homecoming was made a gala event by his many co-workers in the advertising department. Mr. Murray's desk and entire department were festooned and decorated in an attractive manner. A box of cigars and other tokens of their esteem covered the top of his desk.

Mr. Murray spent quite some time at the London factory of the Pathé Frères Phonograph Co., and also at the headquarters of Pathé Frères in Paris. In traveling between the two capitals, he made generous use of the air route with considerable saving of time. He stated that he found conditions abroad noticeably depressed.

While in Paris Mr. Murray had the pleasure of meeting King Alphonso of Spain, whose visit to the headquarters of Pathé Frères is described elsewhere in this issue. Mr. Murray was much impressed with the novelty of a shop adjoining the headquarters of Pathé Frères in Paris where the public, by dropping 25 centimes in the slot and turning a device similar to a safe combination, was able to have played any record desired from the large Pathé list. On Sundays and holidays the shop was always crowded and a long line of those waiting to enter extended for a considerable distance. Mr. Murray reported that the plant of Pathé Frères in Brussels, which was completely destroyed during the German occupation of Belgium, has now been restored and commenced production the Saturday before Whitsuntide.

NO LONGER WITH THE COMPANY

NORFOLK, VA., June 6.—The Granby Phonograph Corp. of this city and Newport News has announced that M. M. Roemer, who at one time wholesaled Granby products in the New York territory, is no longer connected in any capacity whatsoever with the Granby Phonograph Corp.

COTTON FLOCKS

FOR RECORD MANUFACTURERS

*Always Superior
Superior All Ways*

Try our Flocks and prove our statement by your own experience. Samples for trial supplied without charge

CLAREMONT WASTE MFG. CO.
CLAREMONT, N. H.

Imported Swiss Sapphires

Pathé Balls

\$.15 each
1.50 per dozen.
10.00 per hundred
90.00 per thousand

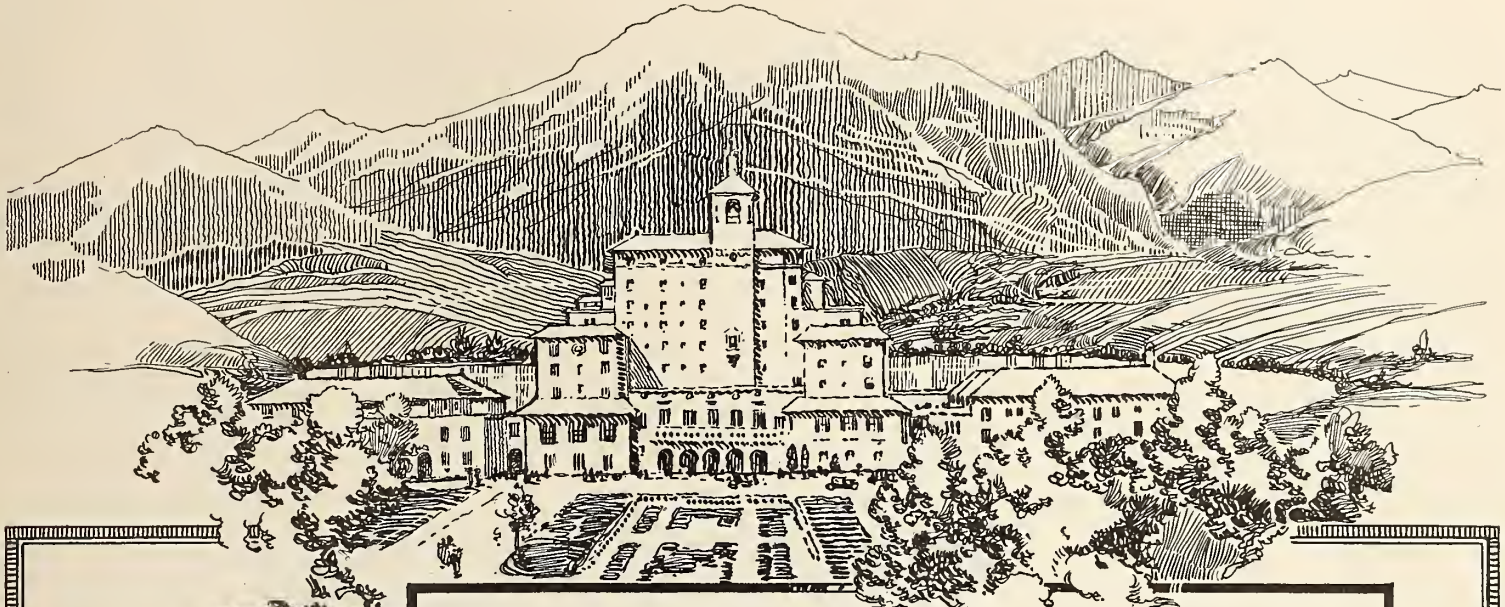
Edison Points

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

10% discount on 5,000

(LOUD OR SOFT TONE)

WALTER S. GRAY CO.
942 Market Street, San Francisco



Every Victor Wholesaler

should be represented

at the

Jobbers' Convention

July 11, 12 and 13, 1921

at the

BROADMOOR
COLORADO SPRINGS, COLO.

"Famous scenic beauty spot of Colorado's Rockies"



TRADE OUTLOOK IN PORTLAND, ORE., PLEASURES DEALERS

Leading Dealers Tell of General Conditions—Sherman, Clay Recitals Attract Many Visitors—Marshall Joins Bush & Lane Forces—Van Dyke Opens in Oregon City—Other Items

PORTLAND, ORE., June 6.—The talking machine departments of all the music houses had a good volume of business during the month.

The new firm of Foley & Maegher and the Wiley B. Allen Co. report splendid sales in this department during the month, while D. C. Peyton, manager of the Meier & Frank phonograph department, exclusive agents of the Aeolian-Vocalion, showed his sales list of forty-seven sales during the first two weeks of the month, among them being a big \$450 electric and four large art cases, ranging in price from \$450 to \$650. The Hyatt Talking Machine Co. also had a good volume of business during the month.

The Jennings Furniture Store is closing out its entire stock of phonographs. It carried the Widdicomb, Columbia, Windsor, Emerson and Stradivara talking machines.

The Hyatt Talking Machine Co. had a slight fire that caused no damage, but which, had it not been discovered, might have occasioned some inconvenience at least. The fire was discovered by the janitress and the fire department was called out, but their services were not required.

E. R. Van Dyke, formerly of the firm of Foley & Van Dyke, of this city, has opened up a music store in Oregon City, known as the Van Dyke Piano Co. He has not announced the line of talking machines he will handle as yet.

The Wiley B. Allen Co. has added J. S. Hayden to its sales force in the talking machine department. He was formerly with the Edwards Furniture Co.

Francis Shaw has joined the sales force of Sherman, Clay & Co. in the Victrola department.

The Bush & Lane Co. has added J. J. Mar-

shall to the sales force in its phonograph department. H. A. Raynor, who for the past year has been sales manager of the Bush & Lane talking machine department, has resigned his position and gone into the automobile business for himself in Oregon City. His position has been filled by the promotion of A. N. Wrayton, of the sales force.

The monthly Victrola concert in the concert hall of Sherman, Clay & Co. was very largely attended. Selections were played on the Victor and solos were sung by Otto T. Wedemeyer, one of Portland's leading baritones. The evening's entertainment was greatly enjoyed by those present. The concert was in charge of F. D. Addis, manager of the Victrola department, and he was assisted by Evelyn McFarland McClusky, of the Sherman, Clay & Co. educational department, who gave the story of each record before it was played. These concerts are monthly affairs and are looked forward to and largely attended by the friends and patrons of Sherman, Clay & Co.

The entire office and sales force of the Hyatt Talking Machine Co. was entertained recently at the home of Mr. Hyatt, in Laurelhurst. The evening was spent in dancing, musical numbers and various stunts, for which prizes were awarded.

Cabinet phonographs of black walnut have been, and are being, manufactured in the wood-working department of the Oregon Agricultural College by the students in that department, under the supervision of H. C. Brandon, director of shops, who superintends the work. The machines are of a design that ordinarily retail at \$500 and the work turned out is excellent and receives much favorable comment. The methods employed are the same as those in a manufactory. Each student has a certain piece

to make, and makes his part for all machines. Every operation, including the drawing of plans, veneer work, machine work, sanding and finishing is carried out on a production basis.

The Wiley B. Allen Co. has installed a handsome Brunswick Lombardi at the Waverly Country Club, the most exclusive of Portland's country clubs.

H. T. Campbell, manager of the Bush & Lane Piano Co., was elected president of the Greater Portland Association at the meeting held the latter part of May.

James L. Loder, formerly sales manager of the Sonora department of the Bush & Lane Piano Co., and since the manager of the Sonora Phonograph Co., of San Francisco, has returned to Portland and will sell the Paige automobiles.

W. A. McDougall, of the McDougall Music Co., is in Southern Oregon with three of his salesmen and his Magnavox, demonstrating the Columbia Grafonola, which his company handles exclusively.

GALLI-CURCI VISITS MAINE

PORTLAND, ME., June 6.—Music lovers of Portland and surrounding vicinities had an opportunity of hearing Madame Amelita Galli-Curci, the world-famous opera star, who made her appearance at the Exposition Building a few weeks ago. A large and enthusiastic audience listened to her remarkable voice, and the impression that this great coloratura soprano bestowed on the public was reflected in the unprecedented demand for her Victor records.

VISITS EXECUTIVE OFFICES

Frank Connor, manager of the Portland, Me., establishment of M. Steinert & Sons Co., recently made a short business trip to Boston, Mass., where he visited the company's executive offices and discussed plans and campaigns for the Summer months.

POLYPHON

Imported



RECORDS

Imported

The Best German Records Made

Comprising the Catalogs of the Leading German Factories

DEALERS EVERYWHERE



will welcome this opportunity to obtain PROFITABLE and EXCLUSIVE territories.



A New List of Records Appears Every Month

ARION RECORD IMPORT

1501 GERMANTOWN AVENUE

PHILADELPHIA, PA.

Sole United States Agents for Polyphone Werke Akt. Ges., Berlin

The sort of fox-trots dance lovers dream of dancing are "Mon Homme" by the Yerkes Jazarimba Orchestra and "Some Little Bird" by the Coon-Sanders Novelty Orchestra. Have you any dance loving customers? This record will make their dreams come true. A-3403.

Columbia Graphophone Co.
NEW YORK



AN ATTRACTIVE WINDOW DISPLAY FOR JULY FOURTH

The advertising department of the Victor Talking Machine Co. has prepared a very attractive window display for the use of Victor dealers on July 4. In the center of the window is a model of "America." The dress is of royal blue satin, profusely embroidered with white stars, while the trimming of both dress and hair is of pearls. The flag held aloft is of silk, and this can be made to flutter by means of a concealed electric fan. The background consists of an array of flags set in a papier mache shield and eagle. The nature of the rest of the display is obvious from the picture shown herewith. The two show cards read: (1) "Celebrate the Fourth with Victor Records" and (2) "Going Away? Take



a Small Victrola with you." The records shown at the front of the display are all of a patriotic character.

ANCIENT HISTORY MODERNIZED

T. Edens Osborne, the enterprising talking machine man of Belfast, Ireland, is a great believer in keeping himself and his products before the trade by means of "reader" ads which appear at the bottom of the news column in the local papers. Here is one of his latest, which is worth reading and proper consideration:

B. C. 1490

"Ancient History—On the west bank of the Nile stand two colossal statues erected 3,411 years ago. One of these is known as the 'Musical Memnon,' which formerly emitted sounds at sunrise supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn when 'his clear song rings out while the spreading Nile parts the Libyan hills from hundred-gated Thebes.'

"At present (1921) there are two more marvelous world's wonders, with which all civilized peoples are justly enamoured—namely, the Gramophone and Edison phonograph—supplied

by T. Edens Osborne, 4 College Square, North, Belfast. His stock of these 'fascinating entertainers' is second to none in Ulster'."

CONGRATULATIONS, FAIR LADIES!

As June, the month of brides, approached, wedding announcements were frequent at the headquarters of the Pathé Frères Phonograph Co. in Brooklyn, N. Y. Miss F. Ramsey, who has been secretary to Eugene A. Widmann for the past four years, will be married on June 22, and Frances Dorothy Capp, daughter of Frank Capp, superintendent of the Pathé factory, will also be married the same month.

OPENS MUSIC AND RECORD EXCHANGE

BATAVIA, N. Y., June 4.—George F. Schafer, of this city, who is conducting a music store on Main street, announces the opening of another store on West Main street, which will be known as a music and record exchange.

APPOINTS MANY NEW DEALERS

Jewett Phonograph Co. Places Line with Many Well-Known Dealers—Company Making Rapid Progress—Queen Anne Model Popular

DETROIT, MICH., June 7.—The Jewett Phonograph Co., manufacturer of the Jewett phonograph, is making splendid progress in the distribution of its product, and new dealers are being established throughout the country. These dealers are enthusiastic regarding the sales possibilities of the Jewett phonograph, and intensive sales and publicity campaigns are being prepared which will undoubtedly produce pleasing results.

A. A. Fair, sales manager of the company, states that the following successful and well-known dealers have arranged to represent the Jewett phonograph, all of these deals being closed within the past two weeks: Grant Holcomb, Warren, O.; J. H. Hummer & Co., Ashtabula Harbor, O.; Miller & Harris, Belding, Mich.; Miller & Harris, Greenville, Mich.; H. Whitney, Rock Island, Ill.; T. B. Walker, Detroit, Mich.; Janney-Bowman Co., Detroit, Mich.; I. A. Blackburn, North Branch, Mich., and the Brown City Co-operative Co., Brown City, Mich.

The company has just announced that it is now manufacturing its Queen Anne design in burl walnut. This model, which is one of the most popular in the Jewett line, has heretofore been manufactured in American walnut and mahogany, but Jewett dealers, having evinced a keen interest in the burl walnut finish, this finish was added to the line.

NEW PATHE AGENCIES IN CAPITAL

WASHINGTON, D. C., June 6.—Two additional Pathé agencies, Knickerbocker Music Shop, 1788 Columbia road, Frank J. Sobotka in charge, and Adolf Neilson, 3067 M street, West Washington, have opened here. Both stores carry complete lines of Pathé talking machines and records as well as Q R S music rolls.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. and president of the New York Advertising Club, was one of the speakers at the twenty-first annual convention of the American Book Sellers' Association, which was held recently in Atlantic City.

THE Monthly Envelope Service we have provided for Victor dealers the past two years will shortly be extended to care for dealers selling other makes of records. Write for details.—Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit.



Nora Bayes sings "Broken Moon" and "In a Little Front Parlor (On an Old Back Street)." You'll never be broke, but you'll own a big front parlor on a prominent street if you stock up with a lot of A-3397.

**Columbia Graphophone Co.
NEW YORK**

HEMPEL TELLS OF HER RECORDINGS

Famous Operatic Soprano Subject of Most Interesting Interview With A. N. Clark During Visit to San Francisco—Tribute to Edison

During the recent appearance of Frieda Hempel in grand opera in San Francisco, this distinguished Edison artist was much interviewed by the representatives of the local papers. One of her most interesting "talks," however, was that given to Addison N. Clark, manager of the sales promotion department of Edison Phonographs, Ltd., which appeared in the Pacific Coast Musical Review. Mr. Clark opened his article with an admirably written tribute to the great soprano, leading up to her interest in the phonograph record, and added:

Miss Hempel says that it was her hearing the voices of other great artists "re-created" by Edison—including that of Alessandro Bonci, who, singing roles so intimately associated with her own during the San Francisco season, has given us such a splendid Alfredo in "Traviata," such an Edgar in "Lucia di Lammermoor," such a Duke in "Rigoletto," such a "Nemorino" with that beautiful romanza "Una Furtiva Lagrima" in "L'Elisir d'Amore"—that imbued her with the desire to have her own voice thus "re-created" and immortalized.

"I never realized so deeply what this means," she said, "as I did when I was chosen to impersonate Jenny Lind in the New York Jenny Lind memorial jubilee last October—with Arthur Middleton, another of Mr. Edison's artists, as my own baritone. Think of it! Jenny Lind gone from us forever, yet hardly a handful of people are alive to-day who heard her great voice! And Mr. Edison did not invent the phonograph, even in its first crude form, until she had left us.

"How splendid it would be if we could listen to-day to a 're-creation' of Jenny Lind's voice! As it is, the best we can have is a substitute—but I shall always remember the great honor and

the thrill that it brought me to be chosen as the singer of to-day most like Lind. The three songs I sang that night have been recorded by Mr. Edison, and I have learned, only since reaching San Francisco, that they will shortly be available here. They were 'Casta Diva' from Bellini's 'Norma,' Mozart's aria 'Non Mi Dir' from 'Don Giovanni,' and the Norwegian herdsman's song 'Kom' Kjyra,' or 'The Echo,' with which Jenny Lind really made her greatest appeal.

"I always wanted to really hear my own voice. Every singer does. After making my first recording for Mr. Edison I knew that I was literally listening to my own voice—hearing it just as others hear it when I sing at the Metropolitan, or here in your beautiful, responsive San Francisco. But I wanted to know just how faithfully the inventor had caught the shadings of it—the tinges and nuances that make the individuality in any voice. I wanted to know if a blind man could tell the difference between the voice from my throat and the voice from the throat of the phonograph, so I had five of my good friends—musical experts all—blindfold themselves and listen.

"I sang them 'Io non sono piu l'Annetta' from Ricci's 'Crispino e la Comare,' the phonograph playing beside me. After a few phrases I stopped singing. I watched the expressions of those five blindfolded men. They did not alter. I sang again—stopped again. Then I had to laugh, and of course the trial was over. I was satisfied, after that, that Mr. Edison's adoption of that word 're-creation' was justified."

Miss Hempel is a profound admirer of the inventor of the phonograph, and knows his hobbies and his peculiarities intimately.

"Though Mr. Edison is very deaf indeed," she said, "that very fact enables him to sift out, as it were, the defects and impurities of a voice submitted to him for trial, and base his judgment of its recording qualities upon those essentials that make or break a voice.

"It is almost uncanny to see Mr. Edison pick up a record and, by scrutiny of those tiny little

ripples in its surface, tell you just what sort of voice is there recorded, or whether it is a violin or a flute or an oboe. And he can tell you, too, by listening to the record of a voice, if the artist who made it was tired when she sang, or fresh, rested and vigorous. But it is just his ability to do these things that has enabled him to bring his great musical instrument, the phonograph, to such perfection that such things as my 'blindfold test' are possible."

HUDSON GRAFONOLA SHOP OPENS

HUDSON, MASS., June 6.—A noteworthy event at the end of May was the formal opening of the Hudson Grafonola Shop in Hudson, Mass., an exclusive Columbia shop, of which Walter L. O'Brien is proprietor, and Miss Marjorie Atwood manager. The shop is designed after the handsome model shop that is a feature of the Columbia's Boston headquarters, and is the first hereabouts to be constructed on these lines. The installation was by the Van Veen Co. Manager Fred E. Mann of the Boston Columbia branch points to the Hudson shop as significant of the development of the talking machine trade in that locality. Mr. O'Brien has handled talking machines for about seven years, but until now has carried them in a department at his drug store. Increased business demanded the establishment of the new shop.

R. F. BOLTON VISITS BOSTON

BOSTON, MASS., June 6.—R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., was at the Boston branch headquarters for two days the first of June in connection with foreign record interests. Another visitor from the New York offices was E. C. Rockwood, credit manager.

The Columbia Music Store, of Bloomfield, Ind., has been sold to E. G. Patterson, of Linton. O. R. Laughlin was the former owner.

**WE'VE GOT
IT**

A BUSINESS TONIC

**YOU WANT
IT**

Wow!!! It's Sizzling Hot

"ILO"

By Johnny Black, writer of "DARDANELLA"

Everybody's been looking for a second "Dardanella," we believe we have it in "Ilo"

Published by Broadway Music Corp., 145 W. 45th St., New York

SETTLED

In Our New Business Home

*GREATLY INCREASED WAREHOUSING SPACE
IMPROVED RECEIVING & SHIPPING FACILITIES*



What It Means For You ~



LARGER STOCKS ON WHICH TO DRAW
and THE ASSURANCE OF MOST
PROMPT AND EFFICIENT SERVICE

NEW YORK
Talking Machine Co.
521 West 57th Street

CHICAGO
Talking Machine Co.
12 N. Michigan Avenue

VICTOR WHOLESALERS EXCLUSIVELY

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JUNE 8, 1921.

WELL, the convention was a great affair: how great only those talking machine men know who went to it as to their first convention of the music industries and went with some little doubt in their minds as to what it was to be all about. Readers of this magazine have, no doubt, read the news concerning the various exhibits of talking machines and records. For on this page there is something really more important to do than make catalogs of displays, however interesting these may be. What is most worth remembering about the whole affair is that, for the first time in the history of the music industries, the talking machine trade was represented in a manner something like adequate. We say "something like," for in truth there is still a great deal to be accomplished before we can rightly say that the talking machine trade is properly represented in the national organization of music industries. But, speaking from the mid-West point of view, let it be said at once that whoever had, before May 9, any notion that the talking machine business does not belong in with the other music industries has become inclined to change his viewpoint. The meetings in Chicago showed to many a talking machine man, for the first time, that his interests and the interests of the piano, player-piano, music-roll, band instrument and organ men are identical. Organization of the entire music industries may at one time have been merely a pious aspiration: to-day it is a solid necessity. It is a necessity to-day, and will continue so to be until the Congress of the United States no longer needs to look around in all directions for the purpose of finding new and hitherto unthought-of sources for taxable wealth. So long as the menace of unjust and confiscatory taxation rests over the music industries, so long should every branch of those industries partake in the effort at resistance. Such an effort can only be made by the industries unitedly: and very likely it will take all their valuable strength at that.

A Great Trade Gathering

It does not require the least bit of imagination to understand that the talking machine trade is far from being the stepchild of the music industry. As a matter of fact, there is every indication in certain quarters that it is, or is destined to be, the dominating factor. Any move, therefore, that is made to bring the talking machine trade into a closer relationship with the other divisions of the music industry is not done with the thought of giving support to a weaker sister, but, rather, with the idea of utilizing the strength of the talking machine interests to the advantage of the entire industry. There is an interlocking of interests that cannot be ignored, and this is specially evident to us of the great central market, where the talking machine and piano trade, for instance, are so closely united in many ways. Although there is a number of matters of national moment, such as the revision of the War Revenue Act, of vital importance to the talking machine men, as well as to other divisions of the industry, the bringing together of all the varied interests is not to be regarded as distinctly a defensive measure. There are enough constructive matters that demand attention now, or will demand attention in the near future, looking towards the maintenance of the industry on a solid basis that will warrant any expenditure of effort made to unify these varied interests just now.

In Union There Is Strength

We were glad to have the chance to note in our news columns this month that the Mid-West Victor Dealers' Association has been listening to Ernest John. Mr. John is the advertising manager of the Victor Talking Machine Co., and that, of course, means that he is a distinguished member of his profession, standing, in fact, on the topmost rung of the ladder. He has had a remarkably interesting and instructive career, and his achievements in the preparation of what may (for once rightly) be called "constructive" copy are part of this history of the development of advertising into a science. To be chosen advertising manager of the Victor Talking Machine Co.

Welcome Mr. John!

is, in the world of business, a good deal like being in the political world appointed Ambassador of the United States to the Court of St. James. It is, in its way, very much like what to a soldier is an appointment to the grade of field-marshal. It shows that one has not only arrived, but is solidly established at the front of the procession. We are glad Mr. John was out to see our friends, the Mid-West Victor Dealers. They are a fine body of merchants.

WHEN the late S. O. Wade, now a good many years ago, started to make a cutter for fibre needles he probably had little expectation that the talking machine business would grow as it has grown. But grown it has, and perhaps one of the most remarkable exemplifications of that wonderful growth would be found by comparing a copy of The Talking Machine World of the day when Mr. Wade handed his first piece of advertising copy to the man who is still Western manager of this paper with the issue in which these words appear. These few years, as time goes, have seen an industry come through infancy into maturity. The Wade fibre needle cutter furnished the text for one of the very first Western pieces of advertising this paper ever ran. The account has been running ever since, and no issue of this paper would be quite perfect, we think, without some Wade & Wade copy. Now comes the news that the Ready File Co., of Indianapolis, has taken over the Wade & Wade interests from S. O. Wade's widow, who successfully conducted the business after her husband passed away. The Indiana concern intends to go in for manufacturing on a larger scale than ever. Thus a fine and valued name will remain in our columns, and we shall continue to number it in the list of those early friends who worked with us to make the talking machine business what it is to-day.

To An Old Friend

VICTOR interests out here and to the west of this here new burg are getting ready for all sorts of big doings. We are advised that the Rocky Mountains, or such part of said majestic ranges as is situated at or about Colorado Springs, are to be honored with the presence of the National Association of Talking Machine Jobbers during the early part of next month. Now, this is all very exciting. It means for staid Chicago quite an event. For obviously all the Eastern gentlemen, with their sticks, their spats and their inability to pronounce an "r," save as "oi," will have to change trains in one of our depots and may have time to walk the pavements of the Boul' Mich' before they start out westward. Of course, we do not speak of those members who live West anyway, but to the Eastern men we would observe "don't be scared, gents, the U. S. A. is ever so much bigger than you think. There are lots more of them even west of Chicago. It takes you eighteen hours nearly to get to Colorado Springs from Chicago, and then there are lots more before you hit Movie Land." We would likewise warn them that just because it is July when they come out here they need not suppose that the weather is like it is on the sidewalks of New York. If they wish to dress for Atlantic City, that is all right, but they had better pack an overcoat along with the white flannels. Colorado Springs is away up in the air, and the nights are cool, decidedly so! Anyhow, gentlemen, jollyng apart, please stop an hour or two in our village and look us over. If you cannot do it on the way out, then take an hour off before you catch the Century and give us the O. O.

Panning the N'Yawkers!

Although business is admittedly far from active at this particular time, various mid-West talking machine interests are emphasizing their faith in the future by taking advantage of the slight lull to organize their forces and to lay campaigns in anticipation of a strong trade revival in the Fall. The general feeling is that the concerns who will win out will be those prepared to go after the business with a running start, and the present is simply regarded as the training period. It all indicates the proper spirit—the real Chicago spirit that always wins out.

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., June 8.—Shortly after the first of the year business began to drop off. This continued until about the middle of May, when it began to pick up again. The increase is nothing to get excited over, but it has been steady, and from all indications it is likely to grow in volume.

The numerous inquiries coming in to the supply men show that manufacturers are preparing for an increased volume of business throughout the Fall and Winter months; and one of the pleasing features is that these inquiries are for the highest quality of goods obtainable. During the past two or three years numbers of talking machines of inferior make were placed upon the market, and when business began to fall off it was assumed that there would be really nothing extraordinary then in trade until all this stock had been disposed of. Many of these machines have already been sold, but as a matter of fact it looks now as though great numbers of them would never be sold because of their conceded inferior grade. What little buying is being carried on by the dealer is for the highest grade of goods obtainable. He has come to the conclusion that he has long been on the wrong track and it does not pay to sell junk. He learned this lesson when he sold inferior machines on time payments, because he soon found that he had to get busy and spend all his profits in keeping them in repair. He now realizes that the only way to do business is to handle machines of a quality that will stay sold and will bring pleasure instead of an inconvenience to his customers. That is why manufacturers of talking machines should make instruments of a quality that will meet with the present growing requirements. In other words, we have come to a time when the talking machine business is purely a question of the survival of the fittest. When we say manufacturers of talking machines we do not, of course, mean all manufacturers, as it is a well-established fact that many of our well-known firms have continually fought to bring the retailers to handle goods of high quality only. It is very noticeable, too, that even these manufacturers are not standing still, but are going to greater lengths than ever to outdo the qualities of the machines upon which they have built their high reputations.

Last year the sentiment was, "Anything is good enough to get by," but this year it reads,

"To get by one must be exceptionally good in everything." This in turn reflects on the supply men who are putting out tone arms, motors, etc., and they are also busily engaged trying night and day to better their goods as well.

Collections are in somewhat better condition than they were a month or so ago, but the dealers are still taking their time to pay their bills, and this in turn is holding the manufacturer up. The reason the dealer is taking his time is because so many men are out of work. However, this is only a temporary condition, according to reports from financial circles, and is largely up to the men themselves. They are forcing their own idleness, and as a little illustration of this we point out one instance which might be enlightening along these lines. One of our supply men recently put in an ad in the daily paper asking for a machinist. A year or so ago it would have been necessary for him to repeat the ad for several days in succession before he even got an inquiry. However, last week when he put his little ad in for a machinist he received 230 replies, and the lowest wage asked for per week was \$125 and these quotations ranged all the way to \$150. Now, it is certainly reasonable to assume that if a man a few years ago could only command \$40 per week and now asks for \$125 to \$150 that he is not doing himself nor the industry justice, but is merely holding up the whole works because of his unreasonableness. He is the fellow who gets out and hollers the loudest for a reduction in prices, but when he is asked to do a little reducing himself, hollers the other way. Until the mechanics get next to themselves and allow manufacturing and building operations to recommence, all we can do is sit back and wait.

Cheney Co. Carries On

News comes from the headquarters of the Cheney Talking Machine Co. in the Marshall Field Annex this month that the advertising department is planning a new house organ which it claims will be not only a delight but the big surprise of the year for its dealers. From time to time in the past the Cheney Co. has gotten out advertising stunts that have made the trade sit up and take notice. Wherefore we eagerly await the coming of the surprise.

There was recently installed in the Cheney factory an enormous punch press with a striking

power of 1,500 tons. This monster machine was installed for the purpose of stamping out turntables. The steel turntables are a new feature of the Cheney instrument and are stamped out of one piece in such a manner that the Cheney Co. feels confident of its guarantee that these turntables will not warp or buckle. The punch press itself is mounted on a solid concrete foundation, reinforced with steel girders.

In the cabinet department of the Cheney Co. the workers are exceedingly busy. Much work is being done on the various period models, such as Queen Anne, Heppelwhite, late Georgian, modern Georgian and Sheraton.

Answers the Call

Many a tear was seen in the eyes of the boys in the Chicago trade when it was learned that our friend, G. I. Stanton, special representative in Chicago for the Okeh record division of the General Phonograph Corp., had passed away. Mr. Stanton had been connected with the Okeh division since last November, but prior to that had been with the sales forces of the Columbia Graphophone Co. in Chicago for many a year. His death was brought about by an intestinal trouble, with which he had been affected for several years. In the last three weeks his illness became so acute that it was necessary to take him to a local hospital. Locally he was considered one of the best-versed men in the record game and this knowledge of records was one of the things that brought about his popularity with the Chicago dealers. At the time of his death Mr. Stanton was thirty years of age. He is survived by a mother, two sisters and two brothers.

Enter Show Business

Gordon Laughead, who managed the Chicago territory for the Vocalion department of the Aeolian Co., recently severed his connection with this concern to enter the show business in a managerial capacity which he plans to follow during the Summer months. The production is a military musical one, which played in France during the war, and Mr. Laughead was largely responsible for its introduction.

New Victor Shop

The Fenton Music Co., which was recently incorporated for \$15,000, and of which the main headquarters are at 4736 North Racine avenue,

(Continued on page 133)

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



**Lyon & Healy Store,
Warehouses and Factory**

How We Help Our Victor Dealers

A great many Victor dealers advertise to the public that "it does make a difference where you buy your Victrola." They mean, of course, that their *service* is better; for the price does not vary.

In like manner, Distributors can differ, one from another, only in the support and help they give their dealers. At Lyon & Healy's we strive to give *our* dealers better co-operation and assistance than can possibly be obtained elsewhere.

Sales Promotion Department

Our Sales Promotion Department is conducted for the express purpose of working with the retail dealer to better his business. For example, copies of our own retail advertisements are mailed to each dealer with permission to use any ideas found in them. Very frequently we compose form letters and lay out ads for our retailers. We often furnish urgently needed matrices for illustrations from our own advertising depart-

ment. We assist in closing sales and we supply our dealers located outside of Chicago with the names of many local prospects obtained through our extensive advertising.

Lyon & Healy Dealers' Helps

For the benefit of our retailers, we publish a number of "Dealers' Helps"—original and exclusive advertising in various forms. They include Window Display Cards, Billboard Posters, Ready-made Newspaper Ads, Supplement Covers and Envelope Inserts. All of them are the highest quality, worthy of the wares they cry. In addition, we keep on hand samples of all manner of Victor Sales Helps made by other manufacturers so that we always have an article or service for every need of the dealer.

With immense stock rooms for records and instruments, and unexcelled facilities for handling them, we can give immediate and scrupulous attention to the retailers' wants.

Our dealers will tell you how well we do it

Let Us Serve You

LYON & HEALY

Victrola Distributors

CHICAGO

DO NOT FAIL TO ATTEND NATIONAL ASSOCIATION OF VICTOR JOBBERS'
CONVENTION, COLORADO SPRINGS, JULY 11th, 12th AND 13th

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

Chicago, has added another shop to its chain. This new shop is located in the Riviera Theatre Building, at Broadway and Lawrence avenue, Chicago. The formal opening took place May 28, with an elaborate musical program. The opening was attended by A. D. Geissler, president of the Chicago Talking Machine Co., and other members of that concern. This store will handle Victor talking machines exclusively, as well as a complete line of small goods. The incorporators are: A. C. Fenton, M. J. Moriarty and R. J. Nuenubel.

H. R. Fitzpatrick Leaves Hospital

News comes from Grand Rapids this week that H. R. Fitzpatrick, Michigan wholesale Victor representative for Lyon & Healy, has been discharged from the hospital there, where he had been confined for the past three weeks, after having undergone an operation for hernia. It will be eight weeks before Mr. Fitzpatrick will be able to resume his duties on the road. In the meantime A. F. Scannell, who looks after the wholesale Victor business of Lyon & Healy in Chicago, is taking Mr. Fitzpatrick's place.

New Fletcher Attachment

The firm of Fletcher-Wickes has just perfected a new universal ball joint attachment which it is announcing to the trade this month. The little attachment is especially adapted for the Edison, and is finished in either nickel or gold. The ball joint is patented and has a cleverly designed set screw that permits perfect freedom of movement, while at the same time there is absolutely no chance for rattling. When leaving the factory the attachment comes packed all ready for placing upon the dealer's shelf, and the package has a label placed on the outside which can easily be read while on the shelf, and this eliminates any necessity of taking the package out to find out what it contains.

In the demonstration room at the headquarters of Fletcher-Wickes there is on exhibit a cleverly designed instrument, the patentable feature of which is controlled by E. Simon, of the Simon Piano Co., Spokane, Wash. The feature of this instrument is the amplifier, which begins immediately under the tone arm similar to an ordinary machine, but it is continued down to the bottom of the machine, then the bell end is swung up as high as the motorboard again. In design this amplifier simulates a saxophone. In all it is over six feet in length and amplifies the tone to great proportions.

New Automatic Stop

The Jewel Phonoparts Co. comes out this month with a new automatic stop for which it claims the greatest simplicity and accuracy. As a matter of fact, the little instrument in itself is extremely simple in construction and from all appearances it would seem that it is quite impossible for it to get out of order. It is placed in front of the turntable and fastened to the motorboard by means of two set screws, and is regulated by the movement of the tone arm. The company is receiving of late numerous orders for its products in gold finish, and this would seem to indicate that manufacturers are preparing for a high-class trade for the coming Fall.

Again They Score

It seems as if there is no end to the number of dealer helps that the Nupoint Mfg. Co. is getting out for its dealers. Last month it came out with a little needle display stand for counter use, which went big with the dealers. This month it is offering a clever little dummy package which closely resembles the counter display stand, but is to be used for window decorating purposes.

It is composed entirely of heavy Bristol board paper, and handsomely lithographed in three colors. When placed in the window it looks just like a full display package. It is a one-piece affair and when properly folded and the ends locked together a small piece of this Bristol board folds underneath and takes the place of an easel. This new idea is merely a part of their extensive dealer help campaign, which contemplates the issue of a new sales help each

month. The president of the company, M. M. Cole, is at present calling on the dealers throughout Michigan, Indiana and southern Illinois, and has taken a plentiful supply of these facsimile display cartons with him. While Mr. Cole is calling on the trade, local business is being looked after by Lester Arkin, secretary.

Wilking Takes Over Wade & Wade Business

Frank O. Wilking, president of the Ready File Co., Indianapolis, Ind., has taken over the patents, good will and trade-mark of Wade & Wade, which firm has for many years manufactured the well-known fiber needle cutter known by their name, and will continue the business under the name of the Ready File Co., but retaining the Wade & Wade trade-mark. Mr. Wilking announces that the manufacture of Wade & Wade cutters will continue in Chicago for the next

sixty days, but at the end of that time it is hoped that a new and much enlarged factory will be in operation at Indianapolis, and from that time the entire activities of the company will be conducted from the one plant.

The "Howe" in Canada

C. W. Howe, president of C. W. Howe & Co., Chicago, announces this week that the Russell Gear & Machine Co., Ltd., of Toronto, Canada, has adopted the Howe ball-bearing tone arm and reproducer for its trade in Canada. The Russell Co. looks after the talking machine trade in Canada and is manufacturer of the Russell phonograph motor. This company is said to be the biggest one of its kind in Canada and thoroughly covers the trade in that country. The adoption of the Howe tone arm and repro-

(Continued on page 134)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great rying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.

For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

For the Columbia

No. I-C ORO-TONE

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.





SEND FOR

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

ducer by this company will give the Howe a strong foothold in Canada.

C. W. Howe & Co. increased their office space in the Isabella Building in Chicago recently by taking over additional space, which they have already fitted up quite sumptuously. The acquiring of this new space enables them to have more room for demonstration purposes as well as having desk room for visiting manufacturers.

New Brunswick Model

The latest addition to the Brunswick line is its new Model 105. This is a snappy-looking little instrument and comes equipped with the single Ultona reproducer plus the oval amplifier, and is furnished in either oak or mahogany. It is the aim of the Brunswick Co. to get out instruments that will fit anyone's purse, and for this reason the new Model 105 was brought out, and the retail price of it is \$65.

Casey-Hudson Progress

The talking machine division of the firm of Casey-Hudson, through its sales manager, Frank Wondra, announces this month that there is a noticeable increase in buying. This company is all set for the return of normal business, and is preparing the motor department to take care of any increase. The company's four-cylinder motor is reported to be growing in favor with the trade, and everything is being done to make it as efficient as a talking machine motor can be.

Pageant of Progress

The Sterling Devices Co. is making sumptuous preparations for the big Pageant of Progress, which will be held on the Municipal Pier of Chicago, July 30 to August 14. The headquarters of this company are in the Lake Shore Building, overlooking the lake front and the pier. From the publicity this big show is getting it is safe to assume that it will be one of the biggest things that hit Chicago since the World's Fair. The Sterling Devices Co. is taking advantage of the publicity of this show and, knowing that there will be thousands of visitors coming from all parts of the country, it is taking it for granted that many talking machine manufacturers and dealers will be among those present. For this reason it is planning to have quite a bit of space turned over as a meeting place for the talking machine men and it has already circularized the trade announcing this fact.

Cut Motor Cost

The United Manufacturing & Distributing Co. recently announced to the trade that it has made a sharp decrease in the cost of its motors. This it was possible to do, according to Sales Manager Watrous, because of the fact that the cost of material and labor has decreased in their particular instance.

Price Should Have Been One Dollar

On page 137 of the May issue of The World there appeared an article concerning a Brunswick window display for June, with illustrations showing miniature facsimiles of window display services. One of these displays featured "Spring

W.W. KIMBALL CO.

Wholesale Distributors of

OKeh Records

This "Record of Quality" that is played on any standard disc machine means new business, more business. We offer real service on shipments.

Write for Dealer Proposition

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 So. Wabash Ave. CHICAGO

Zephyrs" record No. 5051, giving the price as 85 cents. This price is a mistake on the part of the Brunswick service department and the Brunswick Co. would like to call the attention of the trade to the fact that it should have been \$1.00 instead of 85 cents.

Adds 500 New Dealers

The local office of the Stewart Phonograph Corp., manufacturer of the Stewart phonograph, is now located at 1251 South Michigan avenue, occupying approximately 2,500 square feet for office and display rooms. This office during the last few months has added approximately 500 new dealers, among whom are Marshall Field & Co., The Fair, Boston Store, Rothschild, Hillman's and the Summerset Music Shop in this city; Scruggs, Vandervoort & Barney, Stix, Baer & Fuller and the May Stern store in St. Louis; Block's department store in Indianapolis; Wolf & Dessauer, Ft. Wayne; Boston Store and the Lyric Music Co., of Milwaukee.

Marshall Field & Co. sold about 400 Stewart phonographs in twenty days, and some very successful demonstrations were held at the stores mentioned, under the personal direction of Miss Ethel Wallace.

Appointed Paco Distributor

The firm of C. W. Howe & Co. has just been appointed distributors for Paco record files for Chicago and surrounding territory. The Paco file is something new in the way of a record holder for talking machine cabinets and is manufactured by the Phonograph Accessories Co., of

Milwaukee, Wis. Howe & Co. have already started out to cover Chicago and the rest of the territory allotted to them; the reports coming from their headquarters indicate that Paco has met with quite a reception throughout the trade here.

Oro-Tone Men on the Go

Over at the headquarters of the Oro-Tone Co. our old friend, W. C. Tures, is having his hands full in looking after the output of the Oro-Tone line, as well as taking care of the general office business. This lot fell to him when Sales Manager Lee Hunt left for a trip to Iowa City and other points in the West. President L. K. Scotford is also out of town and is at present traveling through Ohio. Mr. Scotford but recently returned from a protracted vacation which he spent on the Coast. He left last October, intending to spend the better part of his vacation in the Hawaiian Islands, but certain business dealings came up which kept him in California most of the time.

Making Quite a Hit

The Victor dealers around Chicago are keeping the mail men busy delivering the New Records Magazine, a clever little pamphlet magazine that was recently gotten up by the Reincke-Ellis Co. The little book, which is for the exclusive use of Victor dealers, is being purchased through the Victor jobbers by their dealers in greater quantities than had been anticipated.

Brooks Window Display Attracts

One of the biggest drawing window displays

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 134)

in the local talking machine trade is that in the Illinois Central Drug Shop at the corner of Fifty-third street and Lake Park avenue. The exhibit is nothing more nor less than a Brooks phonograph in skeleton form, which shows how the Brooks can continue to repeat the playing of a record indefinitely. Crowds stand around this window all day long, apparently fascinated by the uncanny manner in which the Brooks phonograph plays the records, and when one is finished moves the reproducer as by some unseen hand and starts the record all over again.

Victor Dealers Meet

The mid-West Victor Dealers' Association held one of the most successful meetings of its career at the Hotel La Salle on the evening of May 26. Vice-president Edward Dublin took the chair in the absence of President R. B. Corcoran. The guest of honor was Ernest John, advertising manager of the Victor Talking Machine Co., and Princess Watahwaso starred in the entertainment. There were more dealers in attendance at this meeting than ever before and souvenirs in the form of paper hats were given out.

The last meeting of this Association will be held at the Hotel La Salle on the evening of June 21 and there will be no further meetings until after the hot weather is over. The first of the Fall meetings will be held on the third Wednesday of September. The executive committee, however, will continue its regular meetings during the Summer.

Vacationizing

Charles F. Bent, president of the Music Shop, has just returned from a three weeks' vacation.

G. Harry Bent, head of Bent's Logan Square Music Shop, is contemplating a visit to California within the next few weeks.

Open Attractive Store

Sales Manager G. P. Ellis and V. K. Tremblett, of the Chicago Talking Machine Co., have just returned from a short visit to Appleton, Wis., where they attended the formal opening of Carroll's Music Shop. This is an exclusive Victor store, conducted by Mr. and Mrs. E. F. Carroll, who have been exclusive Victor dealers for a number of years in that town. This was the formal opening of their new store, located in a new and modern building which they have recently purchased. Souvenirs, such as small Victor Dogs and cut flowers, were given out. This new store is said by many Victor men to be the most attractive they have ever seen in a town the size of Appleton.

Some Clever Posters

The Chicago Talking Machine Co. has gotten out for its dealers some of the cleverest three-colored window posters that have been seen around here for a good many days. These posters are printed up in a way so as to simulate a tempera-opaque drawing. They are gotten up for record-announcing purposes, and in conjunction with the regular text matter there is a classy little drawing, elaborated by means of the aforesaid coloring.

New Nursery Record

The first samples of the new Emerson Picture Records arrived in Chicago the other day, and their arrival caused much activity in and about the Emerson headquarters here. They were merely the first samples, and were turned over to the salesmen by Manager F. W. Clement.

(Continued on page 136)



QUICK SUMMER SALES WITH KAMP-O-PHONE

Full Rich Tone—Beautiful Case—Quick Profits

FOR once the tone quality of the finest phonographs has been combined with low price—in a really portable instrument. Every camper, auto tourist, canoeist, motor boat enthusiast, picnicker, summer cottager, etc., etc., etc., is a ready prospect for the Kamp-O-Phone. The first part of a strong national advertising campaign is already appearing in the June issues of Motor Life, Motor Boat and Outing. The Kamp-O-Phone is the ideal proposition for you this summer.

DETAILED DESCRIPTION

Carried like a suitcase—barely 20 lbs.—size 8 in. by 15 in. by 13 in. Plays any disc record. Will hold six 10-in. records in ide of top. Guaranteed to have superior volume and quality of tone. Finished in waxed mahogany with dull brass fittings outside and nicked fittings inside. Note the improved tone arm and extra size reproducer. The Heineman No. 36 motor will play three 10-in. records on one winding. This new instrument is creating an unprecedented demand. We guarantee satisfaction to your customers—or money back. Immediate shipments. Prices and terms on application. The nationally advertised price of the Kamp-O-Phone is \$35—you know this is decidedly under the market for such a phonograph.



KAMP-O-PHONE
THE JOY OF THE OUTING

Merchandise Distributors Co., 136 W. Lake St., Chicago, Ill.

STERLING

**Tone Arms Reproducers
 Non-Set Automatic Stop**

Send for samples and prices

STERLING DEVICES CO.

534 LAKE SHORE DRIVE CHICAGO

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 135)

Owing to the fact that he was on his own hunting ground at the time of their arrival, F. A. Dempsey, who looks after the Loop trade for Emerson, made the first home run by bringing in an order from one of his dealers.

The record itself is the regulation nine-inch size, and by means of a swiveled eyelet is held between two heavy cardboard covers whereon are printed illustrations for the rhymes on one side and the lyrics are printed on the other side. When this picture record is played it fits over the turntable like any other record, and by means of an orifice in the cardboard the needle is enabled to touch the record surface. The whole device is so arranged that the records in the bottom cover revolve with the turntable, whereas the top cover is held stationary by the needle as it travels through the grooves of the record underneath; and in this way the child is enabled to see the illustrations or read the lyrics as the case may be. The record contains the words and music arrangement on one side, while the other side contains only the music, arranged in a sort of dance measure that will enable the little folks to gambol about the machine. They are all Mother Goose rhymes, and include "Little Red Riding Hood," "Old King Cole," "Bo Peep," "Ride a Cock Horse," etc.

Great Tour of Isham Jones Orchestra

The famous Isham Jones Orchestra, which records exclusively for the Brunswick, left the Marigold Gardens, this city, on May 15 for a tour of the following cities: Lafayette, Ind., where under the auspices of the Sheehan-Murphy Co., and the Frelinger Music House, Brunswick dealers, it played at the Knights of Columbus ball. From Lafayette it visited Terre Haute, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer. At South Bend, Ind., on May 18, the orchestra played under the auspices of J. H. Lenhard, exclusive Brunswick dealer. Goshen, Ind., was visited on May 19, when the orchestra was heard in connection with St. Rita's Guild of the Episcopal Church. May 20 the orchestra played at the Elks Country Club, Ft. Wayne, and was also heard on May 22 at the opening of the Indianapolis Canoe Club. On May 23, under the auspices of C. H. Herring, Brunswick dealer, the orchestra was heard in Elwood, Ind. On May 24 the Elks' Club of Columbus, O., heard this favorite band. On May 25 the Elks' Club at Lima, O., enjoyed dancing to the tunes of

Melody Portable Phonograph

Equipped With

- Double Spring Motor**
- Blood Tone Arm and Reproducer**
- Removable Tone Arm and Winding Key**

Durably Constructed. Mahogany Water-proof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weighs only 18 pounds.

PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.



Size 8x13x15

Take It With You Anywhere!
Have Music Where You Want It!
In Your Home—In the Nursery
—At the House Party—Camping
Out—At the Summer Home—
Boating or Canoeing—

Portable



Weights 18 Pounds

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.

this very popular orchestra. In Lansing, Mich., May 26, the orchestra furnished the music at the opening of the New Arcade ballroom. This affair was under the auspices of the F. N. Arbaugh Co., Brunswick dealer. The next stop, on May 27, was at the Statler Hotel, Detroit, where the orchestra furnished the music for a dance under the auspices of the Brunswick Shop of that city. The last stop, at Saginaw, Mich., on May 28, was a continued demonstration of admiration for this organization, which was heard in that same city in February.

The Isham Jones Orchestra returned to the Marigold Gardens on May 30 for a Summer engagement. Each of the nine players is a soloist, and the group has been molded into a unified ensemble by that natural leader and unique "sax" player, Isham Jones, and to lovers of popular dance music in these various cities this group of instrumentalists will be a revelation.

Colors and their combinations have "their day" in music as in dress, and the Isham Jones Orchestra paints from a palette that is up to the minute and a trifle in advance.

Lyon & Healy Men's Social Club Plans

The Lyon & Healy Men's Social Club is planning to hold a "basket picnic," August 10, at the Sand Dunes in Indiana. The affair is to be held at Miller Beach, and an elaborate program is now in course of preparation.

Receives Many Inquiries

The Autrola Co., of this city, which displayed its product at the Drake Hotel during convention week, has been receiving quite a few in-

quiries from jobbers and dealers regarding its product. The instrument contains a magazine holding about twenty-five records, which will play for hours untouched, stopping only when the magazine is empty. It is furnished in several models adaptable for home use or any place of public entertainment, such as restaurants, ice cream parlors, etc. The Autrola Co. was recently incorporated in Springfield, Ill., for \$1,000,000 and A. R. Jones is the president.

Wurlitzer Wholesale Moves

The wholesale establishment of the Rudolph Wurlitzer Co., which for many years was located at 615 South Wabash avenue, recently moved to a new building which that company has acquired at 700 West Jackson boulevard. Not only are its wholesale Victor activities transferred to this building, but also its offices and a number of other departments for the manufacture of small goods. The wholesale talking machine department is still conducted by Hans Schlossenger, who has been managing it since the departure of former Manager L. E. Noble,

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
Price \$2.50
MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

ACME

The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."
Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

VARNISH DRYROOMS
with the **EJECTOR SYSTEM**

Something New
Write for "EJECTOR" Bulletin
Just off the Press

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago
USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT 1,186,477.

Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

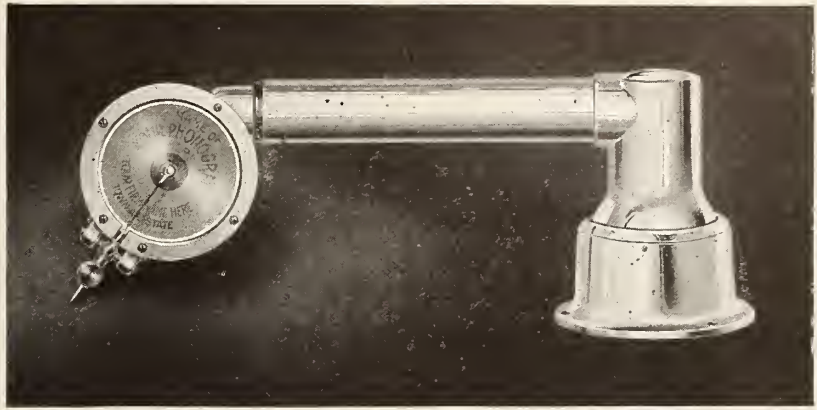
who is managing Wurlitzer's Victor department at 329 South Wabash avenue. The new wholesale department is handsomely fitted up with all modern conveniences, and one section is given over to represent a miniature talking machine shop wherein visiting Victor dealers may congregate. Not only is a full line of Victor goods shown here, but a complete file of all publicity work sent out by the Victor company as well as the Wurlitzer company is kept within easy reach for ready reference. In fact, every idea that can be utilized to the advantage of Victor dealers, educational or otherwise, is within easy reach of all who call.

Consolidated New Detroit Branch

E. A. Fearn, president of the Consolidated Talking Machine Co., returned from Detroit a few days ago, where he attended the opening of a new branch. It is located at 2957 Gratiot avenue in a ground floor location, and is the headquarters for the company's Michigan activities. Since the company took over the Okeh jobbing distribution two years ago it has done excellent work and extended its business materially and greater facilities for its Michigan business became necessary. At Detroit it carries not only a full stock of Okeh records, but also an extensive line of repairs and accessory parts, for which the Chicago house has been long noted. A. P. Miller, who has traveled for the Consolidated Talking Machine Co. in Michigan for some time, is the sales manager of the new branch, and E. Fieck, formerly in charge of the repair department of the Chicago house, is office manager.

Open New Local Brunswick Stores

During the past fortnight two new Brunswick shops have been opened in local territory, one being located at 106 North Oak Park avenue, Oak Park, and the other at 3228 West Madison street. They will both handle the Brunswick line exclusively, and in addition two more exclusive Brunswick shops will be opened in the course of the next few days. One of these



Scottford Tonearm and Superior Reproducer

Illustrating STYLE 3 FINISH
All Parts Plated

Sample Prepaid, \$8.50 Nickel—\$11.00 Gold

Quantity Prices on Application



Superior Specialties for Phonographs

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO

shops will be established at Fifty-first street and Prairie avenue and the other at Cottage Grove avenue and Seventy-fifth street. The owners of the Oak Park shop are Harry G. Geise and S. W. Henderson, who are well known in Oak Park musical circles, as they are the heads of the popular Kuku orchestra. Shalek Bros., who are well known in the talking machine field, are the owners of the Madison street shop. The store is located at the corner of Madison street and Kedzie avenue, one of the busiest corners on the West Side.

Cheney Leases Valuable Display Space

The Cheney Talking Machine Co. announced recently that it had secured a lease on the corner store of the Plaza Hotel on Sheridan road, and will use this store to exhibit a complete line of Cheney talking machines, including the stand-

ard models and the magnificent period types. The company does not plan to use this store as a sales headquarters, but as a valuable display for advertising purposes. W. E. Burr, sales manager of the company, returned recently from a trip to several of the leading trade centers, bringing back with him optimistic reports of the business situation as a whole.

Energy Phonograph & Supply Co. Plans

The trade was advised this week of the consolidation of the Energy Phonograph & Supply Co., formerly located at 1608 West Madison street, and the Co-operative Mfg. Co., formerly located at 1867 Milwaukee avenue. These two companies will do business hereafter under the name of the Energy Phonograph & Supply Co., with offices at 28 West Lake street.

(Continued on page 138)



AN AMERICAN WALNUT PHONOGRAPH CABINET

VERY POPULAR

Here's a Good Seller!

That feeling of pride that comes over the manufacturer of such a superb piece as the

AMERICAN WALNUT

Phonograph Cabinet

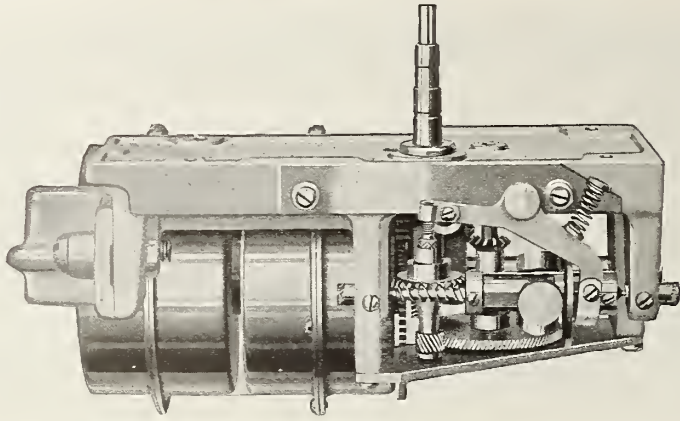
pictured here, is perfectly natural and justifiable. It's coming to him. For musical instrument cases American Walnut is supreme among cabinet-woods.

Manufacturers and dealers: We have some very much worth-while information for you. Write. Address the producers of American Walnut lumber, the



AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)



A Revelation in Smoothness

For smoothness and quietness the Casey Hudson "4-cylinder" motor sets a new standard. Marks a decided advance in fulfilling the demand for a phonograph motor of greater efficiency, greater, smoother operation and longer life, without material increase in size or price.

Casey Hudson "4 Cylinder" Motor Plays 6 to 8 10-inch Records With One Winding

Simple in design; compact; sturdy; no unnecessary weight; mechanically right.

We also manufacture the Old Reliable "KRASCO" motors

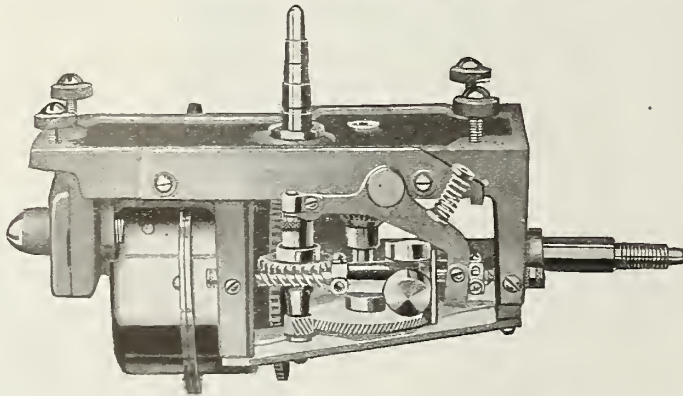
The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Gold finish on exposed parts if desired.

Manufacturers who value quality would do well to standardize on Casey Hudson motors. Quantity production of the complete motors in our factories makes for economy. No extras to buy.

Let us figure on your requirements for 2- or 4-spring motors of highest quality, in any quantity.

CASEY HUDSON CO.

361 E. Ohio St. CHICAGO Factories, 361 and 451 E. Ohio St.
'KRASCO' 2 and 3 spring



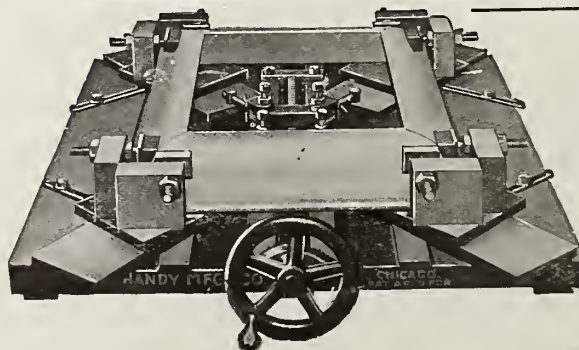
The Energy Phonograph & Supply Co. has more than doubled its business since September 1st last year, and at the present time is expanding rapidly. The Co-operative Mfg. Co. has operated a most modern and complete repair shop with a clientele that is well pleased with the service it receives.

The Energy Phonograph & Supply Co. will occupy the entire second floor at 28 West Lake street, and will carry a complete line of phonographs, records and accessories, together with parts for all types of motors, including obsolete types. An extensive campaign will be instituted for every department of the business, and particular attention will be paid to the repair department. The officers of the company are as follows: Wm. Weisel, president; Joe Cassuboin, vice-president; Leon J. Zanda, treasurer, and Max Targ, secretary.

Activities of Columbia Staff

R. J. Mueller, who previously handled the lower Wisconsin territory for the Chicago

branch of the Columbia Graphophone Co., will hereafter be in charge of Iowa territory, with Cedar Rapids as his headquarters. William Wichorst, formerly a member of the retail force in Chicago, will take care of the Wisconsin field. R. R. Granquist, Grafonola sales supervisor, recently visited the trade in Wisconsin.



WE ILLUSTRATE THE "Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

Will Open New Victor Shop

The Ashland Talking Machine Shop, 6247 South Ashland avenue, is the name of a new Victor shop which will open in a few days. The store is under the management of George Glick, son of Abraham Glick, of the Glick Music Stores.

Gibson Joins Brunswick Chicago Staff

M. E. Gibson, formerly a member of the sales staff of the Detroit branch of the Brunswick company, is now a member of the sales department at the executive offices in Chicago. Mr. Gibson succeeds John B. Pitts.

Coombs with Louis A. Schwarz

H. L. Coombs, one of the best known members of the Western talking machine trade, has been appointed Western manager of Louis A. Schwarz, Inc., manufacturers' representatives, with headquarters at 21 East Van Buren street. Mr. Coombs has been associated with the industry for many years, and his thorough knowledge of every phase of merchandising insures efficient service and co-operation.

ANNOUNCE NEW PORTABLE

Kamp-O-Phone Placed on Market by Chicago House Has Features of Interest

CHICAGO, ILL., June 4.—A new portable phonograph known as the Kamp-O-Phone is now being introduced by the Merchandise Distributors Co., of this city. This new phonograph has been well



The Kamp-O-Phone

received by the dealers generally, who are planning to feature it during the Summer months when it has a particular appeal for boating, camping and other outdoor sports.

The Kamp-O-Phone, which weighs less than twenty pounds complete, will hold six ten-inch records in its top, plays any type of disc record and is attractively finished in waxed mahogany and dull brass fittings. For traveling the tone arm is simply slipped out of the grooves which hold it and packed in the tone chamber, and the crank is stored away in the same manner. The Merchandise Distributors Co. is planning to give Kamp-O-Phone dealers practical assistance in merchandising this machine through intensive advertising and sales plans.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers
1000-1016 N. Halsted St., Chicago, Ill.

MAKES FINE DISPLAY AT FOOD SHOW

SPRINGFIELD, Mo., June 1.—The Heer Stores Co., of this city, well-known Columbia dealer, featured an attractive exhibit of Columbia Grafo-



nolas at the recent Pure Food Show, held in the Springfield Convention Hall. The company secured forty excellent prospects, many of which have materialized into Grafonola sales.

VICTOR SUMMER FANS POPULAR

CHICAGO, ILL., June 3.—The Reincke-Ellis Co., of this city, has been advised by dealers that Victor fans for 1921 are big hits. This year's fan is the most artistic and attractive that the company has yet produced, and can be used to advantage by Victor dealers for distribution at out-door gatherings, county and State fairs, moving picture theatres, etc. The new fan is thirteen inches wide and eight and one-half inches high, lithographed in full colors. On the front there are portrayed some of the world-famous artists who make Victor records exclusively, with the reproduction of a Red Seal record and the epigram, "An All-Star Concert in Your Own Home on Your Own Victrola." On the reverse side there are reproduced scenes of out-door life and on this side there is plenty of room available for the dealer's name and address. It is not at all surprising that this specialty is meeting with a large measure of favor.

A GREAT ADVERTISING CAMPAIGN INAUGURATED

New Co-operative Newspaper Advertising Plan, Plus National Magazine Publicity, Announced by the Brunswick-Balke-Collender Co.—Many Important Contracts Signed

CHICAGO, ILL., June 6.—The Brunswick Co. is determined to leave no stone unturned in order to popularize its machines and records in every city, town and hamlet all over the world. The first big steps to be taken along these lines were announced the other day when Brunswick-Balke-Collender, through its publicity department, signed contracts for advertising space in a big group of the foremost national monthly magazines and newspapers in the country. The number of accounts closed to date by the Brunswick Co. involves the following list of magazines: Saturday Evening Post, Literary Digest, Ladies' Home Journal, Pictorial Review, Woman's Home Companion, The Delineator, The Red Book, the American Magazine, the Cosmopolitan, Vanity Fair, Harper's Bazar, Vogue, People's Home Journal, Woman's World, Etude, Musician, and the Theatre Magazine.

The first of the new national copy was featured in the Literary Digest June 4 with a page, and incidentally it may be said here that the campaign as applied to the Saturday Evening Post will cause double pages to appear in this paper in June, July, August, September, October, November and December.

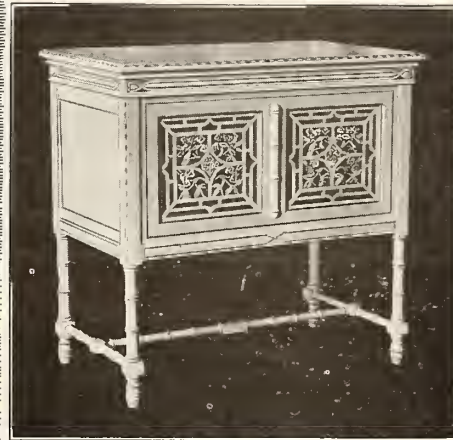
As regards the Brunswick special newspaper advertisements on its Summer-time record campaign their advertising department has gotten out some very clever ads. These are being sent to dealers in mat form only, and space is left at the bottom for dealer's name and address.

To enable the Brunswick dealers to circularize local trade with the least expense and loss of time a clever little postcard folder, which is a facsimile of its regular monthly hanger, has been brought out. This is arranged in such a way that it does away with the old-time supplement envelopes, and there is nothing left for the dealer to do but to stick on a stamp and write on the address. This little folder will be sent out each month showing the latest releases.

The Brunswick Co. also announced this week that it has made a special release of "Cherie," the fox-trot number that is making such a hit all over the country, and on the other side is also an exceptionally popular fox-trot, "Just Keep a Thought for Me." The record is played by Carl Fenton's Orchestra, and Leo Feist, the publisher, is supplying special window streamers, which go forward with the initial shipment of records. This particular record will be listed in the July releases, mailing cards and hangers.

At no time in the history of the Brunswick business was there evident such a demand for their phonographs and records as now.

The Windsor
Phonograph.



IN

Period Designs
like highest grade
Furniture

Produced by

The Windsor
Furniture Company
Chicago, U. S. A.

New! New! APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction
For sale through jobbers and dealers.

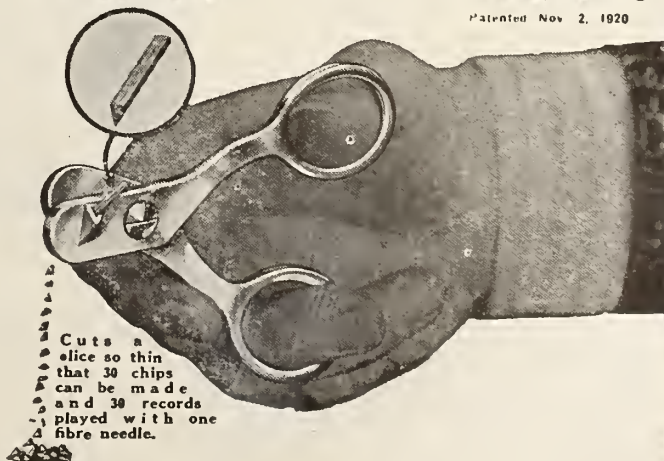
Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO

New! New!

Patented Nov. 2, 1920



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

E. J. WADE'S PLANS FOR FUTURE

CHICAGO, ILL., June 10.—It is stated in the local trade that Edward J. Wade, who until recently was sales manager of the R. C. Wade Co., of this city, will soon assume an executive position with the LaSalle Extension University. Mr. Wade was formerly associated with this organization before his connection with the Tonophone sales staff.

COLUMBIA OUTING JULY 20

CHICAGO, ILL., June 10.—Plans are practically completed for the Columbia dealers' outing, to be held July 20, at Glenwood Park. The Columbia Co.'s Chicago office is leaving nothing undone to make this outing a memorable event and it is expected that the attendance will reach 750. Athletic contests, dancing and novelty contests will form interesting features of a program which will be arranged to test one's varied abilities.

"Supreme Talking Machine Value"



Our generous size cabinets, handsomely selected veneers, fine piano finish, improved type of tone arm and reproducer and big capacity motors place the Valuphone, at the price at which it is bought and sold, in the front row of every live dealer's daily offering of real phonograph bargains. Investigate the Value in the Valuphone.

We are demonstrating a new low-level basis of pricing.

Our values are based absolutely on the low market conditions of the moment, disregarding all former prices and former costs.

*If price is important to you
Write us to-day.*

Control exclusive selling rights on the most unusual talking machine value in America.

WIZARD PHONOGRAPH CO.
ANTON CUMMINGS, Pres.
Manufacturers of



A Recent Change in the Music World

Distributors for the Nupoint Mfg. Co.



The Energy Phonograph and Supply Co. and the Co-operative Mfg. Co. have consolidated into one concern known as the

Energy Phonograph and Supply Co.

Both of these offices have been moved to
28 W. Lake St., Chicago, Ill.

The increased capacity, latest equipment and additional able force will make it possible not only to continue to serve our old patrons to their complete satisfaction, but also to serve new patrons with equal promptness and diligence.

*We can take care of all your music needs.
Everything for a Music House.*

We carry standard makes of Phonographs, Records and a complete line of accessories.

Let us take care of all your phonograph repairs and parts.

Write us today.

Ask for Descriptive Catalog.

Trial Offer No. 1—Retail Value, \$15.00; Dealer's Price, \$7.00. (Including 1 Display Stand and 100 Packages Assorted Nupoint Needles.)

Special Offer No. 2—Retail Value, \$45.00; Dealer's Price, \$21.00. (Including 150 Free Sample Envelopes—300 Packages Nupoint Needles—1 Display Stand.)

Order direct from this ad.

Distributors for the Stewart Phonograph Co.

The New Improved Stewart



The Energy Phonograph and Supply Co.

28 W. Lake St.

CHICAGO, ILL

A HANDSOME WINDOW DISPLAY

Whiteman Record of "Underneath Hawaiian Skies" Featured by Lyon & Healy

A most attractive window display featuring a single record was recently shown in the win-

drop showing Hawaiian mountains and inevitable Hawaiian moonlight with natural palms situated on either side and the advertised record placed in conspicuous positions more forward.

The display card featuring the Whiteman record, in addition to making the title, "Underneath



Artistic Lyon & Healy Window Devoted to Whiteman's Record of "Underneath Hawaiian Skies" dows of Lyon & Healy, the nationally known music house of Chicago. It featured the Paul Whiteman record of "Underneath Hawaiian Skies," released some time ago by the Victor Talking Machine Co., and attracted unusual attention as well as being the means of creating sales for the record in question.

We are herewith reproducing a photograph of the display which will give some idea of its attractiveness. It has a specially painted back

The Kimball Piano Co.'s branch in Memphis, Tenn, reports a strong, steady demand during May for the Kimball talking machine at its store in this city and also at the wholesale distributors.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

LIDSEEN FIBRE NEEDLE CUTTER

*Sharpens the needle with-
out removing it from
the tone arm*

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Cuts with a rotary motion which is correct and cuts from bottom to top, which makes impossible any fuzzy playing point.

A Few More Jobbers Wanted

The greatest seller
of them all. You
only have to show
this to sell it.

Good Profits

You are protected in sales

LIDSEEN
832-840 So. Central Ave.
CHICAGO

WILL OPEN NEW VICTOR SHOP

CHICAGO, ILL., June 10.—The Fenton Music Co. will open next week an exclusive Victor shop at the corner of Lawrence street and Broadway. A. C. Fenton, president of the company, formerly owned the Hyde Park Music Shop, which is now consolidated with the Fenton Music Co.

LYON & HEALY NORTH SHORE STORE

CHICAGO, ILL., June 10.—It is understood that Lyon & Healy will soon open a handsome store at 4646 Sheridan road. Located in the North Shore district, this store promises to be one of the most up-to-date Victor retail establishments in that section of the city.

L. L. Haight is arranging for an exclusive Victor store in McGregor, Ia. Up to the present time he has been handling other lines of goods, but will concentrate on "talkers."

MANDEL MFG. CO. LIQUIDATING

Chicago Manufacturing Company to Dispose of Its Entire Property and Good Will and Terminate Its Activity in Talker Industry

The Mandel Mfg. Co., through its vice-president and general manager, M. B. Silverman, announced this month that this company is liquidating its assets in order to terminate its activities in the talking machine manufacturing business. This move was decided upon during the meeting of the stockholders recently, when a resolution to liquidate was passed. Every asset of this company, including good will, land holdings, property rights, machinery, patents, stocks, tools and dies, will be closed out. The company is at present solvent and meeting all its obligations and when the final recounting comes along the stockholders will come in for their share and those owning first preferred stock will be paid off first.

This company has been in existence for about

six years and since the time of its organization showed phenomenal growth, until about a year ago it went through complete financial re-organization brought about by the sudden slump that affected the entire trade.

In the process of liquidation the Mandel Co. is not forgetting its loyal dealers, with whom it did business for many years, neither is it forgetting the owners of Mandel talking machines. In order to permanently maintain the good will which the Mandel Co. established throughout its years of activity in the talking machine industry it is at present negotiating with another concern for the purpose of keeping up its service department, so that the dealers and users of Mandel talking machines will be taken care of. It is expected by the officials of the Mandel Co. that all negotiations and liquidation will have reached completion within sixty days.

The Pathé phonograph store at Liberty, N. Y., has been purchased by H. Lustgarten, a local merchant.

Announcing the New

MASTERPIECE CONSOLE



SIZE

Width, 36 1/4"
Depth, 22 1/4"
Height, 36"

Just what you Need if the Success of Your Business depends on price plus quality: The latest triumph of Masterpiece Superiority—Right in Quality—Right in Price. Is made of five-ply Mahogany with Hand-Rubbed Piano Finish. Equipped with Guaranteed Two Spring Motor, Universal Tone Arm, All Wood Amplifier and Modifier. Also Heavily Nickel Plated Hardware and the All Sized Record Racks are built in—and all for a Price that is astonishing when the Quality and Superiority are taken into consideration.

Write TODAY for Prices and Discounts

MASTERPIECE PHONOGRAPH CO.

2320 So. Western Ave., Chicago, Ill.

PROMISING TRADE OUTLOOK IN KANSAS CITY TERRITORY

Wholesalers Who Go on Trade Extension Trip Come Back Full of Optimism—Increased Volume of Advertising Helps Business—Victrolas for Joplin Schools—Other News

KANSAS CITY, Mo., June 7.—General reports from the wholesalers and retailers of both talking machines and records indicate that although business totals do not measure up to those of last year, some satisfactory totals are being registered by means of increased selling effort, broader advertising campaigns and other methods.

Several of the talking machine jobbers made the Chamber of Commerce trade extension trip to neighboring States and came back quite satisfied with the general outlook and the attitude of the small-town and country merchants.

Burton J. Pierce, of J. W. Jenkins' Sons Music Co., reports that his firm has just passed through one of the best Mays in the history of the store. It did an extra amount of advertising, and pushed business a little more vigorously than usual, and the results were most gratifying. Mr. Pierce, who has just returned from the trade extension trip with other members of the Chamber of Commerce, reports that there has been a very decided improvement in the equipment of the dealers who handle talking machines, and that the feeling all along the line was decidedly optimistic. He also found that the merchants were pushing the business by going out into the country with automobiles, and that they are fully awake to the necessity of going out after the business, instead of waiting for it to come to them.

The Schmelzer Co., Victor wholesaler, is to have a school for its dealers handling the Victrola, so as to train them for a preparatory campaign during the Summer, and an aggressive selling campaign in the Fall. Every phase of the selling of Victrolas will be discussed and special displays will be made setting forth the new plans and methods in the Idea Rooms at the wholesale department of the company at

2015 Grand avenue. The school will be held from the sixth to the tenth, and will be under the direction of D. R. Walsh.

W. C. Junkins and R. M. Gilman are two new field representatives of the Victor department of the Schmelzer Co. They have both been identified with the company for some time, and are thoroughly fitted to present the strong points of the Victor machine.

The putting on of a memory contest in the public schools in Joplin, Mo., was the immediate occasion for the purchase of two new Victrolas, for in order that every school might have a fair chance in the contest, it was necessary that each school should have a machine. In placing these two machines, the equipment of the Joplin schools becomes 100 per cent Victor. The memory contest was put on under the direction of Miss Ruth M. Phillips, the music supervisor, and was in every way successful.

A new dealer for the Victor in Kansas City, Kan., is John Mufich, jeweler, who will make a specialty of pushing foreign records. He is a Croatian by birth, and is prominent in all matters in which foreign-born citizens are concerned.

Arthur A. Trostler, secretary of the Schmelzer Co., made the trip with the Chamber of Commerce boosters, and reports that the dealers are not only optimistic as to the future, but that they generally stated that business had recovered faster than they had anticipated, and that wherever they were pushing for results the sales were being made. He says that "the dealer who is vigorously going after the business is getting it."

N. A. Bailey, sales promoter for Thomas A. Edison, Inc., reports that there will be from fifty to seventy-five dealers from this zone attending the Caravan Convention at Chicago on June 20

and 21, and that there will be a special car leaving Kansas City on Saturday, June 18, over the Santa Fe at 6 p. m. A very attractive "last reminder" is being sent out over this territory in the shape of a card, on one side of which is printed the picture of a camel, fully equipped for a journey, and on the other the words, "Hop on Your Camel and Hump Along to the Edison Caravan Convention."

Charles R. Lee, of The Edison Shop, 1012 Grand avenue, reports that business during May has been quite a bit better than in the previous months of the year, and that the prospects are bright for the future. He says that the "Mood Change Parties" put on by his company have created a great deal of good-will, and given them a large list of prospects, some of which have already been turned into purchasers.

M. M. Blackman, manager of the Kansas City zone for the Edison, has been at home for a day or two, following a trip out into the territory, and is enthusiastic concerning business. The volume of business is constantly on the increase, and the educational work being done is resulting in an ever-increasing number of inquiries. Mr. Blackman, according to his sales promoter, Mr. Bailey, is not so much a salesman as he is a business counselor, and his work is rather to give the information and training to the dealer that will result in the dealer making sales. When this is done, and done in the right manner, there will be no difficulty in securing the order to replace the machine sold. Mr. Blackman reports that the use of the Mood Change Parties opens the doors of many homes and clubs for the Edison salesman, and presents the value of music to educators and parents in a new and favorable light.

F. M. Briggs, sales manager for the Brunswick, reports that sales have increased month by month during 1921, but have not yet reached up to those of 1920. The indications are that the year's business will equal, if not surpass that of last year. In the Kansas City district there

(Continued on page 144)

The HOWE

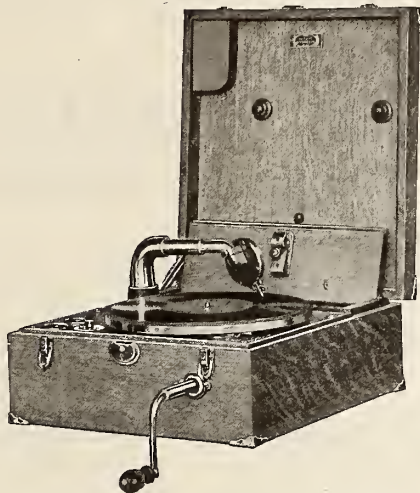


Tone — RICH
CLEAR · MELLOW
it does not Blast

BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago-Ill.

**The
Plymouth
Portable**



This shows the machine open and playing, the tone arm in place and the crank inserted in the case—the raised cover acting as a sound amplifier to the horn which opens below.

**Big in Tone
Durably Built
Fool Proof**



This shows the tone arm and crank removed and fitted into spring clamps which hold them securely clasped when the cover of sound chamber is closed.

Now a Real Portable!
The "PLYMOUTH"

**6 Inches High
14" Wide and 15½" Long**
(Patents Applied For)

Here is an instrument designed for general use as a portable phonograph, but especially adaptable for use in automobiles, canoes, etc. Made of oak or covered with any color waterproof fabrikoid. Power is supplied by a durable two spring motor, which plays three 10-inch records.

The features of the Plymouth Portable, which recommend it to the customer seeking a light, compact phonograph, are: Its remarkable small size; its remarkable full tone; its sturdy construction, and snugly-fitting parts when closed.

Portable record cases, holding 20 records, will be furnished for the "Plymouth." The cases are strongly built and absolutely protect records from damage.

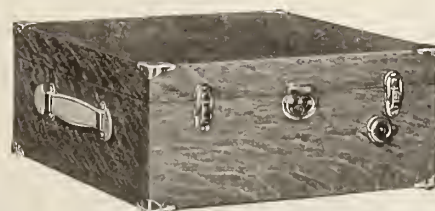
PLYMOUTH PHONOGRAPH CO.
PLYMOUTH, WIS.

**The
Plymouth
Portable**



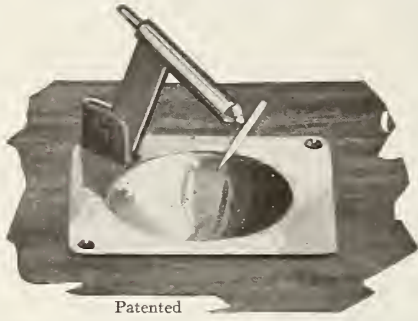
This shows the cover of sound chamber shut with the tone arm underneath where nothing can strike and injure it. Notice the felt pad at upper left hand corner which, when closed, fits against needle cups.

**The Ideal
Outdoor
Phonograph**



This shows the instrument closed and ready for carrying, all parts inside securely fastened and protected from the jars and mishandling incidental to transportation.

DON'T PRICK YOUR FINGERS



Patented

THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature.

JOBBER'S applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO

KANSAS CITY TRADE OUTLOOK GOOD

(Continued on page 142)

are a number of new agencies for the Brunswick; two of them, from which the largest returns are expected, are the Music Shop, at Bartlesville, Okla., and The Brunswick Shop, at Tulsa, Okla.

Among the influences which have tended to increase sales for the Brunswick is the largely increased advertising the company is doing in a national way. This is highly appreciated by the local and district distributors. The reports from the Mother's Day campaign, put on by the Brunswick company, are that, where it was pushed, the results were most gratifying.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Graphophone Co., has just returned from the trade trip of the Chamber of Commerce, and reports that Graphophone dealers are quite optimistic as to the outlook for an early increase in rural trade in the phonograph line. He says that with the harvesting of the crops, the sowing done by the constant advertising of the phonographs, and now the going out after the business by local dealers, will without doubt bring a large harvest in orders.

VICTOR MEN VISIT BOSTON JOBBERS

BOSTON, MASS., June 6.—G. L. Richardson, Victor traveling representative in Maine and New Hampshire, was a visitor at the headquarters of the Boston Victor jobbers—M. Steinert & Sons Co., the Eastern Talking Machine Co. and the Oliver Ditson Co.—early in June, dropping in while on his way back to Portland from the Victor factory. Mr. Richardson reported that he found business to be better in the smaller towns than in the large cities in his territory.

Art may make a suit of clothes; but nature must produce a man.

DOING WELL WITH NEW DEVICE

Manufacturers of the Controla Report That It Has Been Well Received by the Trade

The Phonograph Control Corp., 120 Market street, Newark, N. J., patentees, manufacturers and distributors of the Controla, a new automatic starting and stopping device, are waging an energetic campaign in introducing this product to the trade and public.

The factory of the company is at 576-82 Eighteenth avenue, Newark, N. J., a plant that is well equipped and which is already producing the device in large quantities. The Controla will fit any make of talking machine, and in the offices of the company demonstrations of the product, attached to several well-known makes, are given daily.

The officers of the company state "that the object of the Controla is the standardization of the termination of a playing record, the device functioning without fail at a given point."

The special features of the Controla are the starting of the machine by placing the needle and sound box upon the record; at the conclusion the needle is lifted off the record and the motor stops immediately. It is simple in construction and is easily attached to the machine.

The company is carrying on an advertising campaign in local newspapers and a full-page advertisement recently appeared in the Newark Star-Eagle. This is to be followed by publicity in other magazines and newspapers, the copy carrying descriptive matter and illustrations.

The initial announcement of the Controla was made in the May issue of *The World* and the officers of the company state that already they are receiving many inquiries from the trade. The demands received have made it necessary for the company to acquire more office space, and three larger offices on the same floor, at 120 Market street, have already been acquired.

Herbert W. Royal, a former attorney of Jersey City, N. J., is president of the company; B. F. Reeve, a well-known contractor and builder, is vice-president; Arthur Hein, secretary and treasurer. Mr. Hein is connected with the National City Bank. The board of directors also includes Robert A. Bachman, who is also general manager of the company; Victor Fegley, a constructing and designing engineer and inventor of the Controla, and George J. Zisch, who is president of the Newark Engineering and Tool Co.

Howson & Howson, the well-known Philadelphia patent attorneys, recently forwarded a letter to the Phonograph Control Corp. stating that fourteen of the sixteen claims for the Controla had been granted by the patent office.

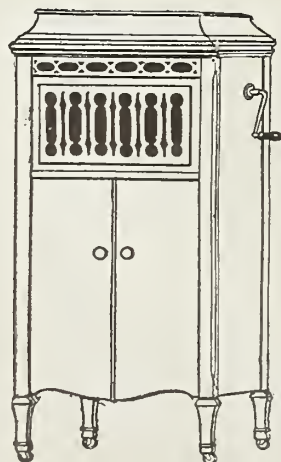
BRUNSWICK ENTHUSIAST WINS PRIZE

BOSTON, MASS., June 6.—A Brunswick enthusiast came in for one of the first prizes in the popular ad writing contest that has been conducted here by the Boston Post in recent weeks, with the following advertisement: "Brunswick records for every mood. Records for the brain, the throat, the heart, the feet. And, of course, their rich, resonant reproduction by a Brunswick Phonograph." The winner, who received a prize of \$100, was W. H. S. Pearce, of Newton, Mass.

OPENS STORE IN HUNTINGTON PARK

SAN FRANCISCO, CAL., June 6.—A complete line of talking machine goods and pianos is to be carried by the Huntington Park Brunswick Shop, recently opened at Huntington Park, by E. M. Nelson and J. D. Scouller. Although Brunswick goods are to be featured, other lines will be carried, and the new proprietors expect to build up a large trade in the district.

Virtue by itself is not enough. Strength must be added to it.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE

SUMMER ACTIVITIES IN FULL SWING IN DETROIT TRADE

Demand for Small Machines—Business Conditions Reviewed—Leading Jobbers Broadening Out Their Dealer Representations—Pendleton Takes Charge at Barnard's—News of the Month

DETROIT, MICH., June 9.—The arrival of Summer weather has stimulated somewhat the sale of small talking machines and records for Summer cottages. This kind of business always comes the early part of June when the weather is warm, as people are getting ready to move to their Summer places. Then again, many people buy them for use on canoes—and canoeing is quite a fad with Detroiters, who have such splendid facilities at Belle Isle Park.

Speaking of general conditions in the talking machine business, dealers report to *The World* correspondent that May did not hold up as well as April. This is explained by the fact that April was a splendid month for the motor manufacturers, while in May the demand for cars seemed to have let up for some reason or other. Indications are that June and July will show an improvement in motor car business, especially now that so many of the companies have reduced prices, which is bound to stimulate buying. And when you stop to consider that Detroit is the hub of motor car activities, so much depends on production. When the companies are busy the whole town seems prosperous; and when they are dull general business is quiet with everybody.

Grinnell Reports Expansion

Charles Grinnell, manager of the wholesale Victor department of Grinnell Bros., reports that both machines and records are coming along very promptly from the Victor factory at Camden, and that as a result they were never in better shape to fill orders. Some new dealers have been appointed recently and applications are coming in from all over the State asking for Victor franchises. Mr. Grinnell believes that just as soon as motor car conditions in Michigan adjust themselves, which he feels will be real soon, talking machine dealers will

have splendid business. Mr. Grinnell is extremely optimistic about Fall business being very brisk.

New Jewett Franchises

A. A. Fair, general sales manager for the Jewett Phonograph Co., who recently moved to larger quarters in the Penobscot Building, Detroit, reports that quite a number of new Jewett franchises have been sold within the past month. Among those who have added the Jewett line are Miller & Harris of Belding, Mich., and A. E. Branch at St. Louis, Mich. Miller & Harris will also add the complete line to their store at Greenville, Mich.

Thomas Walker is opening an exclusive Jewett shop at 7727 West Grand River avenue, in this city, and is looking forward to very big business this Fall. Mr. Walker is extremely enthusiastic about the Jewett line and he is fitting up one of the nicest shops in the city.

Mr. Fair reports also that in Ohio he recently added as dealers Grant Holcomb of Warren, Ohio, and J. H. Hummer & Co., at Ashtabula Harbor, Ohio.

Wallace Brown a Visitor

Wallace Brown, formerly with the Aeolian-Vocalion Co., New York City, and one of the pioneers in the talking machine business in Detroit, recently paid a visit here renewing acquaintances in the trade. Mr. Brown made no announcement of his future connection.

T. C. Pendleton Appointed Manager

The Barnard Music Co., of Jackson, Mich., has appointed T. C. Pendleton as manager of its Brunswick phonograph department. Mr. Pendleton was formerly a member of the firm of Desnoyer & Pendleton, which operated a music store in that city, and for twelve years was manager of the Jackson branch of Grinnell Bros. chain of retail stores. The Barnard Music Co.

has put in a very complete department to handle the Brunswick line and it is going after business in a way that is certain to bring big results. A real organization is being built up by the firm of experienced executives and salesmen.

Isham Jones Orchestra Heard

The Isham Jones Orchestra of Chicago journeyed to Detroit on Friday evening, May 27th, and under the auspices of the Brunswick Shop gave a combination dance and concert at the Hotel Statler ballroom. About 500 couples attended the affair. The Jones orchestra also played for dances that same week in Lansing and Saginaw, the latter city being the home of Mr. Jones. Those who heard the orchestra went away more convinced than ever that it is one of the best in the country, and Manager Quinn of the Brunswick Shops in Detroit feels sure that a big sale of his records will result every month by those who heard him.

Some Popular Records

The most popular dance records of the Victor company are those by Paul Whiteman; Isham Jones leads with the Brunswick records; Selvin's orchestra leads with the Vocalion and Paul Biese leads on the Columbia. Four of the big hits at present are "In a Boat," "Cherie," "Oh Dear" and "Moonlight."

Expanding Vocalion Representation

Sam Lind, of the Lind and Marks Music Co., who are the Michigan distributors of the Vocalion, is building up his list of dealers slowly, being careful whom he selects. He has increased the list since being appointed distributor but says he does not want to build up too fast, preferring to "wait and be sure" that he has the sort of dealers who will do things. Mr. Lind has had 30 years' experience in selling goods to dealers and in selecting dealers, so that he is a pretty good judge in that direction. Mr. Lind does not look for much business in talking machine lines before September 1st, as he believes it will take another ten weeks for

(Continued on page 146)

GRINNELL SERVICE

—Is in Keeping with the Superiority of Victor Products

Especially do we pride ourselves on the promptness with which orders are shipped, and the care with which they are filled.

With the many railway, boat, interurban and auto truck lines radiating from Detroit, we are so situated as to render unequalled service to all dealers within a very wide radius.

In these features, as in stock of Victrolas and Records, we are especially well equipped to offer you most valuable co-operation in increasing your business.

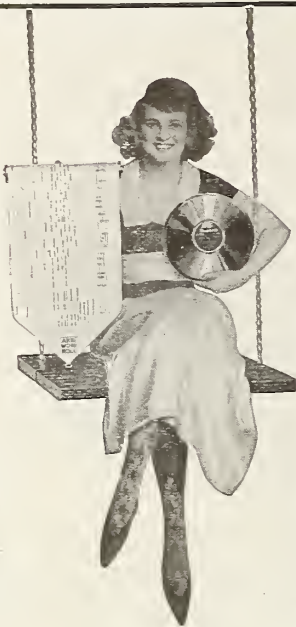
Grinnell Bros

Wholesale Distributors of Victrolas and Records

Cor. 1st and State Sts., Detroit



Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business



**ARTo
Phonograph
Records
85c**
**ARTo
Word Rolls
\$1**
**VOCo
Word Rolls
85c**
Subject to Liberal
Trade Discounts

ARTO RECORDS

FOR JULY, 1921
DANCE RECORDS

- 9072 Lazy Mississippi (Where the Lazy Mississippi Flows). WaltzARTo Dance Orchestra Down Yonder. One-step.....ARTo Dance Orchestra
- 9071 Emaline. Fox-trot. Julius Lenzberg and His Orchestra You Made Me Forget How to Cry. Fox-trot. Julius Lenzberg and His Orchestra

DANCE RECORDS WITH VOCAL CHORUSES

- 9067 All By Myself. Introducing: "Someone Else." Medley Fox-trot. Vocal Chorus by Ernest Hare, Selvin's Novelty Orchestra
- Just Keep a Thought for Me. Introducing: "Daisy Days." Medley Fox-trot. Vocal Chorus by Ernest Hare.....Moulin Rouge Orchestra
- 9065 I'm Nobody's Baby. Introducing: "Two Sweet Lips." Medley Fox-trot.....ARTo Dance Orchestra
- Wait Until You See My Madeline. Fox-trot. Vocal Chorus by Al Bellan. Jules Buffano's Orchestra

VOCAL RECORD

- 9070 Peggy O'Neil. Waltz Song. Tenor Solo. Orch. Accomp.Arthur Hall
- Honey Rose. Ballad. Baritone Solo, Orch. Accomp. Ernest Hare

COLORED VOCAL AND DANCE RECORDS

- 9068 Wang Wang Blues. Vocal Blues. Lucille Hegamin and Her Blue Flame Syncopaters I Like You Because You Have Such Loving Ways. Vocal Blues. Lucille Hegamin and Her Blue Flame Syncopaters
- 9069 Sweet Mamma, Papa's Getting Mad. Fox-trot. Hegamin's Blue Flame Syncopaters
- Strut, Miss Lizzie. Fox-trot. Hegamin's Blue Flame Syncopaters

ARTo Word Rolls \$1.00
VOCo Word Rolls 85c.
ARTo Popular Rolls 50c.
Subject to Liberal Trade Discounts

ARTO WORD ROLLS

FOR JULY, 1921

- 1416 Down Yonder. One-step.
 - 1420 I Wonder Where My Sweet, Sweet Daddy's Gone. Fox-trot.
 - 1417 In a Little Front Parlor on an Old Back Street. Fox-trot.
 - 1419 It Takes a Good Man to Go That. Fox-trot.
 - 1421 Listening. Fox-trot.
 - 1418 Mimi. Fox-trot.
 - 1422 Molly on a Trolley. Fox-trot.
 - 1423 Oh, Me! Oh, My! From "Two Little Girls in Blue." Fox-trot.
 - 273 Old-Time Waltz Songs. Medley No. 2. Introducing: (1) "In the Good Old Summer Time"; (2) "Daisy Bell"; (3) "School Days."
 - 1415 Peggy O'Neil. Waltz Song.
 - 1424 Who'll Be the Next One to Cry Over You? Fox-trot.
- The above Songs without words can be had in the ARTO POPULAR Rolls, which retail at 50c.

STANDARD INSTRUMENTAL ROLL

- 8E331 Paderewski Rag. One-step. 60c. A Travesty on the Celebrated Minuet.
- JEWISH WORD ROLLS**
- 267 Der Erster Chaver. \$1.00
- 266 Noch a Bial in Espes Noch. \$1.00.
- 254 Tzurik Kein Zion (Ich Benk Tzurik a Heim). \$1.00.
- 271 Zion Heilege (Bleibst Schoin Eibig Beim Yid). \$1.00.

FRENCH WORD ROLLS

- 270 Evangeline. Ballad. \$1.00.
- 261 L'Amour C'Est Comme La Salade. \$1.00.
- 269 Reviens. Valse Chante. \$1.00.
- ITALIAN WORD ROLL**
- 274 Stornelli Alla Moda. \$1.00.

For other ARTO WORD and Instrumental Rolls embodying Songs and Dances of Jewish, French, Italian, Polish and Spanish music, apply for catalogs separately listing such compositions.

Exceptionally liberal terms to jobbers

THE ARTO CO.
STANDARD MUSIC ROLL CO.
New York Offices, 1658 Broadway
Factories, Orange, N. J.

OUR PRINCIPAL JOBBERS ARE:

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMLER SALES CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.
- PENNSYLVANIA ARTO CO., McKeesport, Pa.

Act quickly and obtain profitable jobbing agency

DETROIT REPORTS A BUSY SUMMER

(Continued from page 145)

Michigan to adjust itself, particularly in the motor cities. But by Fall he is sincere in looking forward to very good business. "Of course, dealers will not be able to sit idly by, and with little or no effort get business—those days are over," he said. "But any dealer who is live, progressive and on the job will find a hearty response from the public."

Mr. Lind is looking forward to tremendous business on a series of records made for the Vocalion by Henry Theis and his famous Detroit orchestra last month in New York City. He is preparing a big advertising and exploitation campaign to sell these records in Detroit and throughout the entire State. It is the first time that any Detroit orchestra has recorded for any of the leading companies, and Mr. Lind believes the public will buy "like hotcakes." He expects to have the records ready for sale the latter part of June and is busy making the necessary arrangements for distribution and mapping out his advertising campaign.

The H. N. Ness Co., Inc., Pathé dealer of this city, announces that the lease on its former place of business, 1423 Broadway, has expired and that temporary quarters have been established at 228 Grand River West, second floor. The new permanent quarters which the company has in view will be ready in October.

A SALES STIMULATING PLAN

How Henry Taubman, of St. Johnsville, Reached Factory Employes Successfully

Henry Taubman, Victor dealer in St. Johnsville, N. Y., has introduced a very successful merchandising idea in his city. He called on the heads of several of the largest factories and other business enterprises in his city and offered to supply payroll envelopes of suitable quality without charge. These envelopes were neatly printed with the concern's name, and all that Mr. Taubman sought, in consideration for this service, was the privilege of printing on one side of the envelope his own advertising.

This plan proved a particularly good means of stimulating the sale of Victor records and music rolls, due to the fact that it caught each prospect at a time when he had a goodly amount of cash right in hand. That is a particularly strategic time to catch prospects, because it is far easier to spend than to save.

KING ALPHONSO VISITS PATHE

Spanish Monarch Orders Two Actuelles and Makes a Record in the Pathé Laboratory in Paris—Will Be Sold for Charity

Two Pathé Actuelles have now been installed in the palace of King Alphonso of Spain. A month or so ago the King visited the French capital, and while promenading the Rue des Italiens dropped into the headquarters of Pathé Frères. The King inquired whether there was actually a Mr. Pathé, and, if so, desired to meet him. Upon presenting his card, the amazed salesman immediately ushered the King into M. Pathé's private office on one of the upper floors. M. Pathé ceremoniously welcomed the royal visitor, who proved to be entirely democratic in his actions. The King listened to a number of records played upon the Actuelle and was enthusiastic in his praise and backed his enthusiasm by immediately ordering two for the royal palace in Madrid.

King Alphonso was also much interested in the process of recording and inquired whether it would be possible to witness the process. M. Pathé told him that there would be no recordings that day, but asked the King whether he would care to record himself. The King entered heartily into the spirit of the occasion and, taking off his coat, in the manner of all good artists on a hot day, spoke into the recording instrument. He spoke in his native Spanish tongue and his message was a tribute to the qualities of the Actuelle. His Royal Majesty graciously permitted Pathé Frères to sell these records, and it was decided to devote the profits from the same to charity work among the needy children of Spain.

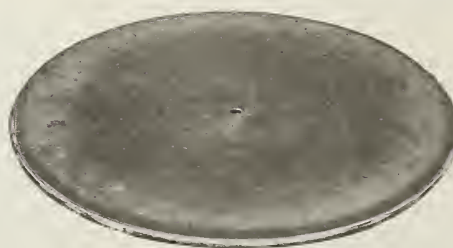
A CONVENIENT LITTLE VOLUME

The Fred. Gretsich Mfg. Co., wholesaler of musical merchandise, has recently prepared a booklet for the retailer featuring its oboes, bassoons, bass and alto clarinets and sarsusophones. These instruments are ones that are usually not numerous, but the Fred. Gretsich Mfg. Co. has been able to assemble an exceptionally good selection and its circular calls particular attention to the numbers in stock and the reputation of the makers of the various instruments.

Develop Summer trade, but keep in mind Fall business is coming—hence, prepare!

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

GLEANINGS *from the* WORLD *of* MUSIC

TALKING MACHINE DEALERS NOW STOCKING SHEET MUSIC

Increasing Tendency on the Part of the Retail Members of the Industry to Install a Sheet Music Department—Works Well With the Handling of Records

According to reports of sheet music jobbers, there is an increasing tendency on the part of talking machine dealers to stock sheet music. This, of course, is particularly true of stores which make a feature of records in contradistinction to those who run complete talking machine stores.

The sheet music jobbers are, of course, lending every encouragement to dealers interested in selling such goods and while no effort is being made to interest the whole industry inasmuch as most of the jobbers feel that many dealers could not handle sheet music advantageously, they are under the impression that many shops will find such a department a ready source of revenue, particularly such dealers as find it necessary to carry stocks other than talking machine goods to supplement their incomes.

There is no doubt that such dealers could handle popular sellers advantageously and in a manner that would not involve the carrying of large quantities of goods and without a large investment. In fact, such a department can be installed with as little as \$100 or \$200. Where the dealer displays only fifty of the current hits

he will find these move fast even in depressing periods and inasmuch as the jobbers who would supply him with the goods are conveniently located in various sections of the country he can replenish his stocks overnight. Thus time is saved and money is made.

It is not thought that the sale of sheet music will in any wise affect record sales and even where a record is purchased there is likely to be an additional sale of the number in sheet music form. At least that is the substance of reports gathered from a number of dealers actively engaged in the carrying on of such departments.

The amount of space need not be large, as music racks can be procured that display titles effectively in very small space. Such goods can be displayed in the windows in connection with the records of the same title and inasmuch as most of the title pages of songs are issued in an attractive manner it would often add to the value of such displays. For the dealer who feels the need of additional revenue there is no doubt that sheet music should be given consideration, particularly in preference to lines that are not allied with the music industry.

SOME NEW MUSICAL COMEDIES

Several Attractive Numbers Found in the Scores of New Musical Plays Recently Opened on Broadway—Some of the Successes

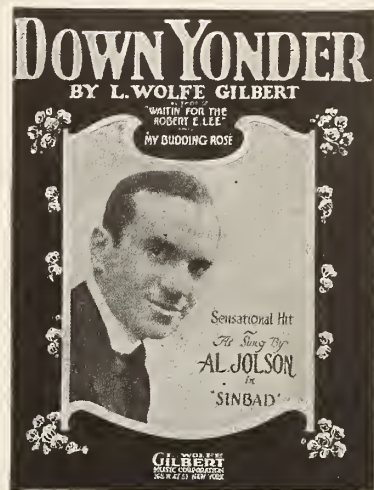
Among the musical shows which have recently had their premieres is Oscar Straus' operetta, "The Last Waltz," which is now playing at the Century Theatre, New York, and which promises to play a long season. Oscar Straus will be remembered as the writer of "The Chocolate Soldier," and there is evidence of this show attaining the same success as his previous work. Among the song numbers of the show are "Charming Ladies," "A Baby in Love," "The Next Dance With You," "The Last Waltz," "Now Fades My Golden Love Dream," "Two Little Dimples," "Live for Today," "The Gallant Cavalier" and "The Whip Hand." The score and interpolated numbers are published by the Tama Music Publishing Corp., New York City.

Another opening was that of the musical version of James M. Barrie's comedy, "Quality Street," which opened at the Shubert Theatre, New York City. It is presented under the title, "Phoebe of Quality Street." The music is by a Viennese composer, Walter Kollo, with Eng-

lish lyrics by Edward Delaney Dunn. The following are some of the musical numbers: "A Dream of Joy," "The Promise of the Rainbow," "The Autumn Sun," "Dawn Grows to Morning," "Oh, Let Us Be Merry," "Waltzing Is Spreading from Land to Land." The Tama Music Publishing Corp. is also the publisher of the score.

A new musical review, "Peek-a-Boo," opened a summer season at the Columbia Theatre, New York City. This work has a specially written score, although it is billed in a burlesque house and this, of course, is unusual. The lyrics of the song numbers are by P. D. Cook and Harry Archer, and include: "Hitch Your Wagon to a Star," "Cuddle," "My Melody Dream Girl," "Ornamental Oriental Lane," "I Want a Syncopated Wedding," "In the Days of Peek-A-Boo," "Every Trouble Is Like a Bubble." There are also interpolated the songs "Cherie" and "Peggy O'Neil." Leo Feist, Inc., is the publisher of the above numbers.

"Shuffle Along," produced and played by a company of colored performers, would evidently mark the return of the days of Williams and Walker, with some added improvements of modern character, which make it, if anything, more entertaining. Noble Sissle and Eubie



L. WOLFE GILBERT MUSIC CORP.
165 W. 47th St. NEW YORK

Blake are responsible for the music and lyrics and both play important parts in the cast. The three most successful numbers in the show probably are "Love Will Find a Way," "Everything Reminds Me of You," "Bandanna Days." Other musical numbers which will give some idea of the type of show "Shuffle Along" is, are: "Simply Full of Jazz," "Wild About Harry," and "Baltimore Buzz." M. Witmark & Sons publish the score of "Shuffle Along."

VICTOR DEALERS CO-OPERATING

Fred Fisher, Inc., is receiving the co-operation of many Victor distributors and dealers in a campaign of publicity on the record, "I Found a Rose in the Devil's Garden." Many dealers are making a special window display and are using other methods to create added interest in this song and instrumental success with what special advertising material has been issued by the publisher.

"Pucker Up and Whistle ('Til the Clouds Roll By)," a recent addition to the above firm's catalog, will be exploited with the aid of a special campaign now being prepared.

"MIMI" A PROMISING NEW SONG

Shapiro, Bernstein & Co., Inc., have just issued a new song by Conrad, the writer of "Margie" and "Palesteena." It is entitled "Mimi" and is said to rival anything he has previously written. Shapiro, Bernstein & Co., Inc., the publishers, will give the number unusual publicity.

The Waltz Hit of the Season

CAROLINA LULLABY

Brunswick - - No. 2110
Okeh - - - No. 4336
Pathe - - - No. a 20551
Edison - - - No. 50796

Aeolian - - - No. 14189

Olympic - - - No. 14105
Melodisc - - - No. 786
Paramount - - No. 20059
Emerson - - - No. 10391



OUTSHINES ~
THEM ~ ~ ~
ALL ~ ~ ~ ~

PHENOMENAL SONG
FOX-TROT HIT!!!!

FOOLING
ME



BY
HENRY LODGE
WRITER
OF
"TEMPTATION RAG"
"GERALDINE" WALTZ

Your Jobber Can
Supply You
Sheet Music
Talking Machine
Records
Player Rolls

ROBERT NORTON CO.
MUSIC PUBLISHERS
226 WEST 46TH ST.
NEW YORK

PADEREWSKI
ART SERVICE

DIXIE

Greatest Song One-Step Ever Published

A CHARMING WALTZ BALLAD

NOBODY'S ROSE

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



SHEET MUSIC IN RECORD SHOPS

By SIGISMUND BLUMANN

The sale of any commodity is in proportion to the demand. Now that is so apparent a truism as to be almost funny when stated. But demand may be greater or less than need. The demand for prayer-books, the good people tell us, is far under the need and the same authorities assure us that the demand for alcoholic drinks is enormously beyond the need. So we find our truism rather a paradox.

Demand is not so much a natural condition, we may deduce, as a frame of mind. It may be depressed or stimulated. Neglect in keeping pace with the times in one instance and judicious exploitation vigorously pursued in the other are examples. Neglect takes many forms, it is passive but potent. Exploitation means fewer things but equally important on the positive side: Advertising, distribution, quality and price.

We wish to deal with only the first two. These are correlated and interdependent. Advertising is futile and money-wasteful unless hooked to distribution. Publicity of the right sort is bound to create or stimulate demand, but unless that demand can be locally and immediately satisfied it is lost. The beads burst quickly in the glass, popular desire is evanescent. So we find the connection, the tie that binds exploitation and supply.

But having the goods placed is not merely a

sequence in the publicity campaign—it is an essential, initiative part. The display of the thing is a wonderfully effective form of advertising. In fact, so important that experts are reluctant to risk an opinion as to which is approach and which is follow-up. This is in favor of putting the display in its place—the sale can be closed only when the tangible thing has changed hands. An order for a thing unseen is a tentative preliminary to a sale, as many a shopkeeper will tell.

Therefore, in coming to our subject more specifically we may deduce that a certain piece of sheet music—other things being in its favor—will sell in proportion to the merits and quantity of advertising and in a like ratio to the efficiency and spread of its distribution. What must we decide, then, in considering whether or not record dealers, numbering thousands, strategically and advantageously located, should or should not handle sheet music? We are asked to weigh the possibility of the regular music shop being forced out of business. Apart from the logic of the case, the record dealer might make the same contention as to music stores selling records. Truth compels the conclusion that sales increase with competition. The more sheet music is displayed the greater the selling stimulus. Demand in the case of popular music feeds and grows on itself, so that we may say that the music dealers will not be detrimentally affected by the sale of sheet music in the record stores, but that, sharing in an improved and augmented demand, they will actually be benefited.

MUSICAL COMEDIES ON SCREEN

"The Last Waltz" and "Phoebe of Quality Street," With Music, in Film Form

What evidently marks a new era in song exploitation is the recent announcement that the Famous Players-Lasky Co., through its subsidiary, the United Plays, has secured the screen rights for the musical show, "The Last Waltz," and "Phoebe of Quality Street," as well as numerous other foreign productions with the intention of screening these productions following their usual tour in musical comedy form.

This is in line with the higher-class musical programs found to-day in motion picture houses, brings into motion pictures the current works of such composers as Straus, Lehar and Jean Gilbert and other figures, and will, without doubt, advance the plane of motion picture exhibits as well as, from a dealer's standpoint, create a much larger sale for a number so exploited. This, of course, will include the sale of the music in record, roll and sheet music form, and all this over a much longer period than was heretofore possible.

TWO NEW ROMBERG PRODUCTIONS

"Blossom Time" and "Bal Tabarin" to Be Presented by Shuberts in the Fall

Sigmund Romberg, composer of "Maytime," "Love Bird," and other musical shows, will have his "Blossom Time," founded on the melodies of Franz Schubert, and a new piece, "Bal Tabarin," produced by the Shuberts early this Fall. The music of the former will be published by Leo Feist, Inc., by special arrangement with M. Witmark & Sons, and the latter firm will publish the music for "Bal Tabarin."

The Robert Norton Co. announces the release of a new one-step, entitled "Dixie," which will be exploited during the Summer and Fall.

Jack Mills, Inc., has purchased the Pacific Coast hit, "Sleepy Head," for a sum which is said to involve close to \$20,000.

NEW SPECIES OF COMPETITION

Musical comedies, revues and special vaudeville shows, presented as musical plays, will, after a lapse of about six years, have the competition of foreign operettas and musical plays of the better class to compete with during the coming season. Already there are two of these opened on Broadway and the Fall will see dozens of productions of such caliber.

Among these, the rights of which are already secured for American presentation, are: "The Love Devil," which ran over two hundred times in Vienna; "The Fairy Tale of a Great City," which is still running there; "Hazard," "The Village Musicians," another operetta by Oscar Straus, and "The Sweetest of All," by Jean Gilbert, now running in London.

Henry W. Savage will revive "The Merry Widow" and he is also at present in Vienna and will, undoubtedly, bring back some of the newer Franz Lehar works.

MUSIC FOR "PECK'S BAD BOY"

The distributors of Jackie Coogan's latest motion picture, "Peck's Bad Boy," are co-operating with Irving Berlin, Inc., in exploiting the song of the same name in conjunction with the exhibition of the picture.

ISSUE "SWEET YESTERDAYS"

Boosey & Co. have just issued a new song from the pens of Arthur J. Lamb and Alfred Solman, entitled "Sweet Yesterdays." The above writers are also the authors of the Boosey number, "The World Can't Go Round Without You."

Forster Music Publisher, Inc., Chicago, Ill., has purchased from Ted Garten, of Boston, the song entitled "Listening."

Charley Straight and Roy Barge have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO MCKINLEY MUSIC CO. NEW YORK



Arthur West's Big Hit in "Sunkist"

"ANNA IN INDIANA"

A CLEAN Comedy Song—And a Melodious Fox Trot

Indiana and Forty-Seven other States will hear
this Number all Summer

Published by Broadway Music Corp., 145 W. 45th St., New York

WALTZ AND ONE-STEP IN FAVOR

Return to Popularity of Older Dances Expected to Lead to Increased Interest in and Sales of Songs in Sheet Music Form

Various music publishers, who have branch offices in various parts of the country, say that there is a decided demand everywhere for one-steps and waltzes, which indicates that the sway of the fox-trot is waning somewhat. There are those who believe that the waltz will predominate in dance circles this coming Fall, and that the one-step will bid for second honor. Even in New York, where the fox-trot has had greater popularity than in any other part of the country, orchestras which have played fox-trots almost exclusively are now including a goodly number of waltzes and one-steps in their programs.

From the musical standpoint there is one thing that is in favor of the waltz and one-step, as compared with the fox-trot. Although the modern fox-trot is known as a "melody song," the actual melody of the piece is frequently lost in the special dance arrangements issued by publishers and the individual interpretations given the numbers by some of the orchestras. Although these arrangements are advantageous from the viewpoint of the dancer, they do not in any sense serve to promote the popularity of the number in song form, and it is believed actually interfere with the sale of the song arrangement.

In the case of one-steps and waltzes, the melody is likely to be strongly featured even in the most elaborate dance arrangement, for in such cases the rhythm is found in the melody itself. With waltzes and one-steps coming back into favor, therefore, the publisher looks forward to an increase in the demand for the vocal arrangements of the numbers brought about by their exploitation by orchestras.

Songs in vocal form to-day are a second consideration, owing to the great popularity of dance orchestrations, and, of course, every channel of activity naturally cashes in on what is seemingly most popular with the public. Many believe that exploiting musical numbers through the medium of dance orchestras tends to decrease the sale of the number in vocal form, and, where the records are concerned, there is, if the contention is true, a loss of, say, 50 per

cent, in the possible sales of every given number. A number rendered by the dance orchestra, where the melody is featured, would still be popular in vocal form with an increase in sales for vocal arrangements.

Of course, there can be no immediate change,

STARTING FALL EDUCATIONAL WORK

Summer Season Offers Great Opportunity for Getting Productive Campaigns Under Way

In urging their dealers to start their Fall educational plans now the Stewart Talking Machine Co., Victor wholesalers of Indianapolis, Ind., are offering advice that might well be followed by Victor dealers in all sections. With more or less leisure during the Summer season music supervisors and teachers in the schools are in an excellent position to give proper consideration to the new educational records and to map out effective campaigns for the coming Fall and Winter, with Victrolas and records occupying prominent places in the plan.

Miss Hobson, head of the educational department of the Stewart Co., has been making a special tour of the music schools throughout the State, giving lectures to the graduates who will be included among the music supervisors next year. She has also taken occasion to lecture before normal schools and colleges and this work should be productive of excellent results.

THE UKULELE POPULAR IN SUMMER

Buegeleisen & Jacobson, wholesalers and importers of musical merchandise, New York, has found that the seasons in their turn exert a favorable influence on different instruments. In the Summer months the ukulele is in the ascendency. The popularity of this Hawaiian instrument in the canoe, the camp or on the hotel veranda is strong. Accordingly, Buegeleisen & Jacobson have featured the ukulele to the dealers they serve and urged a special campaign for the Summer months on this instrument.

Chase & West, Des Moines, Ia., are carrying an advertisement on the large curtain in the Empress Theatre, that city. In this way thousands of people will be able to read their advertisement every week and thereby get in touch with this well-known talking machine house.

because such things do not happen overnight, but indications point to such a change, and, if it is successfully brought about, it may increase the demands for song and instrumental titles in all their various forms to the advantage of the publisher and the sheet music dealer.

PROMINENT VISITORS FROM ABROAD

Managing Directors of Carl Lindstrom, Ltd., Arrive Here for Brief Visit—Max Straus Discusses General Conditions Here and Abroad

Max Straus and Richard Seligsohn, managing directors of the famous European house of Carl Lindstrom, Ltd., Berlin, Germany, arrived in this country a few weeks ago. While here they conferred with Otto Heineman, president of the General Phonograph Corp., regarding various important matters, the details of which will be announced later. The General Phonograph Corp. has the representation of the United States, Canada, Cuba and Mexico for the products of Carl Lindstrom, Ltd.

In a chat with The World Mr. Straus, who is one of the best-posted talking machine men abroad, commented interestingly upon conditions in this country, stating: "The American talking machine industry has made tremendous strides since I visited here a few years ago, and judging from all indications manufacturers and dealers have unlimited possibilities. I was greatly impressed with the efficient methods that have been adopted by the manufacturers as a whole, and from a trade angle it seems to me that the possibilities for the talking machine business in America are vastly greater than abroad. The American public absorbs tremendous quantities of merchandise far more readily than the buying public in Europe and the purchasing power of the people in this country is way beyond that of any country in the world.

"There is apparently a decided preference in America for quality merchandise and the American public, judging from all indications, has been educated to appreciate high-class merchandise. It is this appreciation of quality product that is going to be a prime factor in the future development of the talking machine industry in America."

CLOSES AN IMPORTANT CONTRACT

PHILADELPHIA, Pa., June 7.—Joseph Jacobs, head of the Arion Record Import, 5001 Germantown avenue, this city, who recently returned from Germany, where he had spent two months, announces that while there he closed a contract with the Polyphone Werke Aktien Gesellschaft. Mr. Jacobs is said to be an authority on foreign language records and he states he has selected a list of 500 numbers from the immense catalog of the Polyphone Co. as being best adapted to the German-speaking element in this country. Mr. Jacobs states that he is very much enthused over the quality of these records.

RECORDS PRESSED

Our factory is fully equipped to manufacture phonograph records complete.

RECORDING

Our laboratory invites recording from other companies.

ELECTRIC RECORDING LABORATORIES, Inc.

210 Fifth Avenue

New York City

INQUIRIES INVITED

SONORA JOBBER IN NEW YORK

Greater City Phonograph Co. Appointed Sonora Jobber for Greater New York—Maurice Landay Is President of New Company

The Sonora Phonograph Co., New York, has announced the appointment of the Greater City Phonograph Co., Inc., as Sonora jobber in the metropolitan district. The company will have its headquarters at 311 Sixth avenue, New York, and will take care of the Sonora trade in Greater New York and as far north in the State as Poughkeepsie.

Maurice Landay, formerly retail sales manager of Landay Bros., and well known in talking machine circles in the East, is president of the company, which will devote its activities exclusively to the wholesale distribution of Sonora phonographs and Sonora accessories. As retail sales manager of Landay Bros. Mr. Landay attained exceptional success, and his thorough knowledge of merchandising will enable him to give valuable co-operation to Sonora dealers in the development of their business. He resigned from the Landay Bros. organization about a year ago, and has spent a considerable part of his time traveling through the United States, England and Scotland on combined business and pleasure trips.

Sidney Coleman, who was associated with the Sonora Phonograph Sales Co. for the past four years, has joined the sales staff of the Greater City Phonograph Co., Inc. Mr. Coleman is popular among Sonora dealers in the metropolitan district, and thoroughly understands their sales problems.

Wm. Tomford, who is also well known in the local talking machine trade, having been associated with the Musical Instrument Sales Co., has been appointed office manager of the new Sonora jobber, and will be in charge of the dealer service and order departments. He will be assisted by Arthur Morris, who has spent several years in the talking machine business.

According to present plans Mr. Landay will keep in close touch with Sonora dealers in metropolitan territory, visiting them at frequent intervals and co-operating with them along practical lines. His many years' association with Landay Bros. has furnished him with an intimate knowledge of talking machine activities, which can undoubtedly be used to advantage in his new connection.

COLUMBIA NEWS FROM NEW HAVEN

NEW HAVEN, CONN., June 8.—A truckload of Grafonolas left the New Haven branch of the Columbia Graphophone Co. a few days ago for S. Rinaldo, exclusive Columbia dealer at Middletown, Conn. Mr. Rinaldo is conducting the truck sales plan with considerable success. Among the recent visitors at the New Haven Columbia branch were the following: S. Rinaldo, of Middletown, Conn.; A. Furer, Furer Bros., Bridgeport, Conn.; Nathan Billy, South Norwalk, Conn.; Jos. Feinblum, Hartford, Conn.; Mr. Blair, of the Grafonola store, Waterbury, Conn., and Mr. Richards, representative of the Van Veen Co., of Philadelphia, Pa.

ROSENBLATT ON OKEH RECORDS

The General Phonograph Corporation announced recently that Josef Rosenblatt, one of the most popular Jewish Cantors, had arranged to record for the Okeh library. This celebrated Cantor has already made several Okeh records which are now in the hands of the dealers, and which, judging from all indications, will meet with a ready sale. Mr. Rosenblatt is widely known throughout the country, and his various concerts in the leading cities have been attended by capacity audiences.

H. L. Obert has joined the traveling sales forces of Mickel Bros. Co., Des Moines, Ia. This completes a quartet of travelers—Messrs. Obert, Burnett, Lundquist and Peters.

CAPITAL NOW FOUR MILLIONS

Sherman, Clay & Co. Enlarge Capital to Care for Great Expansion of Business

SAN FRANCISCO, CAL., June 7.—Probably the most important event of the week in northern California music house circles is the decision by the directors of Sherman, Clay & Co. to increase the capitalization of that concern from two million to four million dollars. This was found necessary to care for needed expansion and a larger volume of both new and old business. There were no widely heralded announcements of this action, which took place on May 27, but those intimately connected with the large firm had known of the intended move for some time.

The Iowa Victor Dealers' Association at a recent meeting held in Des Moines, Ia., considered arrangements for the annual convention to be held around the middle of September. There will be, as usual, a very interesting educational program for this event.

OPENS NEW YORK SALES OFFICE

Magnavox Co. Will Have Permanent Sales Office in New York—Sales Manager Davis Will Make His Headquarters Here

The Magnavox Co., manufacturer of the Magnavox, has announced the opening of a permanent New York sales office in the Pennsylvania Terminal Building, 370 Seventh avenue. W. R. Davis, sales manager of the company, who has heretofore made his headquarters at Oakland, Cal., where the general offices and factory are located, will be in charge of the New York sales office, assisted by E. M. Grant and G. J. Corrigan as sales engineers.

The success of the Magnavox in the East has been little short of phenomenal, and the J. O. Morris Co., Magnavox distributor for New York and New England, has co-operated with the dealers to excellent advantage. The opening of a permanent sales office in New York will undoubtedly prove an excellent move for the future development of Magnavox business.

Puri-Tone Phonograph Products

A Quality Product as Perfect as the Name Implies

PURI-TONE ATTACHMENT



For playing Lateral cut records on the

Edison Phonograph

No Bend No Curves

A straight tone passage at all times. This attachment is by far the most superior instrument made today.

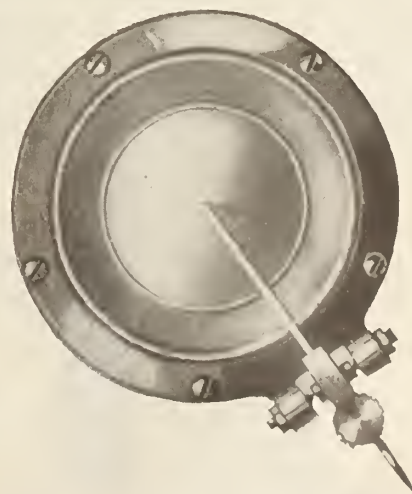
Best by Experience

The Reproducer—A Perfected Sound-Box

Constructed on NEW scientific principles, THE "TYMPANUM" construction of the diaphragm is a distinct feature of this high class reproducer, while the special composition diaphragm is a departure in the reproducing field.

The Tone is the Test You Will Be Convinced on Hearing

Write Today for Samples



The Puritone Phonograph Co., Inc., 347 Fifth Avenue, New York City

POOLEY LINE IN NEW YORK

Bloomington Bros. Will Handle Complete Pooley Line for Greater New York—Important Announcement by Manager Berkley

H. D. Berkley, manager of the talking machine department of Bloomington Bros., New York, announced this week that arrangements had been closed whereby his department would handle the complete line of Pooley phonographs manufactured by the Pooley Furniture Co., of Philadelphia, Pa. It is understood that Bloomington Bros. will have the exclusive representation for this line in Greater New York.

In a chat with *The World*, Mr. Berkley stated that this deal was closed by Bloomington Bros. without any member of the firm having seen the product, as the prestige and standing of the Pooley Furniture Co. in the furniture line was sufficient to bring the negotiations to a close. The Pooley phonograph will be featured extensively by the Bloomington talking machine department, which will handle, in addition to the Pooley line, the Victor, Sonora, Columbia and Brunswick lines.

LOUIS J. GERSON RESIGNS

Louis J. Gerson, for over ten years buyer and general manager of the talking machine department of John Wanamaker, New York, resigned from this position the first of last week. Mr. Gerson's plans for the future have not yet been announced, but he expects to take a rest before resuming active duties. He is well known in the talking machine trade, being one of the veterans of the industry, and thoroughly familiar with every phase of the business.

The Island Musical Shop, Brooklyn, N. Y., has been granted a charter of incorporation, with a capital of \$20,000. The incorporators are Isaac Bobowick, Alexander Goldfarb and Max Rosenfeld, all of New York. The new store will carry a full line of talking machines and records.

LANDAY BROS. TO RETAIL SONORA

Well-known Dealers to Handle Sonora as Well as Victor—Statement by Max Landay

Landay Bros., Inc., New York, one of the leading Victor dealers in the country, announced this week that arrangements had been completed whereby it would sell the Sonora line hereafter, as well as the Victor line. Max Landay, head of Landay Bros., referring to this important deal, stated:

"Our action is taken only after long and mature deliberation. We felt the public pulse through our many stores and were thoroughly convinced of the wisdom of adding this line. Every sign of the times indicates that in adding the Sonora line we are taking our greatest forward step of recent years. We now have the two great phonographs of the world, a combination that can meet any and all competition."

The Landay stores are located at 427 Fifth avenue, 23 West Forty-second street, 945 Southern boulevard, 11 North Broadway, Yonkers, N. Y., and 775 Broad street, Newark, N. J. Besides the above stores Landay Bros. control the Sonnenberg Music Co., with stores located in New Haven and Bridgeport.

OPENS NEW COLUMBIA STORE

WATERBURY, CONN., June 8.—The Sonnenberg-Skinner Co., of this city, has just opened one of the finest and best-equipped music stores in the city. The new establishment is located approximately one block from Mr. Skinner's former establishment and is arranged to give maximum service to the company's clientele. The Columbia line will be featured to advantage in this new store.

The Hampton Furniture Co., Hampton, Ia. is using its windows to good purpose these days and making some very attractive displays of machines and records.

PUBLICITY FOR KIEFER MARCHES

Vocalion Records of Marches Composed by Conductor of Philadelphia Police Band Being Featured Strongly in That City

PHILADELPHIA, PA., June 6.—There is a great demand being reported by local Vocalion dealers for Vocalion Red records of the "Iron Division" and "Buckeye State" marches, composed by Lieut. Kiefer, conductor of the Philadelphia Police Band, and recorded by that organization for the Vocalion.

The records have been given considerable publicity by the Philadelphia Show Case Co., local Vocalion distributor, and when the Police Band gave a concert in City Hall Plaza last week in honor of Memorial Day a Magnavox was installed on the platform by the Philadelphia Show Case Co., the marches referred to being played on the Vocalion and then magnified following their rendition by the band itself. The idea proved immensely successful.

At a recent meeting of the Koran Grotto at Lulu Temple, Vocalion records of the Kiefer marches were reproduced with the aid of the Magnavox in honor of Lieut. Kiefer, who is a member of the organization. Mayor Moore of Philadelphia was recently presented with Vocalion records and a Melodee roll of the marches by Lieut. Kiefer.

JOS. WOLFF VACATIONING

Joseph Wolff, treasurer of the Sonora Phonograph Co., New York, left recently for a month's stay in Bermuda. Mr. Wolff, who was accompanied by his family, is well entitled to a few weeks' rest after his strenuous work of the past few months.

The Self Service Phonograph Co., New York, has leased the first floor of the property at 122 West Forty-third street from the Actors' Fidelity League.

The Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

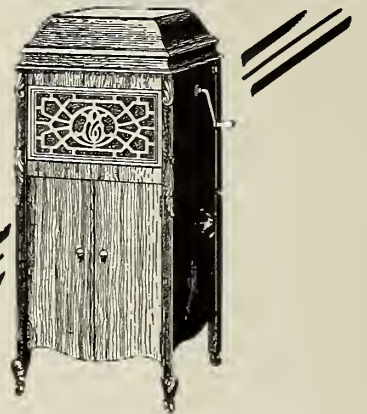
A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M" enable the Manophone Dealers to accommodate every taste—and every price.

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.



The Wonderful Tone of the Manophone

The secret of this remarkable accomplishment lies in the unique and original design of the tone chamber, as featured in our Trade-Mark "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like qualities so distinctive of THE MANOPHONE.



Edison Caravan Convention in New York

Over a Thousand Edison Dealers in Eastern District Gather at Knickerbocker Theatre, New York, on June 9th and 10th to Participate in and Enjoy Notable Business Program—"School for Salesmen", Play by Wm. Maxwell, a Dominating Feature—Some Important and Constructive Addresses Delivered—Details of the Meeting

If the Edison dealers do not keep "humping" after business for the next twelve months, and do not reap big profits as a result of said "humping," it will not be the fault of the 1921 Caravan Convention. It was instructive, interesting and inspirational to the fullest degree, and that is the most that can be said of any convention, and far more than can be said of most.

Conventions are common enough, in truth, and to make them uncommon requires genius of a high order. Perhaps not a working day of the year goes by without its business conventions here and there in many places throughout the country. But it is doubtful if there ever was staged a more entertaining and original convention than that given at a two-day session at the Knickerbocker Theatre, in New York City, on June 9 and 10. Last year was given the first of the "Caravan" series, and at

no depression, and the efforts of such men tend to shorten the periods of depression."

S. A. Phillips Takes Charge

At the conclusion of his reading Mr. Leonard introduced the chairman of the New York meeting, S. A. Phillips, Edison merchant of Morgantown, W. Va., who made a graceful speech before taking charge of events. Then, in turn, the chairman introduced J. B. Gregg, advertising manager at the Edison laboratories, who spoke on "The Advertising Service That Is at Your Service," and J. W. Scott, a veteran employe of the Edison Co., who delivered himself on the subject of "The Diamond Amberola."

Following Mr. Scott there was an overture, "Eyes," which ushered in the first act of William Maxwell's four-act comedy, with music, entitled "School for Salesmen." We append the characters, scenes and musical numbers:

CHARACTERS

(In the order of their appearance)

Anne Falconer—A Studio Girl.....Miss Kitty Arthur
Tom Tarleton—A Salesman.....Mr. Gene Lockhart
Stephen Sevastopol—A Dramatic Impresario,

Mr. J. Sydney Macy
Students of Salesmanship—Miss Constance Cholmondeley, Miss Patricia Fitzgerald and Messrs. DeVere, Arundel, O'Brien, MacIntosh and Mascagni

SYNOPSIS

Act I—Studio of Stephen Sevastopol, Sevastopol Theatre, New York City. Time—the Present.

Act II—Following Morning.

Act III—Ten Days Later.

Act IV—One Day Later.

MUSICAL PROGRAM

Act I—"Smiles" (Roberts).....Tom Tarleton
"Humming" (Breau-Henderson),

Anne Falconer and Tom Tarleton

Act II—"Persia" (Young-Walsh-Wheeler)...Tom Tarleton
"Eyes" (Young-Walsh-Wheeler)...Anne Falconer

Act III—"A Modest Little Thing" (Lockhart),

Anne Falconer

Act IV—"Fifth Avenue" (Young-Walsh-Wheeler),

Anne Falconer and Tom Tarleton

Scenery by Bodine Spanjer, New York.

Interesting Open Forum

Between the first and second acts an open forum was held on the subject of "What My Banker Thinks of My Edison Business and Me," led by Louis Luxenberg, of Barnesboro, Pa., and John Dorn, of the Dorn Music Co.,

general stage director of Chas. Frohman, Inc. Mr. Payne's subject was "If Salesmen Were Actors." Mr. Payne is an international figure in the theatrical world, and has made many noteworthy productions of plays, both in England and America. During the past four years he produced all of the Frohman plays with two exceptions.

His talk fitted in most happily with the thought set forth in Mr. Maxwell's play.

The hero of Mr. Maxwell's play was Tom Tarleton, a young man from the Middle West, who came East to attend the Edison School for Salesmen, directed by Stephen Sevastopol, a famous theatrical impresario, whose theory is like Shakespeare's, that "all the world's a stage, and all the men and women merely players."



Thos. A. Edison

that time, it will be remembered, the Edison people spared neither money, pains nor talent. If they ever wished to repeat the stunt, it appeared they would be hard put to equal the success attained by their program of last season.

But this year, from a strictly success standpoint, they have not only equaled the program of last year—they excelled it, thanks to the guiding mind, or minds, that evolved and promulgated the details of this latest Edison national convention.

Promptly at 10 o'clock a. m., June 9, after a preliminary orchestral concert, T. J. Leonard, general sales manager of Thomas A. Edison, Inc., read a message from the great inventor to his followers, in the course of which Mr. Edison said:

THOS. A. EDISON'S MESSAGE

"At the Caravan convention last year, Maxwell said that it would never again be necessary for him to come before you with apologies for non-performance on the part of the manufacturing laboratories. I feel that this prophecy is being fulfilled. We have now completed a separate department and process for quick action. A Re-creation has, as a test, been produced in six days. The Re-creations produced in this department will be known as 'Flashes from Broadway,' and we believe we can place these in your hands before the publishers' sheet music arrives in your town. I have been through five depressions during my business life. They all act alike. This latest one acts exactly like all the rest. The men who, if business fell off 66 per cent, increased their selling effort 75 per cent, managed to pull through as if there were



Scene From the "School for Salesmen"

West New York, N. J. Between the second and third acts there was an address, made by E. C. Boykin, on "Tie a Good Man's Name to Every Edison." Mr. Boykin is vice-president and general manager of the Phonograph Corp. of Manhattan, and has charge of the Edison Shop, on Fifth avenue, opposite the New York Public Library. Mr. Boykin emphasized the need in these days of everyone "getting out and getting the business." In spite of having one of the finest locations for a store in the world he believed it a highly strategic measure to "go after business." Between the third and fourth acts there was an address delivered by Iden Payne,

Mr. Sevastopol, you have never sold goods?" "Certainly not," replies Sevastopol.

"Then how do you figure you can teach anybody how to sell goods?" persists Tarleton.

"I have never been an actor, yet I have taught hundreds of men how to be actors," Sevastopol points out.

"But acting is very different from selling," insists Tarleton.

"Everything is like acting!" exclaims Sevastopol.

Mr. Payne emphasized strongly the close association between acting and selling, and of the

(Continued on page 154)



William Maxwell

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 153)

necessity for the salesman rehearsing his selling campaign just as the actor rehearses his part in the play. Mr. Payne thereupon went into detail in expounding his theory and delivered one

of the most interesting and helpful talks that it has been the privilege of business men to hear in many a day—a talk that aroused great enthusiasm—saying, in part:

Payne Speaks on "If Salesmen Were Actors"

"I do not say for one moment that the salesman while in the exercise of his profession should regard himself as acting a part—for that matter, should not the actor have forgotten that fact at the time he comes to play his part?—yet there is an analogy. The actor is interpreting to the spectator through the medium of his personality another character than his own and endeavoring to convince him of the plausibility, and indeed reality, of the other character. The salesman is demonstrating to the customer the value of what he wants to sell and its necessity to him, and his medium of interpretation is the same, namely, his own personality. There is no inherent reason, therefore, why the salesman's part should not be as carefully studied as the actor's, and his climaxes as carefully chosen.

"My surprise that any salesman should doubt this contention would be greater were I not familiar with the same mistaken attitude of mind among the members of the theatrical profession. Stage directors are only too accustomed to the actor who thinks he has prepared sufficiently for his part by learning the lines more or less accurately and imagines that all he need do at rehearsal is to repeat them perfunctorily. 'It will be all right on the night,' he says; and that expression in the theatrical profession has become a byword and a reproach. For the actor who thinks and says that it will be all right on the night is always the bad actor. He discovers, when it is too late, that it is not all right on the night, and he frequently not only fails himself, but damages the play in which he appears. The salesman who does not believe in preparation is the actor who says that it will be all right on the night.

"Granting the general principle that preparation is necessary, it may be well to inquire whether the preparation of the salesman in any way tallies with that of the actor. Unquestionably it does in the prime necessity, strangely neglected sometimes by individuals in both professions, of the acquisition and cultivation of deportment and address. That these may sometimes appear as natural graces is undeniable, but it is equally unquestionable that they can be cultivated.

"It is a not uncommon delusion that the study of deportment and address leads to a loss of spontaneity. There can be no graver mistake. It is the reverse which is more likely to be true. Self-consciousness of deportment, which is the principal enemy of spontaneity, is generally the mark of incomplete cultivation. One wonders in what spring of human nature the hoary old error, that preparation is unnecessary,

takes its rise, and one is tempted to believe that its origin lies somewhere in the region whence come laziness and indifference and self-conceit. 'Leave it to the inspiration of the moment'; 'Trust to instinct'; 'The things can't be taught.' Ah, surely we hear again the ineffectual excuse of our old friend, It-Will-Be-All-Right-on-the-Night, vainly endeavoring to disguise himself!

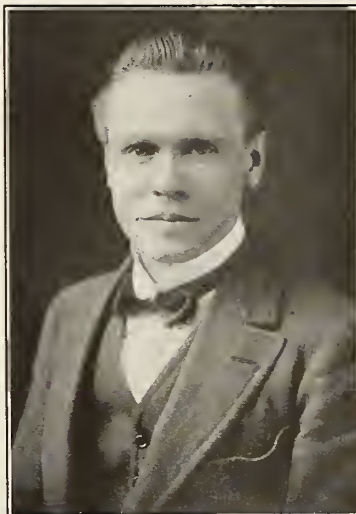
"It might be objected that the salesman's function differs essentially from the actor's in that the latter is confined to set speeches which are not subject to interruption, while the former,

equal force to the actor. I do not refer to emergencies arising from mistakes on the part of the player himself, or of his fellow-actors, or of the stage manager, but those arising from the fact, which any actor will confirm, of the divergence in the general tone and quality and responsiveness of audiences, a divergence which is the exact counterpart of that which a salesman meets in his customers. And just as an actor does not change his whole rendering of his part because of these differences, the salesman should not either. What does the actor do? Let us examine his method and see whether he does not behave exactly as the salesman does in a parallel situation.

"Some audiences respond readily to comedy, others are slow and difficult to move. Where there is a tender or pathetic passage of a delicate nature one audience will respond with eager attention, while the next may, as the scene develops, show such a marked tendency to regard the same situation as ridiculous or far-fetched that there is a danger, deeply dreaded by the actor, that they may 'laugh in the wrong place.' The experienced and capable actor responds to these tendencies at once and varies his performances accordingly. But he does not change his part, and neither should the salesman in dealing with his equally variable customer.

"It would be ridiculous, of course, to suggest that every salesman should have a preliminary training as an actor, nor is it necessary, but every salesman who happens to have an aptitude for acting would do well to exercise it whenever an opportunity occurs, for, apart from all other considerations, it will give him the best possible training in this all-important matter of deportment and address. It is, perhaps, more than coincidence that the only two actors I have known to turn salesmen have been remarkably successful in their new vocation.

"It may be presumption to suggest that, to the lay mind, it seems as though the training of the actor is superior to that of the salesman in the kindling of the imagination. Certainly the imaginative quality must be immensely valuable to the salesman, as it is unquestionably a perpetual fountain of interest to the possessor. The absence of imagination in one's work leads to the carrying out of mere routine and intolerable dullness. But here I am treading upon ground which is perhaps outside my allotted domain. I think I have already said enough to show that there is an intimate connection between the training of an actor and that of a salesman. When I was informed that the title of my remarks was to be 'If Salesmen Were Actors,' the thought which immediately sprang to my mind was 'but they are.' In a sense, all men are actors; all men are dramatists; all men are poets. Acting does not mean imitation, but interpretation, and there are times when we all seek to interpret an emotion to another and become actors for the nonce. We are all



Iden Payne

even if he is making use of a prepared line of talk, is dealing with an interlocutor who can interpose questions and objections such as the actor does not meet. The actor, in effect, has a fixed approach: the salesman must make an individual approach. Now, apart from the question whether this argument has any validity whatever, whether it would not, on the other hand, be all the more reason for preparation, it seems to me that the salesman who makes too much of the idea of an individual approach is profoundly mistaken. In salesmanship the attack should rather be directed toward what might be called the least common multiple of humanity. Human nature is not nearly so divergent as one is apt to imagine. It is safe to assume that there is a common factor in every individual to which it is possible to appeal. And even if it be true that the salesman has to be ready to meet unexpected emergencies in the exercise of his profession the same applies with

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, soft, natural tones; eliminates surface noise; brings out all subtle details of the music, and preserves the records.

Needles can be repointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars Write to

THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 154)

dramatists: no man sets out for an important interview without, consciously or unconsciously, dramatizing the scene which will take place: no sooner does a man begin to consider that 'if he says so and so I shall say so and so' than he becomes a dramatist. All men are poets, for the poet's quality is the exercise of the imagination, and we all, weakly or strongly, frequently or rarely, find working within us that imagina-

tion which 'bodies forth the forms of things unseen.'

"But there is a yet more intimate connection between salesmen and actors. For what is the actor's profession? Actors are salesmen. The actor sells the product of someone else's skill and imagination by the exercise of his own skill and imagination, and here surely is an exact definition of the function of the salesman."

sity for having good distribution, not only in the geographical sense, but good in the sense of prosperous, successful dealers. He will adopt no policy that will militate in any way against the success and prosperity of those dealers. He will, on the other hand, seek and use any plans that really redound to the welfare of the distributors. It is with a clear realization of this point that the Edison Co. endorses and uses magazines and farm papers so heavily, and has perfected such a well-thought-out tie-up between its magazine advertising and the dealers' newspaper advertising. Edison realizes, as does the modern manufacturer, that the job of educating the people of the country on the merit of his product is entirely up to him. It is impossible to educate all of the people of the country, so Edison picks out those people mentally able to appreciate the New Edison and financially able to buy it. He then adopts those mediums which best reach that desired group.

"The big thing in business is to get hold of a good idea and then to spread it. In this task no agency can equal the national magazine, because magazine readers are used to getting new ideas from every place under the sun. Through the advertising and editorial pages of magazines they have traveled far and wide—they expect new things and are ready for them.

"The real sales resistance that an Edison dealer faces does not come from his competitor's action. It comes from the ignorance and the incredulity of the people that such an instrument as the New Edison exists. It is to break down this ignorance and skepticism that Edison uses the magazines so heavily and uses the type of copy that has been so successful this last couple of years. Edison copy is strikingly original. Edison copy gets people's attention, educates them on the merits of the New Edison in an interesting and in a selling fashion, and,

(Continued on page 156)

Friday Morning Session

On June 10, at 9:15 a. m., Ernest Cutting's Orchestra opened the doings of the second day with selections of popular music. The first speaker on the program was Professor Charles H. Farnsworth, of the Department of Music, Teachers' College, Columbia University, who lately has taken charge of the Edison school research department. Professor Farnsworth is considered one of the foremost specialists on musical education in America, having devoted most of his life to that branch of knowledge. He has been president of the Music Teachers' National Association for a number of years and is chairman of the Education Council of the National Conference of Music Supervisors. Besides teaching Professor Farnsworth has written books on the subject of music. His remarks were listened to intently by the Edison assemblage and some of his ideas in connection with their business evoked general commendation and applause.

FARNSWORTH ON SCHOOL RESEARCH

Prof. Farnsworth went into great detail regarding the reasons for the establishment of the school research department and what it was designed to accomplish in finding out the musical needs of its customers and the public in general, and working to meet those needs. He de-

clared that it was a common fault to associate the word school with a building rather than with the activities occurring within the building. He set forth what the school research department would do for the dealer and emphasized the value of the work of such a department, not only in bringing music to the child mind, but in developing for the dealer plans for keeping the New Edison owner interested in his instrument, and particularly in the Re-creation, with the resultant business accruing therefrom.

MARIO LAURENTI APPEARS

The chairman next introduced Mario Laurenti, of the Metropolitan Opera, who spoke on "What It Means to an Artist to Have His Art Truly Perpetuated for All Time by Edison's Genius," and then sang several well-rendered numbers.

DUNNING TALKS ON ADVERTISING

Mr. Laurenti was succeeded by Edward R. Dunning, of the Crowell Publishing Co., of New York City, who spoke on "How Magazines and Farm Papers Interlock With Edison Newspaper Advertising."

In the course of his talk Mr. Dunning said: "The modern manufacturer realizes the neces-

K. D. No. 2 Top. Price, \$3.00

K. D. No. 2 Record Sections hold 300 10-in. or 12-in. Victor Records, 150 Edison. Price, each, \$7.00

K. D. No. 2 Record Section for 10-in. or 12-in. Records. Capacity 300 Thin, 150 Thick Records. Price, each \$7.00

K. D. No. 2 Record Section. All equipped with Ogden's Patented Adjuster for 10-in. and 12-in. Records and Soft Flat Springs which prevent Warnings. Price, each \$7.00

K. D. No. 2 Record Sections arranged for convenient upright filing which saves time and increases sales. All Standard Finishes. Price, \$7.00

K. D. No. 2 Section. Also Tops and Bases pack in small box "Knocked Down" so anyone can put them up (no tools required). Price, each Record Section \$7.00

K. D. No. 2 Base Section fitted with Gliders, so cabinet can be moved anywhere anytime. Price, each \$5.00

Improve Your Service and Increase Your Sales!

Your Customer demands SERVICE which you cannot give without suitable equipment.

All Prices Reduced on

Ogden's Patented Cabinets, costing less than carpenter work and are the best and simplest cabinets ever made and guaranteed.

Do you use a "Blind" or Visible Method of Filing Records? Visible Tab Indexing is rapidly replacing Blind Indexing and is selling more records in less time.

Free Samples of Visible Indexes and a chart showing the most up-to-date Method of Filing, Finding, Selling and Re-ordering will be mailed to all dealers, also suggestions for modernizing your Record Department will be furnished if you advise what kind and how many records you carry.

"Knock Down" No. 2 Sectional Cabinet

This Tier of 5 Record Sections Top and Base holds 1500 Victor or 750 Edison Records—Shipped "Knocked Down" saving one-half the freight cost—Supplied in all finishes of Oak, Mahogany and Enamels. Only \$13.00.

Ogden Sectional Cabinet Co., Inc.

Lynchburg Va.

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 155)

at the same time, has all repetition requirements that good publicity copy should have."

Several Interesting Open Forums

An open forum, of exceeding interest, followed his remarks, the subject being "Mood Change Parties," the talk being led by Louis E. Geshleider, of The Edison Shop, Newark, N. J., and R. V. Manson, of The Edison Shop, New Haven, Conn.

Some of the Principals of Edison Dealers' 1921 Caravan Convention



When the air was cleared of debate and opinion an act was introduced as "A Tone-Test That Is Slightly Different," Miss Cecil Arden, of the Metropolitan Opera Co., enacting the principal role. Miss Arden looked and sang most beautifully. Another open forum was next on the program. Its subject was "The Turn-Table and How to Find Space for It." The chief speakers on this topic were Nelson W. Russler, of the Russler-Chadwick Co., Cumberland, Md.; Frank A. French, The Studio Shop, Manchester, N. H.; Harry S. Somers, of Starr & Moss, Philadelphia,

Pa., and Miss F. A. Jensen, of the Edison Phonograph Shop, Springfield, Mass.

The next act was entitled "My Cornet Proves What Fibbers They Are," and it proved to be an impressive cornet comparison with an Edison Re-creation, which demonstrated that there was not the slightest shade of difference between the music of the cornet itself and its Re-creation. Miss Felice Dann was the artist and she was a beautiful picture on the stage with her golden hair and glittering cornet. Following Miss Dann, there was an open forum on "How to Increase the Sale of Re-creations," and the chief speakers on the subject were: Clifford Handel, of Hardman, Peck & Co., New York City; Thomas Boehm, Jr., of the Palace Furniture Co., Clarksburg, W. Va.; W. C. Stiver, of W. C. Stiver Co., Germantown, Philadelphia, Pa., and Miss E. Sims, of the Edison Shop, New Haven, Conn.

F. E. Nixon, general manager Federal Advertising Agency, New York City, followed the open forum with an address-lecture on "The Interlocking Newspaper Copy—How an Idea Grows," which was illustrated with stereopticon views. When he had finished his interesting discourse there were two open forums, one on "Sitting and Waiting or Going and Getting," and the other on "Does Sales-Aid Service Really Pay?" The principal speakers on these subjects were: O. Simmons, Piedmont Phonograph Co., Hickory, N. C.; B. Guy Warner, Brooklyn, N. Y.; I. C. Trask, of Trask Bros., Milford, Mass.; J. J. Menton, The Quack-N. J.; J. M. Stewart, Clymer Furniture Co., Clymer, Pa.; George Bovard, M. M. Bovard & Son, Manayunk, Philadelphia, Pa., and E. B. Stillman, O. Stillman's, Westerly, R. I.

Ending a Resultful Convention

Finally, the second day of the Edison Dealers' Caravan Convention wound up in great glee, as Harry Breen, the vaudeville headliner, whose specialty is spontaneous rhymes and songs, indulged his breezy personality in an act entitled "Your Virtues and Your Faults in Rhyme."

ACME-DIE
CASTINGS
 ALUMINUM-ZINC-TIN & LEAD ALL PYS
 Acme Die-Casting Corp.
 Boston Rochester Brooklyn N.Y. Detroit Chicago

His hits, directed at those in the audience, were received with considerable hilarity.

The sessions proper of the 1921 Edison Caravan Convention embraced in a clever manner the elements of business and pleasure. Those who attended are indebted to some master minds for the palatable flavor that dominated a very timely, practical and inspirational plan of business.

The whole show is to be given in three other cities besides New York. In New Orleans, June 14, 15, there is to be a two-day session at the Tulane Theatre, with a banquet at the Grunewald Hotel; in Chicago, June 20, 21, the program is to be repeated in the Blackstone Theatre and at the Drake Hotel, and in Vancouver, June 27, 28, the wind-up of the Caravan takes place at the Avenue Theatre and at the Hotel Vancouver. Special cars carry the Caravan party from point to point. Those from the Edison Laboratories who make the trip are: Charles Edison (who takes Mrs. Charles Edison with him), William Maxwell (who is accompanied by Mrs. Maxwell and Miss Marian Maxwell), T. J. Leonard, J. B. Gregg, D. E. Wheeler, E. H. Philips, D. Babcock, Victor Young, E. Trautwein, J. W. Scott, C. S. Gardner, J. J. Callahan.

It is estimated the total attendance for the four cities in which the conventions are to be held will run in the neighborhood of five thousand, with New York and Chicago leading in point of attendance.

The dominant chord in the Edison Caravan was one of giving the retailer a wide range of practical merchandising ideas. These were set forth and developed not alone by the eminent authorities who spoke, demonstrated or acted as a feature part of the program, but by the merchants themselves in their open forum discussions.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find in our regular equipment of *Magnola*: "Loud Tone Speakers."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Offices 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO.

Montvale, N. J.

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 156)

DEALERS BANQUETED BY EDISON JOBBERS

Closing of Edison Caravan Convention at Hotel Commodore an Elaborate Affair—Great Musical Program Enjoyed—Mr. Maxwell's Appreciative Remarks—Dancing Followed Banquet

As a fitting wind-up of the convention a most enjoyable banquet was tendered the Edison dealers attending the second Caravan Convention by the Edison jobbers of Albany, Boston, Montreal, New Haven, New York City, Pittsburgh, Philadelphia, Richmond, St. John, Syracuse, Toronto and Williamsport.

The banquet was held in the grand ballroom of the Hotel Commodore, on Friday evening, June 10, and proved a most unusual affair, elaborate as regards the menu and exceptional as regards the entertainment. The guests were seated at small tables, which completely filled the hall, with the exception of the stage at one end. During the meal continuous music was provided by Ernest Cuttings Orchestra and Johnstone's Negro Entertainers.

Thos. A. Edison Receives Ovation

The meal finished, William Maxwell took the platform and led the great ovation which was tendered Thos. A. Edison, who was present throughout the evening. Mr. Maxwell also led a cheer for S. A. Phillips, chairman of the second Edison Caravan Convention.

Then followed a complete show presented by the private entertainment bureau of the B. F. Keith theatres, under the personal direction of Frances Rockefeller King. Among the acts, all of which received voluminous applause, were the Clown Seals, Donald Suten, Patricola, the Three Bobs, Harry Carroll & Co., Savoy and Brennan, P. D. H., Dooley & Sales and Gus Edwards' Revue.

Maxwell's Words of Appreciation

At the conclusion of these acts Mr. Maxwell extended, on behalf of the Edison Laboratories,



Snapshot of Those in Attendance at Edison Caravan Convention in New York

some appropriate words of appreciation of the spirit which prevailed throughout the convention. He also touched on how the Edison price policy meant that the inventory of every Edison dealer is to-day worth one hundred cents on the dollar. He closed with a stirring appeal for everyone to exercise the same kind of fighting spirit which is so manifest in a "game chicken" fight and proposed the organization of a club to be composed of "game chicken" fighters, whose purpose would be to make 1921 a more profitable year than 1920.

He read a telegram from Frieda Hempel, now in Paris, and also one from Frisco, in which they regretted their inability to be present at the convention. He then introduced a number of the artists who record for the Edison laboratory, each one of whom rendered one or two musical numbers that were most enthusiastically received by the Edison dealers, to whom

they were "old friends." Among these were: Ernest Hare, Miss Rae Ball, Harry Breen, Gene Lockhart (the now famous actor in the famous Maxwell plays), George Wilton Ballard and Elizabeth Spencer.

Following the concert everyone adjourned to the North Ballroom and danced until the wee hours had grown into hours that are not so wee.

Jobbers' Travelers Meet

On Saturday morning, June 11, the travelers of the Edison jobbers of Albany, Boston, Montreal, New Haven, New York City, Pittsburgh, Philadelphia, Richmond, St. John, Syracuse, Toronto and Williamsport, met with the officials of the Edison Laboratories in a special Travelers' Convention at the Hotel Commodore, New York. It was a closed business session and immediately following it the Edison party who are to make the Caravan trip boarded their train headed for New Orleans.

WONTALK
XXV

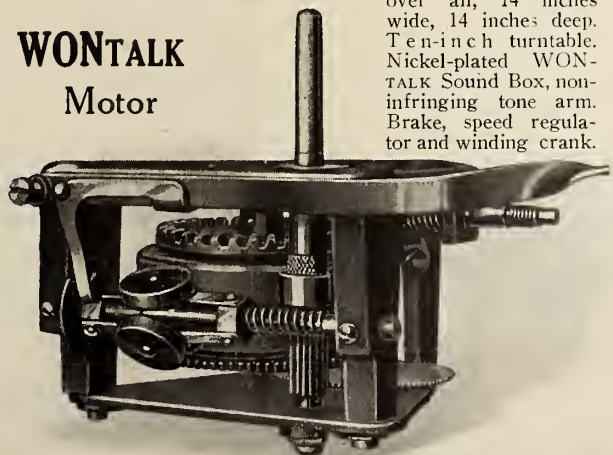


TO DEALERS \$8.40
F.O.B. SOUTH NORWALK, CONN.

Colonial mahogany finish cabinet, hand rubbed. Base and top wood, sides metal with vertical grill.

Size, 9 1/2 inches high over all, 14 inches wide, 14 inches deep. Ten-inch turntable. Nickel-plated WONTALK Sound Box, non-infringing tone arm. Brake, speed regulator and winding crank.

WONTALK
Motor



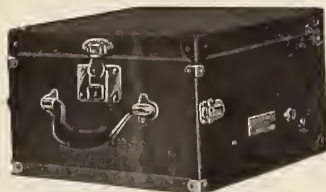
Will play two 10-inch or one 12-inch record on one winding

WONTALK PORTABLE
SPORT MODEL



Selling "to beat the band"

Order samples at once
In two colors Black or Brown



Size 8 in. x 12 1/4 in. x 13 in.
Weight 13 pounds



Dealer's Price, \$12.00
F. O. B. South Norwalk, Conn.

Mr. Dealer: This is the biggest little proposition you ever heard of.
PLAYS 10" and 12" RECORDS

New models, new designs. Designed for quality as well as economy by an expert of over 20 years' experience in designing phonographs.

The WONTALK Motor can be furnished to the trade in any quantity. Dealer's Price \$3.50.

WONDER TALKING MACHINE CO., Inc.

H. B. McNULTY Pres.

GENERAL OFFICE AND FACTORY: South Norwalk, Conn.
SALESROOMS: 105-107 E. 12th St., New York City

PRE-WAR PRICES CABINETS

6
Models in All Sizes at a
Big Cut in Prices
GENUINE MAHOGANY,
AMERICAN WALNUT and
GOLDEN QUARTERED OAK



Height 49 inches
Width 21 "
Depth 22½ "



Model 316
Height, 51½"
Width, 24"
Depth, 25"

SIX MODELS, ALL SIZES and
FINISHES, IN COMPLETE
PHONOGRAPHS AT PRE-
WAR PRICES

A-1 Cabinet Work in Construction and
Finish
Large Double Spring Motors and Universal
Tone Arms
Write for Special Prices on Large and
Small Quantities

Player-Tone Talking Machine Co.
967 LIBERTY AVE., PITTSBURGH, PA.

TRADE ACTIVITIES IN CANTON, O.

Dealers Report Business Uneven—Wille Store to
Change Location—Lerch's Attractive Window
—Expect Trade Improvement in September

CANTON, O., June 6.—There is still difference of opinion among Canton music dealers regarding business conditions and the outlook for the future, the majority of the houses, when visited this week by a representative of The World, saying that business in May fell below that of the previous month. However, some of the retailers maintain they are getting their share of the trade. Record sales continue to hold their own, and, in some instances, there are numbers which dealers are unable to obtain in sufficient quantity to supply the demand.

George C. Wille, proprietor of the George C. Wille Co., one of Canton's oldest music firms, declared business was very much off with his store during the month of May, and that in talks with other downtown dealers he learned that they were similarly affected. While looking optimistically at the future, Mr. Wille believes there will be little improvement locally for several months. This is attributed to the uncertainty of the steel plants here, which have been working only part time. Many of the larger factories, which resumed operations several weeks ago, are again operating only part time, and, as a result, there is much unemployment, and, consequently, the music dealers as well as other retailers must suffer.

The Wille store probably will change locations within the next two months, if Mr. Wille is unsuccessful in negotiating for a renewal of the lease on the present site.

E. H. Woomer, for many years identified with the music store business in the Canton district, has relinquished his position as manager of the Canton Phonograph Co., Market avenue, South, and, with his family, has returned to Pennsylvania to spend the Summer with his parents.

Canton music dealers co-operated in the three-day Chamber of Commerce membership drive last week, when 1,200 new members were added to the roster of the organization through the efforts of several teams of workers. Music dealers not only assisted in the canvass, but, with but few exceptions, affiliated with the Chamber.

Local talking machine dealers believe that by September 1 there will be a decided change in business, and are stocking up their warehouses in anticipation of a revival of business.

The D. W. Lerch Co. this week offered a most unique window display.

The music department of the new Klein & Heffelman Co. is practically completed, and with the installation of the new booths, will be ready for public inspection shortly.

MAKING DRIVE ON CIROLA NEEDLE

The Cabinet & Accessories Co. distributor of talking machine accessories, is making a special drive this month on the new Cirola needle. The Cabinet & Accessories Co. has the exclusive distributing rights for the Cirola Phonograph Co. in the metropolitan district. It has built up an excellent business in these portable machines and expects equal success with the new needle of the same name. The Cirola dance needle is a steel needle of extra loud tone.

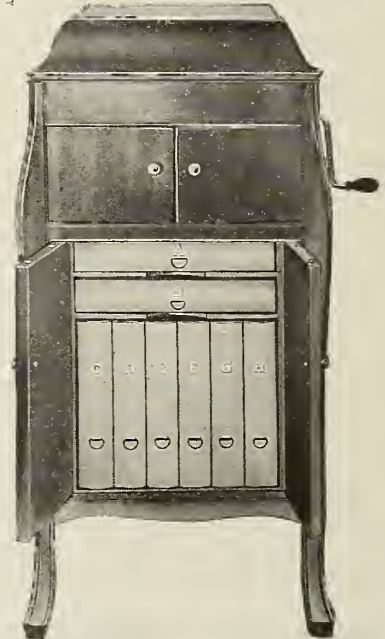
MICA DIAPHRAGMS

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

NEW LOOSE-LEAF ALBUM SYSTEM

Max Willinger, president of the New York Album & Card Co., of New York and Chicago, has announced the advent of a new set of "Nyacco" loose-leaf albums with shelves made to fit the Victrola 80. The set consists of eight albums, two with twelve-inch pockets placed



Cut Illustrating Use of System

horizontally and six with ten-inch pockets set vertically. Each album has a capacity of twelve records. Mr. Willinger predicts that the two extra albums which this set contains will not only provide an extra selling argument for the dealer but will stimulate more record sales because of the increased record capacity.

LOUIS A. SCHWARZ INCORPORATES

Among the recent incorporations under the laws of the State of New York is that of Louis A. Schwarz, Inc., with a capital of \$10,000. Associated with Mr. Schwarz as incorporators are H. F. Thornell and I. W. Becker. Louis A. Schwarz, Inc., is factory distributor for many leading makers of talking machine accessories.

VAN EPS-BURR CORP. FORMED

A new instrument firm to be known as the Van Eps-Burr Corp. has been formed under the laws of the State of New York with a capital of \$50,000. The incorporators are H. H. McClaskey, M. T. Kirkeby and F. Van Eps.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE
CABINETS ETC.

From the
DORAN CO.
35 NICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (5th Ave. East)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

MAKE PLANS FOR ANNUAL OUTING

Entertainment Committee of Talking Machine Men, Inc., Selects New Dorp, S. I., for 1921 Outing—August 17 Chosen as Date

Messrs. Brown, Lazarus, Galuchie, Berlow, Kurtz and Davin, of the entertainment committee of the Talking Machine Men, Inc., spent Monday, June 6, under the guidance of Fred Hermann, popular Staten Island dealer, and as a result of their tour arrangements were completed for the annual outing of the Association.

According to present plans the outing will be held this year on August 17 at the Terra Marine Hotel, New Dorp, S. I., and, judging from the report of the committee, the 1921 outing will have exceptional facilities for a great day's fun. The individual members inspected the hotel's accommodations in every detail, and after Sol Lazarus had O. K.'d the baseball diamond and Al Galuchie had placed his approval on the poolroom, Jim Davin carefully inspected the bathing beach, diving pier, fishing facilities, etc., and his O. K. was all that was necessary to complete the deal. Messrs. Riddle, Abelowitz and Gibbons could not attend the meeting, but they telephoned their approval, passing on the cellar equipment from a distance.

Full details as to the committee's plans for handling the 1921 outing will be announced in the near future, but in the meantime all of the local dealers and their families are making arrangements for a gala day on August 17.

WONTALK PORTABLE IS POPULAR

Wonder Talking Machine Co. Making Rapid Progress—Machines and Motor Well Received

The Wonder Talking Machine Co., H. B. McNulty, president, has just instituted a sales campaign featuring its new portable sport model and the Wontalk Model No. 25. Both of these instruments have been well received by the trade, and dealers have been established in practically all of the important trade centers.

In all of its product the company uses the Wontalk motor, which was designed by Mr. McNulty, who is one of the pioneers of the talking machine trade. This motor is built by the company at South Norwalk, Conn., where its factory and general offices are located. The salesrooms at 105 East Twelfth street, New York, have been visited by many out-of-town dealers who have arranged to handle the Wontalk line and feature it extensively.

NEW \$1,000,000 CORPORATION

INDIANAPOLIS, IND., June 4.—Articles of incorporation have been filed by the Burns-Pollock Electrical Manufacturing Co. of East Chicago and Indiana Harbor, with a capital stock of \$1,000,000. The company will manufacture a combination lamp and talking machine. J. G. R. O'Hara, Anthony J. Burns and Thomas Pollock, all of Lake County, are the incorporators of this company.

RECORD SALES CO. ORGANIZES

The Record Sales Co. has recently been formed for the purpose of merchandising records. This company is under the management of A. J. Cryan and has opened New York offices at 25 West Forty-second street.

H. J. Smith Laboratories

Manufacturer Phonograph Jewels
Telephone 2896 Market

833 Broad St. Newark, N. J.

Sapphire Ball Jewels, Pathé, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.



Scotford Tonearm and Superior Reproducer

Illustrating STYLE 2 FINISH
A combination of Japanned and Plated Parts
Sample Prepaid, \$7.75 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialties on Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

SIGNS UP SELVIN'S ORCHESTRA

Popular Organization to Make Vocalion Records Exclusively in the Future

The Aeolian Co. has just announced that Selvin's Novelty Orchestra, one of the most popular organizations of its kind in the East, has been signed up exclusively for the making of Vocalion records. Selvin's Orchestra, which plays at the Moulin Rouge, New York, has made a number of very successful Vocalion records, and it is expected that under the new arrangement even more success will be met with.

The Musical Products Distributing Co., New York, has been granted a charter of incorporation under the laws of the State of New York, with a capital of \$30,000. The incorporators are B. D. Colen, M. M. Gruen and A. J. Messing.

EMERSON, JOBBERS IN NEW ENGLAND

Lansing Sales Co. Appointed Emerson Jobber—Equipped to Give Efficient Representation

The Emerson Phonograph Co. announced this week that the Lansing Sales Co., Eliot and Warrenton streets, Boston, Mass., had been appointed Emerson jobbers. This company is one of the best-known accessory organizations in the country, manufacturing Lansing khaki covers and having an exceptionally efficient sales organization.

According to present plans, Emerson phonographs and records will be the basis of an active selling campaign in New England territory, supervised by the Lansing Sales Co. Emerson records have long been popular in New England and under the capable direction of the Lansing Sales Co. success is assured.

Announcement

THE owners of the majority of the stock issued and outstanding of the

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., Inc.

have decided to dissolve this corporation and in the future

WALL-KANE NEEDLES

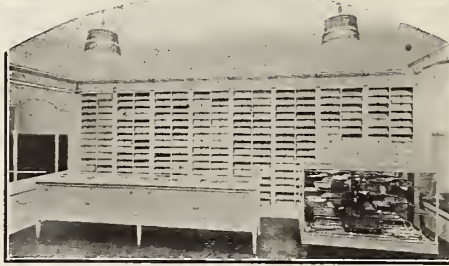
will be sold direct by the manufacturer—to wit:

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.

Interior view, showing correct equipment for sheet music, musical instruments and sundries.



Equipment built by Van Veen & Co. in Snyder Music Co.'s new store, Wilkesbarre, Pa.

The department illustrated above looks good to you, doesn't it?—It looks good to the customer, too, and he will pass a poorly equipped store to go to it. Can you afford to be one of those he passes?

We can make your store look like this one. The business you will get that you are now losing will pay for it.

VAN VEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

• HEARING ROOMS • RECORD RACKS • COUNTERS •

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

AN INTERESTING CUSTOMS DECISION

Board of General Appraisers Holds That Imported Cabinets Are Assessable at 25 Per Cent Ad Valorem as "Parts of Phonographs"

The U. S. Board of General Appraisers in a general decision upheld that imported talking machines or phonograph cabinets are to be assessed at the rate of 25 per cent ad valorem, under paragraph 273 referring to "parts of phonographs," instead of at the rate of 15 per cent, under paragraph 176, as a manufacture in chief value of wood.

The decision was handed down in a test case brought by the Columbia Graphophone Co., who claimed that the mechanism of the Grafonola is complete before shipment to cabinet or furniture factories for installation in the cabinet and that, therefore, the cabinet should not be considered in a tariff sense as part of a graphophone or phonograph. Judge Sullivan, of the Customs Board, however, held that the cabinet was a necessary part of the Grafonola when

offered for sale, and therefore upheld the Collector's classification of imported cabinets as "parts of phonographs."

TALKS ON LIFE OF EDISON

W. D. Wilmot, Edison Dealer in Fall River, Mass., Addresses the Local Boys' Club

W. D. Wilmot, well-known Edison phonograph dealer of Fall River, Mass., was the chief speaker at a recent meeting of the Fall River Boys' Club when he delivered an address upon the early career of Thos. A. Edison. Mr. Wilmot presented the facts most interestingly and urged that the boys study Mr. Edison's life in order to gain inspiration—it was a splendid address.

NEW VICTOR STORE IN DAYTON

COLUMBUS, O., June 6.—J. E. Saum is in charge of the new Victor Department of the Rike-Kumler store in Dayton, which has just been installed by the Perry B. Whitsit Co.

The department is one of the largest and most attractive talking machine departments in the State, and has a sales force of trained music people.

NEW C. H. DITSON & CO. QUARTERS

Wholesale Victor Department Now Occupies Entire Eighth Floor of the Ditson Building—Equipped in Most Modern Manner

Chas. H. Ditson & Co., local Victor wholesalers, are now well settled in their new wholesale department, occupying the entire floor of the Ditson Building at 9 East Thirty-fourth street, New York. The new arrangement gives much more space for the handling of the talking machine line and permits of the arrangement of dealers' service that should prove of great value. The front section of the floor is arranged with offices, demonstration booths and record sales system and display room for various types of Victrolas. As the visitor steps off the elevator he sees before him a model show window display featuring this or that type of Victrola and various selected records. This display is rearranged under expert supervision each day and has proven of much interest to visiting dealers.

The equipment of this space has also proved an inspiration to various retailers who have been planning the rearrangement of their own stores. Van Veen booth equipment is used and all woodwork is of mahogany finish, topped with ivory. The rear of the floor is devoted to storage and shipping departments. Manager P. E. W. Carlson is naturally enthusiastic over the new quarters, but at the same time anticipates securing more space outside to provide storage facilities when the Fall trade develops.

The third floor of the Ditson Building has been rearranged to provide for a commodious recital hall, which will be used for various purposes, and it is expected that the Victrola will be heard in this hall at frequent intervals in recitals the coming Fall.

Two Distinct Novel Appeals to Victrola Owners

Victrola Dealers! Capitalize on these two timely novelties.

A lifelike bust of Caruso. 4 1/2 ins. high	Victrola clock, Mahogany finish. Guaranteed New Haven Clock. 6 1/2 ins. high
World's greatest tenor.	Dealers' price, \$2.50 each.
Sample price, 16c each.	\$25.00 per doz.
Special quantity price.	

Territory open for live agents. Write us today

Manufactured exclusively by
Juth Toy Mfg. Corp.
404 OAKLAND STREET
BROOKLYN, N. Y.



Copyright 1921



Copyright 1921

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



RECENTLY, on visiting a dealer in Pennsylvania, I was shown what he called his "cigar trick," which I should say was a "trump." His idea was merely to have one booth set aside which was equipped with ash receptacles and matches. In this booth, he allowed the gentlemen to smoke as much as they chose. Being located in a business center, he invited business men to stop in during the noon hour. The plan worked ideally, for instead of the usual stiff formal recital he found the people made themselves at home, asked more questions, and bought more goods. Don't forget Kipling's old saying that "A woman is only a woman, but a good cigar is a smoke."

* * *

NOW, schooling can end when business begins. Yet, there is many a man who likes to read the text books of his particular trade throughout the years of his business. The trade journals and house organs affiliated with the talking machine industry are the text books of the trade. They are well worth your consideration, as the many new ideas presented in them every month will give you the "jump" on your competitive merchant.

You should read whatever literature you can secure in regard to your particular industry, not only with a sense of pleasure but also with a sense of duty toward making your store bigger and better. If it is true that "there is nothing new under the sun," it's a good thing to get all of the new "slants" at the sun which are coming forth daily, that's why it pays you to read your trade journal and house organs.

* * *

SALESMANSHIP teaches you to interest your customer in several items which you sell, before allowing him to leave the store. However, this is greatly overdone in many cases. While you may make greater sales with the customer at that particular moment, you can often incur his ill-will to such an extent that he will not buy again at your establishment.

An incident bearing out this theory was recently told me by a friend of mine. He was visiting in a rural town and stopped in at the postoffice, which was incorporated into the country store, to buy a few stamps. There was a gentleman ahead of him at the mail window, and he overheard a conversation ensuing between this gentleman and the postmaster, something as follows:

"A two-cent stamp, please."

"A two-cent stamp? How about a three-cent stamp? We have some very beautiful three-cent stamps."

"No. I said a two-cent stamp. One two-cent stamp, please."

"By the way, may I call your attention to our ten-cent stamps. They are a beautiful yellow color, are well illustrated, and are equipped with the very highest class glue."

The man purchasing the two-cent stamp seemed a little irritated and repeated his request for a two-cent stamp, but the voice at the other side of the window did not seem to be ruffled in the least, and continued:

"Well, sir, if I can't sell you any ten-cent stamps, how about a few return postal cards? You buy them at two cents apiece, you write your letter on one postal card and your name and address on the other—see the idea? The person to whom you write is bound to write to you. How many of them do you want?"

As he finished his remarks, the purchaser rapped his fist on the counter and said, "Give me a two-cent stamp."

His request was met and he departed, greatly infuriated.

As my friend approached the window, he was much surprised to see a smiling, courteous old gentleman at the other side. Without asking, the postmaster said, "Well, I suppose you wonder why we had our little conversation. Well, you see, that man is the town barber, and every time I visit his establishment for a shave he tries to sell me everything in the place. There's a little satisfaction in getting back at him once in a while."

Look out that your customers don't take the same attitude toward your establishment that the postmaster did toward the barber.

* * *

DID you ever sit in an automobile and have the driver start off all of a sudden, so that your head practically snapped off your shoulders? There's a little difference in that sort of a start-off and in the nice, easy get-away.

Now remember that a person's mental make-up is just as sensitive as his physical make-up. When going after an account that is overdue don't start off with a letter which is going to jerk your debtor off his feet and make him mentally sore.

Don't let your collections drag. As soon as a client seems to be slowing up on his payments, start immediately. Write him a pleasantly worded letter calling his attention to the fact that his payments are getting behind. If no response is received, write him another letter. If he writes and states that he cannot make payment at this time but will do so on a certain date, follow him up a day or two before the date which he stated, reminding him that he is to make a payment to you on that date.

By a careful follow-up system, you can start up payments from clients who have stalled. You will find them riding along pleasantly to your establishment and paying up with a smile on their face.

* * *

DID you ever stop to realize that in telephonic communication the ear is the sole judge of the service and courtesy which you extend? See to it that your telephone girl is most polite and courteous, intelligent and systematic. When a call comes in, why not save the usual conversation which ensues before the caller finds out whether or not he has the correct establishment? This trouble can be saved if your telephone operator merely states to the incoming call, "Hello, this is _____," followed by the name of your establishment. In this way you save much time, and it will impress your customers as a real business institution. In a case where there is more than one firm name or trade name connected on the one line, have your operator reply to the incoming calls, "Hello, this is _____," followed by the telephone number of the store.

Satisfactory telephone service means much to a dealer. It will bring him a greater amount of telephone record order business.

* * *

THIS month many millions of the youth of America will be graduated from institutions of one sort or another. What have you done, or what are you planning to do, to make these graduates think of your institution? There is many a clever wrinkle that can be produced which will make graduates from your local high schools or college remember your institution in a way which, in later years, may mean real business for you. A kind favor done without any attempt at commercialism is the type of publicity which often brings the greatest returns in dollars and cents.

Why not get up a paper weight bearing the name or initials of the high school, and the words "Class of 1921." In very small letters have your own name and address. Any novelty company can prepare paper weights, letter cutters, or smaller articles at very small cost. A remembrance book is another article which can be produced for this purpose, the interior bearing headings such as "Class Colors," "Class Yells," "Class Officers," etc. Several pages should be reserved for signatures of class members. In this case, your own firm name should appear in very small type on the back inside cover. This book will be kept for years and your name will also be before them. Care must be taken that your name doesn't appear on any of this material in too prominent a way, for if it does, the article loses its worth and is soon thrown away because of the fact that it is received merely as an advertisement.

* * *

THE national birthday of this great nation is fast approaching. On this day the hearts of the newly arrived immigrant, and the descendant of the pioneer, the youth and the aged, beat in unison. There is something within the soul of mankind which is called forth when patriotism reigns triumphant and on the Fourth, thanks be to God, we Americans have something to be truly proud and patriotic about. The unmarred and untrampled, glorious history of our country breathes an inspiration of duty and of pride.

By all means display in your windows all of the patriotic numbers which you have in your record library. Arrange this display in the last days of June, and continue it through the Fourth. A small card in the window bearing the words "Let us have patriotic music in every home" will act as sufficient stimulus and cause sales enough to warrant the display.

When your store is closed on the Fourth, put your flag out.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

IMPORTANT NOTICE

TO THE
AMERICAN TRADE

THE STERNO Manufacturing Company

*has acquired the
sole agency for the*

Electromophone Phonograph Motor

*Further particulars will be
announced in the July World*

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

**Knight-Campbell
Music Co.**
1608 Wynkoop St.,
Denver, Col.

His Masters Voice
REG. U.S. PAT. OFF.

**Victor
Dealers**

**We Back the Dealer
Who Backs the Victor**

Knight-Campbell Victor Service is an invaluable link between Victor product and the Victor dealer who appreciates the world wide fame and supremacy of Victrolas and Victor records.

VICTOR JOBBERS Colorado's cool canons, her inviting trout streams and healthful air all bid you radiant welcome to the Victor Jobbers' Convention at Colorado Springs on July 11-13. **COME!**

UNDERVALUATION OF DIAPHRAGMS

Recent Cases Bring to Light Attempts to Bring Foreign Diaphragms Into This Country After Low Valuations—Government Has Taken Drastic Action in Several Cases

Attention has been called recently to several cases in which the undervaluation of diaphragms for talking machine reproducers, either accidentally or by intention, has resulted rather disastrously for the importers and it is suggested that those who bring diaphragms into the country should be careful to enter them at a proper valuation to avoid trouble.

One case concerned a Swiss manufacturer who sold to a prominent American talking machine company 50,000 1 7/8-inch diaphragms at 1 1/2 cents each. He shipped the diaphragms to an unknown individual in the West, who took them out of the Custom House, after paying duty on the Swiss valuation of 2 cents each. The balance of the sale prices, less a commission, was returned to the Swiss manufacturer, who realized a very substantial profit on the deal. The Government appraisers later investigated the case and ordered the goods returned to New York for revaluation. After three trials the Board of General Appraisers revalued the diaphragms at 10 cents each and collected duties and penalties totaling about 8 cents per diaphragm.

In another case 25,000 diaphragms of British manufacture were imported at a valuation of 18 cents. These were sized and revalued at 30 cents, being the British cost of manufacture. The penalty in this case amounted to 18 cents in addition to the regular duty, bringing the cost of the diaphragms to 48 cents plus a duty of 9 cents, or 57 cents in all. In this case the American talking machine manufacturer refused to accept the goods and they are now held at the Custom House.

American manufacturers and dealers in diaphragms are quite incensed at recent develop-

ments and are frankly keeping a watchful eye open for other cases with a view to keeping the Government informed of any apparent intent to fraud, through the undervaluation of the imported goods.

INDIANA EDISON DEALERS MEET

Hold Very Successful One-day Convention in Muncie Late Last Month

MUNCIE, IND., June 8.—A most successful convention of Edison phonograph dealers in this section was held here late last month under the auspices of the Kipp Phonograph Co., of Indianapolis, local Edison jobber. The business meeting was devoted to a thorough discussion of sales campaigns, and particularly of the work of the new research department established by Thos. A. Edison, Inc. One of the features of the meeting was a talk on "The Power of Music" by Judge Orbison, of Indianapolis. In the evening the visiting dealers were entertained at an elaborate banquet at the Roberts Hotel.

KING-O-TONE PORTABLE POPULAR

PHILADELPHIA, PA., June 9.—The King-O-Tone Phonograph Co., of this city, is energetically featuring its line of portable talking machines for the Summer season. The model is built compactly and its attractive appearance has been kept in view in the planning of the models. Many exclusive patented features are claimed for it. Those behind the guns in the organization are J. R. Rose, who has been connected with both the wholesale and retail trade for many years, and L. Sorkin, well known in the retail trade. The offices of the King-O-Tone Phonograph Co. are located at 608 Chestnut street. D. R. Doctorow is sales representative of the line in New York City, with offices at 51 East Forty-second street.

H. B. LEVY TAKES COMPLETE CHARGE

Will Look After All Vocalion Interests in Chicago and mid-West Territory

CHICAGO, ILL., June 9.—H. B. Levy, who has been connected with the Vocalion division of the Aeolian Co. in this territory for a number of years, has been placed in entire charge of the Vocalion interests in Chicago and Chicago territory, which includes all the northern section of the Middle West. Mr. Levy has done much traveling throughout the West, particularly recently, and is, therefore, well acquainted with conditions.

GIVES SERIES OF RECITALS

AUGUSTA, GA., June 6.—The Victrola department of J. B. White & Co., this city, under the management of H. G. Ray, have been stimulating record sales materially recently by holding Victrola recitals on Saturday nights, thus drawing the attention of the shopping crowds. Local artists and the Ampico reproducing piano are also enlisted in an effort to make the recitals of musical value and interest, and the crowds attending the concerts fill the available space to capacity. The latest Victor records are featured in the recitals and many sales result directly therefrom.

NEEDLES
WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe

in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.



Cyrena Van Gordon, Grand Opera Contralto, sings superbly "Rock of Ages" and "Shall We Gather at the River," two hymns known and loved wherever Christians dwell. Such a combination means steady sales. A-3398.

**Columbia Graphophone Co.
NEW YORK**

CONCENTRATING ON SUMMER BUSINESS IN MILWAUKEE

Increasing Demand Reported for Records and Portable Machines—Trade Optimistic Over Fall Outlook—General Conditions Reviewed by Leading Wholesalers and Retailers

MILWAUKEE, Wis., June 13.—Considering the season and despite all of the trade deterrents present in the general economic situation, talking machine business is satisfactory. The demand for records, however, stands out as far more conspicuous in activity than the call for instruments. There never has been a time when sales of records at most shops reached and maintained the volume of the last five months.

In June so far there has been a fair call for the smaller or portable styles which people who spend the Summer in the country or at the lakes which abound in Wisconsin are taking with them to while away the torrid days of the coming few months. Many of these were purchased in past years and some new ones are being purchased for replacement, although, in the main, buyers are those who have larger machines in their city dwellings and are buying the smaller sizes for the country home.

More and more attention is being paid by Milwaukee dealers to the development of the virtually unscratched market furnished by country and inland lake dwellers for the Summer. Some shops have laid plans to make periodical trips at frequent intervals through the lake district within a radius of forty to fifty miles of Milwaukee to comb the Summer residents for record business. Dealers, of course, are not unmindful of the big influence it will have toward selling instruments to those not yet so provided by giving painstaking record service to machine owners. In itself the record trade will be a profitable proposition.

The work of selling instruments seems to be less difficult than it was one or two months ago, and while Summer is regarded as the dull season for sales of the entire year the betterment of trade in the late Spring and early Summer is believed to augur well for an unusually good volume to tide dealers over until the active period next Fall.

The accumulation of stocks of instruments, as well as record numbers which manufacturers are replenishing in preparation for Fall business, is receiving much attention at this time. This involves the problem of adequate financing and it is most encouraging to know that bank-

ers in Milwaukee are treating their music customers with liberality. It is recognition of the importance of the music business, its stability and classification as a necessity rather than a "luxury."

Milwaukee talking machine manufacturers and jobbers are busier now than they were in February, March and April. It is well to note the dealers, the makers and wholesalers realize that business will not come voluntarily, but must be sought. The merchandising efforts at this time are notable because of the many new methods being used to secure distribution volume.

"Reports from our Victor organization throughout Wisconsin and Upper Michigan are more optimistic than since the first of the year," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "What is even more encouraging is the business being placed with us for future delivery. Victor dealers are no longer buying only from hand to mouth, but realizing that they must fortify themselves against the Fall holiday demand. These orders run better than a year ago at this time, indicating more confidence in the future. We feel sure the Summer will be an active one and that a very respectable increase will come with cold weather and the holiday season."

The Brunswick campaign is meeting a splendid reception throughout this territory and machines as well as records are moving better than ever before, according to Thomas I. Kidd, manager of the local Brunswick branch. Record demand, especially, is very active, the popular numbers having such a large call that it is found difficult to keep stocks of dealers in shape to fill all requirements from day to day. The Brunswick dance record has established a truly wonderful vogue in Milwaukee and vicinity. In machines the console styles are moving rapidly and cabinet styles are likewise popular.

Edison business continues active and undergoing steady improvement, according to officials of the Phonograph Co. of Wisconsin. The dealer organization throughout Wisconsin and northern Michigan is asking for more goods

than in June a year ago and there is less hesitancy among retailers to make requisitions for Fall and the holidays.

Fred E. Yahr, president of the Yahr & Lange Drug Co., Sonora distributor in this territory, was a member of a party of 100 representative Milwaukee business men who participated in the nineteenth annual trade extension tour made June 6 to 11 by the jobbers' division of the Milwaukee Association of Commerce. These trips are designed to bring retailers in the Milwaukee jobbing territory into close contact with the manufacturers and jobbers in the Milwaukee market. This year's tour, like previous ones, was made by special train, covering 1,000 miles in a week. It traveled through western Wisconsin, southeastern Minnesota and eastern Iowa. Eighty-seven Milwaukee concerns were represented.

Charles J. Orth, Inc., Wisconsin and Upper Michigan distributor of the Puritan line, made in Sheboygan, Wis., reports a steady increase month by month in the volume as compared with a year ago.

Carroll's Victrola Shop, Appleton, Wis., is now comfortably settled in its new quarters at 615 Oneida street, in a new building occupying the site of the old post office. It is considered one of the most artistic talking machine establishments in Wisconsin. Mr. and Mrs. E. F. Carroll are actively in charge of the management.

The Badger Music Shop, Fond du Lac, Wis., has recently increased its capital stock from \$25,000 to \$60,000 to accommodate the development of the business. It is a Victor dealer and also handles pianos and general musical merchandise. The ownership is the same as that of the Badger Victrola Shop. Leslie C. Parker is president of both concerns. Edward Sweeney is vice-president and general manager at Fond du Lac.

The Noll Piano Co., 1055 Muskego avenue, this city, which is a large Sonora dealer in the Layton Park district, is breaking ground for a new music store building at Muskego avenue and Grant street, to cost about \$40,000.

The J. B. Bradford Piano Co. with branch at 596 Mitchell street, is meeting with a gratifying degree of success in merchandising the Aeolian-Vocalion instruments and records. The entire Aeolian line was taken over by Bradford's on April 15. It also handles the Victor and the Sonora.

The R. H. Zinke Music Co., one of the principal East Side Victor dealers in Milwaukee, has recently enlarged its Victor record department and also established a complete sheet music department, which is located opposite the record counter. The combination is working out most successfully and a decided mutual advantage has grown out of the combination.

Columbia dealers in Milwaukee and vicinity without exception express themselves as highly pleased with the condition of Grafonola record trade. Disposition of old numbers has been accomplished and standard records at standard prices are now being moved in large quantities.

Ask them "up the state" what they think of "Badger" Service

Badger Talking Machine Company

Victor Distributor for Wisconsin and Michigan

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

135 Second St.

Milwaukee, Wis.

RESERVATIONS THROUGH SPENCER

Lloyd Spencer, New York, Looking After Interests of Eastern Jobbers in Connection With Special Train to Colorado Springs

All Victor wholesalers situated in the territory east of Pittsburgh, taking in Boston, New York and Baltimore, are urged to make their reservations on the special cars leaving New York on July 7 for the convention at Colorado Springs through Lloyd Spencer, of the Silas E. Pearsall Co., 10 East Thirty-ninth street, New York.

Reservations on the special train for the jobbers west of Pittsburgh and including the Chicago district are in the hands of Chas. K. Bennett, of the Eclipse Musical Co., Cleveland.

EMERSON ADVERTISING MANAGER

The Emerson Phonograph Co. announced this week the appointment of E. H. Davis as advertising manager of the company, succeeding J. I. Bernat.

PURCHASES VICTOR STORE

NEWBURGH, N. Y., June 7.—The Winterroth Piano Co. has purchased the store of B. S. Brown, Victor dealer in this city, and is making extensive alterations.



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold Retail Prices, \$7.50 Nickel—\$10.00 Gold Quantity Prices on Application



Superior Specialties for Phonographs BARNHART BROTHERS & SPINDLER Monroe and Throop Streets CHICAGO

R. R. WILSON TO REPRESENT GRANBY

R. R. Wilson, who for many years was connected with the wholesale branch of the Columbia Graphophone Co., in New York, has been appointed wholesale representative of the Granby Phonograph Corp. in the metropolitan district.

Breuer Bros., 775 Woodward avenue, Brooklyn, are featuring Starr phonographs and Genett records.

BLOUT REARRANGES HIS QUARTERS

Retail Record Section Placed in Front of Store and Offices Moved to Rear

Emanuel Blout, well-known Victor wholesaler and dealer, has just made some changes in the arrangement of his large store at 108th street and Broadway, New York, which are calculated to make for the convenience of customers.

BRUNS "ONE MAN" DELIVERY COVER

A practical One Man Delivery Cover embracing unusual new and novel features. A cover that will effectively protect the fine exterior of any machine. One man in every sense of the word.

Made in Sizes to Fit All Machines—For All Makes



A Quality Cover in Every Respect

The General Construction—material—finish is of the very best—Extra Heavy Khaki or Brown Duck—Quilted, padded and fleece lined.

Write us to-day for prices—you'll be glad you did. Special inducement to the jobbing trade. Sample orders promptly attended to.

A. BRUNS & SONS, 50 Ralph Avenue, Brooklyn, New York

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.
Aretino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.

announce to the trade the formal opening of a branch
sales office and stock room at

2957 GRATIOT AVENUE

Phone: Melrose 1576

Detroit, Michigan

Oké Record Distributors

Also a complete line of repair parts and accessories

"Get acquainted with Consolidated S-E-R-V-I-C-E"

URGES ELECTION OF HOPKINS

Official Organ of Advertising Club of New York
Wants General Sales Manager of Columbia
Co. for President of the A. A. C. W.

The May 23 issue of Advertising Club News, the official organ of the Advertising Club of New York, was devoted practically in its entirety to propaganda urging the election of Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., as president of the Associated Advertising Clubs of the World. As this issue of The World goes to press the annual convention of the A. A. C. W. is being held at Atlanta, and Mr. Hopkins' chances for election are considered exceptionally bright.

The first page of Advertising Club News for May 23 featured the heading, "George W. Hopkins—The Man," accompanied by telegrams and

letters from prominent advertising men in all parts of the country, telling why in their opinion Mr. Hopkins should receive the greatest honor in the advertising field. The inside pages contained many more communications of similar tenor from publishers, executives, advertising managers and sales managers everywhere.

For many years Mr. Hopkins has been identified with advertising activities in a broad, general way, and he has occupied all of the executive offices in the Advertising Club of New York, including that of president.

Richard G. Burger, formerly connected with the Columbia Graphophone Co. in Bridgeport, Conn., as research chemist, is reported to have perfected an invention which makes it possible to press 1,500 records from a single nickel-plated matrix, as compared with the former limit of 500 records to a matrix.

ORCHESTRA BOOSTS OWN RECORD

Coon-Sanders Novelty Orchestra Helps Sale of
Columbia Records by Concert Given in the
Paul Talking Machine Shop, Kansas City

KANSAS CITY, Mo., June 6.—A prophet may not be appreciated in his own city, but the fact remains that the Coon-Sanders Novelty Orchestra goes the prophet one better by being distinctly popular with the home town folks, which is attested to by the sale of the first Columbia record made by that organization, namely, "Some Little Bird."

The orchestra, which plays regularly at the Hotel Muehlbach, and is rated as one of the best novelty orchestras in the Middle West, recently gave a concert in the store of the Paul Talking



Crowd in Front of Paul Talking Machine Shop
Machine Shop in connection with the exploiting
of their Columbia records.

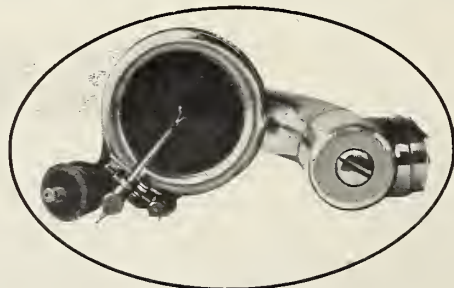
The accompanying photograph gives some idea of the crowd that was attracted, a crowd that practically blocked the street. It is well to note that the supply of the orchestra's records was completely exhausted and a rush order was sent for more.

CHENEY DISTRIBUTION PLANS

The New York territory has been added to that covered by the Cheney Sales Corp., of Philadelphia, of which G. D. Shewell is president. This important deal was closed the early part of June and adds to the territory covered by the Cheney Sales Corp. everything west of the Connecticut River in Connecticut, Greater New York, Long Island, northern New Jersey and the lower counties of New York State. This new territory, combined with the Philadelphia field of the company, which reaches west to the Susquehanna and south to Washington, permits a splendid field of operation for Mr. Shewell and his associates. Burton Colver, who has been the manager of the New York office of the Cheney Talking Machine Co., will become associated with the Cheney Sales Corp. in an official capacity and will continue his operations in the same territory. The Cheney Sales Corp. will take over the offices of the Cheney Talking Machine Co., at 1107 Broadway, New York City, in addition to its offices at 1105 Chestnut street, Philadelphia.

Advance Notice to Victor Dealers

To Retail
at **\$3.00**



Spir-a-graf

a repeating device for Victrolas that always works and is no larger
than your watch

The few Victor dealers who have observed our working models
call it the most wonderful Victrola device they have ever seen

There is a world of entertainment in simply watching the little wheel carry the sound-box back to the first groove—accurately, never-failing, automatically WITH NO INTRICATE MECHANISM AND NOTHING TO GET OUT OF ORDER.
Big, general announcement of SPIR-A-GRAF will be made soon. We are ready NOW to

send to Victor jobbers or dealers complete literature and prices including an enlarged illustration of this wonderful attachment. Victor dealers who know have pronounced it a device that will sell at ONE demonstration with great possibilities for profit. Write NOW for literature.

Consolidated Sales Co. INDIANAPOLIS
U. S. A.

ATTENTION PHONOGRAPH DEALERS

Send for Copy of "THE ORO-TONE"
JUST OFF THE PRESS

THE ORO-TONE CO.
1010 George Street
CHICAGO, ILL.

The Stephenson Almanack

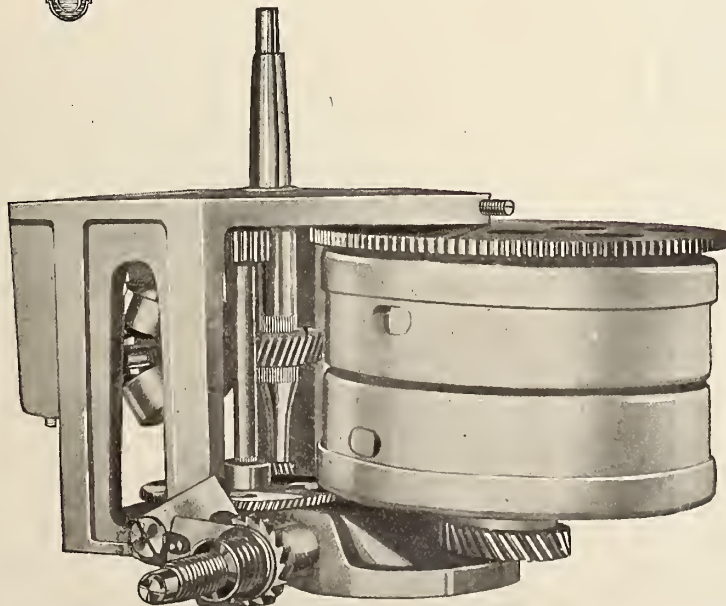
1921 JUNE, Sixth Month 1921



1	W	Manufacturer's Calendar
2	T	
3	F	
4	S	Watch your product. Merit now counts as never before.
5	S	
6	M	
7	T	Now it is time to study the product to see how certain improvement can be made so that you may be ready for trade later on. Consider the Stephenson Precision-Made Motor, for it will please your customers.
8	W	
9	T	
10	F	
11	S	
12	S	
13	M	Work the ground now for a harvest in the fall.
14	T	
15	W	
16	T	The term, Precision-Made, was introduced into the phonograph industry by the Stephenson Motor—and Stephenson Motors by actual service rendered have now earned the title.
17	F	
18	S	
19	S	
20	M	
21	T	
22	W	
23	T	
24	F	
25	S	
26	S	
27	M	
28	T	
29	W	
30	T	

Employ thy time well and throw not away one single minute, says Poor Richard.

STEPHENSON
DIVISION
 DE CAMP & SLOAN INC.
 One Hundred and Seventy Pennington Street
 Newark, New Jersey



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

CONVENTION PLANS COMPLETE

Chas. K. Bennett Makes Personal Visit to Colorado Springs to Arrange Details—Jobbers' Special Train to Stop at Pueblo

Word has been received from Charles K. Bennett, chairman of the arrangements committee of the National Association of Talking Machine Jobbers, who has been in Colorado Springs looking after the final details of the convention program, to the effect that all the details have now been arranged and everything is ready for the big time.

Mr. Bennett reports that Colorado Springs was not affected by the recent floods and that the officials of the Santa Fe Railroad announce that the roadbed will be repaired and transportation put on a normal basis before June 15. Arrangements have been made for the special train carrying the jobbers to stop at Pueblo for a brief period in order that the conventioners may witness the havoc wrought by the floods in that city.

The

Tiffany



Model B

"The Last Word in Phonograph Construction"

The appealing lines of the Tiffany Models, together with workmanship and quality, are the reasons for the noticeable increase in Tiffany Jobbers and Dealers.

Write for our attractive proposition.

TIFFANY PHONOGRAPH SALES CO.

Executive and Sales Offices

1404 E. 9th St., Cleveland, O.

New York City Office
17 E. 42nd St.

SOSS

INVISIBLE HINGES



Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.

CHURCHILL CO. HOLDS SALES MEET

Pathé Distributors in Iowa Hold a Most Successful Sales Convention in Burlington

BURLINGTON, IA., June 6.—The Churchill Drug Co., Pathé distributors in this territory, with establishments in Cedar Rapids, Peoria and this city, held their first general sales convention here on Thursday and Friday of last week, June 2 and 3. The entire program was a most elaborate one, with close to seventy-five of the executives and salesmen of the company in attendance.

F. S. Churchill, head of the company, presided as chairman and W. N. Churchill delivered the formal address of welcome at the opening session on Thursday. At both sessions on Thursday there were a number of addresses on business subjects made by executives of various organizations and some excellent selling material was offered for the consideration of the conventioners.

On Friday the salesmen reported at the company's headquarters and made a tour of inspection of the establishment. At the morning session H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., was the principal speaker. There were also other addresses. In the afternoon there was a general discussion of sales problems, even as far ahead as the holiday trade, and the salesmen's question box was open.

There were several social affairs during the convention, including an elaborate luncheon each day and a banquet at the Hotel Burlington on Thursday evening, with Frank Stockton as the principal speaker.

Those who attended the convention included from the Burlington headquarters: W. N. Churchill, C. S. Hutchins, C. F. Wehmeier, C. E. Kislner, F. A. Straw, E. R. Jacoby, H. E. Eaton, J. C. Minton, H. Bouquet, D. C. Hampsher, A. L. Floden, W. P. Strain, J. A. Hughes, C. W. Blayney, J. A. Day, C. C. Stoerzbach, W. H. Hackler, P. F. Fulton, Eno Finmen, C. W. Boger, F. W. Lemon, C. W. Schach, W. M. Barnett, F. R. Buck. From Cedar Rapids: F. Junkermann, F. S. Churchill, J. C. Cox, E. T. Sickel, J. R. Schollenberger, P. E. Colwell, T. H. Thomas, D. M. Cram, L. C. Munch, W. F. Glass, R. L. Shambaugh, J. W. McDonald, A. N. Johnson, C. E. True, A. E. Dreier, C. L. Havens, W. L. Capron, W. S. Bartlett, L. L. Kadavy, J. W. Wray. From Peoria: F. M. Burks, W. K. Roth, H. H. Coulson, Eno Boyer, F. F. Kneer,

E. M. Scoones, H. R. Pelz, W. B. Munro, C. M. Miller, F. E. Conway, Arthur Schulz, E. M. Rutledge, R. R. Ross, D. C. Artz, W. E. Tripe, E. C. Webster, Elmer Blank, F. E. Hadank, J. F. Caldwell, J. J. Green, C. C. O'Hara, N. F. Montross, H. M. Rogers, F. W. Dudley, C. F. McLean.

NEW WALL-KANE MERCHANDISERS

The Progressive Phonographic Supply Co. has announced that those controlling the majority of stock in the company have voted to dissolve this selling organization and that hereafter the Wall-Kane needle will be merchandised by the Greater New York Novelty Co., 3922 Fourteenth avenue, Brooklyn, the manufacturer of the needle.

The Wall-Kane needle is being brought to the attention of the public in suburban communities in a novel manner. There is presented free with each package of needles a balloon for the children. This offer is only made by dealers who have not previously retailed the Wall-Kane line and is, therefore, creating much new distribution for the needle.

FILES PETITION IN BANKRUPTCY

OKLAHOMA CITY, OKLA., June 6.—The Oklahoma Phonograph Co. has filed a voluntary petition in bankruptcy with the clerk of the Federal Court at Guthrie. The company's assets are placed at \$15,482.71 and liabilities at \$16,083.40. The matter has been referred to a referee.

Victor Dealers

The USOSKIN VICTOR MONTHLY WINDOW DISPLAY SERVICE is an investment—not an expense.

It pays dividends in increased sales.

It attracts attention, brings people to your show window and into your store, and nets you a profit on your investment in a dozen different ways.

Send for sample set and further details regarding this sales-stimulator.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

Ted Lewis scores another triumph with his tuneful, tantalizing trombone in that famous fox-trot "I'm Coming Back to You—Maybe." Coupled with "Wishing," a medley fox-trot by the Yerkes Jazarimba Orchestra. Order a lot for your dance loving customers. A-3400.



**Columbia Graphophone Co.
NEW YORK**

ANNUAL BANQUET OF EMPLOYES OF BLACKMAN T. M. CO.

Gathering at the Hotel McAlpin June 4th Preceded by Theatre Party at Palace Theatre Most Enjoyable Event—Mr. Blackman's Important Address—Bonus Envelopes Distributed

The twelfth annual banquet of the employes of the Blackman Talking Machine Co., New York, Victor wholesaler, was held Saturday, June 4, at the Hotel McAlpin, New York, being preceded by a theatre party at the Palace Theatre. An interesting program was prepared for the entertainment of the employes, and the afternoon and evening were thoroughly enjoyed by everyone present. It so happened that the Palace Theatre program represented one of the best shows of the year, and incidentally the leader of the orchestra at the Palace Theatre is Ben Roberts, a nephew of Frank Roberts, secretary of the Blackman Talking Machine Co., and one of the veterans of the talking machine trade.

Upon arriving at the Hotel McAlpin the Blackman party took possession of the Green Room, which had been reserved for their exclusive use, and after a most enjoyable banquet J. Newcomb Blackman, president of the company, made the address of welcome.

During the course of his address Mr. Blackman gave his organization an intimate idea of the problems which have confronted the company during the past few years, and which have been solved through the use of efficient and logical business methods. The Blackman Talking Machine Co. has been in existence for nineteen years, and during this period has been a

foremost factor in the Victor industry in New York. Personally, Mr. Blackman has for many years been one of the leading members of the National Association of Talking Machine Job-



J. Newcomb Blackman

bers, having served as its president and as a member of its executive committee for many years.

For several years the company occupied space at 97 Chambers street, and then moved to 81

Reade street, where its lease expired on May 1 of this year. Mr. Blackman briefly traced the history of the company, telling how he and his associates recognized the fact that the quarters occupied at 81 Reade street were far inadequate for the company's growing business. They decided to look for new quarters the early part of this year, and the paramount factor in the search for a new home was the question of a floor or building which would provide the employes with ideal working conditions. Several excellent locations were rejected because of minor disqualifications, but finally a floor was found in the building at 28 to 30 West Twenty-third street. Mr. Blackman looked over this floor carefully, and was soon convinced that it met the company's requirements in every detail. It furnished the employes with excellent working conditions, and the shipping and freight facilities were exceptional. The lease was closed and the company took possession of its home on May 1.

Mr. Blackman paid a hearty tribute to the invaluable co-operation given the company by its employes during the removal period, as many of the men worked well into the night in order that the new home might be occupied on schedule date. In closing, Mr. Blackman predicted that his organization would attain unlimited success in the future, as the spirit evinced by every member of his staff assured this success.

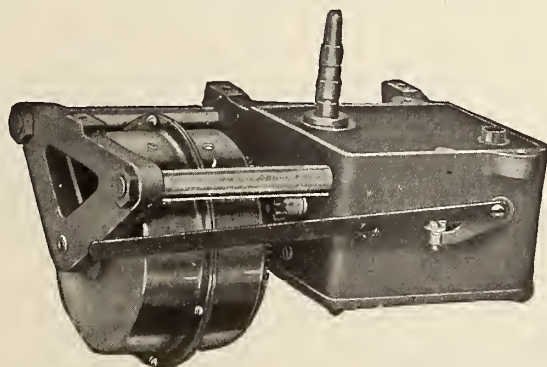
Upon completing his address, Mr. Blackman announced that the employes would receive bonus envelopes in accordance with the plan instituted by the company twelve years ago. Under the terms of this liberal profit-sharing plan every employe who has been associated with the company during its complete fiscal year shares in the profits, and this system has been an important factor in the success attained by the Blackman organization. Fifteen employes shared in the 1921 bonus plan, among these being Fred P. Oliver, vice-president and general manager; Frank Roberts, secretary; George Thau, assistant secretary; James F. Ashby, assistant treasurer; C. L. Johnston, sales manager; Edgar S. Palmer, A. D. Robbins, Walter R. Grew, Charles R. Marquis, Jr., John Mills, Charles W. Cornwell, Miss Elizabeth Reighton, Miss M. V. Johnstone, Miss Mae Dranow and Miss L. W. Haggerty.

In addition the stockholders of the corporation received a dividend based on the company's activities the previous year and several of the employes participated in this stock dividend. Incidentally, Mr. Blackman stated that plans were being made whereby the employes of the organization would be given an opportunity to become stockholders on a liberal basis to be announced in the future. Among the stockholders who were present at the banquet and who received their dividends were the following: Fred P. Oliver, Frank Roberts, George Thau, Mrs. J. Newcomb Blackman, Mrs. F. P. Oliver, Mrs. Anna A. Houghton and Mrs. Irene C. Blackman.

As a fitting finale to the banquet Mr. Blackman announced that C. L. Johnston, who was appointed sales manager of the company about a

(Continued on page 170)

You Don't Have to Tune This Motor



If you have to tune a motor when it reaches you, someone will have to tune it after it leaves you.

If it didn't stand shipping shock once, it won't stand it again.

This motor is silent—self-lubricated and enclosed.

It will end your motor difficulties.

It is being adopted by more and more of the better phonograph makers, and they are delighted.

Absolutely uniform speed, and performance.

Write us for further information—prices, etc.

**United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO**

BANQUET OF BLACKMAN EMPLOYES
(Continued from page 169)

year ago, would very soon be promoted to the position of secretary of the company, succeeding Frank Roberts, who became associated with Mr. Blackman nineteen years ago as his first employe and who has retired from active duty. The organization was delighted to hear of Mr. Johnston's prospective promotion, as he has worked indefatigably in the interests of the company during the past year and was in direct charge of the removal from 81 Reade street to 28-30 West Twenty-third street.

Before the floor was cleared for dancing Fred P. Oliver, in behalf of the officers and employes, thanked Mr. Blackman for the courteous consideration extended the organization and assured him that every member of the staff would give the company 100 per cent service and co-operation during the coming year.

POLICY OF CO-OPERATION PAYS

Remington Phonograph Corp. and Olympic Disc Corp. Supply Effective Dealer Helps—S. H. Jacobs, Good Advertising Suggestions

One of the secrets of the success of the Remington Phonograph Corp., New York, and the Olympic Disc Corp., which it controls, is the hearty co-operation which they offer to the



Samuel H. Jacobs

dealer. This co-operation is not limited alone to the providing of the merchandise, but goes further and offers general help in the disposing of the merchandise as well.

S. H. Jacobs, advertising manager of the company, gives his attention to the dealers' publicity as well as the publicity of the parent concern. On occasions too numerous to mention Mr. Jacobs has traveled out of town to confer per-

This Book Simplifies Musical Merchandising



HERE is a guide to Successful Musical Merchandising. Here is a most complete line of Musical Merchandise (one of the largest in the United States) condensed within the covers of one small, valuable book.

It is our Confidential Trade Price List. Hundreds of GRETSCH dealers find it a veritable buying guide.

It puts at their command the choicest offerings of the world's markets. A modest inventory, backed by this book and GRETSCH service, enables GRETSCH dealers to meet every musical demand—

and profitably, too!

If you haven't this book, just drop us a card and we'll send you a copy by return mail. Free, of course.

The Fred. Gretsch Mfg. Co.

Musical Instrument Makers Since 1883

54 to 80 Broadway

Brooklyn, N. Y.

sonally with the dealer regarding his advertising problems. Mr. Jacobs is an advertising man of long experience and is well qualified to give expert advice on the subject. Among the many advertising helps offered to the dealer by Mr. Jacobs' department are colored slides, hand-colored window show cards and a one-reel moving picture entitled "At Home With America's Oldest Inventor." This reel has been exhibited in nineteen States and has been acclaimed as educational as well as entertaining. Mr. Jacobs states that improvement of conditions is noticeable and steady and predicts that by Fall a big improvement will be felt.

MAGAZINE STORY ON MOOD CHARTS

The feature story in the magazine section of the New York Herald of Sunday, June 5, was an analysis of the results obtained through the use of some 200,000 mood charts by Thos. A. Edison. The article by Willis Steell was captioned "Music as Cure Under Scientific Test," and the whole subject was treated in a most interesting manner. The effects of the various types of music on the moods of those under test were carefully described. The whole story was closely identified with the Edison campaign.

Miner Chase, of Allerton, Ia., has installed a new Victor department. It is admirably arranged well in front of the store and a diversified line of styles is shown.

LOCAL BRUNSWICK ACTIVITIES

Manager Strauss Pleased With Dealers' Activities—Members of Local Staff Visit Chicago

E. A. Strauss, general manager of the Brunswick-Balke-Collender Co., New York, is enthusiastic regarding the plans and preparations being made by Brunswick dealers in the East for an active Summer and early Fall trade. Mr. Strauss states that Brunswick machine sales are more than holding their own and that his organization is endeavoring to impress upon the dealers the urgent need of instituting intensive campaigns so that they may receive their full quotas of Summer business.

Chester I. Abelowitz, metropolitan representative of the Brunswick offices in New York, recently spent two weeks at the factory in Chicago for the purpose of acquainting himself with the latest data pertaining to the manufacture of Brunswick machines and records.

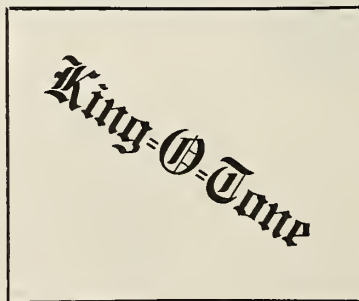
Gus. Henschel, of the Brunswick recording laboratories in New York, spent a few days in Chicago recently visiting the Brunswick offices and factory.

T. J. Garland, who represents the company in New Jersey and Long Island, has opened up a number of new accounts in this territory, and in addition many of the older Brunswick accounts are remodeling their stores in anticipation of an active Fall trade. Dealers appreciate Mr. Garland's visits. He is helpful and stimulative.

DO YOU KNOW ABOUT . . . THE NEW IMPROVED KING-O-TONE PORTABLE

Several patented features which are a positive sales asset.

1. Case and handle; guaranteed cowhide leather, in black or mahogany brown finish.
2. Nickel polish trimmings throughout.
3. Resonator.
4. Special velvet lined compartment for ten and twelve-inch records.
5. Sliding door, velvet lined compartment for tone arm and crank.
6. Guaranteed double spring motor.



Retailing at \$37.50.
This is the season.
Write today for samples and discount.
Prompt delivery.

NEW YORK OFFICES: 51 East 42nd Street

KING-O-TONE PHONOGRAPH COMPANY, 608 Chestnut Street, Philadelphia, Pa.

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.

SALESMEN—A firm making material needed and used by every dealer and repairman in the trade, now doing a large business in the East, is desirous of extending its business westward and southward. We invite applications from worth-while men to represent us. The men selected must be workers and want business bad enough to hustle for it on a strictly commission basis. These men will be backed by strong advertising. You may reply in strict confidence, giving reference. "Box 955," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Side line salesmen to sell a complete line of phonographs and musical accessories. No samples to carry. You can earn all your expenses during spare time. "Box 958," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Traveling salesman for large wholesale house. Familiarity with Victor products and policies essential. To travel out of Washington. Apply, giving all details, to "Box 964," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced sheet music traveling salesman desires position with classical publishing house. Pacific Coast territory, with headquarters at San Francisco, Cal. Address "Box 959," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Side line salesman; good position; to sell a well-advertised line of phonograph needles. State territory you now cover. "M. A., 24," care The Talking Machine World, 209 South State St., Chicago, Ill.

SALESMEN—The largest phonograph job lot house in America needs salesmen to represent it in many sections of the country. Guaranteed cabinets, motors, tone arms, hardware sets; machinery can be sold in large quantities at prices beyond competition. Every manufacturer, jobber and large user of phonographs and cabinets is open for startling bargains. We have them. One large deal every month will easily net \$15,000 a year. Address "Box 965," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Laboratory and matrix expert, with 18 years' experience, would like to have interview with any talking machine company. Address "Box 967," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Commission men, calling on the music trade exclusively, to sell high-grade Player Roll Cabinets (line of 15 pieces). Liberal commission. Write for territory. Box "942," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By experienced phonograph man from Pacific Coast, now located in New York. Thoroughly experienced in both production and sales. Address "Box 953," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young lady with two years' record experience. Chicago location, if possible. Address "Box 968," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—A capable phonograph salesman is open for a road or manager's position. Any reference desired. Address "Box 969," care of The Talking Machine World, 373 Fourth Ave., New York City.

Emerson 7-Inch Double-Disc Records 7c Each

Large assortment. No patriotics.
In 1,000 lots, 9½c. each. In 5,000 lots, 8c. each.
In 2,000 lots, 9c. ea. Entire lot 10,000 at 7c. ea.
Terms: Net. F. O. B. Chicago. Subject to prior sale. FANTUS BROS., 519-531 S. Dearborn St., Chicago, Ill.

Sacrifice Sale of 25,000 Standard 10-inch Double Disc Records

Very large assortment.
All desirable—no patriotics.

In 100 lots, 19c.	In 2,000 lots, 17c.
In 250 lots, 18½c.	In 5,000 lots, 16½c.
In 500 lots, 18c.	In 10,000 lots, 16c.
In 1,000 lots, 17½c.	Entire stock, 15c each.

Terms: Net. F. O. B. Chicago. Subject to prior sale.

FANTUS BROS.
519-531 S. Dearborn St., Chicago, Ill.

FOR SALE

Series of Unico Demonstrating Booths, made by Unit Construction Co. Finished in Grey. Three booths 6 x 9, One 9 x 12, One 6 x 9 Record Booth, capacity about 10,000 records. One 6-ft. counter to match. All new Oct., 1920. Number 3 Unico design. Bargain. Also stock of Vocalion phonographs and records. Hampson, Mintie & Abbott, Inc., Waterbury, Conn.

INVENTION FOR SALE

Sound box that automatically positions needle in tangential relation to record groove. Insures perfect, scientific reproduction of lateral cut records. Royalty or cash. Address "Box 966," care of The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

100 heavy type motors, double spring, also 100 large tone arms. Give cash price in first letter. H. A. Sage, 329 E. Fort St., Detroit, Mich.

WANTED—Position as wholesale or retail salesman, wholesale preferred. Have had over three years' experience. First-class references. Address Box "970," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Salesman wants to sell talking machine needles in the following territory: Western Pennsylvania, West Virginia, Ohio, Detroit and Buffalo. "Box 957," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Victor and Columbia salesman, has knowledge of records in all languages and understands mechanism of all machines. "Box 956," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Cashier and credit man, three years' experience with largest concern in the game, desires to make a change. "Box 960," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful sales manager, managed largest wholesale and retail departments, desires connection, anywhere. Age, thirty-nine; highest class references. "Box 961," care of The Talking Machine World, 373 Fourth Ave., New York City.

PATENT for SALE

Outright or on a Royalty Basis

A Reproducer

embodying the working principle of a bellows and vibratory throughout.

The first in the art to incorporate a vibratory back.

In volume and clarity of tone it is easily superior to any upon the market.

The patent is of recent date and, in the opinion of leading patent lawyers, is basic.

Control of it assures monopoly, while the essential novelty and inexpensiveness of the device are very strong advertising and selling features.

Address "Duo-Vibro," care Talking Machine World, 373 Fourth Ave., New York

1,000 SWISS MOTORS

Nickel plated, double spring. Imported Swiss motors of excellent quality. Equipped with worm drive. 12" cast iron turn table, suitable for a phonograph selling from \$50 to \$150.00.

Price, \$5.75 each

E. L. CUEENDT
150 West 49th St. New York

SPECIAL LABEL RECORDS

Large phonograph company offers to manufacture 10" standard phonograph records with your own label. Releases of not less than twenty (20) selections per month. Standard selections from our own catalog of over one hundred numbers. Popular numbers recorded and released monthly. B. X., care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Six phonograph booths, state make; also one Unico or Van Veen counter, glass top, and record racks. Address E. Brodbeck, 72-74 W. First St., Mt. Vernon, N. Y.

FOR SALE

10,000 phonograph motor springs, 16 ft. by 1¼ by .025. First quality and in perfect condition. Will sell at a sacrifice. "Box 921," care of The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Flourishing Columbia agency in Atlantic City. \$10,000. Old established, with following of ten years' growth. Present owner leaving city to engage in another line of business. Address "Box 963," care of The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS

We specialize in building talking machine cabinets to order. Let us figure on your requirements.

MASTERPIECE PHONOGRAPH CO.
2320 South Western Avenue
CHICAGO, ILLINOIS

Consult Page 172 for Further
Classified Advertisements

WORLD CLASSIFIED ADVERTISING—(Continued from page 171)

Jobbers—Large Users—Manufacturers

The following guaranteed merchandise of a nationally known manufacturer is open for bids:

- I. 2000 heavy cabinets 46", 48", 51", 53" high, of handsome design. Name plate of manufacturer can be had if desired.
- II. 1000 two and three spring motors built by same manufacturer.
- III. 1000 high-grade tone arms with reproducers of same brand as above mentioned.
- IV. 15,000 heavily nickel-plated cabinet hardware sets.

We have excellent facilities and are willing to assemble and equip these cabinets for those unable to do it. As these cabinets are yet unbored, buyers can select what motors they like.

For large users this is an extraordinary opportunity to buy high-grade phonographs at prices reduced beyond competition.

Write at once for appointments in Chicago or for our representative in your city or for samples.

The Chicago Phonograph Realization

1427 CARROLL AVE.

CHICAGO

VALUABLE NEW VICTOR BOOKLET

"The Victrola in Correlation With English and American Literature" a Volume of Much Practical Interest to the Educator

The Victor Talking Machine Co. has just issued another booklet which represents a most important addition to the extensive educational library of that company. The new volume is entitled "The Victrola in Correlation With English and American Literature," and covers very completely an extremely important subject in which the Victrola may assist in teaching. The Victrola and Victor records are now being used in teaching English in thousands of schools throughout the country, and the new booklet has been issued in response to requests for a complete listing of Victor records in this field of educational work.

The new volume has been compiled by S. Dana Townsend, A.B., of Columbia University. Harold D. Smith, who has supplied a thoroughly interesting and practical introduction, in the course of which he emphasizes the fact that Americans have been too prone to regard music as something apart from the commonplace events of daily life, and that the European declaration that Americans are unmusical is due largely to this view of music, for the average European regards music as a vital part of his regular existence. Much excellent advice is offered to the teacher regarding material most suited to the needs of various classes of pupils and various classes of work. And there is a page devoted to concise practical suggestions for the teacher.

The bulk of the booklet, which comprises seventy pages, is given over to a comprehensive catalog of records suited for use in correlation

with English and American literature, classified according to titles, and then again according to composers and writers.

OPENS OFFICES AS ENGINEER

Maximilian Weil Acting as Consulting Engineer in Talking Machine Industry—Well Known in Engineering Field

Maximilian Weil, formerly vice-president and chief engineer of the Sphinx Gramophone Motors, has resigned from this company's service and has opened offices as consulting engineer at 100 Broad street, New York. Mr. Weil has already arranged to handle the affairs of a number of talking machine concerns, and one of the recent additions to his clientele is the Silent Motor Corporation, Brooklyn, N. Y.

Mr. Weil is well known in the talking machine industry, having specialized for many years in the development of the technical end of motor, tone arm and phonograph manufacture. He is a member of the American Institute of Engineers, the Aeronautical Society of America and a number of other engineering organizations. His engineering experience is wide and diversified, as he was associated with the Westinghouse Electric & Mfg. Co., S. Pearson & Son, London, Eng., the Bell Motor Co. and the engineering staff of the New York Central Railroad at the time of its electrification. For a number of years he was consulting engineer prior to becoming associated with the Sphinx Gramophone Motors.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., addressed the Bridgeport Advertising Club at its meeting on Wednesday, June 1, held at the Seaside Club. Mr. Hopkins' address was enthusiastically received by the members of the Bridgeport advertising fraternity and he gave a number of valuable sales and publicity suggestions.

FOR SALE

4,500 packages of standard semi-permanent needles; each needle playing ten records. These needles are in original cartons and retail for 10c. Our special sale price is 3c per package. Address Box "954," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Entire equipment of the Southern States Phonograph Co., consisting of a practically complete record plant in Atlanta, Ga., in running condition. Will ship anywhere or it can be operated at its present location. Very cheap rental. Dixie Paper & Box Co., Atlanta, Ga.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, 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.

FOR SALE

Records, best make, 35c. Cabinets, motors, tone arms; a bargain. Anything required in the phonograph line we sell at reduced prices. Mandell & Co., 88 Rivington St., N. Y. C.

A.F.Co.

felts

for Talking Machine Turntables

First impressions are lasting! A part of the total effect of elegance in your machine is due to the lustrous felt turntable.

It is a matter of pride to the purchaser to own a product of the finest materials obtainable. American Felt is uniformly perfect for resistance to wear and is matchless in appearance.

You can afford to use none but the best in creating this appearance of beauty and refinement. That means **AMERICAN FELT TURNTABLES.**

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Continuance of Coal Strike Proves a Heavy Burden to the Gramophone Trade—Business Men Realize It Must Be a Fight to the Finish—Strong Effort Made to Keep Up Some Sort of Production, Particularly in Records—Musical Typewriter Invented—The Duty on German Exports Causes Discussion—New Invention Makes Speech Visible—The New Record Lists—The General Trade News of the Month

LONDON, E. C., May 28.—The coal strike still controls the trade situation. Its continuance to any extent of time must be disastrous. Industry in general is held up. So long as that continues the gramophone and all other branches of the music industry must needs suffer a setback as never before equaled within the trade history. At most of the gramophone warehouses and offices the usual signs of business are absent. In some I notice that skeleton staffs only are retained, while other firms have adopted the practice, especially in the factory, of maintaining the majority of their employes on two, three or four day shifts only—one week on, one week off, alternately. By this method the men are able just to exist, which, though a very deplorable state of things, is far better than giving work to a chosen few and letting the rest do nothing on the official unemployment dole.

These wretched facts of the situation notwithstanding, among business men there is an air of sober optimism engendered by the belief that this time the Government means to stand firm against the political claims of labor while giving every support to its genuine grievances. The fanatical element of trade unionism which seeks

to hold up the country over every kind of dispute without reasonable justification must be brought to understand that unless labor settles down to honest workmanship, a good service and the acceptance of arbitration or other reasonable method of settling genuine disputes, the industries of this country will be out-developed and restricted to such an extent as to saddle the country with a large army of unemployed and eventual trade stagnation such as we are witnessing to-day.

With much of this in mind the British gramophone trade is adopting a waiting attitude. Financial and business resources are being conserved. Within such limits trade is maintained as vigorously as immediate circumstances warrant and no opportunity is lost to turn an honest penny, so to speak. In this regard there are one or two firms whose outstanding efforts make for encouragement among dealers. For instance, the "His Master's Voice," Zonophone and Winner companies are what might be termed active. Press publicity and the maintenance of the usual retail service represent points of merit throughout their respective organizations, and the news published elsewhere of the laying down of a new pressing plant for "popular" records is decidedly a bright star in an otherwise dull firmament.

These remarks refer particularly to the record side of the business. Proportionately, record sales are ahead of machine sales, or, in other words, their field of sale is mainly applicable to existing machine owners, the percentage of record sales to new buyers being very small. Dealers tell me that few new machine buyers have been registered during the last month or so; in

fact, this branch of the trade has been abnormally slow. The models most in demand are portables and the higher-priced table grands and medium cabinets. Owing to great numbers of mechanics, miners—in fact, all classes of workmen—being unemployed the sales of cheap instruments are few and far between.

A Typewriter of Music Invented

Many have been the attempts to produce a machine that could be made to legibly write music. How difficult such a proposition is a moment's thought will reveal. Nevertheless it has been done. The music typewriter was shown for the first time at the Printers' Exhibition, London, and though its environment may be regarded as reminiscent of a Daniel in the Lions' Den, the printer-exhibitors spoke not so much in wrath as in admiration. In fact, its inventor, the Rev. T. Walton, expressed to me his satisfaction at the fine reception accorded his work by all who had seen it.

Somewhat after the size and style of an ordinary typewriter, the music typewriter prints by pressure as distinct from the hammer blow of a key. It rules the staves, spaces and prints the notes just like ordinary printed music, and by every manipulation notes and bars are put in correct relation. Equally good is the transposing device by which the instrument automatically transposes as the operator copies. The music typewriter is quite easily worked; a little practice but no expert knowledge is required.

Levy on German Exports Reduced to 26 Per Cent

Following upon the receipt of Germany's undertaking to honor the treaty of Versailles, it

(Continued on page 174)



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

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DENMARK: Skandinavisk Grammophon-Aktieselskab, 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, Balaighatta 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: Gramophonium, 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. Haarhurger, 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., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

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- ➔ Our Shipping Services, this Side FREE
- ➔ Correspondence invited—any language

FROM OUR LONDON HEADQUARTERS—(Continued from page 173)

was thought here that the levy of 50 per cent imposed under the Reparation Act passed recently by the English Parliament would automatically be abolished. But not so! In answer to a query about it Austin Chamberlain said: "The Government thinks it inexpedient to repeal or suspend the act until they have had further experience of the working of the terms to which Germany has just given her adherence. The rate of duty will be reduced to 26 per cent and its collection here will be in substitution for, and not in addition to, the general levy on all exports from Germany."

This duty, by the way, which was of course designed to be met by the German Government, is really being paid by the British consumer. Since the imposition of this duty or tax the majority of German manufacturers have declined to accept orders from U. K. buyers unless accompanied by the full payment of the value of the goods. When this was done, upon delivery of the goods—here the British importer was called upon to pay the 50 per cent reparation duty in addition to the ordinary 33½ customs tariff. And thus the public pays in the end what it was meant the Germans should pay. There is consolation in the thought that perhaps as a result the public will find British goods cheapest in the long run.

Speech Made Visible by New Invention

A wonderful new invention called the Lioretgraph is shortly to be brought to this country from France by the London University College authorities for research work into phonetics. The Lioretgraph (named after M. Lioret, the Paris inventor) is for making extremely accurate tracings upon permanent records of the actual vibrations of sound in articulated speech. D. Jones, director of phonetics of the University, told a Daily Chronicle representative that the instrument is unique. It is worked by motor power. "When one utters a vowel sound," said Mr. Jones, "the room is full of vibrations, and each different sound gives vibrations of different shape. In the presence of the Lioretgraph a person saying 'ah' would record upon paper on the instrument a little, wabby, symmetrical line. The principle involved is similar to the ordinary phonograph, but, by means of extremely delicate mechanism, the effects of speech are enlarged an enormous number of times."

"His Master's Voice"

Information from the above company makes very interesting reading. Notwithstanding the present disastrous industrial circumstances the Hayes motto evidently is "Business as Usual," for "His Master's Voice" speaks as eloquently as ever.

To its wonderfully complete catalog the company has issued a No. 1 supplement of international celebrity recordings. It is produced on the same all-complete lines as the catalog, a brief history and photo of each artist accompanying a list of recordings. This supplement will be issued at intervals.

Of the latest musical revues, or whatever they are called, this firm announces records of the "hits" from "Sybil," "The League of Notions," "Robey en Casserole," and "Faust on Toast," all successful plays now running at different London theatres.

As from July 1 a reduction amounting to one-third of the present price is being made on all the "His Master's Voice" steel needles and needle outfits.

Miscellaneous News of Interest

Another American invention, the Repeatograph, has received favorable notice by the British trade. It is being factored by the well-known house of Keith Prowse & Co., Ltd., which has branches in several chief shopping centers of London.

Messrs. Pathé have recently added to their list of language records a new series in French which cannot fail of appeal.

The Sound Recording Co., Ltd., has secured the services of Arthur Gilbert to augment its recording staff. Mr. Gilbert is a well-known authority in this branch of the business and for many years he supervised the recording at the Hertford Record Co.'s factory.

Zonophone dealers should be proud of the splendid free advertising service provided for them by this company, whose publicity expert has just issued a further batch of "copy" in the form of complete stereos. Some hundreds of

Zono dealers now take advantage of this scheme.

C. B. Townsend has joined the staff of A. Balcombe as wholesale representative. His ground will cover both London and the Provinces.

"Winner" Record Service Maintained

Whatever the position in regard to record sales generally, it is of special interest to learn that the all-British "Winner" is true to its name. Recent advice permits one to say that, all circumstances considered, the sales of this record are satisfactory. Big things cannot be expected these times of strikes and general industrial disturbance, but I am glad to chronicle the fact that there has so far been no restriction of the Winner monthly supplements, or in the quality of the record. This month's program includes no less than twenty-four really up-to-date titles by artists who are favorably known in their particular musical sphere.

Build Audition Rooms

In the current Voice the editor usefully discourses upon the value of audition rooms. Outside the large stores and a few selected retail music shops, dealers do not permit themselves—or, rather, their customers—the comfort of trying over records in a private parlor or salon. If dealers would only realize this and install a few sound-proof booths they would quickly reap the reward of their expenditure. Quite efficient audition rooms can be erected at comparatively small cost. A very admirable method of parti-

↓ ↓
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POINTS"



BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,
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Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

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EDISON BELL

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TRADE MARK
GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
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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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FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

tioning off the back portion of the shop into three or four compartments without going to the expense of elaborate paneling will quickly work wonders in the turnover of a dealer's business. Buyers readily recognize such enterprise in a practical way by making use of a service that enables them to choose records in more or less privacy. Now, then, is the time to get busy on this idea before the big season's trade rush commences.

New Plant for Pressing "Popular" Records

In these days of business depression it makes delightful reading that the Sound Recording Co. express such good faith in the quality of their "Popular" records as to embark upon the erection of a new large pressing plant at Towbridge. In this connection I have been advised by the company as follows: "The completion of our No. 2 factory has materially assisted us in further expediting export business. We foresee that factory capacity will again be strained in the near future, and we are making arrangements to meet this by erecting another pressing plant. This will be imperative as we further develop the export business on our several registered brands."

The Sound Recording Co., Ltd., by the way, has just issued a new catalog of all 1920 recordings and a 1921 supplement of titles to date. A new and revised edition of the complete catalog is under preparation. It will be arranged under classified headings for the various sections, so as to insure quick and easy reference.

From a glance through the lists of "Popular" records I observe that most of the great London "hits" have been recorded, and the program of standard recordings seems thoroughly to cover every phase of vocal and instrumental music.

Some New Zonophone Records

The new Zonophone records represent a list of titles well in demand and of charming variety. Though, owing to present adverse conditions in the labor world and the consequent stagnation of commerce generally, public advertising has been slightly curtailed, the company is spending appreciable sums of money on publicity literature and specimen advertisements for its dealers. The result is that Zonophone trade is still very satisfactory, all things considered.

Among this month's records is a ten-inch double "Celebrity" No. G051, by Sir Harry Lauder. In both titles, "Over the Hills" and "O-hi-o," both of pleasing taste, Sir Harry is just Lauder to a T and that's enough t't. A

very attractive record is 2132, "Starlit Dell" and "Dance of the Little Dutch," bell solos by E. W. Rushworth, with orchestra accompaniment. No. 2130, "Shoemaker Ned" and "Love o' Mine," two good songs by Geo. Parker. Miss Bessie Jones, though not quite at her best, contributes a couple of welcome numbers, "For One Sweet Day" and "Lantern Time of Love," on record No. 2129. The Boy Scouts' march, "Jamboree," takes on an added interest as played by the Black Diamond Band, which also treats us to a grand rendering of "Ballesteros," a pretty one-step. Finally, on No. 2127 we have parts I and II of "Military Church Parade" by the great St. Hilda Colliery prize championship band, which plays both numbers excellently well. Altogether a very salable list of records.

Federation of British Music Industries

At the present moment the attention of the Federation is focused on the forthcoming convention at Ramsgate. As at the time of writing the coal strike still continues, any accurate forecast of results is as yet impossible. It is, however, certain that the convention will not be canceled.

The list of subjects for discussion at the various conferences has already been announced. It only remains to add that, after the annual general meeting of the M. T. A. on May 25, time permitting, there will be a discussion on "Hire Purchase Transactions" in relation to accounting; that on May 27 there will be a meeting of the Gramophone Dealers' Association, when the following subjects will be discussed: (a) "Should dealers be allowed to sell obsolete records at reduced prices?" (b) "The present position of hire purchase systems as applied to gramophones"; and that on the following day there will be a meeting of dealers and others interested in the sale of sheet music.

The motto of the convention will be "Business in the morning; pleasure in the afternoon." Suitable arrangements for daily motor runs and other entertainment has been made, and there will be a golf tournament.

The weekly propaganda articles issued by the Federation are now being published by several leading provincial newspapers. These articles, which are designed to stimulate a general interest in the subject of music, are, to judge by the correspondence they have drawn, achieving their purpose. Arrangements have been made for the dissemination of Federation news in British papers through the medium of the Press Association, Ltd, and for obtaining rapid and widespread publicity for such news in a large number of journals overseas.

A special committee of exhibitors in the music trades met at the Federation offices recently to discuss various important matters in connection with the British Industries Fair. They recommended, inter alia, that at future fairs musical instruments should be exhibited only in the music section, into which goods other than music goods should not be admitted; that pianos and

gramophones should be separated as widely as possible; and that the Federation should continue to represent the music industries in connection with the fair.

PLAN AN ACTIVE FALL CAMPAIGN

PHILADELPHIA, PA., June 8.—The National Publishing Co., of this city, manufacturer of record albums, has planned a systematic and energetic campaign for Fall business. One of the first shots fired in this campaign was a general letter sent to the trade the early part of the month concerning record albums. In this letter the popularity of the album for the filing of records is treated upon in the opening paragraph. The letter is fully descriptive regarding styles, sizes and advantages of construction. In this letter attention is also directed to the special department for making albums in special binding designs for large users who stock their cabinets. These albums are made up with individual imprints when desired. The National Publishing Co. is optimistic regarding future developments in the trade and expects general good business will be found in the Fall.

The McCulbee Phono. Co. has succeeded the Vitanola Distributing Agency in Dallas, Tex.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



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May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 7.—**Repeating Attachment for Phonographs.** Charles John Cooke, Washington, D. C. Patent No. 1,373,382.

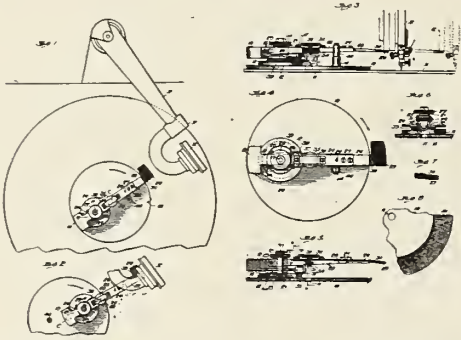
This invention relates to a repeating mechanism for phonographs or talking machines and more especially to means for automatically re-playing or successively reproducing a phonographic record indefinitely, within the range of the particular motor employed, and practically without interruption.

Phonographs and instruments of like character are extensively employed for the purpose of producing dance music, and in this use obviously it is desirable to repeat the selection indefinitely, and without the interruptions incident to replacing the reproducing needle by hand.

An object of the present invention therefore is to provide a simple, inexpensive, efficient and self-contained attachment for phonographs, capable of accurately producing the results above indicated.

A further object is the production of an attachment of the character indicated by agency of which the reproducer is automatically raised each time its needle reaches the end of the record, is instantly and automatically returned to its starting point and in like manner lowered into operative engagement with the record groove, practically without interruption.

Figure 1 is a top plan view of the repeating attachment in position upon a disk record, with its operating arm in retracted normal po-



sition, the tone arm and sound box being at starting point upon the record; Fig. 2 is a fragmentary view also in plan showing the operating arm projected at the instant of delivering the sound box to its outermost or repeating position; Fig. 3 is a side elevation of the invention showing same at the instant of picking up a sound box for replacement, and also in dotted lines the sound box as replaced by the end of the operating arm; Fig. 4 is a top plan of the invention detached; Fig. 5 is a vertical central section through parts shown by Fig. 4; Fig. 6 is a vertical transverse section taken on the zig-zag line 6—6 of Fig. 5; Fig. 7 is an end view showing in inverted plan the underside of the base plate of attachment.

Talking Machine. Joseph M. Noel, Portage, Pa. Patent No. 1,372,975.

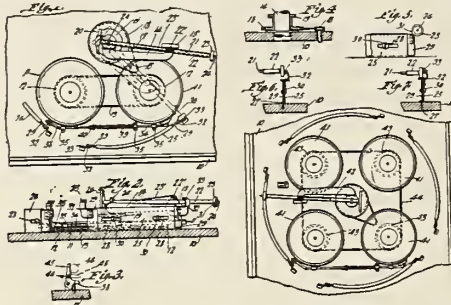
This invention consists in certain new and useful improvements in phonographs of the type provided with rotary record tables and the object is the adaptation of the phonograph to the playing of a plurality of records in succession one or more times.

For the accomplishment of the above-named purpose a phonograph has been produced characterized by a plurality of rotary record tables, each power-driven and arranged in relation to single sound arm, sound box and needle or other record engaging member, means being provided whereby the sound groove engaging member is brought in turn into engagement with the sound groove of each record, the member being automatically shifted from one record to the other. Means are also provided for adjusting the mechanism whereby the said member is

caused to engage the sound groove of a record at the beginning of the sound-recording portion of each groove and is removed from engagement with said groove at the end of the sound record.

Means are also provided for automatically stopping the machine when the desired operation has been completed.

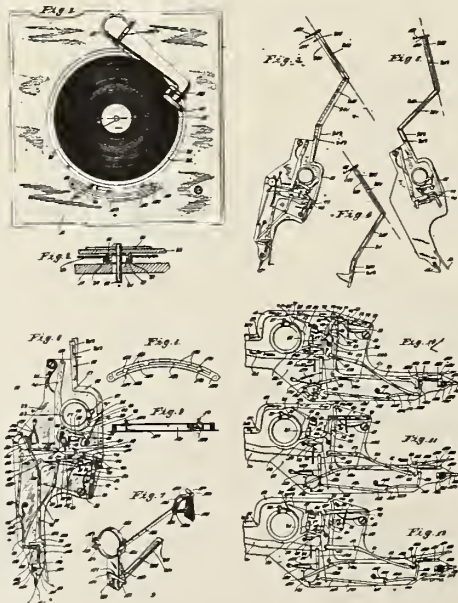
In the accompanying drawings, which are, however, merely intended to illustrate a practical embodiment of the principles of the invention without limiting the scope of the latter to



the construction shown, Figure 1 is a plan view of a phonograph adapted for playing two records in succession; Fig. 2 is an elevation of the same; Fig. 3 is an enlarged detail showing the brake trip; Fig. 4 is a detail in section showing the driving mechanism carried by the tone arm; Fig. 5 is a fragmentary elevation showing a section of the track and the driven wheel running thereon; Fig. 6 is a sectional view of the track showing the method of setting the same to raise or lower the driven wheel at the proper moment at the beginning or end of a record; Fig. 7 is a similar view showing the wheel engaging the track, and Fig. 8 is a view similar to Fig. 7 showing the phonograph adapted to play four records in succession.

Phonograph. Joseph A. Davidowski, Brooklyn, N. Y. Patent No. 1,372,167.

This invention relates to improvements in phonographs, especially of the Victor type, and particularly to means for returning the goose-neck tone arm and needle at the end of the rec-



ord and resetting the same preparatory to re-playing.

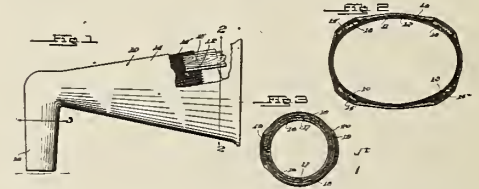
The principal objects of the invention are the provision of an automatic means for playing phonographs using flat disc records and the provision of a brush to remove accumulation of dust in the record grooves in advance of the needle.

Figure 1 is a top plan view of a conventional form of phonograph indicating the application

of the invention; Fig. 2 is a fragmentary sectional view taken on line 2—2 of Fig. 1; Fig. 3 is a plan view of the actuating mechanism shown in one of its positions; Fig. 4 is a fragmentary plan view showing the operating arm in another position; Fig. 5 is a plan view similar to Fig. 3 showing the arm in a different position; Fig. 6 is another plan view of the mechanism drawn to an enlarged scale; Fig. 7 is a perspective view of the horn support; Fig. 8 is a plan view of the control sector; Fig. 9 is a front elevational view of the same and Figs. 10, 11 and 12 are plan views showing the operating parts in their different positions.

Amplifier for Phonographs. Benjamin Bolton, Salt Lake City, Utah. Patent No. 1,372,269

This invention relates to amplifiers or more particularly to horns used upon any of the many approved types of gramophones, and an object of the invention is to provide a horn which will carry and magnify the music or sound reproduced by a mechanism reproducer, and one



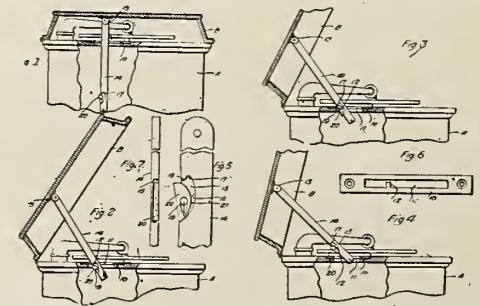
which will be free from any metallic sounds, resulting in the reproducing of clear life-like notes and sounds.

Figure 1 is a side elevation, partly in section, of a horn constructed in accordance with this invention; Fig. 2 is a cross section taken on the line 2—2 of Fig. 1; Fig. 3 is a section on the line 3—3 of Fig. 1.

Lid Support. Howard A. Hamacher, Richmond, Mo. Patent No. 1,372,503.

This invention relates to lid-supporting devices for holding a lid in open position and has for its object the provision of a novel device for holding open the lid or cover of a talking machine cabinet, the device automatically operating to hold the lid when the lid is merely raised and the device furthermore permitting return of the lid to closed position when the lid is merely raised somewhat above its normal open position.

Figure 1 is a fragmentary sectional view through a talking machine cabinet and its cover, showing the device applied thereto and showing the cover closed; Fig. 2 is a similar view showing the cover in open position; Fig. 3 is a similar view showing the cover raised excessively



to release the holding means; Fig. 4 is a similar view showing the holding means fully released; Fig. 5 is an enlarged detail of the lid-carried arm; Fig. 6 is a detail of the element carried by the cabinet, and Fig. 7 is an edge view of the lid-carried arm.

Multiple-Arm Reproducer Mechanism. Fay O. Farwell, Dubuque, Ia. Patent No. 1,371,164.

In the usual construction of phonographs it has been the practice to provide but a single reproducer arm which is rotatably mounted at one end and has a needle-carrying sound box secured to the other end thereof.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 176)

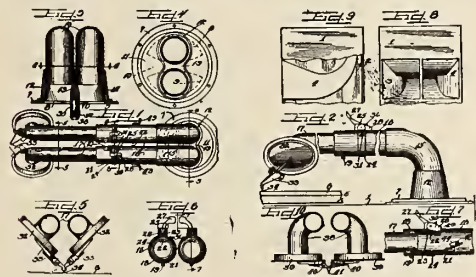
This invention, however, pertains to an improved form of a phonograph reproducing mechanism in which a plurality of adjustable reproducing arms are provided attached to a single support rotatably mounted on the phonograph cabinet, whereby said arms may be simultaneously rotated to permit the playing needles thereof to simultaneously engage in the same groove of a record to permit the diaphragm associated with each needle to transmit a recorded tone wave to an independent megaphone to produce an apparently single tone of increased carrying power and volume.

It is an object of this invention to produce a phonograph provided with a plurality of simultaneously rotatable, adjustable reproducing means and a multiple-arm reproducer mechanism provided with sound-reproducing means disposed to receive and transmit both vertical and horizontal sound waves of different types of records.

Another object of this invention is the construction of a phonograph equipped with a plurality of reproducer arms adapted to rotate at the same time and each arm provided with a separate stylus and connected with a separate horn.

It is also an object of this invention to provide a rotatable reproducer mechanism comprising a rotatable mounting having a plurality of sound-reproducing arms rotatably attached thereto, and equipped with sound reproducing means disposed at an angle with respect to each other, affording a reproducer mechanism, wherein the diaphragms are sensitive to both vertical and horizontal sound waves of different types of records.

It is a further object of the invention to construct a phonograph equipped with a rotatable support for carrying a plurality of adjustable reproducing means, disposed at an angle with respect to each other, and adapted to be rotated



simultaneously with said support, and engage in practically the same point of a groove of any of the standard types of records to apparently produce a single tone of increased volume and carrying power.

It is an important object of this invention to construct an improved form of reproducing mechanism of simple and effective construction, and having a plurality of sound-reproducing means simultaneously rotatable and each provided with an independent stylus sound box and horn.

In the drawings:

Figure 1 is a top plan view of a double-arm reproducer mechanism embodying the principles of this invention; Fig. 2 is an enlarged side elevation thereof; Fig. 3 is an enlarged section on line 3—3 of Fig. 1 with parts in elevation; Fig. 4 is a section taken on line 4—4, Fig. 3; Fig. 5 is a sectional view taken on line 5—5 of Fig. 1; Fig. 6 is an enlarged sectional detail taken on

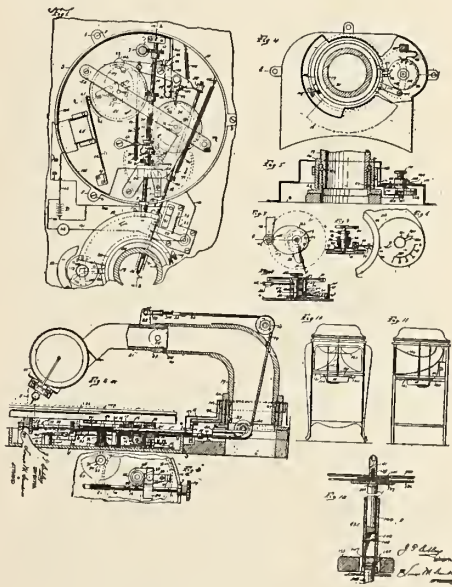
line 6—6 of Fig. 1; Fig. 7 is a fragmentary section with parts in elevation, taken on line 7—7 of Fig. 6; Fig. 8 is a fragmentary front elevation of a phonograph cabinet; Fig. 9 is a side view thereof, partly broken away to show the horn construction; Fig. 10 is a view similar to that shown in Fig. 5, of a modified form of the device.

Phonograph. James T. Sibley, Paterson, N. J. Patent No. 1,371,984.

It is the purpose of this invention to provide a stop mechanism for a talking machine motor, which operates, not upon a predetermined setting, but solely upon the completion of the record, regardless of the location of the end of the groove upon the record tablet.

This invention also contemplates the provision of means in conjunction with the stop mechanism for repeating the record two or more times up to six complete repetitions before the stop mechanism becomes effective. It also contemplates the provision of means for an indefinite number of repetitions, depending solely upon the life of the power which drives the motor.

Figure 1 is a plan view of so much of a phonograph as is necessary to gain a full understanding of the improvement. In this figure the turntable is removed to expose the working parts of the stop and repeat mechanism; Fig. 2 is a section on line 2—2 of Fig. 1; Fig. 3 is a plan view of the differential mechanism; Fig. 4 is a plan view, partly in section, of the parts surrounding the base of the tone arm, whereby repetitions from one to six times or more are made; Fig. 5 is a section on line 5—5 of Fig. 4, but with the stop arm in a slightly shifted position; Fig. 6 is a fractional plan view of the



cover, showing the index mechanism for setting the device up for repeating; Fig. 7 is a detail of the stop mechanism; Fig. 8 is a section on line 8—8 of Figs. 1 and 7; Fig. 9 is a vertical section on line 9—9 of Fig. 1; Fig. 10 is a front elevation of a phonograph cabinet, showing the location of the motor within the cabinet; Fig. 11 is a central vertical section of the cabinet; Fig. 12 is a vertical section of the driving spindle showing the means for supporting the turntable thereon, and also the detachable mechanism for coupling the spindle to the driving shaft of the motor.

Resonator Device for Graphophones. Jere Johnson, Morgantown, W. Va. Patent No. 1,371,900.

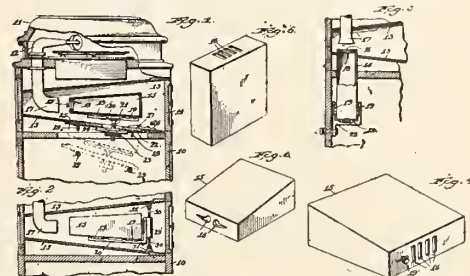
This invention relates to improvements in resonator devices for sound-reproducing devices, and has for its particular object to provide an attachment for graphophones of the cabinet type, whereby the sounds reproduced will be more mellow, smoother, and to a greater extent free from foreign sounds than is the case with the greater number of sound-reproducing machines now made.

Another object is to provide a resonant attachment which can be adjusted relative to the

discharge mouth of the tone arm, whereby more or less sound can be made to enter the resonance chamber.

A further object is to provide a resonant attachment which is constructed with an adjustable support that can be removably fitted into the usual type of cabinet sound-amplifying chambers, whereby the device can be sold on the market as a unit and be placed in a position within the amplifying horn by an unskilled mechanic.

A still further object is to provide a resonant means for the amplifying horn or chamber, which is adjustable into and out of the same,



and so constructed that when it is adjusted to the out position one of its walls forms a portion of the wall of the amplifying chamber.

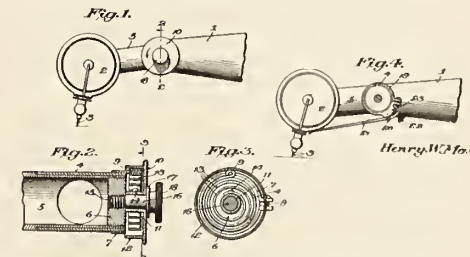
Figure 1 is a vertical sectional view of a portion of the sound-reproducing machine cabinet, showing the improved resonator mounted thereon; Fig. 2 is a like view to Fig. 1 showing a modified form of support for the resonator. Fig. 3 is also a like view to Fig. 1 showing another modified form of the device; Figs. 4, 5 and 6 are detail views showing different constructions of resonance boxes.

Pressure-graduating Device for Talking Machine Needles. Henry W. Mason, New Bedford, Mass. Patent No. 1,371,635.

This invention relates to certain new and useful improvements in a pressure-graduating device for talking machine needles, and its principal object is to provide means for applying a variable lifting force to the sound box and its needle or stylus whereby the volume of the reproduced sounds may be controlled accordingly.

The invention consists of a spring-tensioning device having connection with the sound box to tend to lift the same, and embodying means for varying the degree of tension of the spring device for governing the frictional contact between the needle and the playing record.

In the drawing Figure 1 is a fragmental side elevation of a tone arm, sound box and stylus



of a talking machine embodying the present invention; Fig. 2 is a cross-sectional view through the pressure-graduating device on line 2—2 of Fig. 1; Fig. 3 is a transverse section thereof on line 3—3 of Fig. 2, and Fig. 4 is an elevation of a modified form of the invention.

The clerk who wants larger wages must be a money maker for his employer. Simply holding down the job will not increase the firm's profits.

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 Flow Gently, Sweet Afton—Baritone solo,
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 Van and Schenck, Comedians 10
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 By)—Tenor solo.....Frank Crumit 10

- Nestle in Your Daddy's Arms—Tenor solo,
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 A3407 Oh, Sweet Amelia—Tenor solo.....Frank Crumit 10
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 trot.....Columbia Saxophone Sextet 10
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 ness"—Medley Waltz,
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 Grant Stephens and Howard Marsh 10
 Dear Little Street Back Home—Tenor duet,
 Campbell and Burr 10
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 "What Could Be Sweeter?"—Medley Fox-
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 A14188 Hortense (Young-Lewis-Donaldson)—Orch.
 accomp.....Aileen Stanley 10
 Honey Rose (Tracey-Tobias-Pinkard)—Orch.
 accomp.....Aileen Stanley 10
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 Shannon Four 10
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 comp.....Elliott Shaw and Charles Hart 10
 A14190 Rebecca—Come Back from Mecca (Kalmal &
 Ruby)—Orch. accomp.....Monroe Silver 10
 Ain't We Got Fun—Ballad Fox-trot (Kahn-
 Egan-Whiting)—Orch. accomp.....Billy Jones 10
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 comp.....Charles Harrison 10
 A14192 Oh, Brother, What a Feeling! (P. D. Cook)—
 Orch. accomp.....Ernest Hare 10
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 You—Fox-trot (Burnett-Fischer-Johnson),
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 A14193 My Man (Mon Homme)—Fox-trot (Yvain)
 Wiedoeft's Californians 10
 Toddle—Fox-trot (Biese-Westphal-Steiger),
 Wiedoeft's Californians 10
 14194 Deep in Your Eyes—Waltz (Jacobi),
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 Where the Lazy Mississippi Flows—Intro. Lan-
 tern of Love—Waltz (French-de Freyne-Cald-
 well-Caryll).....Yerkes' S. S. Flotilla Band 10
 A14195 My Teacup Girl—Fox-trot (Daniels & Wilson),
 Erdody's Pennsylvania Hotel Orchestra 10
 I Wonder Where My Sweet, Sweet Daddy's Gone
 —Intro. I Like It—Fox-trot (Hammond-Stark-
 Berlin),
 Erdody's Pennsylvania Hotel Orchestra 10
 A14196 In a Boat—Intro. Peaches—Fox-trot (Lange-
 Ligy-Klapholz-Conrad),
 Selvin's Dance Orchestra 10
 Sunshine—One-step (Motzan),
 Selvin's Dance Orchestra 10
 A14198 You're the Sweetest Girl in All the World—
 Intro. What Could Be Sweeter?—Fox-trot

- (Marion Stanford).Yerkes' S. S. Flotilla Band 10
 I'm Always Dreaming You Are Mine—Intro. Broken
 Moon—Fox-trot (Caruso-Roberts-Calla-
 han).....Yerkes' S. S. Flotilla Band 10
**SPECIAL DANCE NUMBERS PREVIOUSLY
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 (Contad).....Selvin's Dance Orchestra 10
 Cherie—Intro. I'm Nobody's Baby—Fox-trot
 (Bibo-Davis-Agar-Santley),
 Selvin's Dance Orchestra 10

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 in French.....Claudia Muzio 10
 Crisantemi (Chrysanthemums) (Sodero)—So-
 prano, in Italian.....Claudia Muzio 10
 82219 Sing Me Love's Lullaby (Morse)—Soprano,
 Marie Rappold 10
 Love Is Mine (Gartner)—Baritone...Mario Laurenti
 82220 Tarantella Sincera—Neapolitan Song (De Cres-
 cenzo)—Tenor, in Italian.....Guido Ciccolini 10
 Santa Lucia—Neapolitan Boat Song—Baritone,
 in Neapolitan.....Fernando Guaneri 10
 80572 Serenade (Sing, Smile, Slumber!) (Gounod)—
 Contralto, in French, with Violin Obligato,
 Cecil Arden and Isidore Moskwitz 10
 Ye Who Have Yearn'd, Alone (Tschakowsky)—
 Contralto, with Violin Obligato,
 Cecil Arden and Isidore Moskwitz 10
 80617 O'er Waiting Harpstrings of the Mind (Brackett)
 —Mezzo-contralto.....Nevada Van der Veer 10
 Day By Day the Manna Fell (Arr. from Gotts-
 chalk)—Mezzo-contralto.....Nevada Van der Veer 10
 80618 Signs of Spring (Lehar)—Concert Waltz,
 Peerless Orchestra
 Sweet and Low (Barnby)...Jules Levy's Brass Quartet
 80619 Volga Boatman's Song and The Charming Boy
 (Yohnem-Maltchik)...Russian Balalaika Ensemble
 Shiny Moon (Sweti Miesez)—Russian Wedding
 Song.....Russian Balalaika Ensemble 10
 80620 Dream Faces (Hutchinson)—Baritone,
 Thomas Chambers and Chorus
 Paradise (Viennese Folk-Song) (Kraakauer-Kreis-
 ler)—Tenor.....Paul Reimers 10
 80621 Irish Rose o' My Heart (Harling)—Tenor,
 Allen McQuhae 10
 When I Dream of Old Erin (Friedman)—Male
 voices.....Apollo Quartet of Boston 10
 80622 Zapateado (Sarasate)—Violin.....Mischa Violin
 Eli Eli (Arr. by Schindler)—Viola. Herman Kolodkin
 50731 Slide, Kelly, Slide (Trombone Blues) (Briegel)
 Al Bernard and Ernest Hare 10
 Change Your Name, Malinda Lee (Bernard),
 Al Bernard and Ernest Hare 10
 50732 Washington Grays March (Grafulla).Conway's Band
 Battle Song of Liberty March (Bigelow-Hildreth),
 New York Military Band
EDISON RE-CREATIONS—"BITS OF BROADWAY"
- 50777 I'll Keep On Loving You—Intro.: "Coral Sea"
 (Rose-Zany-Brown)—Medley Fox-trot, for danc-
 ing.....Max Fells' Della Robbia Orch.
 Moonlight (Conrad)—Fox-trot, for dancing,
 Max Fells' Della Robbia Orch.
 50779 In a Boat For Two (Lange-Ligy-Klapholz)—
 Fox-trot, for dancing.....Lanin's Orch.
 Lucky Dog Blues (Sullivan-B. and F. War-
 shauer)—Fox-trot, for dancing.....Lanin's Orch.
 50780 Crooning (Caesar)—Fox-trot, for dancing,
 Max Fells' Della Robbia Orch.
 Jahherwocky (Kendis-Brockman-Brown-Eastwood-
 Weslyn)—Fox-trot, for dancing,
 Harry Raderman's Jazz Orch.
 50781 Mon Homme (My Man) (Yvain)—Fox-trot, for
 dancing.....Orlando's Orch.
 Idol Mine (Pollack-Franklin)—Fox-trot, for
 dancing.....Orlando's Orch.
 50783 Cherie (Bibo-Wood)—Fox-trot, for dancing,
 Harry Raderman's Jazz Orch.
 I Found a Rose in the Devil's Garden (Fisher-
 Raskin)—Fox-trot, for dancing,
 Harry Raderman's Jazz Orch.
FRIEDA HEMPEL "JENNY LIND" RE-CREATIONS
- 82229 Casta Diva (Queen of Heaven) (Norma) (Bel-
 lini)—Soprano, in Italian.....Frieda Hempel 10
 Non mi dir (Tell me not) (Don Giovanni) (Mo-
 zart)—Soprano, in Italian.....Frieda Hempel 10
 82230 Norwegian Echo Song (Kom Kijra) (Thrane)—
 Soprano, in Norwegian.....Frieda Hempel 10
 Solvejg's Vise (Solvejg's Song) (Grieg)—So-
 prano, in Norwegian.....Marie Tiffany 10
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- 50751 Congo Nights (Violinsky-Cowan)—Fox-trot, for
 dancing.....Green Brothers Novelty Band 10
 Romance (David)—Waltz, for dancing,
 Max Fells' Della Robbia Orch.
 50752 Playmates (Fisher)—Contralto and haritone,
 Helen Clark and Joseph Phillips 10
 Bright Eyes (Motzan-Jerome)—Tenor,
 George Wilton Ballard 10
 50753 Dew Drop (Bernard-Briers),
 Al Bernard and Frank M. Kamplau 10
 Honey (Ager).....Olive Briscoe 10
 50754 Crazy Blues (Bradford).....Nohle Sissle 10
 Pocahontas (MacMeekin)—Male voices,
 Premier Quartet 10
 50755 Old Pal (Why Don't You Answer Me?) (Jer-
 ome)—Tenor.....Lewis James 10
 Mother of Pearl (Ball)—Tenor...Geo. Wilton Ballard
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- 82227 Caprice Viennois (Kreislér)—Violin...Vasa Prihoda 10
 La Ronde des Lutins, Op. 25 (Bazzini)—Violin,
 Vasa Prihoda 10
 82228 Humoreske (Dvorak-Wilhelmj)—Violin.Vasa Prihoda 10
 Jota de Pablo (Sarasate)—Violin.....Vasa Prihoda 10

EDISON AMBEROL RECORDS

- SPECIALS**
- 4264 Crazy Blues (Bradford).....Noble Sissle 10
 4265 Make Believe (Shilkret)—Fox-trot, for Dancing,
 Harry Raderman's Jazz Orchestra 10
 4266 All For You (Davis-Johnson)—Fox-trot, for Danc-
 ing.....Harry Raderman's Jazz Orchestra 10
 4267 I Like It (Intro.: "My Mammy") (Berlin-Don-
 aldson)—Fox-trot, for Dancing,
 Lenzberg's Riverside Orchestra 10
 4268 Scandinavia (Sing Dose Song and Make Dose
 Music) (Perkins).....Aileen Stanley 10
REGULAR LIST
- 4269 O-Hi-O (Intro.: "Thy Troubadour")—Medley
 One-step.....Max Fells' Della Robbia Orchestra 10

ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 178)

- 4270 I'm Missin' Mammy's Kissin' (Pollack)—Tenor, Vernon Dalhart
4271 Scene on the Levee, Billy Golden and Empire Vaudeville Co.
4272 Siren of a Southern Sea (Weeks)—Fox-trot, for Dancing.....Green Bros. Novelty Band
4273 Playmates (Fisher)—(Contralto and Baritone), Helen Clark and Joseph Phillips
4274 Mello 'Cello (Moret)—Waltz, for Dancing, Joseph Samuels' Music Masters
4275 Country Days (H. von Tilzer)—Laughing Song, Al. H. Weston and Irene Young
4276 My Gee Gee From the Fiji Isle (A. von Tilzer), Emerson Westervelt
4277 Uncle Josh Takes the Census (C. Stewart)—Rural Story.....Cal Stewart
4278 Golden Sunset Waltzes (Hall)—For Dancing, National Promenade Band
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4280 To the Strains of That Wedding March (Le Boy), Marguerite E. Farrell
4281 In the Heart of Dear Old Italy (Glogau)—Mixed Voices.....Metropolitan Quartet
4282 Love's Old Sweet Song (Molloy)—Saxophone, Chester Gaylord
4283 Margie (Conrad-Robinson)—Tenor, Harvey Hindermeyer and Mixed Chorus
4284 Bright Eyes (Motzan-Jerome)—Tenor, George Wilton Ballard
4285 Spread Yo' Stuff (Levy-Crane)—Fox-trot, for Dancing.....Joseph Samuels' Music Masters
4286 Ring and the Rose (Swiss Love Song)—Harp-Zither.....Kitty Berger
4287 Rose, a Kiss and You (Arthur)—Tenor..Lewis James
FRENCH RECORDS
27214 Jing-Bula-Jing-Jing (Jerome)—(Baritone), Hector Pellerin
27215 Histoires de Poupée (A Broken Doll) (Tate)—Baritone.....Hector Pellerin
27216 Nid d'Amour (Love Nest) Marie (Hirsch)—Baritone.....Hector Pellerin
27217 C'est le Marchand d'Etoiles (The Japanese Sandman) (Whiting)—Baritone.....Hector Pellerin
27218 Murmures d'Amour (Whispering) (Schonberger)—Baritone.....Hector Pellerin
27219 Cœur Bessé (Dear Old Pal of Mine) (Rice), Hector Pellerin

GENNETT LATERAL RECORDS

- 4722 Wang Wang Blues (Mueller, Johnson, Busse)—Fox-trot.....Bennie Krueger's Orchestra, Accom. by Al Bernard and Singing Chorus
Get Hot (Seigal)—Fox-trot.....Bennie Krueger's Orch., Accom. by Al Bernard and Singing Chorus
4723 Kharminé (Thompson, O'Neil, Olson)—Fox-trot, Waldorf-Astoria Dance Orchestra
Paper Doll (David)—Fox-trot, Waldorf-Astoria Dance Orchestra
4724 I'll Keep On Loving You (Coburn-Rose)—One-step.....Bennie Krueger's Orchestra
Oh, What a Tune (vincent, Aronson, Lentz)—One-step.....Harry Raderman's Orchestra
4718 Cherie—Fox-trot.....Knecht's Waldorf-Astoria Dance Orchestra
My Lady of the Lamp—Fox-trot, Harry Raderman's Orchestra
4720 Pucker Up and Whistle.....Merry Melody Men, Accom. by Miss McKee, Whistler
Snuggles—Intro.: Nohody's Baby, Merry Melody Men
4721 Peggy O'Neil—Baritone...Orch., accom. Arthur Fields
Vamping Rose—Tenor.....Orch., accom. Billy Jones
4719 Scandinavia
I Was Born in Michigan—Soprano, Orch. accomp., Aileen Stanley
4725 In a Monastery Garden (Ketheley), Gennett Symphony Orchestra, P. Florida, Director
Cavalleria Rusticana (Mascagni)—Intermezzo, Gennett Symphony Orchestra, P. Florida, Director
4726 Coloured Major March—Banjo.....Oilly Oakley
Sunflower Dance—Banjo.....Oilly Oakley
4727 Nearer My God To Thee...Foden's Prize Brass Band
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Ain't We Got Fun!.....Jack Norworth 10
20554 Pucker Up and Whistle (Till the Clouds Roll By).....The Harmonizers 10
Peggy O'Neil.....Billy Jones 10
SPECIAL
20544 How Many Times—Dance Rhythm, Lavinia Turner and Her Jazz Band 10
Can't Get Lovin' Blues—Dance Rhythm, Lavinia Turner and Her Jazz Band 10
DANCE RECORDS
20555 I'm Nobody's Baby—Fox-trot, Della Robbia Orch. (Hotel Vanderbilt, N. Y. Max Fells, Director)
Paper Doll—Fox-trot.....Della Robbia Orch. (Hotel Vanderbilt, N. Y. Max Fells, Director)
20556 You're the Sweetest Girl in All the World—Fox-trot.....Della Robbia Orch. (Hotel Vanderbilt, N. Y. Max Fells, Director)
Toreadora—Fox-trot.....Piedmont Dance Orch.
Lucky Dog Blues—Fox-trot.....Synco Jazz Band
Satanic Blues—Fox-trot.....Synco Jazz Band
20561 A Baby in Love (from "The Last Waltz")—Fox-trot.....Hazy Natzy's Orch., Hotel Biltmore, New York
All By Myself—Fox-trot.....Merry Melody Men
20557 Just Keep a Thought For Me—Fox-trot, Waldorf-Astoria Dance Orch., Joseph Knecht, Director
Nesting Time—Fox-trot.....Jazz Syncoaters
20559 Crooning—Fox-trot.....Casino Dance Orch.
Good As Gold—Waltz.....Casino Dance Orch.
20560 Wait Until You See My Madeline—Fox-trot, Casino Dance Orch.
Do Another Break—Fox-trot, Green Brothers Novelty Band
REGULAR PATHE JULY LIST
OPERATIC AND CLASSICAL RECORDS
54072 At Dawning (I Love You) (Eberhart-Cadman)—Soprano.....Yvonne Gall 12
59091 Lo, Here the Gentle Lark (Shakespeare-Sir Henry Bishop)—Soprano.....Helen Yorke 12
The Pearl of Brazil (David) "Thou Brilliant Bird," in French—Soprano.....Helen Yorke 12
STANDARD SONGS SUNG IN ENGLISH
20522 Mother Machree (Olcott-Ball)—Tenor, Charles Harrison 10

- When Irish Eyes Are Smiling (Olcott-Graff-Ball)—Tenor.....Charles Harrison 10
25059 Who Knows? (Stickles)—Baritone, Percy Hemus 10
Twilight (Teasdale-Glen)—Baritone, Percy Hemus 10
20523 Songs My Mother Taught Me (Dvorak)—Soprano.....Gladys Rice 10
Little Brown Baby (Bassett)—Contralto, Helen Clark 10
FAVORITE HYMNS SUNG AS SOLOS
20524 Jesus, Saviour, Pilot Me (Gould)—Baritone, Charles Burton 10
Jerusalem the Golden (Ewing)—Baritone, Charles Burton 10
NEW BAND AND ORCHESTRA RECORDS
20525 Down the Field (Loomis)—March, American Regimental Band 10
On, Wisconsin (Purdy)—March, American Regimental Band 10
20526 Sunday in the Valley (Savino)—Intermezzo, Domenico Savino and His Symphony Orch. Male Chorus 10
Serenade Romantique (Savino)—Intermezzo, Domenico Savino and His Symphony Orch. 10
NEW INSTRUMENTAL RECORDS
20527 The Skaters (Les Patineurs) (Waldteufel)—Accordion duet.....Boudini Brothers
Sharpshooters March (Bersaglieri) (Metallo)—Accordion duet.....Boudini Brothers
20528 Aria di Bach (Bach)—Violin solo, Virgilio Ranzato 10
Auhade (Ranzato)—Violin solo, Virgilio Ranzato 10
20529 Listen to the Mocking Bird (Winner)—Whistling solo.....Margaret McKee 10
Bird Raptures (Schneider)—Whistling solo, Margaret McKee 10

BRUNSWICK RECORDS

CONCERT

- 10033 Love Is Mine (Teschemacher-Gartner)—Tenor, Mario Chamlee
35001 Ah! Moon of My Delight (from "In a Persian Garden") (Lehmann)—Tenor.....Theo. Karl
When My Ships Come Sailing Home (Stewart-Dorel)—Tenor.....Theo. Karl
PIANO
10031 Waltz in C Sharp Minor—Op. 64, No. 2 (Chopin)—Pianoforte solo.....Leopold Godowsky
5053 Still, Still With Thee (Garrish), Criterion Male Quartet
Son of God Goes Forth to War (Cutler)—With Brass Quartet.....Criterion Male Quartet
INSTRUMENTAL
13022 The Swan (Le Cygne) (Saint-Saens)—Cello solo.....Willem Willeke
Berceuse from Jocelyn (Godard)—Cello solo, Willem Willeke
2007 American Fantasie—Part I (Pictor Herbert), New York Police Band
American Fantasie—Part II (Victor Herbert), New York Police Band
POPULAR
5055 America (My Country, 'Tis of Thee) (Smith-Carey)—Mixed Voices.....Collegiate Choir
Dixie (Emmett).....Criterion Male Quartet
5056 Now I Lay Me Down To Sleep (Mitchell-Meyer)—Tenor duet...James Sheridan and James Lynch
Springtime (Kahn-Friedland)—Tenor...Jas. Sheridan
2098 Where the Lazy Mississippi Flows (French-de Freyne)—Tenor and haritone, Charles Hart and Elliott Shaw
Somebody's Mother (Sterling-Von Tilzer), Crescent Male Trio
2099 Drowsy Head (Irving Berlin-Vaughn-de Leath), Strand Male Trio
Sauntering Along With Susan (Waren-Curtis), Strand Male Quartet
2101 Nestle in Your Daddy's Arms (Herscher-Burke)—Tenor and baritone, Billy Jones and Ernest Hare
Down Yonder (Gilbert)—Tenor and haritone, Billy Jones and Ernest Hare
FOR DANCING
2104 Crooning—Intro.: "Just a Week From Today" (Caesar-Rule)—Fox-trot.....Carl Fenton's Orch.
In Your Eyes—Intro.: "Andrew" (Kingle-Dyson)—One-step.....Carl Fenton's Orch.
2105 I Wonder Where My Sweet, Sweet Daddy's Gone (Stark)—Fox-trot.....Bennie Krueger's Orch.
Satanic Blues (Shields-Christians)—Fox-trot, Bennie Krueger's Orch.
2102 Tea Leaves (Whiting)—Fox-trot—Orchestral arrangement by Walter Haenchen), Rudy Wiedoeff's Californians
Jahberwocky (Kendis-Brockman-Brown-Eastwood-Weslyn)—Fox-trot...Rudy Wiedoeff's Californians
2103 Moonbeams (Price-Stept)—Fox-trot, Green Brothers Novelty Band
I Call You Sunshine—Intro.: "Say Yes" (Silvers-Frey)—Fox-trot, Green Brothers Novelty Band
2100 Cherie (Biho)—Fox-trot.....Carl Fenton's Orch.
Just Keep a Thought For Me—Intro.: "Always" (Burnett-Fischer-Kroll)—Fox-trot, Carl Fenton's Orchestra

OLYMPIC DISC RECORD CORP.

POPULAR SONGS

- 14107 Just a Kiss From You (Geo. H. Green)—Tenor with orch.....Sam Ash
I'm Falling in Love With the Girl of My Dreams (Ash-Cormack)—Tenor with orch, Sam Ash
14108 Orange Blossoms (Jack Glogau)—Tenor and haritone duet with orch...Chas. Hart and Elliott Shaw
A Little Home With You (Dorothy Forster)—Baritone with orch.....Elliott Shaw
14109 Honey Rose (Tracy-Tohias-Pinkard)—Comedienne with orch.....Aileen Stanley
Mimi (MacDonald-Conrad)—Comedienne with orch.....Aileen Stanley
DANCE
15108 You Ought to See My Baby (Ahlerl)—Fox-trot, Palace Trio with orch.
Hawaiian Blues (Jerome-Motzan)—Fox-trot, Rudy Wiedoeff's Californians
15109 Some One Else (Harry and Joe Rosey)—Fox-trot, Bennie Krueger's Orch.
Yan-Kee (Caesar-Gerhwin)—Fox-trot, Green Brothers Novelty Band
15110 Snuggle (Close to My Heart) (Kiernan-Spencer)—Fox-trot.....Van Eps Quartet
Cherie (Wood-Biho)—Fox-trot...Waldorf-Astoria Dance Orch., Joseph Knecht, Director
15111 Oh, Me! Oh, My! Oh, You!—Intro.: "Dolly" from "Two Little Girls in Blue" Waldorf-Astoria Dance Orch., Joseph Knecht, Director
Paper Doll (Lee David)—Fox-trot, Waldorf-Astoria Dance Orch., Joseph Knecht, Director

- HAWAIIAN
16103 Ciribiribin (Pestalozza), Louise and Ferera, Waikiki Orch.
La Paloma (Yradier), Louise and Ferera, Waikiki Orch.
STANDARD VOCAL
17107 Ave Maria (Johann S. Bach-Charles F. Gounod) Gloria Perles, soprano; violin obbligato by Michel Gusikoff
Kiss Me Again (Henry Blossom-Victor Herbert) Gloria Perles, soprano; violin obbligato by Michel Gusikoff
17108 A Dream (Cory-Bartlett)—Tenor with orch. Charles Harrison
Good Night, Little Girl, Good Night (Hays-Macy) Tenor with orch.....Charles Harrison
INSTRUMENTAL
18104 Melody in "F" (Anton Rubinstein)—Cello solo, Bernard Altschuler, Pianoforte by Emanuel Balahan
Sous La Feuille (Under the Leaves) (Francis Thome)—Cello solo, Bernard Altschuler, Pianoforte by Emanuel Balahan
18105 Valse Bluette (Richard Drigo)—Violin solo, Michel Gusikoff, Pianoforte by Ivan Semanoff
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OPERATIC
19103 Heart Bow'd Low'n (from "Bohemian Girl") (Balfe)—Baritone with orch.....Percy Hemus
19104 Evening Star (from "Tannhauser") (Wagner)—Baritone with orch.....Percy Hemus

OKEH RECORDS

- 70001 Dear Little Shamrock—Tenor, with Orch., John McCormack 10 3/4
70002 A Nation Once Again—Tenor, with Orch., John McCormack 10 3/4
70101 La Traviata (Arie der Violetta) (Sempre Lihera) (Verdi)—Soprano, with Orch. (In German), Frieda Hempel 10 3/4
4344 God Be With You 'Til We Meet Again (Sacred) Contralto-Baritone Duet, with Organ and String Trio.....Helen Clark-Joseph Phillips
Let the Lower Lights Be Burning (Sacred)—Contralto-Baritone Duet, with Organ and String Trio.....Helen Clark-Joseph Phillips
4346 Jean—Baritone, with Orch.....Bernard Ferguson
When the Bell in the Lighthouse Rings Ding Dong—Bass, with Orch.....Wilfred Glenn
4341 Now I Lay Me Down to Sleep—Tenor-Baritone Duet, with Orch.....Charles Hart-Elliott Shaw
Mammy's Little Sunny Honey Boy—Vocal Trio, with Orch.....Crescent Trio
4324 Do You Ever Think of Me?—Tenor and Quartet, with Orch...Lewis James and Shannon Four
I've Fallen in Love With the Girl of My Dreams —Tenor, with Orch.....Sam Ash
4325 Ain't We Got Fun?—Tenor, with Rega Orch., Billy Jones
I Like It—Tenor-Baritone Duet, with Rega Orch., Billy Jones-Ernest Hare
4326 My Man (Mon Homme)—Contralto, with Rega Orch.....Aileen Stanley
I've Got the Travelling "Choo-Choo Blues"—Contralto, with Rega Orch.....Aileen Stanley
4329 Peggy O'Neil—Tenor and Quartet, with Orch., Sam Ash and Shannon Four
The Last Little Mile Is the Longest—Tenor, with Orch.....Lewis James
4340 Lost Your Mind—Baritone, with Rega Orch., Shelton Brooks
Murder in the First Degree—Baritone, with Rega Orch.....Shelton Brooks
4345 Monday Morning Blues—Vocal Quartet, Standing on the Corner—Vocal Quartet, The Norfolk Jazz Quartet
4342 In a Monastery Garden—(Incidental Voices by Gounod Quartet—Bird Voices by Sihyl Sanderson Fagan).....Hager's Orchestra
Love in Lilac Time—Valse—Whistling Solo, with Orch.....Gertrude Willey
4334 Cherie—Fox-trot...Rudy Wiedoeff's Palace Trio
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4343 Millions D'Arlequin (Drigo's Serenade)—Cello solo, with piano.....Julius Berger
Melody in F (Rubinstein)—Cello solo, with piano.....Julius Berger
4321 The Heath'ry Breeze (Irish Reel)—Accordion solo, piano accomp...Peter J. Conlon, Accordion Joseph J. Garry, Piano
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4336 Carolina Lullaby—Waltz, Green Bros.' Novelty Band
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4337 Paper Doll—Fox-trot, Rudy Wiedoeff's Palace Trio
Teacup Girl—Fox-trot, Julius Lenzberg's Harmonists
4338 Who'll Be the Next One? (To Cry Over You)—Fox-trot—Incidental Saxophone by Sam Fein-smith.....Julius Lenzberg's Harmonists
Sighing Just for You—Fox-trot—Incidental Cornet Obligato by Ahe M. Small, Rega Dance Orchestra
4339 The Memphis Blues—Fox-trot, Tim Brymn and His Black Devil Orchestra
Camp Meeting Blues—Fox-trot, Tim Brymn and His Black Devil Orchestra
4327 Pucker Up and Whistle—Fox-trot—Incidental Singing by Billy Jones, Whistling by Margaret McKee.....Rega Dance Orchestra
Nesting Time—Fox-trot, Rega Dance Orchestra
4328 I Lost My Heart to You—Fox-trot, Markel's Orchestra
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4330 My Man (Mon Homme)—Fox-trot, Green Bros.' Novelty Band
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4331 Tea Leaves—Fox-trot, Ben Selvin and His Novelty Orchestra
Moonlight—Fox-trot, Ben Selvin and His Novelty Orchestra
4332 I'll Keep on Loving You—Fox-trot, Natzy's Hotel Biltmore Orchestra
Sunshine—One-step, Natzy's Hotel Biltmore Orchestra
4333 Crooning—Fox-trot, Erdody's Hotel Pennsylvania Orchestra
What Could Be Sweeter?—Fox-trot, Erdody's Hotel Pennsylvania Orchestra
4335 Irish Medley Waltz (Intro.: My Wild Irish Rose, When Irish Eyes Are Smiling, Mother Machree) (Continued on page 180)

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- (M. Perry, Accordion; Joe Green, Xylophone)—Medley Waltz, Rega Dance Orchestra 10
- Old Favorites (The Sidewalks of New York, Sweet Rosie O'Grady, Comrades, The Bowery) (M. Perry, Accordion; Joe Green, Xylophone) —Medley Waltz.....Rega Dance Orchestra 10

ARTO RECORDS

- POPULAR VOCAL AND DANCE RECORDS**
- 9070 Peggy O'Neil—Waltz song—Tenor solo, orch. accomp. Arthur Hall
 - Honey Rose—Ballad—Baritone solo, orch. accomp. Ernest Hare
 - 9067 All By Myself—Intro.: "Someone Else"—Medley Fox-trot—Vocal chorus by Ernest Hare Selvin's Novelty Orch.
 - Just Keep a Thought for Me—Intro.: "Daisy Days"—Medley Fox-trot—Vocal chorus by Ernest Hare.....Moulin Rouge Orch.
 - 9065 I'm Nobody's Baby—Intro.: "Two Sweet Lips"—Medley Fox-trot.....ARTO Dance Orch.
 - Wait Until You See My Madeline—Fox-trot Vocal Chorus by Al Beilan—Jules Buffano's Orch.
 - 9072 Lazy Mississippi (Where the Lazy Mississippi Flows)—WaltzARTO Dance Orch.
 - Down Yonder—One-step.....ARTO Dance Orch.
 - 9071 Emaline—Fox-trot.....Julius Lenzberg and His Orch.
 - You Made Me Forget How to Cry—Fox-trot Julius Lenzberg and His Orch.
- COLORED VOCAL AND DANCE RECORDS**
- 9068 Wang Wang Blues—Vocal Blues Lucille Hegamin and Her Blue Flame Syncopaters
 - I Like You Because You Have Such Loving Ways —Vocal Blues Lucille Hegamin and Her Blue Flame Syncopaters
 - 9069 Sweet Mamma, Papa's Getting Mad—Fox-trot Hegamin's Blue Flame Syncopaters
 - Strut, Miss Lizzie—Fox-trot, Hegamin's Blue Flame Syncopaters
- STANDARD VOCAL RECORD**
- 9023 Lost Chord, The—Baritone solo, orch. accomp. George Reardon
 - Holy City, The—Baritone solo, orch. accomp. George Reardon

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- 10381 Little Crumbs of Happiness (Ernest R. Ball)—Tenor solo, Orch. accomp. Irving Kaufman
- Just Keep a Thought for Me (Kerr-Burnett-Fischer)—Baritone solo, Orch. accomp. Arthur Fields
- 10384 Bad-Land Blues (Shepard N. Edmonds)—"Blues" character song, Lillyn Brown and Her Jazz-Bo Syncopaters
- The Jazz-Me Blues (Tom Delaney)—"Blues" character song, Lillyn Brown and Her Jazz-Bo Syncopaters
- 10385 In Honeysuckle Time (Sissle-Blake)—From "Shuffle Along"—"Blues" hallad, Noble Sissle and His Sizzling Syncopaters
- Baltimore Buzz (Sissle-Blake)—From "Shuffle Along"—"Blues" character song, Noble Sissle and His Sizzling Syncopaters
- 10386 Ain't We Got Fun? (Kahn-Egan-Whiting)—Comedy song, Orch. accomp. Fred Hillebrand
- Held Fast in a Baby's Hands (Ray Perkins)—Tenor solo, Orch. accomp. Charles Harrison
- 10382 Lips (Elwood-Fiorito)—Fox-trot, Green Brothers' Novelty Band
- Baby Curls (Kerr-Cooper)—Fox-trot, Merry Melody Men
- 10383 Cherie (Irving Bibo)—Fox-trot, Lanin's Roseland Orchestra
- Nestle in Your Daddy's Arms (Herscher-

- Burke)—Fox-trot Lanin's Roseland Orchestra
- 10387 Two Little Girls in Blue (Vincent Youmens)—Medley Fox-trot, from "Two Little Girls in Blue," Joseph Knecht's Waldorf-Astoria Dance Orchestra
- Sunshine (Little-Stanley-Motzan)—One-step, Plantation Dance Orchestra
- 10388 Paper Doll (Lee David)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- Jealous of You (Freedman-Ingham-Johnson)—Waltz Joseph Samuels' Music Masters
- 10389 Two Little Love Birds (S. Romberg)—Fox-trot, The Great Lakes' Orchestra
- Sultan (W. Haenschen)—One-step, Joseph Samuels' Music Masters
- 10390 Yankee (Geo. Gershwin)—Fox-trot, Green Brothers' Novelty Band
- Jabberwocky (Kendis-Brockman-Brown-Eastwood-

- Weslyn)—Fox-trot.....Plantation Dance Orchestra
- 10391 Carolina Lullaby (Panella-Hirsch)—Male quartet, Orch. accomp. New Stellar Quartet
- Fare Thee Well, Love, Fare Thee Well (E. A. Keith)—Male quartet, Orch. accomp. New Stellar Quartet
- 10392 Let the Lower Lights Be Burning (P. P. Bliss)—Male quartet Criterion Quartet
- In the Sweet Bye and Bye (Jos. P. Webster)—Male quartet Criterion Quartet
- 10393 Serenade (Franz Schubert)—Violin solo, piano accomp. by Mme. L. Vojuckova-Wetche, Milan Lusk
- Paraphrase on Paderewski's Minuet (Fritz Kreisler)—Violin solo, piano accomp. by Mme. L. Vojuckova-Wetche Milan Lusk
- 10394 Medley of Irish Jigs—Irish hornpipe.....Tom Ennis
- Medley of Irish Reels—Irish hornpipe.....Tom Ennis

EDISON DEALERS MEET IN ST. LOUIS

Quartet of Prominent Edison Men Who Attended Missouri Gathering

Herewith is shown a quartet of Edison men who attended the St. Louis dealers' meeting, held at the Hotel Statler last month. From left to right they are: T. J. Leonard, general manager, Thomas A. Edison, Inc.; J. J. Call-



Edison Men at St. Louis Convention

han, Edison supervisor; A. H. Curry, president and general manager, Texas-Oklahoma Phonograph Co, Dallas, Tex., and J. W. Scott, Amberola supervisor. The happenings at this convention were reported in last month's World.

NEW KINDERGARTEN RECORDS

Columbia Co.'s Educational Department Issues Twelve Records for Children

The educational department of the Columbia Graphophone Co. has issued twelve new kindergarten records in the series it established a few months ago. The set now comprises twenty records, offering eighty selections in all of the world's best music, specially interpreted for the child's needs. Approved by Patty Smith Hill, associate professor, Teachers' College, Columbia University, and personally supervised by her assistants in the Horace Mann School of Teachers' College, Ethel M. Robinson, Helene Kneip and Louise Birch, these records represent remarkably fine interpretations of these classics for the purpose.

Through the large sales already secured prominent educators have come to recognize the distinctive character of the work the Columbia educational department is doing for the schools of the country. Not only have they testified that these records are ideal for children, but that the entire series is excellent school equipment of an educational type.

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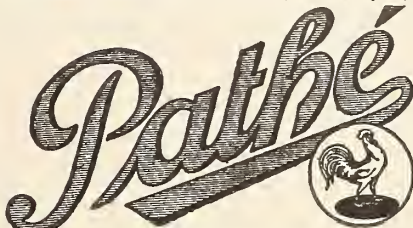
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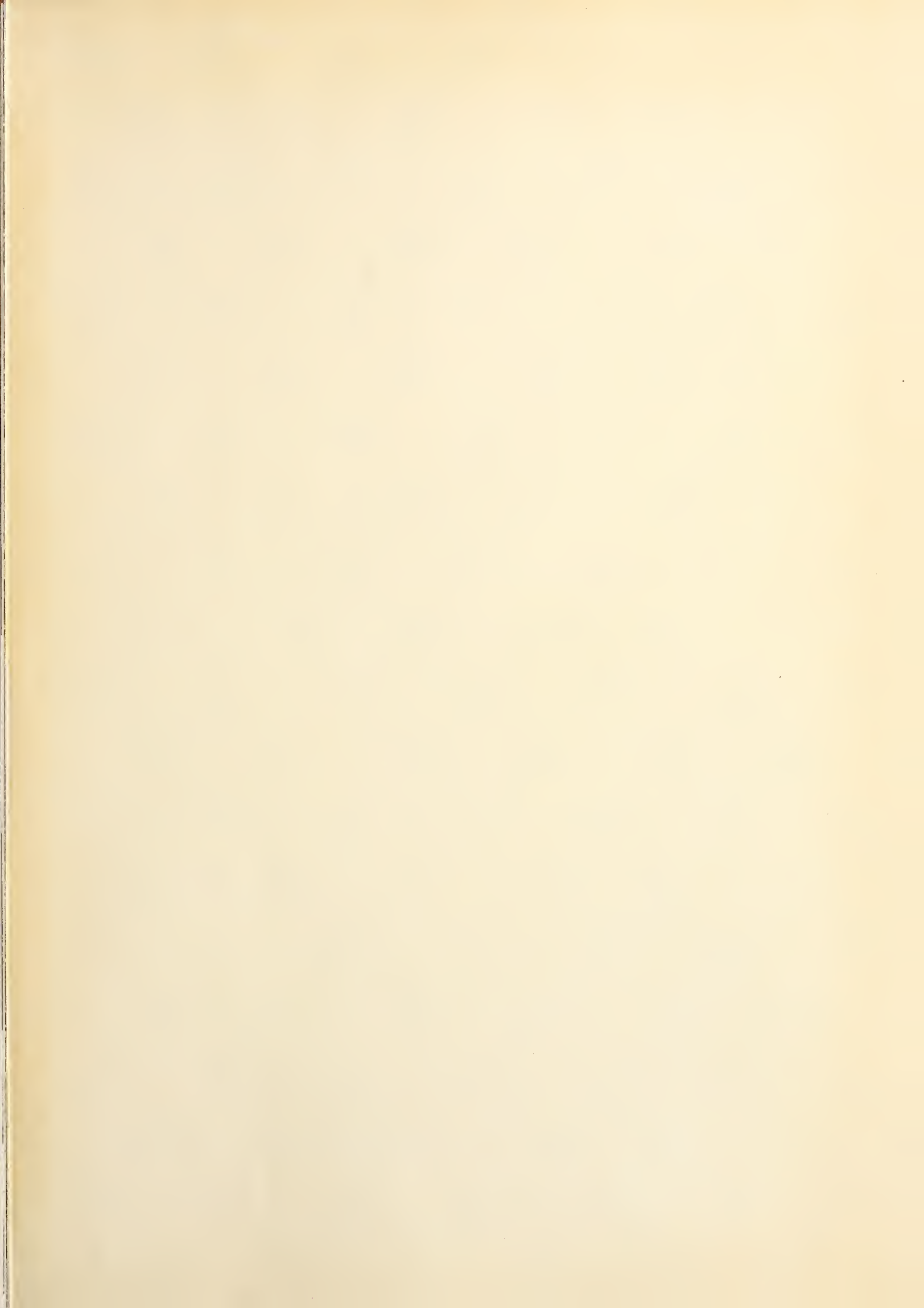
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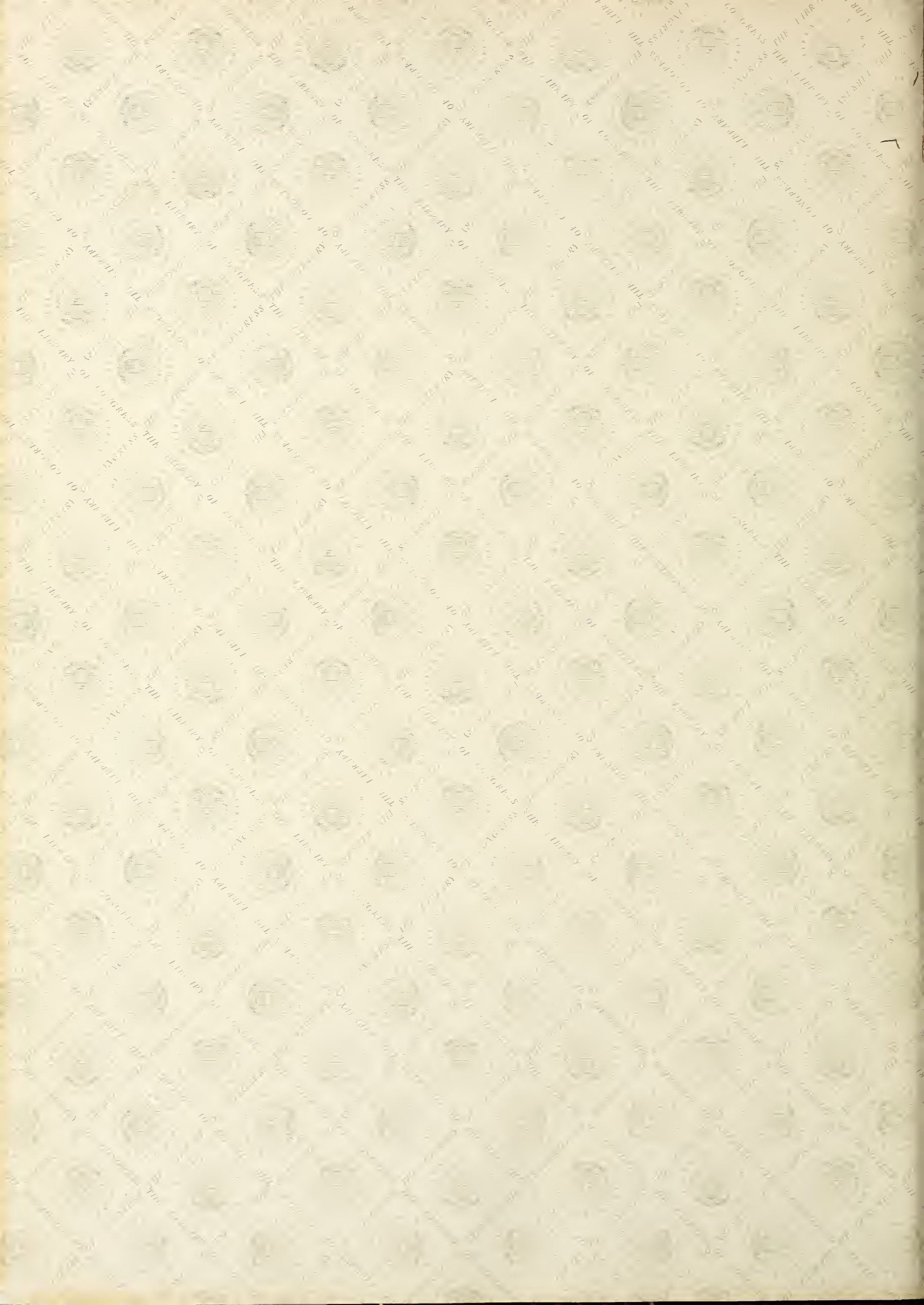
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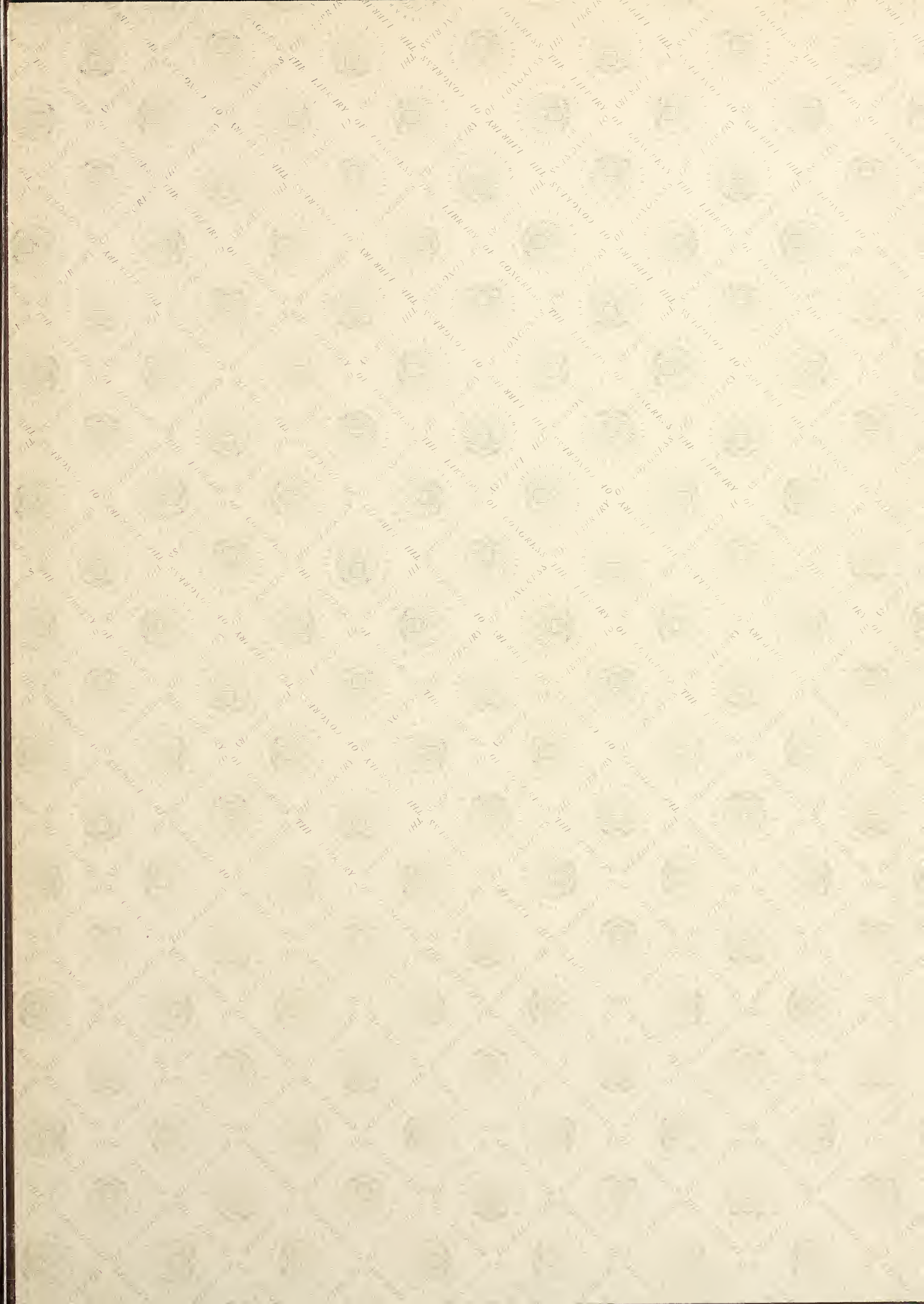
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